

ENERGY NETWORK MEDIA GROUP



2024 MEDIA KIT

WHERE THE INDUSTRY COMES TO SPEAK

SHALE
MAGAZINE

In the
Oil Patch
with **SHALE**
MAGAZINE



MISSION

Energy Network Media group (EN Media Group) is a rebrand of SHALE Magazine, one of the flagship publications in oil and gas for the last ten years. **Over that time, we've covered the absolute top stories in oil and gas from most viewpoints imaginable.** From brand new tech leaders like Teague Egan, who is revolutionizing lithium extraction, to the CEO of Pioneer Natural Resources, Scott Sheffield, **our writers aim to dig deeper and have greater direct access to industry stakeholders.** Through our subsidiary company, and nationally syndicated radio show In the Oil Patch, we are able to interview some of the biggest names in the industry, such as Texas Railroad Commissioners Christi Craddick, Wayne Christian and Jim Wright, to provide the most up-to-date information to our listeners who are on the go. Covering current events, policy, and the future of energy, our reason for existence is to help inform and educate the general public with relevant information they can use to be a powerful voice for change in the energy transition.

Presently, most of our readers are those with a background in the oil and gas industry. However, we are on the brink of the energy transition. However, with the upcoming energy transition, we predict a dynamic shift within our demographics. **Sustainability, and efficient and reliable energy sources, is a hot topic.** As EN Media Group is expanding our coverage, we are beginning to see an introduction of the general public into our audience. With our audience being predominately in lucrative industries, our business model also appeals to advertisers. We have a massive reach, and the implementation of carefully placed ads on our various forms of media allows other companies to get a leg-up with our illustrious relationships, such as the Port of Corpus Christi.

TESTIMONIALS

“**SHALE Oil & Gas Business Magazine’s** content is pro-energy and sheds light on the positive impact of the oil and gas industry on the local community. With a professional advisory board and a wonderful management team, the magazine has grown exponentially since starting in 2013 and hosts a variety of clients, reaching a variety of readers from the general public to the top oil and gas executives. The quality of companies and special partnerships associated with SHALE Magazine have only furthered their great reputation throughout the industry as a trusted source for industry news.

In addition, the professional staff is always available to assist us if we have questions, and makes the process of getting a message to the public easy and stress-free. They have the stability and professionalism to always get back to us in a timely manner and are always reliable in getting their magazine out on time. In addition, with distribution points in South Texas, West Texas and Houston, we have been able to share our messages throughout Texas through SHALE Magazine.

Because of their impeccable reputation for quality and reliability, SHALE Magazine has the endorsement and full support of STEER.” – Omar G.



A year or two after being elected to the Texas Railroad Commission I met Kym Bolado and became acquainted with Shale magazine, which at the time was a new magazine, covering the exciting new play of the Eagle ford Shale. I was glad to find a magazine that looked at the oil and gas industry and the people participating in the industry objectively for the economic and societal good being done. Most of the media was either covering the industry as a dry technical subject or as a disaster in the making with no redeeming value.

Since that time TMS Enterprises as grown from its magazine beginning to also embrace, social media, conferences and a radio show. I have been on the radio show, written articles for the magazine and have spoken at conferences. After leaving the Commission in January of 2017, I have been an advisor to the enterprise.

I am excited about the future of TMS Enterprises as it has grown from a magazine covering one oil and gas play to a currently diversified Media company with a much wider focus on the oil and gas industry. Now TMS is seeking to extend coverage to the entire field of energy not just the oil and gas segment. I believe there is a large market for a media firm which fairly and objectively covers energy. In all its facets; the people, the economic benefits, environmental effects, pro and con as well as lifestyle impacts. It would be hard to find a more direct correlation between two graphs that that of economic production and energy use.

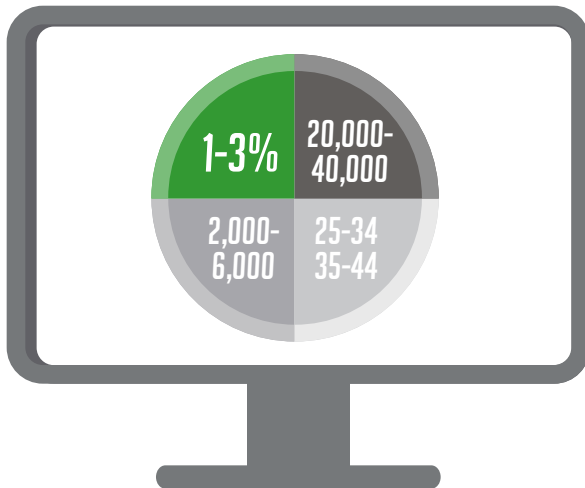
– David Porter



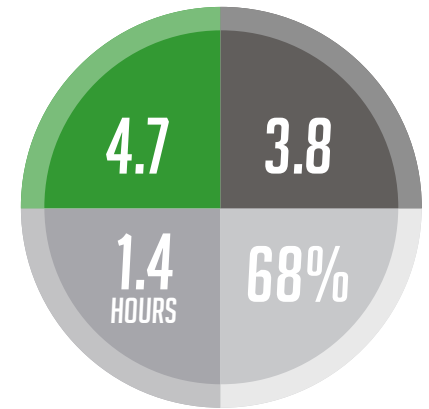
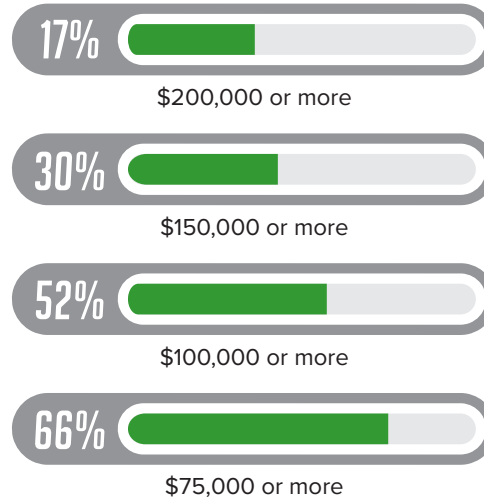
DEMOGRAPHICS

SHALE Magazine by subscription only copies quarterly. SHALE hosts an average of 20,000-80,000 online visitors on the shalemag.com website, Sound Cloud, In the Oil Patch Radio Show IHeart channel, RSS, Eblast, per month. In addition, we have 38,000 readers per month on our free digital issue on issuu.com. Additional viewership includes social media audience of over 140,000 across Facebook, LinkedIn & Twitter.

ONLINE STATISTICS

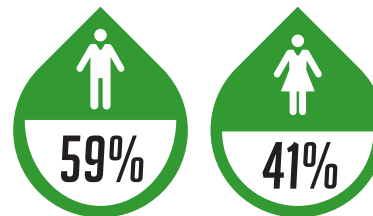


HOUSEHOLD INCOME



- Ads click through rate average between 1-3% (results vary)
- 2,000-6,000 ad impressions per day
- Online podcast 10,000-30,000 plays per show
- Highest online traffic includes online visitors aged 25-34, the second-largest group of online visitors are aged 35-44

MALE/ FEMALE RATIO



- Average number of past 4 issues read
- Average number of times pick up a typical issue
- Average time spent with typical issue
- Took action as a result of reading Shale Magazine (past 6 months)



PRINT

EDITORIAL CALENDAR AND ADVERTISING CLOSING DATES

Q1

National Energy Outlook
Policy

EDITORIAL DEADLINE / **ADVERTISING DEADLINE**
November 25 / December 17

Q2

Focus on Midstream
Women in Energy

EDITORIAL DEADLINE / **ADVERTISING DEADLINE**
February 17 / February 29

Q3

Focus on Downstream
Technologies (Carbon Capture and Hydrogen)

EDITORIAL DEADLINE / **ADVERTISING DEADLINE**
May 25 / June 17

Q4

Focus on Upstream
Global Energy

EDITORIAL DEADLINE / **ADVERTISING DEADLINE**
August 17 / September 5



YEARLY PARTNERSHIP PACKAGES

PREMIERE

- \$250,000/year or \$2,500/month (10% Savings = \$25,000)
- 100% OFFERED COMMITMENT - 100% of all 12 months - 2 months per year
- \$250,000 - 100% OFFERED COMMITMENT - 100% of all 12 months - 2 months per year
- SPECIAL OFFER PRICING - 100% OFFERED COMMITMENT - 100% of all 12 months - 2 months per year
- FULL RANGE OF SERVICES - 100% OFFERED COMMITMENT - 100% of all 12 months - 2 months per year
- 10 MONTHS PER YEAR - 100% OFFERED COMMITMENT - 100% of all 12 months - 2 months per year
- DELIVERY & SERVICE - 100% OFFERED COMMITMENT - 100% of all 12 months - 2 months per year
- 24 HOURS A DAY - 100% OFFERED COMMITMENT - 100% of all 12 months - 2 months per year

Please Inquire for Pricing

PREMIUM

- \$250,000/year or \$2,500/month (10% Savings = \$25,000)
- 100% OFFERED COMMITMENT - 100% of all 12 months - 2 months per year
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- 24 HOURS A DAY - 100% OFFERED COMMITMENT - 100% of all 12 months - 2 months per year

Please Inquire for Pricing

EXCLUSIVE

- \$250,000/year or \$2,500/month (10% Savings = \$25,000)
- 100% OFFERED COMMITMENT - 100% of all 12 months - 2 months per year
- \$250,000 - 100% OFFERED COMMITMENT - 100% of all 12 months - 2 months per year
- SPECIAL OFFER PRICING - 100% OFFERED COMMITMENT - 100% of all 12 months - 2 months per year
- FULL RANGE OF SERVICES - 100% OFFERED COMMITMENT - 100% of all 12 months - 2 months per year
- 10 MONTHS PER YEAR - 100% OFFERED COMMITMENT - 100% of all 12 months - 2 months per year
- DELIVERY & SERVICE - 100% OFFERED COMMITMENT - 100% of all 12 months - 2 months per year
- 24 HOURS A DAY - 100% OFFERED COMMITMENT - 100% of all 12 months - 2 months per year

Please Inquire for Pricing

SOME OF OUR CURRENT PARTNERSHIPS



SHALE MAGAZINE RATES, SIZES AND SPECIFICATIONS

PACKAGES

PACKAGE 1	PACKAGE 2	PACKAGE 3
1/4 Page Ad, Bottom Web Banner	1/2 Page Ad, Side Web Banner	Full Page Ad, Top Web Banner
Please inquire for pricing (12 months)	Please inquire for pricing (12 months)	Please inquire for pricing (12 months)
Please inquire for pricing (6 months)	Please inquire for pricing (6 months)	Please inquire for pricing (6 months)

PRINT ADS ONLY

1/6 page - Please inquire for pricing (12 months) or Please inquire for pricing (6 months)

1/3 page - Please inquire for pricing (12 months) or Please inquire for pricing (6 months)

DIGITAL ADS ONLY

BOTTOM BANNER	Please inquire for pricing (12mos) or Please inquire for pricing (6 mos)
SIDE BANNER	Please inquire for pricing (12mos) or Please inquire for pricing (6 mos)
TOP BANNER	Please inquire for pricing (12mos) or Please inquire for pricing (6 mos)

*This table does not include double truck, horizontal split and third page ad pricing. For these ads, please consult with your account executive to get rates.

*Customized plans available at the discretion of the publisher

IN-HOUSE AD DESIGN

SHALE Magazine can provide in-house ad design. All submitted graphics and images must be a large, high-resolution format (no less than 300 dpi).

SHALE Magazine must receive final approval from the advertiser for ads built by SHALE Magazine on or before the scheduled deadline date.

CAMERA READY ADS

Advertisers are responsible for providing camera-ready print ads to SHALE Magazine by the scheduled deadline date.

Camera ready ads are accepted by SHALE Magazine in JPG or PDF format. Files must be 300 dpi, CMYK with .25 bleeds and NO CROP MARKS. (No other file types will be accepted.)

AD SIZES

FULL PAGE
(Bleed)

Trim: 8.375" x 10.5"
Bleed: 8.875" x 11"
Live Area: 7.875" x 10"

DOUBLE TRUCK
(Bleed)

Trim: 16.75" x 10.5"
Bleed: 17.25" x 11"
Live Area: 7.875" x 10" each side of page

HORIZONTAL SPLIT
(Bleed)

Trim: 16.75" x 5.25" / Bleed: 17.25" x 5.5" (no top bleed)
Live Area: 7.875" x 5" each side of page

HALF PAGE
(Vertical)

Trim: 3.8125" x 10"

HALF PAGE
(Horizontal)

Trim: 7.875" x 4.875"

QUARTER PAGE

Trim: 3.8125" x 4.875"

1/6 PAGE
Trim: 2.35" x 4.85"

1/3 PAGE
Trim: 2.35" x 10"



DIGITAL

DIGITAL BANNER ADS

Digital web banner ads are accepted by SHALE Magazine in JPG or GIF formats and in RGB. (No other file types will be accepted.)

Ads sizes available:

Top Banner - 728 pixels (width) x 90 pixels (height)

Side Banner
300 pixels (width)
x 250 pixels (height)

E-BLASTS 38,000

E-blasts are sent on the 2nd and 4th Tuesday of each the month. Content must be submitted in jpg.

NEWSLETTER INCLUSION	Please inquire for pricing (2 newsletters/month)
DEDICATED EMAIL	Please inquire for pricing/email



Thank you to our partners:



HALLIBURTON

[Click here for more information](#)



**D'ANN HARPER,
REALTORS**

[Click here for more information](#)



[Click here for more information](#)



[Click here for more information](#)



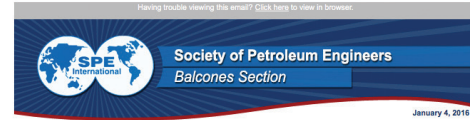
SHALE

U.S. OIL & GAS BUSINESS MAGAZINE

January 13, 2016

**January/February 2016
Women's issue**

The new issue of SHALE Magazine is here! Read our [Digital Issue](#).



**9th Annual San Antonio Coalition
Blowout Scholarship Fundraiser Event!**

**Saturday, January 30, 2016
6:00 - 11:00 pm
Leon Spring Dance Hall
(24135 IH-10W, San Antonio, TX 78257)**

Lanyards will be available for pickup starting in early January. We will contact you to arrange a time and place to pickup the lanyards. Lanyards cannot be replaced if lost or misplaced. No additional lanyards available at the door. No ticket purchases available at the door.
Individual tickets are now available!

REGISTER NOW FOR TICKETS TO

THE SAUCE CONTENT MARKETING

1 PAGE, 600 - 800 WORDS	Please inquire for pricing
2 PAGES, 1,000 - 1,500 WORDS	Please inquire for pricing

THE SAUCE CONTENT MARKETING – ENERGY VOICE (BLOG)

3 ARTICLES/MONTH	Please inquire for pricing
6 ARTICLES/MONTH	Please inquire for pricing

THE SAUCE SOCIAL MEDIA

YEARLY (UPFRONT)	Please inquire for pricing
QUARTERLY	Please inquire for pricing
MONTHLY	Please inquire for pricing

***Other packages are available upon request.

WEBSITE CREATION

PLEASE INQUIRE FOR PRICING

3 category “Single Landing Page” style website

■ Services ■ About or Pricing ■ Contact Us

PLEASE INQUIRE FOR PRICING

4 page website

■ Home ■ About
■ Services ■ Contact Us

PLEASE INQUIRE FOR PRICING

6 page website

■ Home ■ About ■ Contact Us
■ Services ■ Pricing ■ Shop

PLEASE INQUIRE FOR PRICING

Custom & Corporate Websites

***Additional website services available upon request.



CONTENT MARKETING WITH THE SAUCE

PRINT AND DIGITAL

An article in SHALE is a great way to increase awareness of your brand, promote your company as a leader in the industry, engage with potential customers, and gain interest from our targeted audience. Articles submitted through content marketing campaigns do well in search engine optimization and, most importantly, are not blocked by ad-blocker software and apps. They also provide more messaging opportunity than traditional print and digital advertising.

When you submit your bylined content marketing article, it is published in SHALE Magazine and appears online at shalemag.com. SHALE Magazine is distributed in print to our subscriber base, at trade shows, and made available at a number of various partners' and vendors' locations. Articles on shalemag.com, including content marketing pieces, are promoted digitally through our strategic marketing efforts, as well as through email distribution and social media shares.

At your request, we'll also send you up to 5 copies of the print issue to distribute to colleagues, friends or family, as well as a PDF version for email and digital sharing.

Need us to write your content marketing piece? We'd be happy to. Simply inquire for rates.

Ask your account executive for more information on rates and packages if content marketing interests you!

PRINT / DIGITAL CONTENT MARKETING GUIDELINES

All articles are designed to fit the page size purchased (see pricing per page below). All content is subject to editing and approval. Direct company references are limited to the closing contact statement at the end of the article, i.e., "Company ABC is a leader in xxx. Contact ABC at 111-111-1111 or example@company.com for more information." Direct references to your products/services are discouraged, as this defeats the purpose of content marketing. Contact us for article prep and direction, we are happy to help.

Word Count: (depending on supporting graphics)

Supporting Graphics: Photos, illustrations, graphs (1-3 images)

Include: Article title, author, author headshot (if possible), and closing statement with contact information

1 PAGE	400-500 words= Please inquire for pricing
2 PAGES	900-1,000 words=Please inquire for pricing

THE SAUCE CONTENT MARKETING : ENERGY VOICE (BLOG)

Similar to the print/digital packages, SHALE offers content marketing packages to include only on shalemag.com, in our SHALE Feed. We tend to consider these features as more of timely news announcements; however, this service can be used in other ways as well.

This service allows you to release more content per month than the print/digital content marketing plans. However, this service sacrifices the print opportunity and distribution.

Your content will remain in the top 10 stories on the homepage for the duration of your campaign. Content will also be included in our regular email newsletter (one article per email) and on social media.

ENERGY VOICE GUIDELINES

Content word count: 600-700

Max Articles: 3

Duration: 1 month

Shares: Social media, Facebook, LinkedIn

Report at end of campaign

Rate: Please inquire for pricing

Content word count: 600-700

Max Articles: 6

Duration: 1 month

Shares: Social media, Facebook, LinkedIn

Report at end of campaign

Rate: Please inquire for pricing

Supporting Graphics: Photos, illustrations, graphs (1-3 images)

Include: Article title, author, author headshot (if possible), and closing statement with contact information



DIGITAL CONTENT

Press Release

Release will remain on EN Media Group website for 2 weeks / Please inquire for pricing

Release will remain on EN Media Group website for 4 weeks / Please inquire for pricing

NEW Proprietary only to EN Media Group
Artificial Intelligence:

Revolutionizing Digital Advertising: Energy Network Media Group's AI-Driven Solution

In the ever-evolving digital landscape, Energy Network Media Group is at the forefront of innovation with its proprietary software that harnesses the power of artificial intelligence (AI). This cutting-edge technology ensures that your brand not only gains visibility on our website but also circumvents ad-blocking tools, guaranteeing uninterrupted engagement with your target audience.

Our intelligent system is designed to integrate brands seamlessly into textual content. By analyzing publisher materials, it identifies optimal matches with advertisers, enriching the content with relevant product placements. This symbiotic approach allows advertisers to secure prominent in-line positioning for their products.

Introducing The Sauce Digital Marketing Business Snapshot!

At Sauce Digital Marketing, we believe in delivering more than just promises; we're dedicated to providing you with tangible insights into your business's online performance. Enter the Sauce Business Snapshot – a dynamic report crafted to illuminate your digital presence and empower your growth strategy.

What's Inside Your Business Snapshot:

- **Google Glory:** Witness a detailed analysis of your Google ranking. We break down the intricacies, showcasing where you shine and identifying areas ripe for improvement.
- **Web Wisdom:** Dive into the depths of your website's performance. Our snapshot dissects the user experience, loading times, and content engagement to ensure your online home is as welcoming as it is effective.
- **Social Media Mastery:** Explore how your social media channels are resonating with your audience. Track engagement, identify top-performing posts, and unlock the secrets to boosting your online influence.



Benefits Beyond Measure:

- **Strategic Precision:** Armed with the insights from your Business Snapshot, you'll have a strategic roadmap tailored to elevate your online presence. Say goodbye to guesswork and hello to data-driven decisions.
- **Competitive Edge:** Stay one step ahead of the competition. Our snapshot reveals not only where you stand but also illuminates the path to outshine your rivals in the digital arena.



NEW

ANCILLARY SERVICES

SHALE Magazine now provides fully-insured AV services and consulting, offering turn-key Audio, Video, Lighting and related rental equipment and services for events. We listen to your event needs and provide the best possible package solutions at the best prices, we are willing and able to beat in-house AV company's prices at most venues. We bring everything with us, set it up, test all the systems, operate AVL during the event, high-five you afterward, pack up, and take all the equipment away with us.

WHAT KIND OF EVENTS? We really don't limit ourselves, but typically: corporate conferences, workshops, trainings, luncheons, galas, breakout sessions, company parties, private parties, weddings and concerts.

WHAT KIND OF VENUES? It's all up to you, but typically hotels, churches, wedding venues, bars, breweries, backyards, parks... you name it.

WHAT ARE YOUR BACKGROUNDS? Our crew of experts has, on average, 10 years of experience or more and our management crew has over 75 years of combined experience and backgrounds in fortune 100 companies.

WHAT KIND OF EXPERTISE CAN YOU OFFER FOR MY EVENT? We offer event AV consulting, event management, production design, audio engineering and mixing, lighting design and programming, LED video and HD projection, professional DJs, artists, bands and professional brand ambassadors.

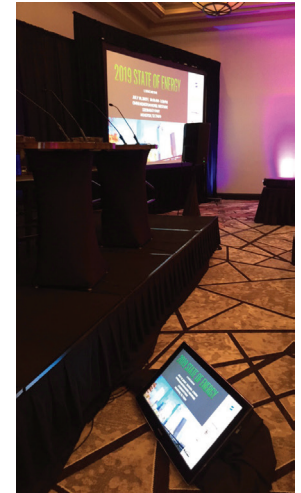
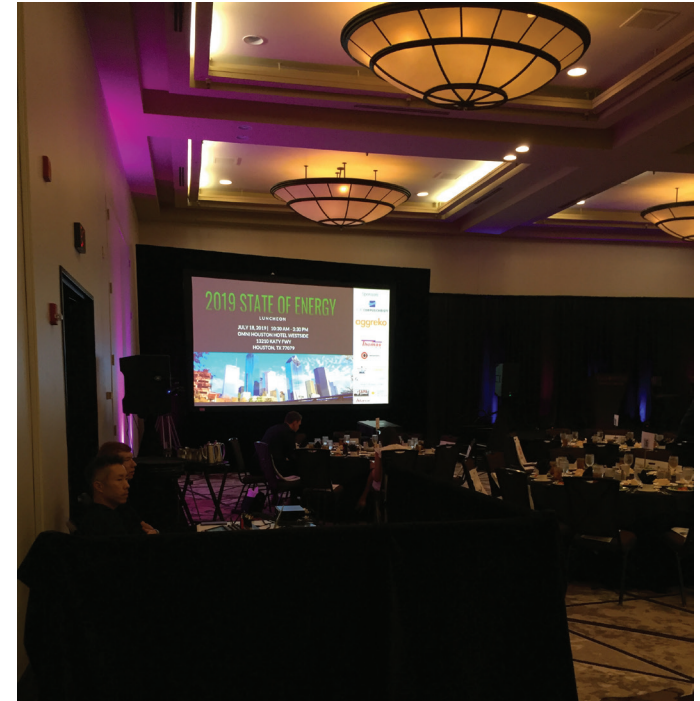
WHAT KIND OF EQUIPMENT DO YOU OFFER? We have a wide range of equipment brands we use at events, depending on budget and specifications required.

For audio, we have everything from small PA systems for meetings and intimate events, to mega-sized Line Array speakers, subs and digital mixing consoles for large venues and live music. We use only the most reputable brands of microphones including Shure, Audio Technica and Sennheiser.

For video, we provide everything from small flat-screen TV monitors to massive HD projectors and screens to huge LED video walls. We can provide HD camera services including live event feeds, streaming services, and post-event video production.

For lighting, we use some of the most well-known brands in the world including Martin, American DJ, Elevation, NSI and Hog PC lighting control systems. Our lighting systems can be simple uplighting packages for corporate events to intelligent moving lights programmed specifically for live band's songs or other event happenings.

Aside from all of that, we can also provide DJs, pipe and drape, staging, tents, and even power distribution.



EVENTS AND EXPOS

STATE OF ENERGY:

The State of Energy event is a luncheon featuring a keynote speaker and a panel of experts. The speakers give insight into the current oil and gas market, legislation affecting the oil and gas industry, changes in international or national policy affecting the oil and gas industry, technology advancements, etc.

This event brings together oil and gas executives and professionals, business leaders, elected officials and media representatives in an effort to educate the community on the effect of the oil and gas industry on the local economy.

This is an annual event brought to the state of Texas.

TEXAS ENERGY ADVOCATES COALITION (TEAC): CHAMPIONING THE FUTURE OF ENERGY

TEAC Mission Statement

Celebrating nine years of dedication and advocacy in the energy sector, TEAC remains steadfast in its commitment to championing sustainable and innovative energy solutions. We are proud to have served as a pivotal voice for progress, diversity, and collaboration, fostering partnerships that fuel growth and empower communities. Our journey continues as we advocate for policies and practices that ensure a resilient and prosperous energy future for all.

At TEAC, we unite a diverse group of passionate individuals committed to advancing the energy sector. Our coalition is a driving force in supporting energy projects from conception to completion. We're not just advocates; we're partners in progress and educators, and we work closely with lobby groups dedicated to ensuring that energy initiatives, regardless of stage or technology, receive the support they need to thrive.

Our Focus:

- **Emerging Technologies:** We're at the forefront of innovation, championing projects that push the boundaries of what's possible in energy production and management.
- **Energy Transition:** As the world evolves, so does our approach to energy. We're advocates for transitioning to sustainable and renewable energy sources, ensuring a cleaner future for all.
- **Hydrogen and Alternative Energies:** We recognize the potential of hydrogen and other alternative energies to revolutionize the industry. Our coalition supports projects that explore and expand these frontiers.



SUBSCRIPTIONS

HAVE YOUR OWN COPY OF SHALE MAGAZINE MAILED DIRECTLY TO YOUR HOME OR OFFICE!

Trial Subscription

6 months: (2 issues)

Go on a test drive with SHALE Magazine

PLEASE INQUIRE FOR PRICING

Annual Subscription

12 months: (4 issues)

Year-long subscriptions come with perks

PLEASE INQUIRE FOR PRICING

**Custom pricing available for specific quantities of mailed magazines.
Please inquire for other subscription options.

9,875 paid subscribers



CONTACT, PAYMENT AND BILLING

CONTACT

Gargi Bhowal
gargi@shalemag.com

OFFICE LOCATION

9654 Katy Freeway, Unit C, Ste. 302, Houston, TX 77055

PAYMENT & BILLING

The first month's payment is required up front for first-time ad runs. Subsequent payments done by credit cards will be automatically withdrawn on the 1st or 15th of every month for the length of the contract. Invoiced payments will be mailed on the first of every month to the contact person listed on the contract, and are due upon receipt.

Any amounts not paid when due may be subject to a periodic service charge equal to the lesser of 1.5% per month and the maximum amount allowed under applicable law, until such amounts are paid in full, including assessed service charges. Payments outstanding more than 45 days may be subject to collection by a third party.

Customized payment schedules may be arranged, if needed, and are based upon the approval of the publisher, who also has the right to cancel or amend the schedule at any time.



SOCIAL MEDIA



Facebook:

www.facebook.com/shalemagazine



LinkedIn:

www.linkedin.com/company/shale-magazine



Soundcloud:

www.soundcloud.com/shale-magazine



Twitter:

www.twitter.com/Shalemag



YouTube:

www.youtube.com/channel/UC7ZmzRzFT3ijL2--5hoFO7A



