ONLINE TRAFFIC & AUDIENCE

30,000 AVG. MONTHLY WEBSITE VIEWS

10,000 AVG. MONTHLY UNIQUE VISITORS

35,000 AVG. MONTHLY SOCIAL MEDIA REACH

3,000 SUBSCRIBERS TO E-MAIL NEWSLETTER

STATS - TRAFFIC & IMPRESSIONS:

- Website Search Engine Traffic: 48%
- Website Social Engine Traffic: 12%
- E-Newsletter Open Rate: 36%
- E-Newsletter Click Rate: 21%
- E-Newsletter Forward Rate: 11%

GEOGRAPHIC DISTRIBUTION:

USA & CANADA: 21%
UK: 12%
ITALY: 3%
EGYPT: 31%
UAE: 3%

SUBSCRIBERS BY INDUSTRY:

- International Oil Companies: 27%
- National Oil Companies: 22%
- Contractors, Services: 20%
- Investment, Research: 17%

SUBSCRIBERS BY JOB FUNCTION:

- Executive, Middle Management: 26%
- Engineers, Geologists: 25%
- Consultants, Analysts: 23%
- Government Officials: 17%

Website is fully responsive, automatically adjusting to display perfectly on any screen or device (PC, Mobile, Tablet). Ads are resized & positioned accordingly.

Weekly E-Mail Roundup Newsletter sent every Thursday to 3,000 top Oil & Gas professionals. Targeted marketing of the highest quality.

Since its inception in late 2014, energyegypt.net has been rapidly growing in internet traffic numbers, and has since become an essential source of information on Egypt’s O&G industry.

Traffic Growth Analysis 2014-2018:

- (Average Views/Month)
### RATES & SPECIFICATIONS

#### ADVERTISING RATES

<table>
<thead>
<tr>
<th>BANNER LOCATION</th>
<th>AD SPECS (PIXELS)</th>
<th>MAX. SIZE</th>
<th>FILE TYPE</th>
<th>GROSS RATE</th>
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<tbody>
<tr>
<td><strong>WEBSITE (EXCEPT HOMEPAGE)</strong></td>
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<tr>
<td>SQUARE</td>
<td>300 x 300</td>
<td>40 KB</td>
<td>JPG, PNG, GIF</td>
<td>EGP 8,000</td>
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<tr>
<td>SKYSCRAPER</td>
<td>300 x 600</td>
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<td>JPG, PNG, GIF</td>
<td>EGP 10,000</td>
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<tr>
<td><strong>WEBSITE HOMEPAGE</strong></td>
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<td>JPG, PNG, GIF</td>
<td>EGP 12,000</td>
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<td><strong>WEEKLY E-MAIL NEWSLETTER</strong></td>
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<td>JPG, PNG, GIF</td>
<td>EGP 6,000</td>
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<td>JPG, PNG, GIF</td>
<td>EGP 8,000</td>
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</tbody>
</table>

All Rates are per month. E-Newsletter Rate per 4 issues. E-Newsletter sent out on Thursdays. Only Static Ads accepted. Special Packages & Discount Rates available upon Request.

### DIGITAL SPECIFICATIONS

- **WEBSITE SQUARE BANNER AD (except homepage)**
  - 300 x 300 pixels

- **WEBSITE SKYSCRAPER BANNER AD (except homepage)**
  - 300 x 600 pixels

- **WEBSITE HOMEPAGE SQUARE BANNER AD**
  - 360 x 360 pixels

- **WEBSITE HOMEPAGE LEADERBOARD BANNER AD**
  - 1200 x 200 pixels

- **WEEKLY E-MAIL NEWSLETTER SQUARE BANNER AD**
  - 200 x 200 pixels

- **WEEKLY E-MAIL NEWSLETTER SKYSCRAPER BANNER AD**
  - 200 x 400 pixels

- **WEEKLY E-MAIL NEWSLETTER HEADER BANNER AD**
  - 800 x 150 pixels

For more information, contact us at email: info@energyegypt.net

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As Official Media Partner to all major regional and worldwide events, conferences, summits and exhibitions, Energy Egypt publishes its map and free copies are placed in delegates’ bags, distributed at our booth and at strategically located publication desks and media racks for all event visitors. **Energy Egypt carries your brand to all major worldwide industry events.**

Distribution of our branded Concession Map offers guaranteed exposure and delivery of your message to key industry leaders, top executives and decision-makers attending these events, and extended exposure when maps are hung in offices, corporate rooms, etc.

**Branding that hangs around for years!**

**We provide:**
Pre-Press Production, Printing, Transportation & Distribution.

**Available Maps:** Egypt-Main, Gulf of Suez, Western Desert, Nile Delta & Mediterranean Sea
Energy Egypt is an Official Media Partner to all major regional and international Oil & Gas events.