

DRILLING

M A G A Z I N E

SPECIAL ISSUE

The Greatest Event of Experts of
IRAN Petroleum Industry

The **22nd** **IRAN INT'L**
OIL, GAS, Refining &
Petrochemical Exhibition

6-9 MAY 2017
Tehran-IRAN

In Both Persian and English Languages
Number of copies: 10000

INTRODUCTION

The 22nd Iran International oil, gas, refining and petrochemical exhibition as one of the most prestigious forums in oil industry featuring more than 1800 managers around the world as well as local experts will be held **6-9 May 2017** at the Tehran international permanent fairground.

PUD.Pub representing itself through **"Drilling Industry"** magazine in Persian and **"Drilling"** magazine for International readers in English, as the only definitive media exclusively covering upstream petroleum industry of Iran, is pleased to publish a special issue including a diversity of topics e.g. Strategic Management, E&P, Drilling & Rig Operation, Technical Services and Procurement. Each issue will be published in 10000 circulations and in addition to a free distribution to all the companies in the exhibition, a copy will be sent to all managers in upstream petroleum industry in both public and private companies.

Goals

Target Groups

<p>Drilling Industry Media Group pursue the following objectives in this special issue:</p> <ul style="list-style-type: none"> - Introduction of local and international companies seeking business development by mutual cooperation. - Introduction of investment opportunities in upstream oil industry and under initiation phase projects using new Iran Petroleum Contract(IPC) model. - Statistical characterization of supply and demand in upstream oil industry sections. - Challenges and requirements in different sections of upstream industry in terms of technology, expert human resources, etc. - Introducing the pioneer technologies of the exhibitors in upstream oil industry. - Creating an effective network that helps to achieve the needs of stakeholders and present upstream companies in the exhibition. 	<p>The aforementioned objectives will be monitored by the following groups:</p> <ul style="list-style-type: none"> - NOCs - E&P and IOCs - Drilling and Rig Operation Companies - Oil Field Service Providers - Producers and Manufacturers - Procurers - Investors and Insurers <p>Related Industries:</p> <ul style="list-style-type: none"> - HSEQ - ICT and Communications - Project Management - Logistics - HR & Knowledge Management - Legal & Contractual - Training - Investment and Finance
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English special issue under the name of "Drilling" Magazine	Persian special issue under the name of "Drilling Industry" Magazine
Circulation: 10,000 copies	Circulation: 10,000 copies
Soft copy to more than 9000 active international companies in upstream of oil industry (according to the table of international contacts)	Soft copy to subscribers and elites of upstream petroleum industry of Iran
Hard copy to more than 4,300 managers and experts from public and private companies (according to the table of domestic contacts)	Hard copy to more than 4,300 managers and experts from governmental and private companies (according to the table of domestic contacts)
Free distribution among participants and visitors of the exhibition	Free distribution among participants and visitors of the exhibition
Publishing the articles at www.irandrillinfo.com and at electronic newsletter and sending them to the subscribers	Publishing the articles at www.irandrillinfo.com and at electronic newsletter and sending them to the subscribers

The second largest OPEC producer, Iran sits atop 11 percent of oil and 18 percent of gas reserves in the world. Every year, the country hosts an international Oil Show in different oil, gas, refining and petrochemical sectors. It is among the most significant oil and gas events in the world in terms of the number of participants and its diversity. The presence of famous foreign companies as well as domestic producers and industrialists provide a good chance for mutual cooperation in view of signature of contracts.

Organizer:
National Iranian Oil Company (NIOC)



About NIOC :

Since 1951, National Iranian Oil Company (NIOC) has been directing and making policies for exploration, drilling, production, research and development, refining, distribution and export of oil, gas, petroleum products.

NIOC, with a vast amount of oil and gas resources, is one of the world's largest oil companies. At the present time, it is estimated that the company holds 156.53 billion barrels of liquid hydrocarbons and 33.79 trillion cubic meters of natural gas.

With advances in technology and increasing complexities of economic and political relations, NIOC has risen to a privileged status. Therefore, national and regional policies and cooperation with industrial countries in the provision in the supply of energy and stabilizing global oil markets are on the agenda of NIOC. On the verge of the fourth decade of the Islamic Revolution, oil industry workers have every reason to be proud of their achievements before the noble people of Iran, and they pride themselves on having learned the lessons of self-assurance and dignity.

NIOC, in accordance with Article 44 of the Constitution, gives authority to different sectors, while supervising oil industry activities. The company has taken major steps toward establishing business enterprises, funded financial resources for development, helped to update technologies for exploration, drilling and production with reliance on the knowledge of Iranian experts.

NIOC consists of seventeen production companies, eight technical service companies, seven managements, six divisions (administrative units) and five organizational units.



ABOUT US

PUD

Parsian Upstream Development

Parsian Upstream Development (PUD) is a newborn brand for a team of petroleum engineering graduates with over 12 years of experience together. Started with organizing and managing relevant congresses and events, we tried to grow our business by publishing specialized magazines and organizing a group of experts as think tanks of upstream petroleum industry. Starting 2017, our team decided to unify the various brands we created during these years under the name of PUD. The ones that are now well-known in the industry as leading brands concentrating on quality performance.

Headquartered in Iran, PUD seeks to grow its business worldwide. As a multifunction group, we are open to grow by partnership with globally known parties toward mutual maturity in reaching our objectives.

DRILLING MAGAZINE

DRILLING magazine is one of the publications of our group in English. It is the first and only specialized Iranian media for upstream industry focusing on development of technical, economical and management knowledge in different sectors of drilling industry. All Iranian upstream petroleum industry beneficiaries have the opportunity to present their viewpoints. "Drilling" creates contents by consideration of experts, policy makers, investors and business owner's Requirements.

صنعت حفاری DRILLING INDUSTRY MAGAZINE

DRILLING INDUSTRY magazine is published in Persian and is the only magazine in drilling industry in Iran focused on drilling and related areas. It is well known among Iranian experts of upstream petroleum industry by its unique data and information covering various sections from Ministry of Petroleum to even the smallest company in size. It has been the reference for **Islamic Parliament Research Center Of The Islamic Republic Of IRAN** on drilling research reports. Through years of publication, this magazine could be found on the desk of

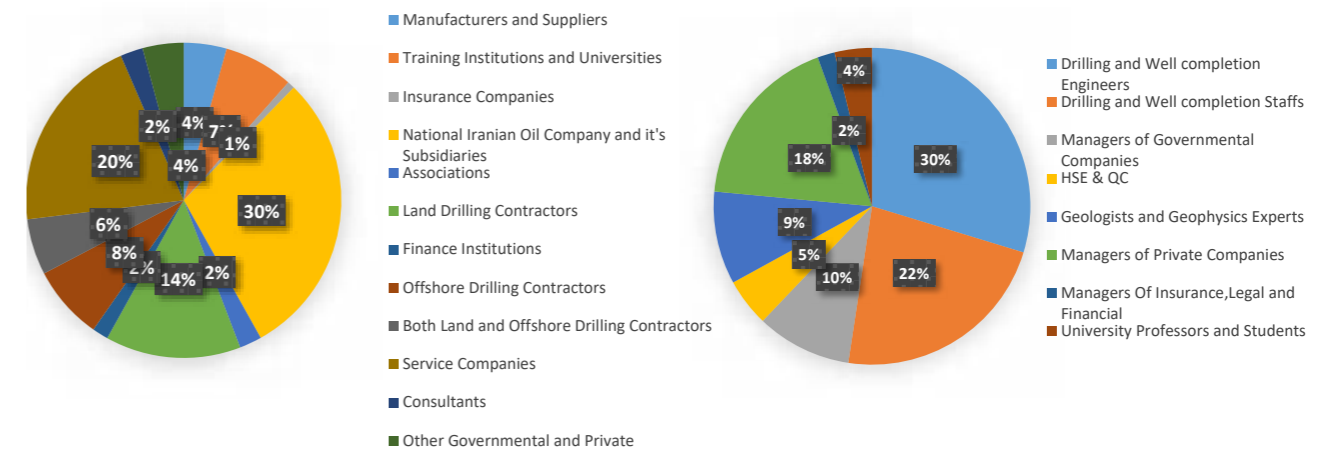


IRANDRILLINFO is a unique, reliable website providing first handed information and resource for clients, contractors, investors, etc. about Iran Drilling and completion industry and market. It also enhances consulting services for global investors and contractors about the existing situation of Iran oil & gas market. Its team proudly provides consultancy services by market information, market analysis, project info's etc. The reports can be tailored based on customer inquiry.

CIRCULATION

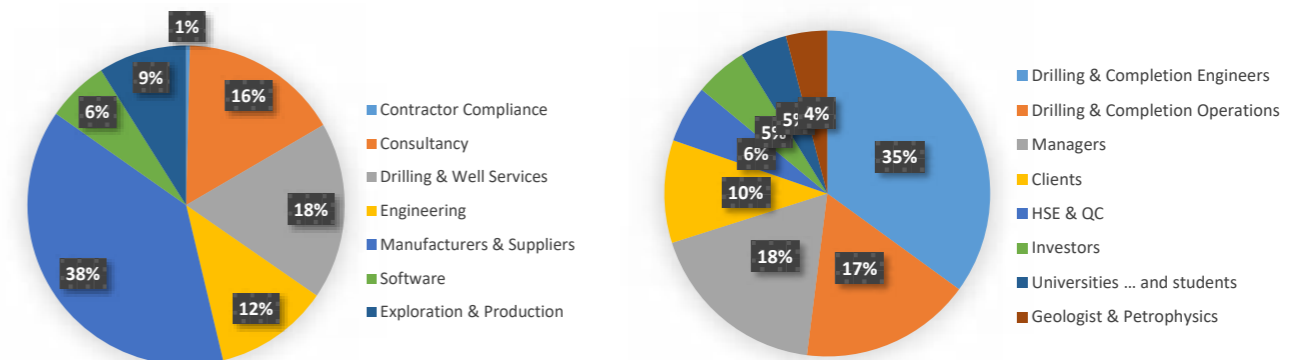
4300 Local Readers

With over 12 years of experience in drilling industry, we have a vast distribution system among managers and experts of upstream petroleum industry in the country. Local companies are getting more eager to show their values in our publications, as they know that this is the only specialized magazine distributed among the most decisive stakeholders inside Iran. Managers, experts and elites are starving for pure and unique data published in our magazines.



13000 Int'l Readers

A soft copy of our magazine is distributed vastly among international companies who seek to observe Iran petroleum industry. As the only reliable source of data, information and report on the latest whereabouts of local and international stakeholders, we proudly state that this is yet the only way to show your presence in the future market of Iran.



CONTENT OF SPECIAL ISSUE

Management & Strategies

- Viewpoint of top Iranian officials with regard to development of upstream petroleum industry
- Analysis of Oil Ministry plans for exploration and development of files in short-, mid-, and long-term view
- Introduction of the latest projects of Iran
- Current challenges in different parts of upstream oil industry
- Introduction of major NOCs of Iran in facts & figures

E&P and Field Development

- Statistical trends of exploration, production and field development in Iran
- Quality and structure evaluation of Iranian E&P companies
- Key opportunities of petroleum industry for E&P and developer companies
- Rules and legal mechanisms for the presence of international companies in Iran oil industry
- Introduction of the latest technologies of local and international companies
- Method of evaluation, qualification and rating of domestic companies for their presence in IPC model

Drilling & Rig Operation

- Introduction of local and international drilling companies in upstream oil industry
- Technical analysis of present drilling rigs in Iran along with latest onshore & offshore rig fleet status
- Analysis of demand and supply in terms of rig for future projects of Iran
- Analysis of rig lease and rental contracts in Iran drilling projects
- Introduction of repair and maintenance requirements for Iran rig fleet
- Introduction of the latest technologies of local and international companies



CONTENT OF SPECIAL ISSUE

Procurement

- Quantitative and qualitative analysis of current status of local producers & procurers
- Introduction of essential equipment needed in upstream oil industry
- Introduction of latest technologies and modern equipment for drilling projects
- Introduction of new international technologies for manufacturing of hi-tech equipment
- Introduction of active local and international producers in upstream of oil industry

Related Industries

- Project Management;** Latest techniques for better results
- Insurance & Risk Management;** Challenges and requirements for competitive market
- Investment & Finance;** Legal and financial challenges and solutions
- Communication & ICT;** Latest technologies for rough situations
- HR;** Brilliant resources to share and benefit
- Knowledge Management;** Optimization of documenting lessons learned
- Training;** Believing in knowledge share for a better future
- Legal & Contractual;** Challenges and solutions for international presence



THE STRUCTURE OF INTRODUCTION OF PETROLEUM AND DRILLING INDUSTRY COMPANIES

Companies Introduction's Structure

Applicant Local and international companies could introduce their latest abilities and technologies through one of these ways:

- Company Profile

General introduction of the company in form of a report with following structure:

- Explanation of strategies
- Records confirm and in progress projects
- Introduction of technologies and management and technical science

- Advertisement

- Interview

Company introduction in form of an interview with major topics as below:

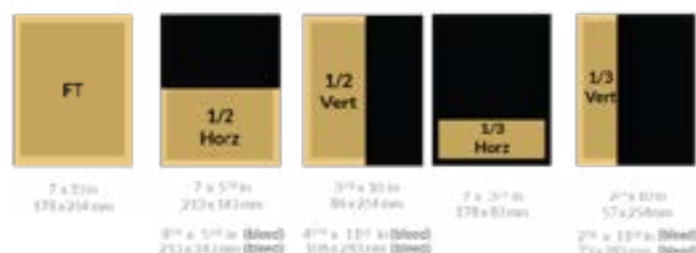
- Strategies, short time and longtime plans
- Recommended solutions for solving the problems of upstream oil industry
- New technologies and management and technical achievements

- Viewpoint

Viewpoint on main issues of drilling industry

Company Introduction:	Persian Special Issue (USD)	English Special Issue (USD)
Interview	1200	1200
Company Profile	1000	1000
Viewpoint	800	800

Adevertisement:	Persian Special Issue (USD)	English Special Issue (USD)
Back Cover	4500	4500
Inside Front Cover	2500	2500
Inside Back Cover	2000	2000
Inner Page	1000	1000
1/2 of Inner Page (Vertical/Horizontal)	600	600
1/3 of Inner Page (Vertical/Horizontal)	400	400



ADVERTISEMENT ORDER GUIDE

Applicant companies must fill in the form and complete the cost deposit process and send the receipt to the magazine office by 26th of April 2017.

Note: Before the deposit, necessary coordination with business unit must occur.

E-mail: info@drillingmagazine.com

Company :	Executive Manager :
Activity Area :	
Call number :	Mobile number :
Company address : zip/postal code :	
Country :	State/Province :
Website :	Email :

Select your choice

Advertisement

Back cover		Inside front cover		Inside back cover	
English	Persian	English	Persian	English	Persian
Inner page		1/2 of Inner Page (Vertical/Horizontal)		1/3 of Inner Page (Vertical/Horizontal)	
English	Persian	English	Persian	English	Persian

Companies Introduction

Interview		Company Profile		View point	
English	Persian	English	Persian	English	Persian

Representative:.....

Position:.....

With complete awareness of the rules and general conditions of advertising in Drilling Special Issue, I here by order for the advertisement in the publication

Seal and Signature of the Company

Graphical Printing Properties

English special issue with the name of "Drilling"	Persian special issue with the name of "Drilling Industry"
Language: English Format: Octavo Number of Pages: 150 Size: 21.5*28 cm Inside Paper: 50 gram glass Cover Paper: 150 gram glass Binding: Adhesive	Language: Persian Format: Octavo Number of Pages: 150 Size: 21.5*28 cm Inside Paper: 50 gram glass Cover Paper: 150 gram glass Binding: Adhesive

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Website



**English Special Issue
of 21 Iran Oil Show
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