ptq
2022 MEDIA DETAILS

GENERATE HIGH-QUALITY GDPR-APPROVED LEADS THROUGH PRINT ADVERTISING | WEBINARS | EBLASTS | WHITE PAPERS
WEBINARS

Webinars are 45 minutes long (recorded), followed by a 15-minute live Q&A, and can be delivered in three different time zones at no extra cost. Webinars are promoted via eblasts, DigitalRefining’s homepage, weekly newsletter, as well as print/online advertisements and LinkedIn.

On-demand versions are included on DigitalRefining and promoted for 12 months, providing a constant flow of GDPR-qualified leads: digitalrefining.com/webinars.html.

From our webinars, you can expect **250+ registrations** for the live version and **200+ GDPR qualified leads** from the on-demand version.

Cost Per Webinar: $12,950

EBLASTS

Our Eblasts are the perfect way for companies to promote a new product, service, technology or event. We have worked with many companies on campaigns that have produced excellent results.

Eblasts are distributed to over 28,000+ PTQ/DigitalRefining registered users on a day and time of your choosing. A copy of the Eblast will also be promoted on Linkedin.

Cost Per Eblast: $6,050

WHITE PAPERS

White Papers are promoted as the featured content on our weekly newsletter, on DigitalRefining’s homepage and on the articles homepage, as well as on LinkedIn.

For lead generation, the person downloading the White Paper must answer a question provided by you and agree for their contact details to be sent to you. From our White Paper service you can expect an average of 151 GDPR qualified leads.

NB: After a month, they become a regular article on DigitalRefining.

Cost Per White Paper: $3,850
For 25 years, PTQ’s independent editorial policy and reputation within the industry have allowed us to provide the most relevant content, highlighting the latest developments in the global refining, gas and petrochemical processing industries. These articles provide refiners with the in-depth information they need on the processes, products and services necessary to design, build, operate and maintain their plants more efficiently, as well as increase their margins.

Together with Technology in Action’s concise articles and Q&A, this makes PTQ an established and popular forum for conversation between technology providers and our worldwide readership.

PTQ has an ABC audited global circulation of 29,411 downstream industry personnel within every refinery, gas and petrochemical processing plant, operating, engineering and licensing company worldwide. As well as your advertisements targeting key personnel through our global circulation, PTQ and its supplements have bonus distribution at major industry conferences and exhibitions, to supplement marketing activities you may have planned for these events.

CIRCULATION
29,411
PRINT / DIGITAL COPIES DISTRIBUTED

On 5 June 2019, Crambeth Allen Publishing Ltd was acquired by Metropolis International. The business will be run under Metropolis’s business to business division EMAP, reporting into Managing Director Richard Watts.

ABC is the industry body for media measurement. It inspires market confidence by delivering a valued stamp of trust across the media world. Its data is used by a wide range of decision makers: media owners; media agencies; advertisers rights owners; investors; and management.
In addition to providing 2,500-word case study articles, as an advertiser you can submit contributions to that issue’s ‘Technology in Action’ TiA comprises 400-800 word case studies highlighting a successful project.

In addition to an advertisement in the print issue of PTQ, in our new interactive digital issues you can now include pop-up images, informative videos and external links to more information on your website, allowing you to engage readers in a whole new way.

To give added value to your advertisements, we have an online reader enquiry service, to help generate leads and to maximise your ROI.

Once each issue is published, we email subscribers with links to all of the companies that are advertising, enabling readers to request further information from those companies or visit their websites.

To see how PTQ’s Product Information Service works, visit url.quenchtec.net/Qb9eQoQDb
### Q3 (JUL-AUG-SEP)
- FCC Propylene
- NOx Reduction
- Plant Design Software
- Hydrocracking
- Crude Blending
- Catalyst Advances
- Lubes & Waxes
- Sustainable Technologies
- Diesel Production
- Coke Removal

### REVAMPS
- Managing Turnaround Operations
- Modelling Plant Upgrades
- Planning Refinery Turnarounds
- Revamps for Effluent and Flare Systems
- Upgrading Control Systems
- Replacing Tower Internals
- Raising Energy Efficiency
- Refractory Developments
- Metallurgy Upgrades
- Revamps for Challenging Feedstocks

### Q4 (OCT-NOV-DEC)
- Catalyst Advances
- Vacuum systems
- IloT & Digital Solutions
- Furnace Design
- Water/Wastewater Management
- Heat Transfer
- Mass Transfer
- Delayed Coking
- Hydrotreating
- Hydrogen

### PROCESS OPTIMISATION & CONTROL
- Safety Systems
- Machine Learning
- Modelling & Simulation
- IloT & Digital Solutions
- Automation, Instrumentation & Control

### ROTATING EQUIPMENT & FLUID FLOW
- Lubes & Greases
- Flow Metering & Control
- Control Systems
- Pumps, Valves & Seals
- Maintenance & Reliability
- Compressors & Turbomachinery
- Vibration/Condition Monitoring

### BONUS DISTRIBUTION
- LARTC Annual Meeting
- Turbomachinery & Pump Symposia
- Refining India

### ADVERTISING CLOSING DATE
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### MATERIAL DUE DATE
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### ADVERTISEMENT COSTS

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Rates for prime positions, inserts and other options available on request. Recognised advertising agencies may receive a discount of up to 15%.
Following on from this year's virtual event, it is expected Refining India 2022 will return as a live event. This will provide the perfect opportunity for senior executives from all of India's major refining companies to meet in person to discuss the industry’s leading-edge developments.

Call For Papers: Email your 200-word abstract to presentations@refiningindia.com by 15 March 2022.

Sponsorship Opportunities: please contact Paul Mason, sales@petroleumtechnology.com

As strategic media partner for the ARTC / Asian Downstream Summit / Downstream USA Conference, as well as the European Refining Technology Conference, DigitalRefining / PTQ are publishers of the official conference newspapers.

A copy of the A3 sized newspapers is given to every person at registration, with additional copies made available throughout the conference and exhibition areas. We also send 28,000+ DigitalRefining / PTQ subscribers a link to a digital version.

If you would like to submit editorial, please contact Rachel Storry, production@petroleumtechnology.com. If you would like to discuss advertising, please contact Paul Mason, sales@petroleumtechnology.com.

Forecast of global crude oil price 2019

The multiple challenges described have been struggling with imports of high-sulfur fuels if not treated properly. However, the transition has yet to emerge, mainly due to the difficulty of converting forest residuum or land investment.

Rising Stands

Rising Stars

Race to decarbonisation

2030 isn't long off – the future of advanced biofuels

Shelf Catalysts & Technologies helps find solutions in the ever-changing energy landscape

Secure offtake via H₂ using CCS, plastic chemicals projects

Shell Catalysts & Technologies embraces an important role in the ever-changing energy landscape.

The IMO regulations and sustainable solutions in the ever-changing energy landscape

Shell Catalysts & Technologies can bring a new generation of catalysts.

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