

MAKING RESEARCH WORK FOR YOU
AND YOUR ADVERTISERS

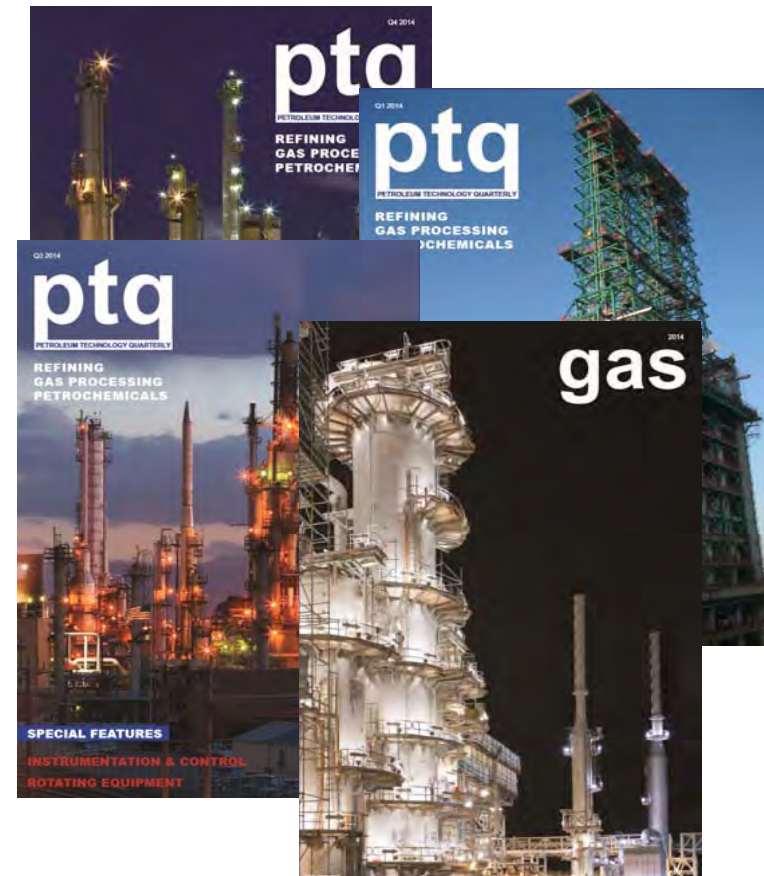
TOP LINE FINDINGS
RESEARCH UNDERTAKEN SEPTEMBER 2014

SHARPENS YOUR MEDIA

OVERVIEW



- Methodology
- Who we spoke to
- Magazine readership behaviour
- Competitive positioning
- Key measures of success
 - Attention grabbing
 - Informative
 - Clarity
 - Action



SHARPENS YOUR MEDIA



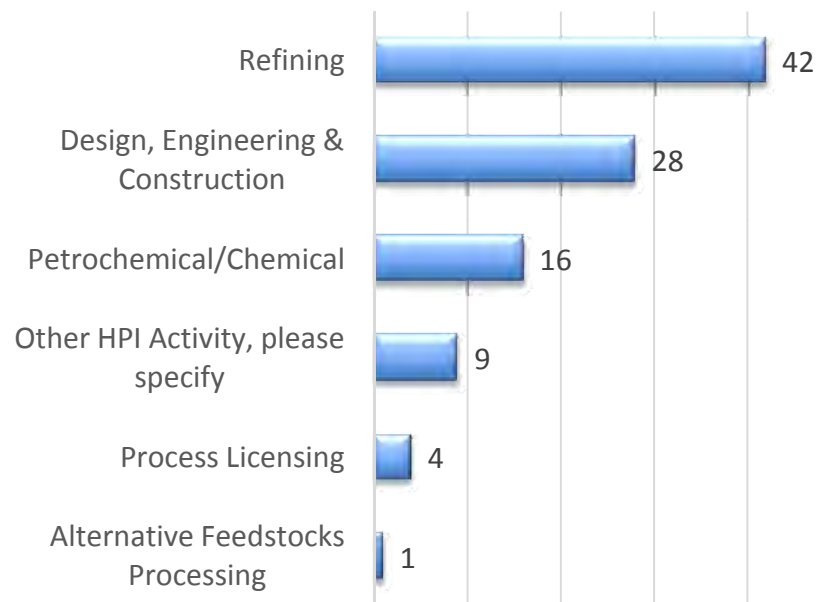
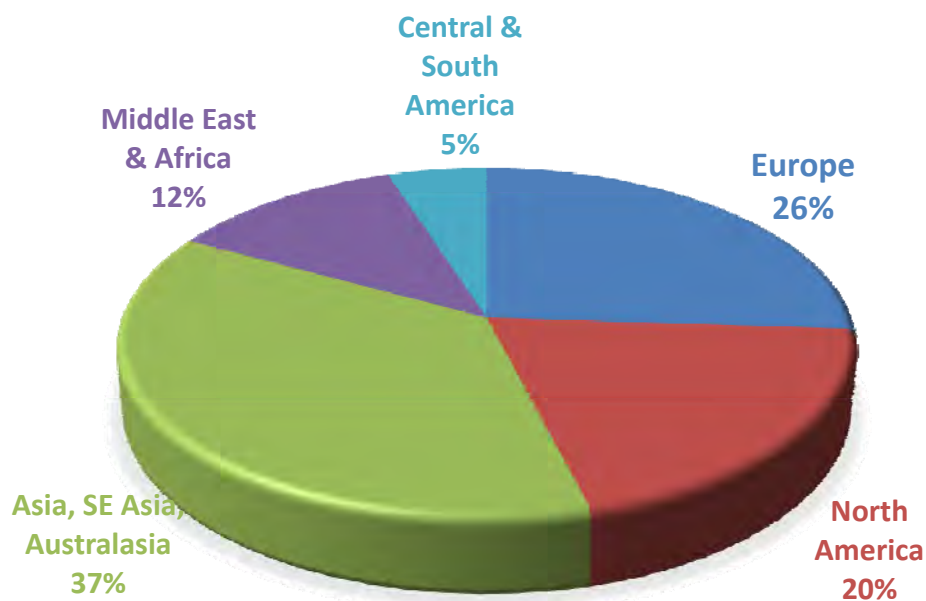
- The independent research company, Research & Analysis of Media (RAM), undertook a standard survey which was sent out to just over 9,000 PTQ magazine subscribers
- A total of 1,175 responses were received (12% response rate)
- Respondents were asked to complete the survey online
- Each individual ad within the magazine was presented to the respondents and they were asked to give their opinion in terms of
 - Attention
 - Information
 - Clarity
 - Action
- All responses were submitted and processed by RAM

WHO WE SPOKE TO – 1,175 READERS OF PTQ MAGAZINE



IN WHAT REGION ARE YOU BASED?

DESCRIPTION OF COMPANY'S OPERATIONS?



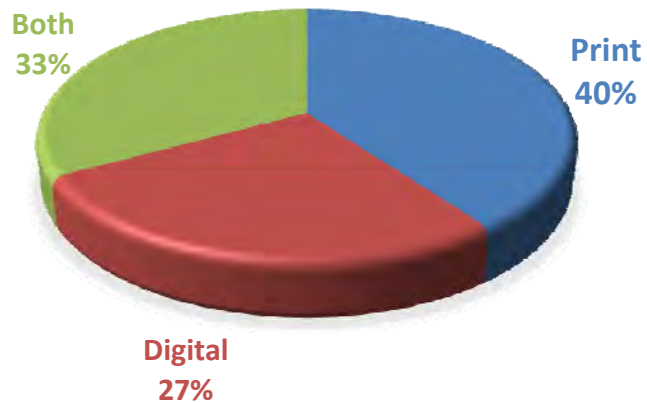
■ % of respondents

SHARPENS YOUR MEDIA



READERSHIP BEHAVIOUR

DO YOU PREFER TO READ PTQ IN?



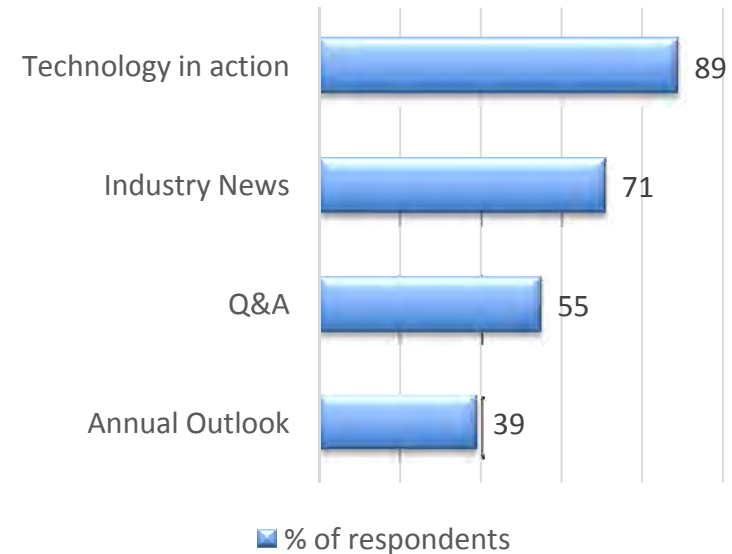
DEVICE USED TO VIEW PTQ

- Page Turner – 8%
- PDF – 84%
- Neither – 8%

Based only on those who read the digital version

SHARPENS YOUR MEDIA

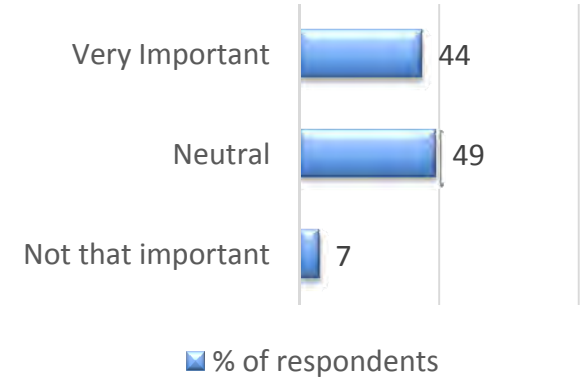
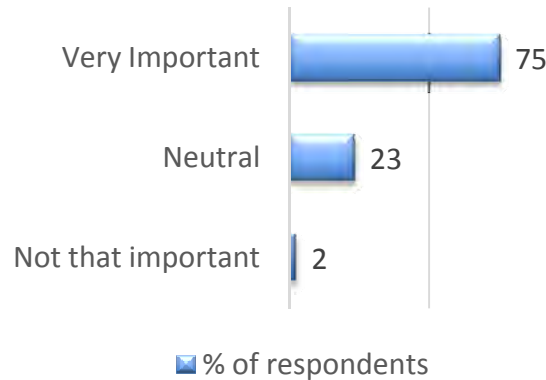
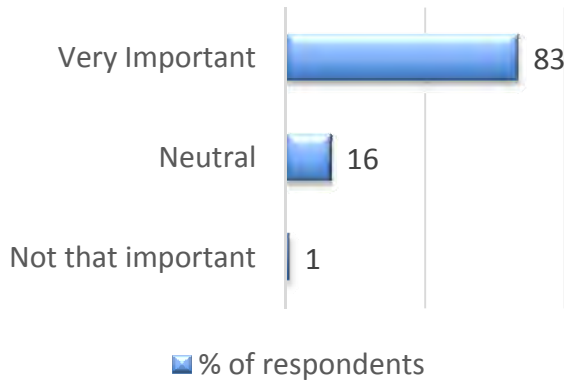
SECTIONS READ ON A REGULAR BASIS?



ATTITUDES TO CONTENT

- 99% of respondents find the case study articles useful
- 92% find the graphics effective
- 97% find the editorial accessible

COMPETITIVE STRENGTHS



SHARPENS YOUR MEDIA

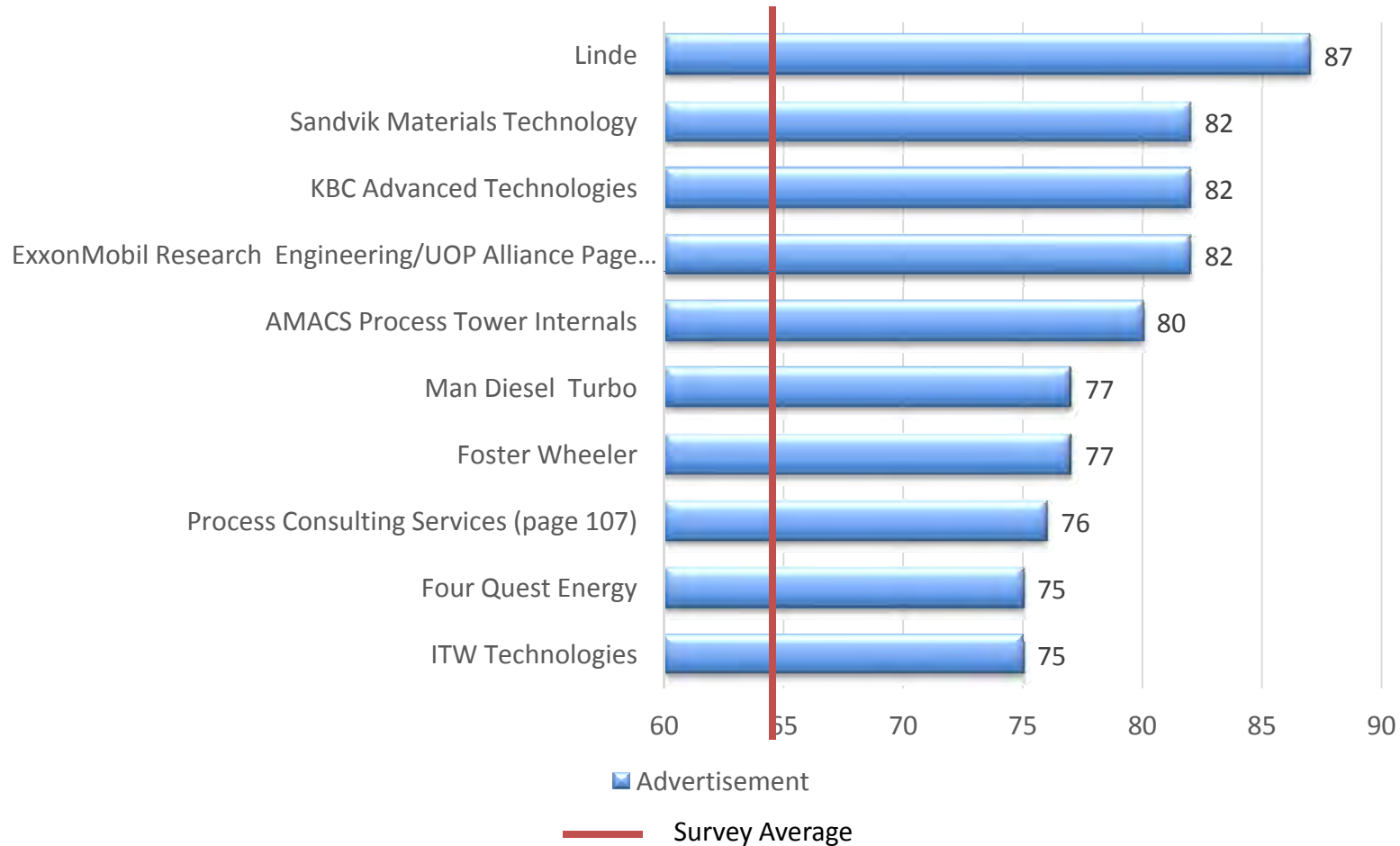


TOP PERFORMING ADS – ATTENTION GRABBING

SURVEY AVERAGE - 64%



% of respondents agreeing the Advertisement grabbed their attention



SHARPENS YOUR MEDIA



TOP PERFORMING ADS – ATTENTION GRABBING SURVEY AVERAGE - 64%



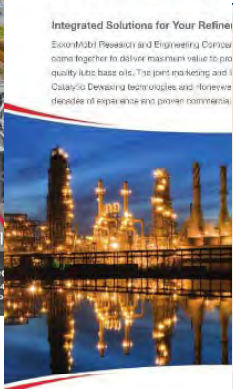
Linde – 87%



KBC Advanced Technologies – 82%



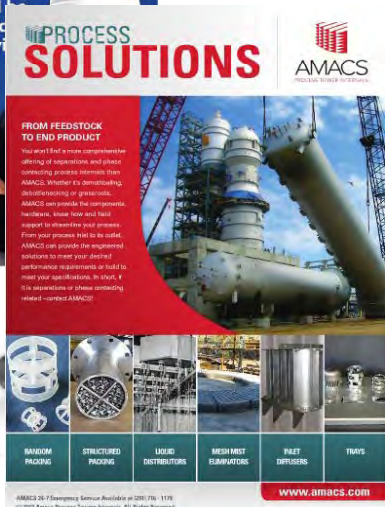
ExxonMobil Research Engineering – 82%



Sandvik Materials Technology – 82%



AMACS Process Tower Internals – 80%

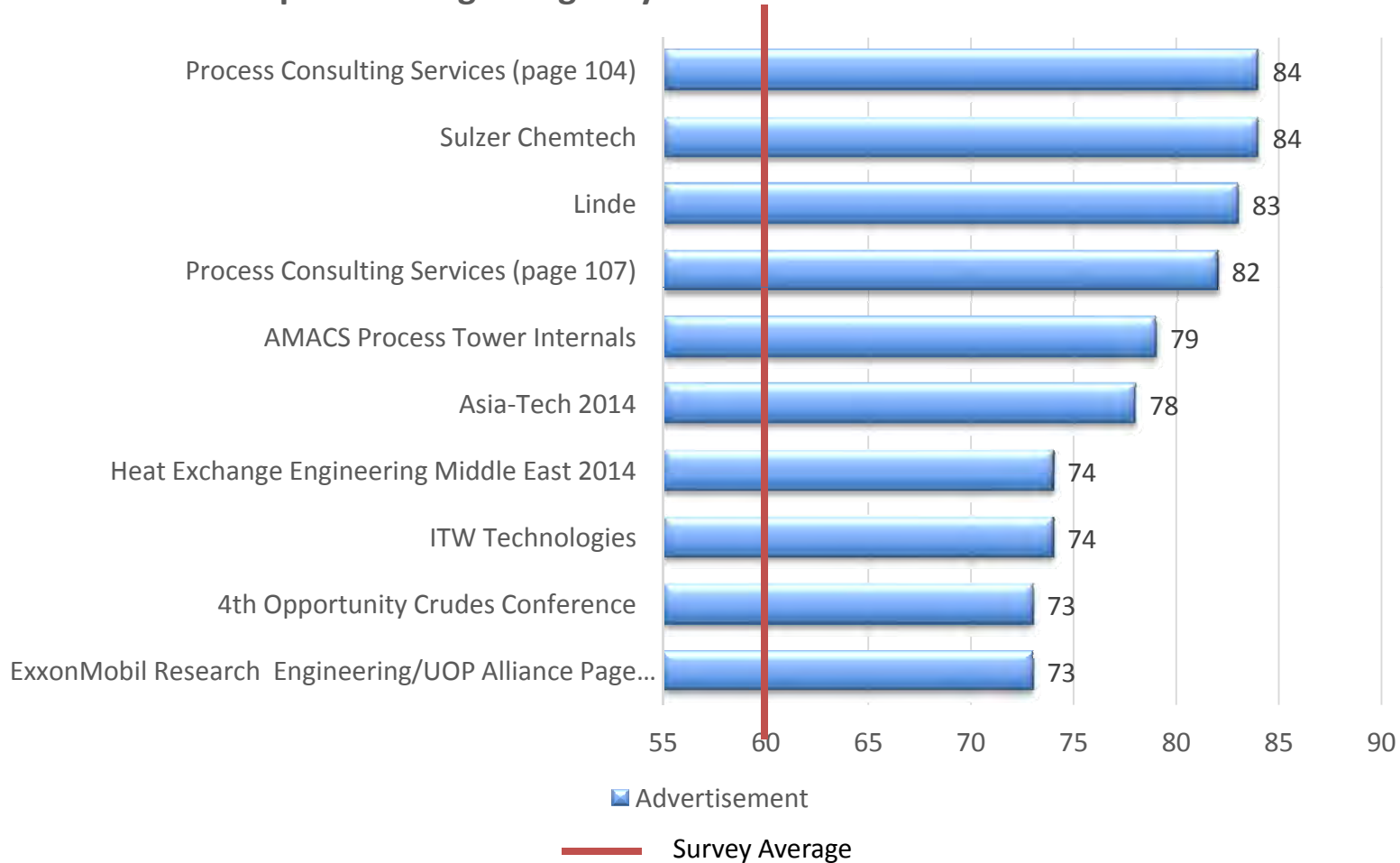


TOP PERFORMING ADS – INFORMATIVE

SURVEY AVERAGE - 60%



% of respondents agreeing they found the advertisement informative



SHARPENS YOUR MEDIA



TOP PERFORMING ADS – INFORMATIVE SURVEY AVERAGE - 60%



SULZER
Sulzer Chemtech

Sulzer Chemtech – 84%

Tower Technical Bulletin
Profit From Quick Improvements For

Introduction
It is well known that distillation towers are one of the most important pieces of equipment in a refinery. The design and construction of a distillation tower is a complex task that requires a high level of expertise and experience. This technical bulletin provides a comprehensive overview of the design and construction of distillation towers, including the latest advances in technology and materials. It is intended for engineers and designers who are involved in the design and construction of distillation towers.



Process Notes



Oil Sands Crude – Profits and Problems?

Canada's oil sands production is expected to reach 1.5 Mbd by 2015. This will have a significant impact on the global oil market. The oil sands industry is currently facing a number of challenges, including high capital costs and environmental concerns. However, the industry is also seeing significant technological advances that could improve production efficiency and reduce environmental impact. This technical bulletin discusses the current state of the oil sands industry and the challenges it faces, as well as the latest technological advances that could help the industry overcome these challenges.

Water all time returns in that special process and equipment designs are needed to satisfy the special demands of processing oil sands crude. Such processes are not connected to

Linde



Linde – 83%

Process Consulting Services Pg 104 – 84%

Process Consulting Services Pg 107 – 82%

PROCESS CONSULTING SERVICES, INC.

Mega air separation largest gas-to-liquids

Large scale air separation is a critical step in the production of many petrochemicals. The design and construction of a large scale air separation unit is a complex task that requires a high level of expertise and experience. This technical bulletin provides a comprehensive overview of the design and construction of large scale air separation units, including the latest advances in technology and materials. It is intended for engineers and designers who are involved in the design and construction of large scale air separation units.

Process Notes



Processing Heavy Canadian Crude

Heavy Canadian crude oil is a complex feedstock that requires specialized processing. The design and construction of a heavy Canadian crude processing unit is a complex task that requires a high level of expertise and experience. This technical bulletin provides a comprehensive overview of the design and construction of heavy Canadian crude processing units, including the latest advances in technology and materials. It is intended for engineers and designers who are involved in the design and construction of heavy Canadian crude processing units.

PROCESS CONSULTING SERVICES, INC.

PROCESS SOLUTIONS



FROM FEEDSTOCK TO END PRODUCT
AMACS can provide the complete solution for your process. From feedstock to end product, AMACS can provide the complete solution for your process. From feedstock to end product, AMACS can provide the complete solution for your process. From feedstock to end product, AMACS can provide the complete solution for your process.

AMACS Process Tower Internals – 79%

SHARPENS YOUR MEDIA

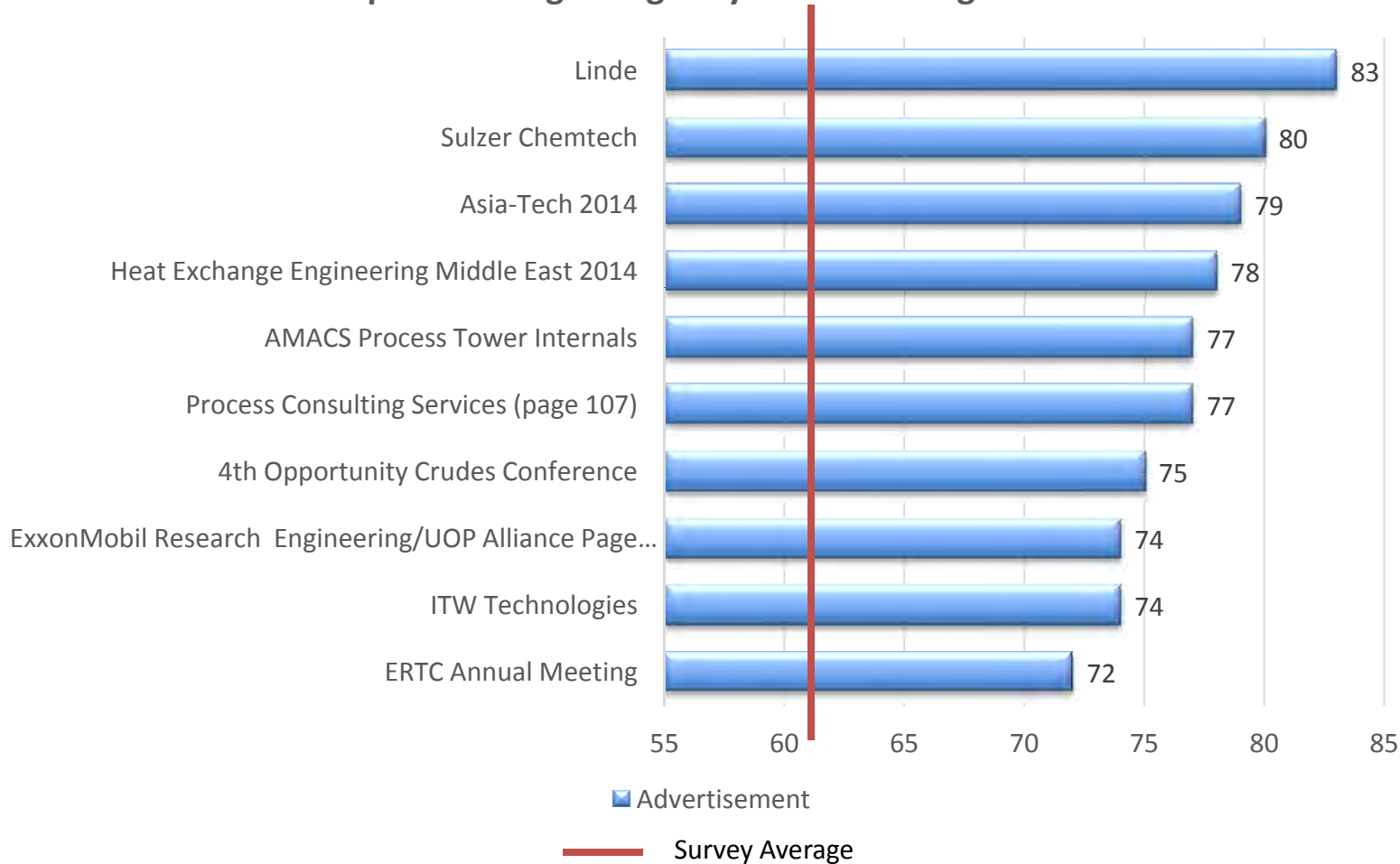
RAM
Research and Analysis of Media

TOP PERFORMING ADS – CLARITY

SURVEY AVERAGE - 61%



% of respondents agreeing they found message to be clear



SHARPENS YOUR MEDIA



TOP PERFORMING ADS – CLARITY SURVEY AVERAGE - 61%



Linde – 83%

Sulzer Chemtech – 80%

Tower Technical Bulletin Profit From Quick Improvements For Your Horizontal Separator

Background:
Horizontal separators have long been a staple of oil and gas processing. They are used to separate gas from liquid, and to remove water, sand, and other solids from the gas stream. They are also used to separate gas from liquid in the case of gas-liquid separators.

Discussion:
Horizontal separators are used to separate gas from liquid. They are used to separate gas from liquid in the case of gas-liquid separators. They are also used to separate gas from liquid in the case of gas-liquid separators.

Asia-Tech 2014 – 79%

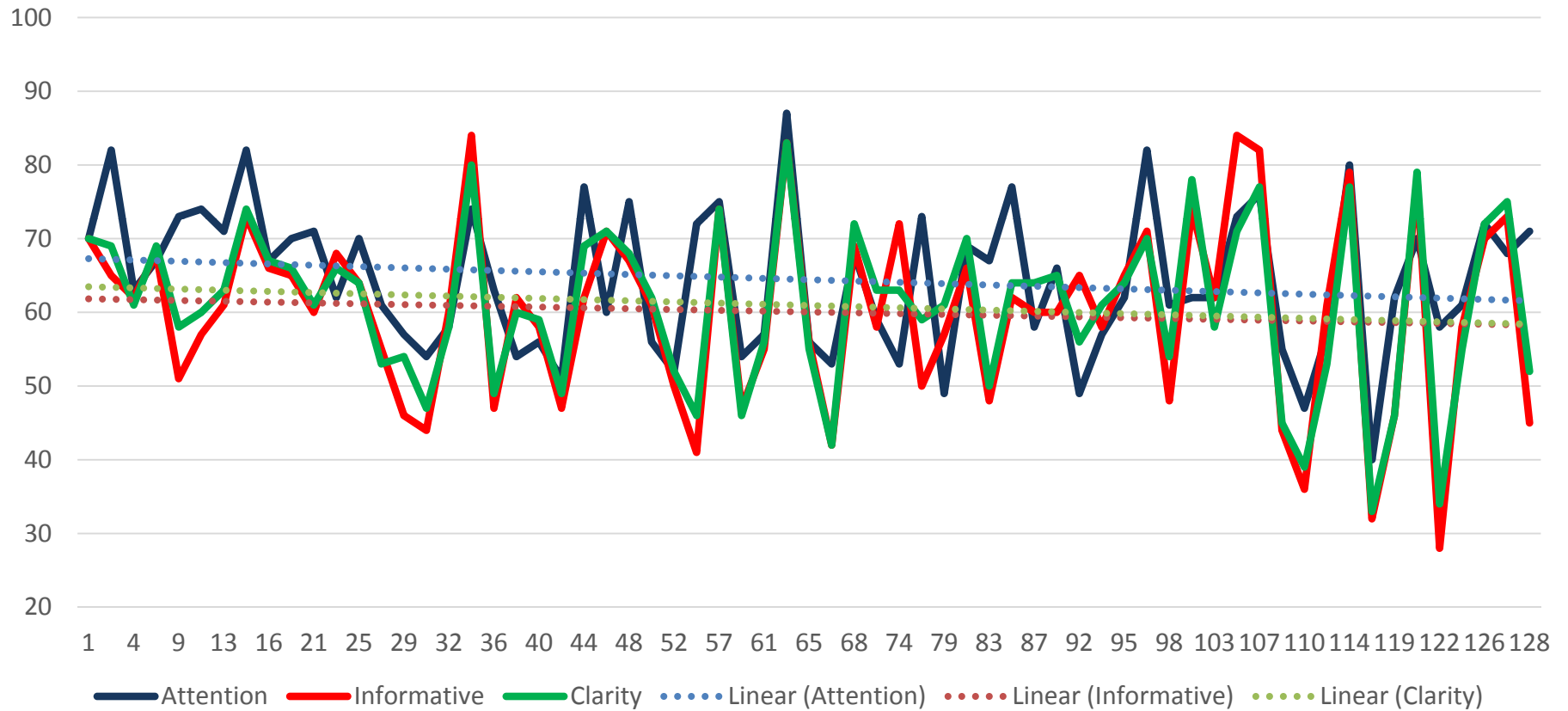
Heat Exchange Engineering Middle East – 78%

Process Consulting Services Pg 107 – 82%

DOES POSITIONING IMPACT ON EFFECTIVENESS?



Results by Page Number



SUMMARY



- Good mix of respondents by geography and industry type
- High level of engagement from readers
- There is an appetite for both the print and digital editions
- High readership of sections
- Positive reaction from readers in relation to the competition
- Good feedback on both editorial and layout/style of the publication
- In terms of the ad performance – encouraging to see that across all criteria, there are strong scores throughout the publication – high traffic from front to back
- Some strong advertisements across all criteria
 - Linde
 - AMACS Process Tower Internals
 - Sulzer Chemtech



THANK YOU

Dianne Newman

dianne.newman@rampanel.com

SHARPENS YOUR MEDIA

