

Magazine Supplements are an innovative way to support your overall advertising strategy

- a unique alternative to traditional advertisements – 100% focus on your brand, products/services
- facilitates extensive content supporting in depth promotion of product/service features and benefits – consider a mix of editorial and advertisement
- incorporate extensive use of images, diagrams, call-outs, case studies, etc.
- follow-on use for your own marketing purposes

### Benefits and advantages - P&GJ Magazine Supplement

- leverage P&GJ's recognized, trusted brand
- 30,000+ validated circulation; engaged readers
- pipeline and gas utility industry decision makers
- supporting promotion available on various P&GJ brand platforms (website; eMail; eNewsletter; social media) to maximize exposure
- additional readership via P&GJ digital issue and archived back issues
- P&GJ expertise available in design and production

### How it works - P&GJ Magazine Supplement

- 2 alternative production methods available:
  - turn-key - customer provides raw content elements – P&GJ writes, designs, prints, and distributes
  - customer produces and provides P&GJ with finished product
- Once production is complete, Supplement is bound in, or poly-bagged with, the magazine

### Available Features - P&GJ Magazine Supplement

- flexible size of Supplement– 2 to 20 pages, or more
- 4 color high resolution production
- available for inclusion in any monthly issue of the magazine
- geographic, industry and demographic segmentation services available
- initial print overruns, and reprints, available for customer's own marketing purposes



NAPCA Supplement: published in the March issue of P&GJ.

### Pricing

Pricing is dependent upon option and features selected, parameters, and sizing. Contact your [Sales Representative](#) or [PGJinfo@oildom.com](mailto:PGJinfo@oildom.com) to discuss options, and obtain a quotation.

Sponsored Content is an innovative, effective way to support and augment your overall promotional strategy

- a unique alternative to traditional advertisements – more content, less advertisement
- well received by readers looking to learn and understand issues, with a case study context
- facilitates extensive content supporting in depth promotion of product/service features and benefits
- allows for extensive use of images, diagrams, call-outs, case studies, etc.
- follow-on use for customer's own marketing purposes

### Available Vehicles – P&GJ Sponsored Content

P&GJ offers several vehicles for promotion of Sponsored Content:

- **PGJonline.com** – a dedicated section of the P&GJ Website home page is available to promote sponsored content
- **Pipeline & Gas Journal** – available in any monthly issue of P&GJ magazine
- **P&GJ eNews** – see [P&GJ eNews](#) section for more info
- **P&GJ Magazine Supplement** – see [P&GJ Magazine Supplement](#) section for more info
- **P&GJ eMail Campaign** – available in customized eMail campaigns and custom eNewsletters - see [P&GJ eMail Marketing](#) section for more info
- **P&GJ Social Media Advertising** – variety of approaches available on various P&GJ Social Media platforms - see [P&GJ Social Media](#) section for more info

### Benefits and advantages – P&GJ Sponsored Content

- leverage P&GJ's recognized, trusted brand
- 30,000+ validated circulation
- engaged readers
- pipeline and gas utility industry decision makers
- supporting promotion on various P&GJ brand platforms ([website](#); [eMail](#); [eNewsletter](#); social media) to maximize exposure
- P&GJ expertise in design and production of publication
- additional readership via digital issue and archived back issues

### Features - P&GJ Sponsored Content

- flexible amount of content – ranging from single paragraphs to multiple pages, or more
- include multiple logos, images, diagrams, pictures, call-outs, animation, video, etc.
- 4 color high resolution production
- P&GJ can provide assistance with, or turn-key design, for-formatting and production
- Initial print overruns and reprints available for customer's own marketing purposes

### Pricing

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