

Est. 1964

**PES**  **GB**

# **MEDIA KIT 2021**

# **SALE**

**UP TO 30%**



## ABOUT US

This member led organisation serves our industry by providing great value, networking and knowledge-sharing events, conferences and workshops as well as a programme which supports the education of earth sciences in the wider community.

Though careers in 'energy' are constantly evolving, the PESGB aims to be relevant, useful and beneficial to members at every stage of their careers within the 'energy' industry.



### WE WORK WITH



## THE PESGB MAGAZINE

Our monthly magazine has over **4000** readers across **50** countries. Our members can enjoy a free high quality content, including papers abstracts, industry news, community news and many more!

### WE'VE GONE PAPERLESS



We are happy to announce that our magazine is available online via ISSUU.



## ADVERTISE IN OUR MAGAZINE

### Half Page Advert

£889.90 **£756 + VAT**

**15% OFF**

### Full Page Advert

£1339.00 **£1138 + VAT**

### Inside Front and Back Cover

£1600.50 **£1360.50 + VAT**

### Full Page Promotional Article

(up to 500 words and 2 pictures/ photographs)

£889.90 **£756 + VAT** per page

### SPECIAL OFFER

**A full page advert and full page promo article**

£2000 **£1600 + VAT**

**20% OFF**

### Consultant Services\*

**10% OFF**

#### Freelancers:

3 issues: £88 **£79**

6 issues: £132 **£119**

12 issues\*\*: £242 **£218**

#### Companies:

3 issues: £129 **£116**

6 issues: £228 **£205**

12 issues\*\*: £408 **£367**

(All prices are ex-VAT)

\* maximum 100 words

\*\* January and February as well as July and August are joint issues.

## MAGAZINE DEADLINES FOR 2021

## DIGITAL ADVERTISING

NEW

Advert Artwork to be emailed  
to [simona@pesgb.org.uk](mailto:simona@pesgb.org.uk)

### Publication Date

March  
April  
May  
June  
July/August  
September  
October  
November  
December

Monday 8 February  
Friday 12 March  
Monday 12 April  
Monday 10 May  
Monday 21 June  
Friday 13 August  
Monday 13 September  
Monday 11 October  
Monday 8 November

Monday 1 March  
Thursday 1 April  
Monday 3 May  
Tuesday 1 June  
Thursday 15 July  
Wednesday 1 September  
Friday 1 October  
Monday 1 November  
Wednesday 1 December

We have added digital services to our offer to give you and your company more opportunities to raise your profile with us!

### SOCIAL MEDIA



7000



1700

## DIMENSIONS

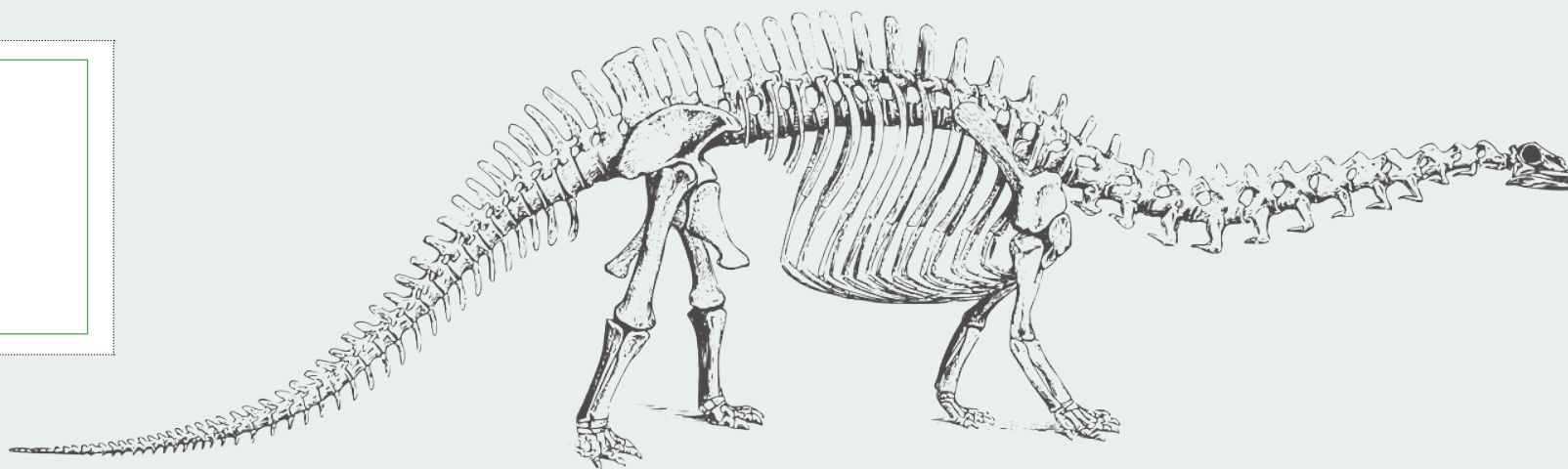
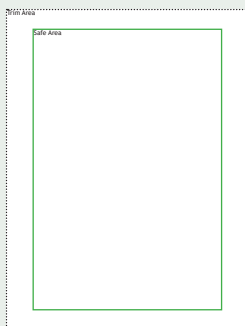
### FULL PAGE

Artwork Area-  
165mm x 240mm

Text Area (20mm)-  
145mm x 220mm

### HALF PAGE

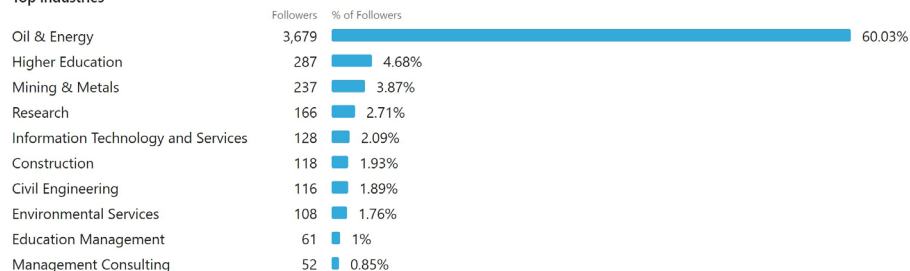
165mm x 120mm



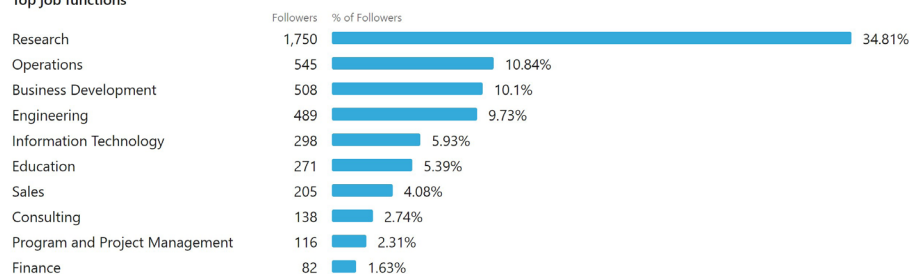
*The PESGB take no responsibility for the contents of the artwork that does not comply with our aforementioned criteria.*

## OUR AUDIENCE

### Top industries

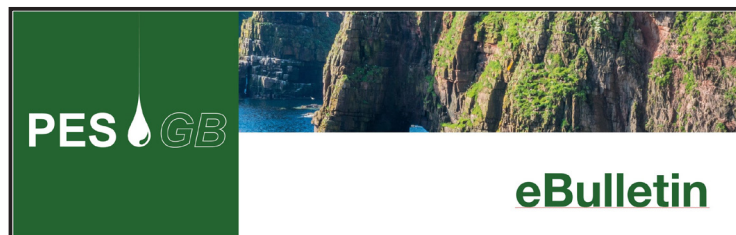


### Top job functions



## PESGB MONTHLY EBULLETIN

Our monthly eBulletin goes out on the 1st of every month and is sent out to over **4000** people.



# #

### Mini social media campaign (2x posts on LinkedIn and Twitter)

£200 **£170** + VAT\*

### Social media campaign (6x posts on LinkedIn and Twitter)

£475 **£404** + VAT\*

**15% OFF**

## MONTHLY EBULLETIN

### Banner

£300 **£255** + VAT

**15% OFF**

### Banner + 100 words text

£450 **£382** + VAT

\*The service includes one analytics report.



## PACKAGE

**25% OFF**

### Full promo campaign pack

Includes: Full page advert, full page article, 6 social media posts campaign

£2300 **£1725** + VAT

## JOB ADVERTS

### 100 words short description on the PESGB website

£100 **£70** + VAT

**30% OFF**

### 100 words short description on the PESGB website + 1x post on LinkedIn and Twitter

£150 **£105** + VAT

# DISCOUNTS

## SUSTAINING SPONSORS

We offer to our current sponsors the exclusive discount to all our services.

Charles Lyell – 25%  
James Hutton – 20%  
Mary Anning – 15%  
William Smith – 10%



## PRE-BOOK AND PRE-PAY YOUR PESGB MAGAZINE ADVERT

10 issues – 15%  
5 issues – 10%  
3 issues – 5%

## CONTACT US

If you would like to get more information on our advertising services please contact:

**[pesgb@pesgb.org.uk](mailto:pesgb@pesgb.org.uk)**

