

PETROLÉO

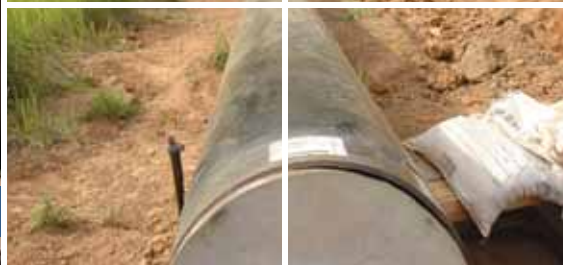
INTERNACIONAL

A Publicar - B2Bportales publication



Total access to the
Latin American
Oil and Gas Industry

MEDIA PLANNER 2010



BPA
WORLDWIDE
BUSINESS

PUBLICAR
B2Bportales

CLIENT-CENTRIC SOLUTIONS TO INCREASE YOUR ROI* IN LATIN AMERICA

PRINT MAGAZINE

Increase your brand recognition and sales conversions throughout the 20 Latin American countries reached by our BPA Worldwide audited print magazine circulation

DIGITAL MAGAZINES

All print advertisers are also featured in the digital version of the publication, which emphasizes your exposure among print subscribers and expands your reach to digital-only magazine subscribers. Take advantage of our dynamic animated ads, videos and live URL/email links to engage and convert Web savvy users into paying customers

NEWSLETTERS

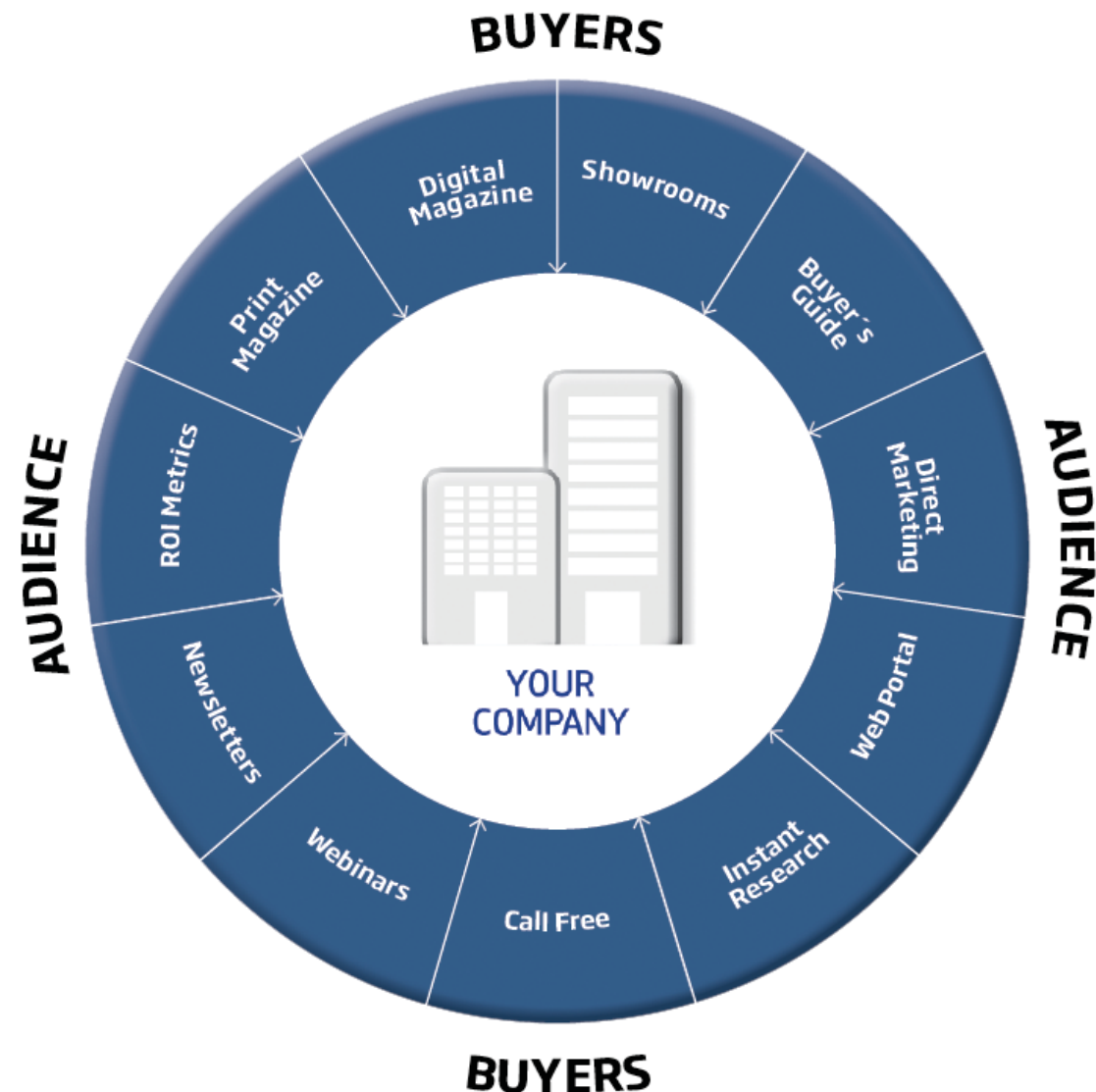
Increase your brand recognition and generate traffic through your corporate site. Generate bona fide leads through our Supplier News Module (SNM)

SHOWROOMS

Deploy customized-to-Latin America product catalogs in Spanish and/or Portuguese and obtain an array of benefits that will increase your Brand recognition and site traffic, converting visitors into customers

BUYER'S GUIDES

Convert leads to sales from visitors in search of suppliers by product categories, or by company names, and increase your results of being found, and contacted, with an upgrade to an enhanced listing (new in 2010!)



(NEW) ROI* METRICS

View and download traffic stats and RFI lead information from all our multimedia products in a centralized, user friendly online reporting system

(NEW) WEBINARS

Deploy new-product presentations to convert visitors into customers via our Supplier Sponsored Webinars, or increase your brand recognition and leads by sponsoring our Publisher Webinars

(NEW) CALL FREE

Enable internet visitors to contact you directly by phone, for free, to increase your chances to convert prospects into buying customers

INSTANT RESEARCH

Deploy customized Buying Intention, Market Share, or Quality Evaluation surveys to gather marketing intelligence and uncover unique market opportunities, generate leads and better align your sales and marketing communications efforts in Latin America

WEB PORTAL

Build brand recognition, generate traffic through your site and convert bona fide RFIs (i.e. Requests for Information) into customers

DIRECT MARKETING

Tackle specific target niches by industry activity, subscriber title and/or country per our BPA Worldwide audit breakdown, using our "Personalized" Covers, Info-Letters, print magazine Wrap-Arounds and/or E-mail blasts, or by delivering 1:1 communications through our catalog/insert mailing services

* Return on Investment

ROI METRICS

WEB STATS

NEWSLETTER*



- 24 bi-weekly mailings per year
- 7,028 average page-views per issue
- 3,985 average unique visitors per issue
- 2,210 average clicks per issue
- Click through rate (CTR): 31%

DIGITAL MAGAZINE*



- 6 issues per year
- 37,370 average page-views per issue
- 1,802 average unique visitors per issue
- 194 average clicks per issue

WEB PORTAL*



- 15,374 average subscribers
- 36,013 average page-views per month
- 14,217 average total visits per month
- 11,527 average unique visitors per month

BUYER'S GUIDE*



- 245 clicks on web site icon per month
- 44 clicks on phone number icon per month
- 23 clicks on contact email icon per month
- 13 clicks on fax number icon per month

SHOWROOMS*

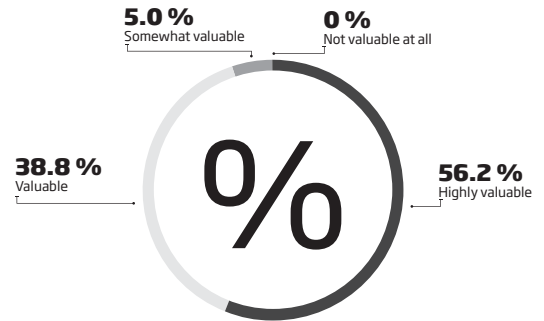


- 175 page-views per month
- 118 total visits per month
- 95 unique visitors per month
- 1.83 Ave. page-views x unique visits per month

PRINT MAGAZINE READER SATISFACTION SURVEY*

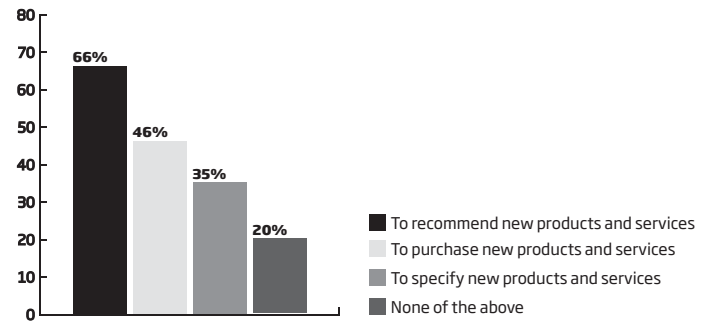
1. How valuable do you find *Petróleo Internacional*?

R: 95% of subscribers find the publication valuable and highly valuable



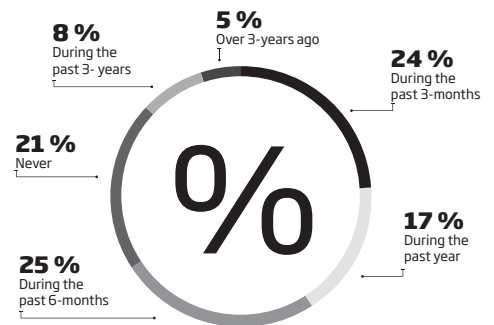
2. What is your participation in the purchasing process within your company?

R: 80% of subscribers are involved in the purchasing process



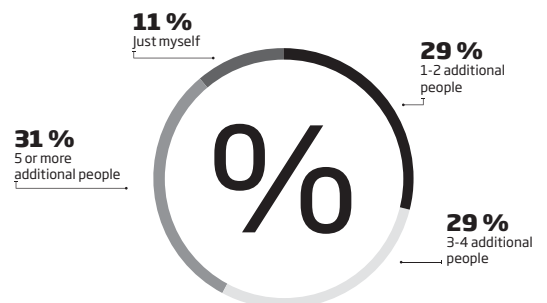
3. When was the last time you recommended, specified and/or bought a product/service you read about in *Petróleo Internacional*?

R: 66% of subscribers have recommended, specified and/or purchased products featured in the magazine in the past year



4. On average, how many people in your organization read your copy?

R: 89% of subscribers report pass along readership of 2 or more co-workers per copy



*Stats from Jan-Aug '09

* Date 10/09 - Universe: 3,898 subscribers - Participants: 317 - Response rate: 8.1%

A. PRINT AD RATES (GROSS)

4-COLOR DISPLAY RATES	4-6X	1-3X
1 Page	\$4,410	\$4,650
2/3 Page	\$3,200	\$3,310
1/2 Page Island	\$2,910	\$3,030
1/2 Page	\$2,670	\$2,800
1/3 Page	\$1,810	\$1,920
1/4 Page	\$1,540	\$1,580
1/6 Page	\$1,230	\$1,300
2 Page Spread	\$6,640	\$7,000
OTHER COLOR COMBINATIONS	PMS	3C or less
Applicable markup/discount	+10%	-10%
SPECIAL POSITION RATES (Including 4-Color Charges)	4-6X	1-3X
Inside Front Cover	\$5,070	\$5,470
Inside Back Cover	\$4,850	\$5,250
Back Cover	\$5,290	\$5,700
Center Spread (Earned rate plus)	\$540	\$570
Other positions (Earned rate plus)	\$180	\$190
EXPORT SHOWCASE UNITS & EXHIBITOR PRODUCT SHOWCASE	Price/Unit	
ES: 50 word description of your catalog or website & 4-c photo		\$875
EPS: Equivalent to a 1/4 page 4 color ad		\$1,100

SPECIAL BUYER'S GUIDE ADVERTISING	
1. Alphabetical Listings	1X
Yellow Highlighting	\$170
4-Color Logo	\$250
2. Product Category Listing (Price per Unit)	1-3X
Platinum Listing Package	\$1,380
Gold Listing Package	\$1,100
Silver Listing Package	\$350
DIRECT MARKETING PROGRAMS INCLUDING LIST RENTAL	
	Price/Unit
"Personalized" Twin Magazine Cover + Inside Front Cover ad	\$2.45
"Personalized" Info-Letter (2-sided): Standard / 4C / 90-gram / 100% variable printing & postage	\$1.50
"Personalized" Info-Letter (1-sided): Standard / 4C / 90-gram / 100% variable printing & postage	\$0.90
Inserts (turn-key): 4-Page / 4C / 90-gram / standard / translation / layout / printing / postage & handling	\$0.95
Inserts (mailing only): 4-Page / 4C / 90 gram / standard / postage & handling	\$0.60
Personalized 1/2 wrap-around over cover glued to advertisers' ad	\$0.97
1/2 wrap-around over cover glued to advertisers' ad	\$0.65

B. INTERNET AD RATES (GROSS)

DIGITAL MAGAZINE	4-6X	1-3X
Theme Tab	\$110	\$130
Flash animated ads	\$380	\$400
Digital magazine sponsorship	\$530	\$560
Audio/Video (up to 5 mega - heavier files require a customized quote)	\$100	\$120
SHOWROOMS	12 Mo/each	6Mo/each
Basic Showroom	\$590	\$690
Audio/Video Options (up to 5 mega - heavier files require a customized quote)	\$80	\$100
Setup fee basic showroom (1X charge)	\$300	
BUYER'S GUIDE ENHANCED LISTINGS	12 Mo/each	6Mo/each
Add logo and 50 word description	\$150	\$185
Audio/Video Options (up to 5 mega - heavier files require a customized quote)	\$80	\$100
WEBINARS	Basic Fee	Fee x Visitor
Supplier Sponsored Webinars: Supplier provides speaker & content/Publisher provides IT Platform & audience	\$3,500	\$10
Publisher Webinars: Publisher provides speaker & content/Supplier participates in promotional campaign	\$1,250	--

BANNERS & SUPPLIER NEWS MODULES (SNM)	24X/each	12 Mo/each	6Mo/each	3Mo/each
Portal: Headline banner (468x60 pixels / 20k Animated)		\$300	\$350	\$400
Portal: Standard banner (150x60 pixels / 10k Animated / 3k Static)		\$150	\$200	\$250
Horizontal Newsletters: Headline banner (468x60 pixels / 20k Animated)	\$400	\$450	\$500	\$550
Horizontal Newsletters: Standard banner (150x60 pixels / 10k Animated / 3k Static)	\$200	\$250	\$300	\$350
Horizontal Newsletters: Supplier News Modules	\$350	\$400	\$450	\$500
E-MAIL ADVERTISING	1X			
E-mail Advertising		\$0.45	Per e-mail delivered	
Setup Fee (one-time):		\$100		
Distributor e-mail blast		\$750	Includes setup	

VIDEOS - COMBO RATES	Rate per month-issue/each		
	Any one	Any two	All three
Showroom	\$80	\$56	\$48
Online Buyer's Guide Enhanced Listing	\$80	\$56	\$48
Digital Magazine *	\$100	\$70	\$60
Discount		30%	40%
* Based on 6X program			

* ALL INTERNET PROGRAMS MUST BE PAID IN ADVANCE OR IN 2 INSTALLMENTS - INTERNET ONLY ADVERTISING HAS A 25% SURCHARGE

BPA WORLDWIDE AUDIT CIRCULATION BREAKDOWN

COUNTRY BREAKDOWN PER BPA JUN '09 AUDIT		
NORTH AMERICA	BPA Qualified	Percent
United States Of America	140	1.4%
Mexico	1,689	16.9%
Subtotal	1,829	18.3%
CARIBBEAN	BPA Qualified	Percent
Cuba	72	0.7%
Dominican Republic	7	0.1%
Puerto Rico	7	0.1%
Trinidad And Tobago	5	0.0%
Subtotal	91	0.9%
CENTRAL AMERICA	BPA Qualified	Percent
Costa Rica	40	0.4%
El Salvador	9	0.1%
Guatemala	27	0.3%
Honduras	6	0.1%
Nicaragua	8	0.1%
Panama	23	0.2%
Subtotal	113	1.1%
SOUTH AMERICA	BPA Qualified	Percent
Argentina	1,344	13.4%
Bolivia	343	3.4%
Brazil	305	3.0%
Chile	251	2.5%
Colombia	2,155	21.5%
Ecuador	457	4.6%
Paraguay	14	0.1%
Peru	1,192	11.9%
Uruguay	60	0.6%
Venezuela	1,849	18.5%
Subtotal	7,970	79.7%
TOTAL QUALIFIED CIRCULATION	10,003	100.0%

ACTIVITY / TITLE BREAKDOWN PER JUN '09 BPA AUDIT		
BUSINESS/INDUSTRY	BPA Qualified	Percent
1. Major integrated OIL-GAS Company	1,571	15.7%
2. National/State OIL-GAS Company	2,165	21.6%
3. Independent OIL-GAS Producer	882	8.8%
4. Engineering Contractor	1,072	10.7%
5. Equipment Manufacturer -Distributor	1,442	14.4%
6. Supply Company	642	6.4%
7. OIL Service Company	1,075	10.7%
8. Consultant - consulting firm	311	3.1%
9. Government Agency	312	3.1%
10. Professional Association	531	5.3%
11. Others Allied to the Field	0	0.0%
TOTAL QUALIFIED CIRCULATION	10,003	100.0%

PETROLEO INTERNACIONAL is a print/online publication of B2Bportales, Latin America's largest trade publisher, with 12 magazines and web portals covering several sectors. **B2Bportales'** Latin American BPA-audited databases reach over 214,800 key professionals from Mexico down to Argentina. Its parent company, **Carvajal S.A.**, is a 106 year-old Latin American multinational leader in publishing, printing and packaging, with over 20,000 employees in 17 countries. For more information, visit www.b2bportales.com.



June 2009 Statement:
10,003 Qualified Subscribers

REGISTERED EMAIL COUNT		
PRINT MAG	DIGITAL MAG	NEWSLETTER
9,626	13,238	12,769

Note: Does not include opt-outs

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