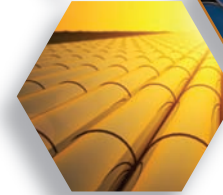


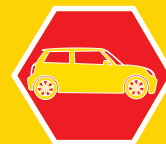
FUEL

The Global Business of Fuels



2012 Media Guide: **Expert Insight Into The World of Fuels**

HARTENERGY
www.hartfuel.com



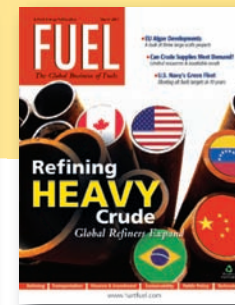
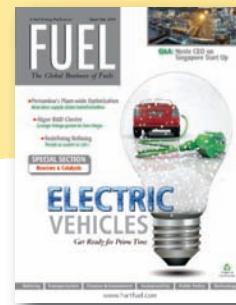
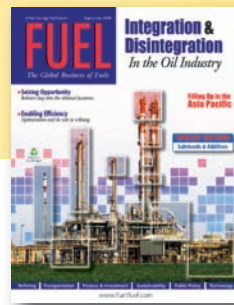
Refining | Transportation | Finance & Investment | Sustainability | Public Policy | Technology



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Our Mission: Delivering Value and Editorial Excellence for Advertisers and Readers

Editor Theresa Ward and Publisher Kristine Klavers welcome current and new advertisers for another year of award-winning coverage of the global business of transportation fuels.

Our objective is to help our advertisers reach their target markets through our high-quality products. Whether you are an additive producer, a catalyst manufacturer, a refinery or fuel manager, an ethanol or biodiesel producer, a technology or service provider, an automotive manufacturer, a marine or airline company or an investor in these industries, *FUEL* magazine's global reach can assist you in delivering your message to the right audience.

In 2011, *FUEL* received substantial recognition for its writing excellence: winner of three Eddie Awards from *FOLIO*: magazine, including one gold prize. *FUEL* also picked up two Gold "Azbee" awards from ASBPE in its Regional West 2010 Competition.

What our readers say

"It's a great help for understanding of global outlook of fuels." — *Idemitsu Kosan*

"Very good overview on topics I do not read elsewhere." — *Drummond Co.*

"Excellent in-depth coverage of the energy sector." — *Pure Energy*

"Always fresh, up-to-date information that I can use." — *Valero*

"Very useful and well brought out magazine." — *Tata Motors*



2012 MEDIA GUIDE

Boost your next campaign – place your ads in fast-growing award-winning *FUEL* magazine.

FUEL is editorial excellence. Since 2006, it has won awards from:

- FOLIO*:
- American Society of Business Publication Editors (ASBPE)
- Business Marketing Association (BMA)
- Trade Association Business Publications International (TABPI)

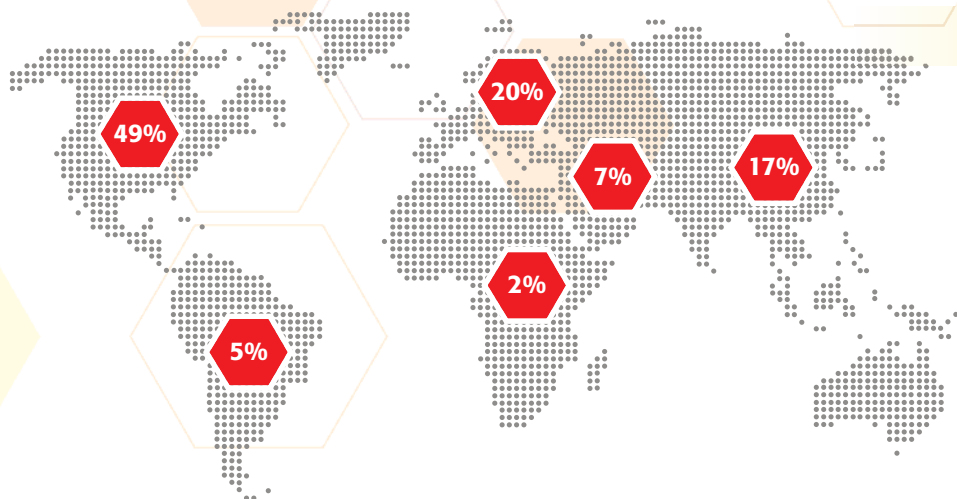
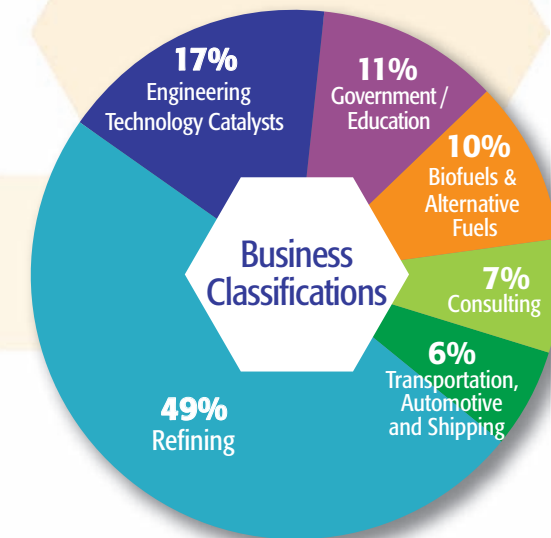
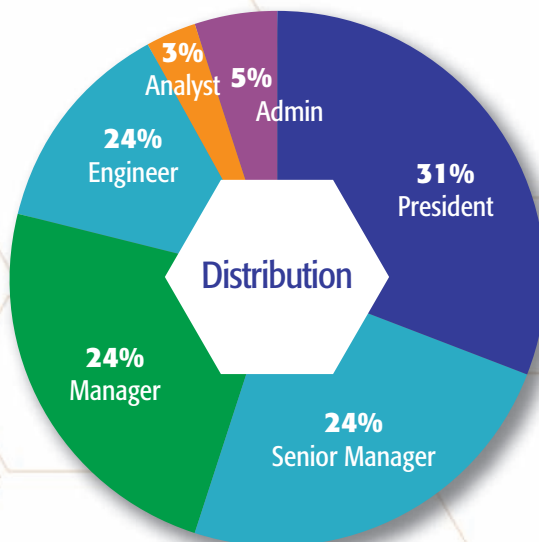
Reach your target audience

FUEL offers in-depth industry expertise and special focus on transportation fuels delivered to a superior global target audience concerned with global market dynamics.

Read by more than 10,000 industry professionals, *FUEL* is circulated to senior and government executives from the energy, automotive, technology and investment sectors, including the following companies: BP, Marathon Oil, Repsol, Bapco, Saudi Aramco, Petronas, Chevron, Shell, ExxonMobil, CDTECH, Albemarle, Axens, Sabc, Sasol, Tata, Cargill, LS9, Kuwait Petroleum, ENOC, Statoil, Innospec, 7-Eleven, Delphi, and many more.

FUEL is read by fuel producers and users as well as influencers and policy-makers

Top management make up more than two thirds of *FUEL*'s distribution



Profile your company on a global scale

FUEL's Worldwide Distribution

North America	49%
Europe	20%
Asia/Asia Pacific	17%
Middle East	7%
South America	5%
Africa	2%

MARCH

Ad Closing: Feb. 3, 2012
Materials Closing: Feb. 10, 2012

JUNE

Ad Closing: May 4, 2012
Materials Closing: May 11, 2012

SEPTEMBER

Ad Closing: August 2, 2012
Materials Closing: August 10, 2012

DECEMBER

Ad Closing: November 3, 2012
Materials Closing: November 10, 2012

Topics are subject to change.

	MARCH	JUNE	SEPTEMBER	DECEMBER
SUSTAINABILITY	Developing CCS in Refineries	World Biofuels Markets	Marine Emissions & Developments	Controlling Carbon
PUBLIC POLICY	Budget Impacts on Energy Policy	Emissions Trading System	U.S. Pre-Election Update	U.S. Post-Election Update
FINANCE & INVESTMENT	Supply & Demand Forecast	MENA Energy Profile: Oil/Power/Chemicals	Piracy at Sea & Crude Impact	Clean-Tech Solutions Ports Update
TRANSPORTATION	Fuel Efficiency & CAFE Update	Alternative Fuels: LNG & Fuel Cell/Hydrogen	EV Progress Fuel Adulteration	Pipeline Corrosion
TECHNOLOGY	BTL/GTL/CTL in Global Markets Hydrocracking	Biojet Advancements Catalysts	Rare Earth Development Beyond China Biorefineries	Future Biofuels Technologies Cyber Security
REFINING	Mid-Continent Refining Advantages Top 5 Refinery Project Takeaways	Asia's Refining Expansion Annual Hart Energy Refining Awards Top 5 Refinery Project Takeaways	Reliability & Maintenance Top 5 Refinery Project Takeaways	Petroleum Coking Top 5 Refinery Project Takeaways
SPECIAL SECTION	Transportation: Clean Fuels & Technologies	Unconventional Resources Driving Petrochemical Growth	Lubricants & Additives	Reactors & Catalysts
BONUS DISTRIBUTION	<p>AMERICAS NPRA Annual Meeting Gas Processors Association SAE World Congress International Petrochemical Conference</p> <p>EUROPE Global Refining Summit</p> <p>MIDDLE EAST & ASIA Middle East Petrotech World Biofuels Markets</p>	<p>AMERICAS SAE International Powertrain Electric Drive Transport Assoc.</p> <p>MIDDLE EAST & ASIA 2012 World Gas Conference APPEC</p>	<p>AMERICAS Global Refining Strategies Summit Gasification Technologies Council Directions in Engine Efficiency and Emissions Research (DEER) NPRA Q&A Technology Forum</p> <p>EUROPE ERTC</p> <p>MIDDLE EAST & ASIA Abu Dhabi International Petroleum Exhibition and Conference (ADIPEC)</p>	<p>AMERICAS National Biodiesel Conference RFA National Ethanol Conference ASTM Petroleum Products & Lubricants</p> <p>MIDDLE EAST & ASIA Petrotech India</p>
MAP	Global Biofuels Mandates	Global Refineries	Refinery Catalyst Groups	Global Sulfur Limits

BONUS DISTRIBUTION

**This list is not exhaustive. Hart Energy's global experts take copies of FUEL to every conference they attend or speak at.*

CONFERENCES

Executive Seminars

Hart Energy Conferences, in partnership with top-level global executives, help provide the platform and means by which *FUEL's* industry experts share their knowledge and exchange ideas on the most topical and timely issues in our industry today.

When you sponsor these high-profile events, you will:

- Gain access to an expected target audience of 200-300 decision-makers, each a significant figure from industry, government and academia. Partners receive a number of facilitated meetings with industry leaders and government dignitaries.
- Increase awareness of your organization's products and services.
- Be recognized as a key provider of energy solutions and a leader in the search for sustainable energy.
- Support improved communication among the various fuel industry groups.

Executive Seminars in 2012

WORLD REFINING & FUELS CONFERENCES:

San Diego – Post-AFPM
 Brussels
 Washington, D.C.
 Rio de Janeiro, Brazil



Partnership Opportunities

- Logo Placement on Promotional Material
- Full Page Ad in Conference Notebook
- Two Complimentary Registrations
- Web link & Logo Placement on Website
- Table-Top Exhibit Space
- Pre-Arranged Meetings with Delegates
- Co-Partner in Special Events (Breakfasts, Luncheons, Breaks, etc.)
- Preferential Seating
- List of Participants

Platinum
(\$19,500)

Gold
(\$14,500)

Silver
(\$9,500)



2012 Monthly Energy Breakfast

Monthly-Petroleum Club of Houston-Houston, Texas U.S.A.-7:30 a.m. - 9:00 a.m.

Hart Energy's monthly Energy Breakfast brings together the Who's Who in the energy sector where they network and gather the latest industry information. Highlighting a different topic each month, Hart Energy experts and other industry leaders present past, present, and future analysis.

- Biofuels
- Energy Policy or Politics
- Fuel Quality Developments
- Shale Oil & Gas Outlook
- Heavy Crude Oil
- Global Refining Outlook

Sponsorship opportunities available. For more information or to be added to our mailing list, please check with your sales representative.

PRINT OPTIONS



DISPLAY ADVERTISING

A print advertisement in *FUEL* allows you to effectively reach our readers that consist of industry and government executives worldwide. Sizes range from a quarter-page ad to a 2-page spread.

SPONSORED SUPPLEMENTS

Get noticed in an editorial-like setting of a custom sponsored supplement. Increase brand name recognition and profile your company by delivering a well-crafted message to existing and new prospects via an engaging, rich-media format that focuses on the right topic and content.



INSERTS

Present your message alongside *FUEL* content by incorporating your marketing creative into our magazine with a bound insert.

POLYBAG OUTSERTS

Get your message to the *FUEL* audience by polybagging your marketing materials, whether a brochure, booklet, promotional offer or CD-ROM with our magazine.

BELLY BANDS

Wrap your mind around it. Be the first thing readers notice by wrapping your advertisement around *FUEL*.

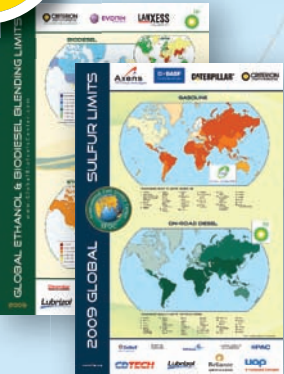
PRINT - REFERENCE PRODUCTS

WALL MAPS

Position your logo year-around on the Global Biofuels Mandates map, the Global Refineries map and Sulfur Limits map. A creative way to highlight your company for the entire year. The updated wall maps will be distributed to executives at global refineries, major feedstocks and biofuels producers, transportation companies and governmental authorities.

SHOW PAPERS

Advertise in one of our show papers to direct attention to your product, service or process, reach a highly targeted audience with a timely message, drive attendance to presentations and exhibits and increase name recognition. Hart Energy's skilled team of reporters and designers provides on-site daily coverage of key industry events and conferences.



ONLINE ADVERTISING

FUEL SPECIAL SECTIONS

Reserve your space in the special section: Transportation: Clean Fuels and Technologies, Unconventional Resources Driving Petrochemical Growth, Lubricants & Additives and Reactors & Catalysts.

ELECTRONIC ADVERTISING

Highlight your message at www.hartfuel.com and www.worldfuels.com. Get ready for advertising and online branding opportunities to reach your customers in real time.

WEBINARS

Expand your brand. Generate a steady flow of quality leads to fill your sales pipeline by allowing Hart Energy to provide a platform to deliver content and engage in dialogue with customers and prospects regardless of their location. ALL webinar attendees contact details are shared.

VIDEOS

Take existing marketing creative and use our Website as a vehicle to open it to a whole new world of possibilities – television commercials, trade show animations, presentations, graphics and more.

WHITE PAPER SPONSORSHIP

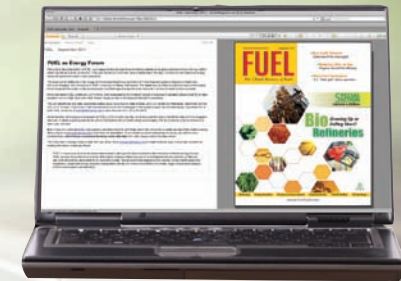
Be identified as an industry thought leader as well as justify the expenditure through a unique lead-generation component of Hart Energy's White Papers. Either written by your company or by Hart Energy, white papers incentivizes our community to interact with your links. We send our readers to a registration page, where they sign up and download your white paper. ALL registrants are sent to you in the form of a qualified sales lead.

DIGITAL EDITION

Experience exposure, response, and overall efficiency with the interactive possibilities in our digital edition. Strengthen your ad by adding click throughs to your Website, animation, email inquiries and even surveys.

E-NEWSLETTERS

E-newsletter readers are highly engaged with a specific topic, opting-in to receive regular communications on their special interests. This provides the opportunity to deliver your message directly to the consumer's inbox and drive traffic to your website with clickable advertisements. Our downstream newsletters include a Daily (*Global Refining & Fuels Today*), weekly bulletins (*Ethanol & Biofuels News*, *Diesel Fuel News*, *Gasification News*) and bi-weekly analysis (*Refinery Tracker*, *Gasification News* and *Global Refining & Fuels Report*).



2012 FUEL RATES (Net)

Frequency	1x	4x	6x (includes specials)
2-page spread	\$9,850	\$8,900	\$8,400
1-page	\$5,900	\$5,300	\$4,900
1/2-page	\$3,950	\$3,600	\$3,400
1/4-page	\$2,950	\$2,600	\$2,400

Special placement available on individual basis at a premium.

Inside Front	\$7,900
Inside Back	\$6,900
Back cover	\$8,500

All Rates are quoted in US dollars.
For rates in other currencies, including sterling, NOK, Euros, etc., please contact your Hart Energy FUEL sales representative.

Mechanical Specifications

Publication Size. The publication size/final trim size is 8 1/2" x 10 7/8". All body copy, headings and other text must be at least 1/4" inside the trim size on all sides. If your ad has bleed, then the ad should be sized to 8 3/4" x 11 1/8" to allow for 1/8" trim on all sides. The final trim size will still be 8 1/2" x 10 7/8". NOTE: Alignment of type and design is not guaranteed on facing page spreads. Precision folding of all copies is not guaranteed.

Paper Stock. 100-lb. gloss-coated offset cover, 70-lb. coated offset body.

Method of Printing. CTP Sheet-Fed. Type of Binding. Perfect Bound.

Material Specifications. To qualify for standard agency commissions, digital ads and color proof must be provided.

4-Color Ads. Supply digital files in CMYK, plus a color laser, matchprint, pictro, or other color proof output from the final ad file. Ads submitted as high resolution Adobe PDFs can also be used as proofs.

Matched Color. When PMS or other matched colors are specified, these will be built from process colors. If a matched color requires that we run a PMS color, see your representative for five-color ad rates.

File Specifications. All ads are required in the following digital formats: High resolution Adobe PDF/X files (distilled at 300 dpi with all fonts imbedded); Quark Xpress files accompanied by collected artwork, scans, logos and all fonts; Adobe Photoshop TIFF or EPS formats, 300-dpi or better resolution; or Adobe Illustrator EPS files (with fonts outlined). Media - CD-ROM.

In-House Production. The advertiser must submit copy, plus high-resolution artwork. Your sales representative will provide a cost quote.

FTP SITE FOR ADS.

Please upload collected files as zipped archives

Host: ftp.hartenergy.com

User ID: fuelads

Password: fuelads

Directory: ftp/fuel_ads

Send advertising to:

Jo Pool
1616 S. Voss, Suite 1000
Houston, Texas 77057 USA
+1.713.260.6404
jpool@hartenergy.com

Special positions: add 15%

First spread

Page opposite:

- Table of Contents
- Editor's Column
- Publisher's Column
- Lead Features

2012 MAP RATES

Large Logo \$4,950
Small Logo \$2,950

2012 WEB RATES

Annual Agreement

\$9,500

Per Quarter

\$2,950

Medium Rectangle: 300 x 250 px

Small Rectangle: 300 x 125 px

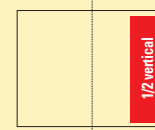
www.hartfuel.com

Advertising Sizes (inches - width x height)



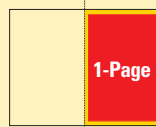
2-Page Spread

(ad size) 17 x 10 7/8 in.
(431.8 x 276.23 mm)
(with bleed) 17 1/2 x 11 1/8 in.
(419.1 x 282.57 mm)



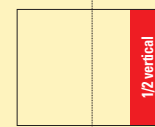
1/2 Vertical without bleed

(ad size) 4 x 9 7/8 in.
(101.6 x 250.83 mm)



1-Page

(ad size) 8 1/2 x 10 7/8 in.
(215.9 x 276.23 mm)
(with bleed) 8 3/4 x 11 1/8 in.
(222.3 x 282.57 mm)



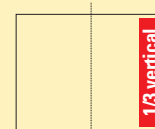
1/2 Vertical with bleed

(ad size) 4 1/2 x 11 1/8 in.
(114.3 x 282.57 mm)



1/2 Island

4 x 7 1/4 in.
(101.6 x 184.15 mm)



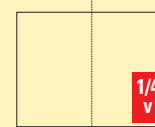
1/3 Vertical

2 3/4 x 9 7/8 in.
(57.2 x 250.83 mm)



1/2 Horizontal

7 x 4 7/8 in.
(177.8 x 123.8 mm)



1/4 Vertical

3 3/4 x 5 1/4 in.
(95.25 x 123.35 mm)

SALES TEAM

Call today to reserve
your schedule in

FUEL

and its affiliated products.

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