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# 2023 MEDIA GUIDE



[WWW.GES-GB.ORG.UK](http://WWW.GES-GB.ORG.UK)

# The Geoscience Energy Society of Great Britain

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The **Geoscience Energy Society of Great Britain (GESGB)** evolved from PESGB, to be more inclusive of the careers of the members, now and in the future, of this exciting industry.

Established in 1964 by a group of like-minded professionals that are keen to create a community of **geoscientists for networking and sharing ideas**. Over 50 years on we have members in every element of the **subsurface energy industries**, and they are active in six continents.

This member led organisation serves our industry by providing great value, networking and knowledge-sharing events, conferences, and workshops.

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

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Our members are geoscience professionals and academics across the world, with particular interest in subsurface energy. Over 50% of our dedicated membership are C-suite professionals in the energy industry.

We communicate with our members and non-member following through a variety of channels including our social channels (LinkedIn, Twitter), our quarterly magazine, monthly eBulletin and targeted email campaigns, as well as our website and membership platform.

Advertising or partnering with us means directly advertising to a specified, engaged and driven audience, with active interest in the energy sector. This guide breaks down the advertising opportunities on each of our channels and provides and insight into the audience reach.



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# Our Reach

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Our members are geoscience and energy professionals and academics, historically with particular interest in subsurface energy. Advertising or partnering with us means advertising to a specialised, professional and dedicated audience, with active interest in the energy sector.

Our quarterly magazine and monthly eBulletin are distributed exclusively to our highly engaged membership. Our latest eBulletin had an **open rate of 60%**, more than double the national average of 21%. Its **click-through rate** was more than 10 times higher than the national average of 2% at **20%** (*both % average as of July 2023*).

## Our membership:

- Around **3000** energy professionals and academics
- **Over 50%** of whom are **C-Suite level professionals**
- Primarily based in **London and Aberdeen**, but spread across 6 continents
- Highly engaged community on our membership platform
- **Specialist groups for particular interests e.g. Sales and Marketing, Geophysics and Machine Learning (and more)**

## Top Interests:

**Geoscience, geology, Earth science, geophysics, petroleum geology, technology, energy transition, energy industry**

## Benefits:

This is an actively engaged membership with specific interest and stake in the energy and geoscience sector, perfect for targeted messaging. Our engagement rate is...

## Our Following:

- **8,000+** and rapidly rising on LinkedIn
- A growing **2,000+** on Twitter
- **Globally** based
- Industry professionals, students and young professionals

## Top Interests:

**Oil and gas, engineering, geoscience, geophysics, geology, information technology**

## Benefits:

Our social media covers a wide audience across the world with strong interest in the energy sector. This is a broad, diverse and vibrant audience. Advertising on our social platforms gives you the option to promote both photo and video content.

To find out more about our membership, external reach, and audience insights, contact [gesgb@ges-gb.org.uk](mailto:gesgb@ges-gb.org.uk)

# Packages | Digital Duo

## Why choose this package?

This digital deal encompasses both our membership and our broader social media presence, to spread your message wide for a low cost. This reaches a larger demographic from students and young professionals to C-suite pros and consultants and spans the globe. Your content could reach a wide demographic with guaranteed interest in energy and geoscience. Both photo and video content can be supported via our social channels. Content will link directly to any company web-page or specific UTM provided.

## What's included?

### Promotional Package | £700 +VAT

- 6x LinkedIn Posts;
  - and 6x Twitter Posts
- or
- 3x LinkedIn Posts
  - 3x Twitter Posts;
  - and 1x eBulletin Banner

*\*includes video*



### Premium Package | £1,400 +VAT

- 6x LinkedIn Posts
- 6X Twitter Posts
- 3x eBulletin Banners

*\*includes video*



### Platinum Package | £2,500 +VAT

- 12x LinkedIn Posts
- 12X Twitter Posts
- 6x eBulletin Banners

*\*includes video*

Our eBulletin is sent out on or around the 1st of each month to our membership. For 2023 artwork deadlines, go to page or visit <https://www.ges-gb.org.uk/services/online-advertising/>

For more information and individual pricing, contact [gesgb@ges-gb.org.uk](mailto:gesgb@ges-gb.org.uk)

Both photo and video ads can be supported on our social channels. For ad specifications visit <https://www.ges-gb.org.uk/services/online-advertising/>

# Packages | Publication Promo

## Why choose this package?

Our publications are sent directly to active members with specific interest in the energy field. This package covers our quarterly magazine which is available both online and in print, and our monthly eBulletin which is emailed direct to our membership.

This package offers targeted advertising for the quarter, 6 months or the whole year. Content will link directly to any company web-page or specific UTM provided. QR codes can be added to the print magazine.

## What's included?

### Promotional Package | £2,205 +VAT

- 3x eBulletin Banners and;
- 2x Magazine Half Page Adverts
- or 1x Magazine Full Page Adverts

### Premium Package | £4,400 +VAT

- 6x eBulletin Banners and;
- 4x Magazine Half Page Adverts
- or 2x Magazine Full Page Adverts

### Platinum Package | £9,000 +VAT

- 12x LinkedIn Posts
- 12X Twitter Posts
- 6x eBulletin Banners
- 4x Magazine Full Page Adverts



Our eBulletin is sent out on or around the 1st of each month to our membership. Our magazine is published quarterly and is exclusively accessible by our members. For a full list of 2023 artwork deadlines and publication dates, please go to page ... or visit <https://www.ges-gb.org.uk/services/magazine-advertising/>

For more information and individual pricing, contact [gesgb@ges-gb.org.uk](mailto:gesgb@ges-gb.org.uk)

For ad specifications visit <https://www.ges-gb.org.uk/services>

# Packages | Cover-all-bases Campaign

## Why choose this package?

Your advertising taken care of for the year. Let us take some work off your hands. For **comprehensive coverage** across the spectrum of both our members and non-member audience, this package includes our quarterly magazine, monthly eBulletin and both of our social media channels. Spanned across the year this **low-cost** package offers a great deal on our most desirable channels. Book now for priority access to the **front and back cover ad spots** in our magazine and **top third ad spot** in our eBulletin.

Content will link directly to any company web-page or specific UTM provided. QR codes can be added to the print magazine.

## What's included?

### Promotional Package | £3,630 +VAT

- 4x eBulletin Banners
- 4x Posts on LinkedIn
- 4x Posts on Twitter
- 2x Half-page Magazine Adverts
- 1x Press Release

*\*includes video*

### Premium Package | £5,775 +VAT

- 6x eBulletin Banners
- 6x Posts on LinkedIn
- 6x Posts on Twitter
- 5x Press Releases and;
- 4x Half-page Magazine Adverts
- or 2x Full-page Mag Ads

*\*includes video*

### Platinum Package | £10,480 +VAT

- 4x Full Page Magazine Adverts
- 5 Press Releases
- 12x eBulletin Banners
- 12x Posts on LinkedIn
- 12x Posts on Twitter

*\*includes video*



Our eBulletin is sent out on or around the 1st of each month to our membership. Our magazine is published quarterly and is exclusively accessible by our members. For a full list of 2023 artwork deadlines and publication dates, please go to page ... or visit <https://www.ges-gb.org.uk/services/magazine-advertising/>

For more information and individual pricing, contact [gesgb@ges-gb.org.uk](mailto:gesgb@ges-gb.org.uk)

For ad specifications visit <https://www.ges-gb.org.uk/services>

# Packages | Consultant Services

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If you are a consultant or freelancer in the energy industry, we can help you advertise your business to the right audience.

Become an affiliated consultant. We offer 3 month, 6 month, and 12 month listings on our website and in our magazine. Upgrade from a listing to a package for advertising on social media.

## 3 month listing

- 1 issue of our magazine
- listed on our website for 3 months

**Freelancers: £96 + VAT**  
**Companies: £145 + VAT**

*\*upgrade for 1x LinkedIn post per month of listing for +£99 (freelancers) or +£149 (companies)*

## 6 month listing

- 2 issues of our magazine
- listed on our website for 6 months

**Freelancers: £139 + VAT**  
**Companies: £252 + VAT**

*\*upgrade for 1x LinkedIn post per month of listing for +£198 (freelancers) or +£248 (companies)*

## 12 month listing

- 4 issues of our magazine
- listed on our website for 12 months

**Freelancers: £266 + VAT**  
**Companies: £488 + VAT**

*\*upgrade for 1x LinkedIn post per month of listing for +£386 (freelancers) or +£496 (companies)*

We also have exclusive live event advertising opportunities available for our affiliated consultants. To find out more about these services, contact [gesgb@ges-gb.org.uk](mailto:gesgb@ges-gb.org.uk)





# Sustaining Sponsors

As a Sustaining Sponsor of the GESGB, you will play an integral role in enabling GESGB to support our vibrant community through knowledge sharing, networking, and educational programmes.

In return, you can take advantage of year-round company exposure to c.3,000 active GESGB members and our wider E&P network with prominent recognition in the GESGB magazine, on our website and through our social media channels. You'll also be able to take advantage of lots of other key benefits including membership discounts, priority exhibition booking and opportunities to publish content through the GESGB blog.

**As well as having your logo displayed on our website and our magazine, you can also take advantage of discounts on all of our advertising services.**

For any marketing enquiries, please contact [gesgb@ges-gb.org.uk](mailto:gesgb@ges-gb.org.uk)

If you are interested in becoming a Sustaining Sponsor, or wish to discuss an ongoing sponsorship, contact [natalie@ges-gb.org.uk](mailto:natalie@ges-gb.org.uk)

**GESGB Sustaining Sponsor Opportunities 2023 - 2024**

As a Sustaining Sponsor of the GESGB, you will be a key investor in our community of geoscientists throughout the energy industry through knowledge sharing, networking opportunities and educational programmes. You will be a fundamental support to the society in achieving our vision of community, technical excellence and charitable goals.

In return, your company will benefit from wide exposure across our platforms and within the growing GESGB community and extended networks, along with numerous benefits and discounts included in our packages.

Choose from one of our **bespoke sponsorship packages** to best suits your business requirements.

**Introductory offers are available for all brand new Sustaining Sponsors**

Discounts can be made available on **fixed multi-year packages**.

Contact [natalie@ges-gb.org.uk](mailto:natalie@ges-gb.org.uk) for more information or to discuss any of our available opportunities.

**ENTERPRISE**

**£900 +VAT**

- Dedicated quarterly social media post highlighting company's support of the GESGB
- Company logo featured on the GESGB website homepage
- Company profile featured on our 'Meet our Sustaining Sponsors' webpage
- Receive a quarterly Sustaining Sponsor Newsletter
- Recognition as a Sustaining Sponsor in our:
  - Quarterly Magazine
  - Monthly eBulletin
  - Social media platforms
  - Monthly Evening Lectures

Limited to companies with 1-10 employees

**SILVER**

**£1,800 +VAT**

- 15% discount on group bookings of 5+ delegates at GESGB conferences
- 20% off advertising packages
- One banner advert in our monthly eBulletin
- Dissemination of press releases to members (2 per year)

Plus all benefits from Enterprise Tier

**GOLD**

**£3,000 +VAT**

- Quarterly banner adverts in our monthly eBulletin
- 10% discount on exhibition stands at GESGB only conferences
- Two Complementary tickets to a GESGB conference (must be prebooked)
- Dissemination of press releases to members (1 per month)

Plus all benefits from Enterprise Tier

**PLATINUM**

**£5,000 +VAT**

- Company Logo prominently displayed on our website homepage
- 12% discount on exhibition stands at GESGB only conferences
- Three Complementary tickets to a GESGB conference (must be prebooked)
- Key Sponsorship one of GESGB's Charitable Goals:
  - Educational Training Programme Night School, Mentoring, Field Trips & Training Courses
  - Young Professionals Energy on Draft, Book Transfer Scheme & House of Commons Event
  - Students Mapping Projects, Careers Day Events & Academic Awards

Plus all benefits from Enterprise Tier

\*Terms & Conditions apply

# Content Deadlines

## Magazine 2023 Artwork Deadlines

- Issue 1:** Monday 13 March
- Issue 2:** Monday 12 June
- Issue 3:** Monday 04 September
- Issue 4:** Monday 06 November

## Magazine 2023 Publication Dates

- Issue 1:** April
- Issue 2:** July
- Issue 3:** October
- Issue 4:** December



## eBulletin 2023 Artwork Deadlines

- February:** Monday 30 January
- March:** Thursday 23 February
- April:** Monday 27 March
- May:** Monday 24 April
- June:** Thursday 25 May
- July:** Monday 26 June
- August:** Tuesday 25 July
- September:** Monday 28 August
- October:** Tuesday 26 September
- November:** Thursday 26 October
- December:** Monday 27 November



Our eBulletin is sent out to our membership on or around the 1st of each month.

## Events Calendar

Place your ads at times of increased engagement by timing them with our flagship events calendar. **Look out for offers and discounts at each event!**

2023		2024			
<b>Africa</b> 20-21 September	<b>Co-Lo</b> 14 December	<b>BEOS</b> 26-27 March	<b>Asia Pacific</b> 18-19 June	<b>PETEX</b> November	<b>Co-Lo</b> December

# Ad specifications

## Social Media | LinkedIn

### Images:

- Maximum dimensions of 7680 x 4320 pixels.
- Maximum file size for images is 8MB.
- Recommended file types for images are JPEG and PNG.

### Videos:

- Maximum video length: 2 minutes
- Recommended video format: H264/MP4
- Video size: 75KB to 5GB
- Video resolution: 256x144 to 4096x2304
- Video aspect ratio: 1:2.4 - 2.4:1

## Social Media | Twitter

### Images:

- Recommended dimensions: 1,200 x 675 pixels
- Aspect ratio: 2:1 or 3:4

### Videos:

- Maximum video length: 2 minutes
- Recommended video format: H264/MP4
- Video size: 75KB to 5GB
- Video resolution: 256x144 to 4096x2304
- Video aspect ratio: 1:!

## Magazine

Please submit your artwork in high quality pdf, jpeg or png. format with 3mm bleed.

Dimensions for full page and half page ads in magazine >

### DIMENSIONS

#### FULL PAGE

Artwork Area-  
165mm x 240mm

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

#### HALF PAGE

165mm x 120mm

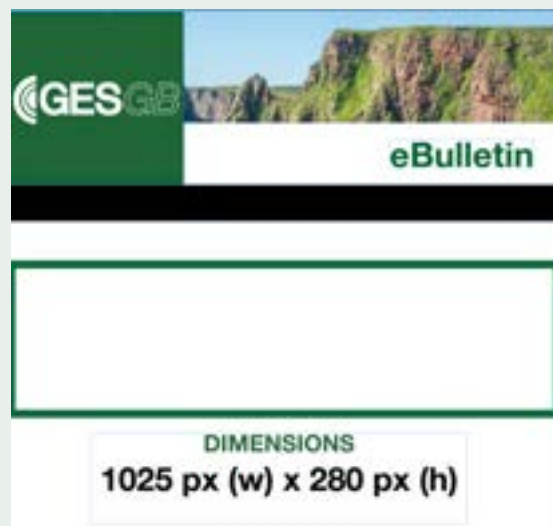


*The GESGB take no responsibility for the contents of the artwork that does not comply with our aforementioned criteria.*

## eBulletin

Please submit your artwork in high quality pdf, jpeg or png. format.

Dimensions for eBulletin banner >





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