



**2014**

# **MEDIA**

## **PLANNING GUIDE**



**NEW FOR 2014:**

- **Social Media Classified Sponsorships**
- **Expanded Website Advertising**
- **Podcasts**



**NATIONAL DRILLER**

**"The Drilling Industry's #1 Source for  
Buying and Selling Equipment!"**

**[www.nationaldriller.com](http://www.nationaldriller.com)**



# CIRCULATION

National Driller reaches more than 20,000 industry professionals each month\*, averages more than 31,000 page impressions a month for its website, and actively engages hundreds more readers regularly through Facebook and Twitter\*. We cover people and products across a range of drilling sectors, including water wells, geothermal, oil and gas, and construction and mining. This allows our advertisers, many of whom serve multiple markets, to connect with customers wherever they are. In addition, we offer an array of marketing services to support clients with custom content, research, direct marketing and more.

## SUBSCRIBERS BY TYPE OF BUSINESS\*

Contractors .....	17,651 (85.9%)
Engineering, Wholesaler/Distributor, Manufacturer, Manufacturer's Rep.....	2,897 (14.1%)
<b>TOTAL BPA-AUDITED CIRCULATION .....</b>	<b>20,548 (100%)</b>

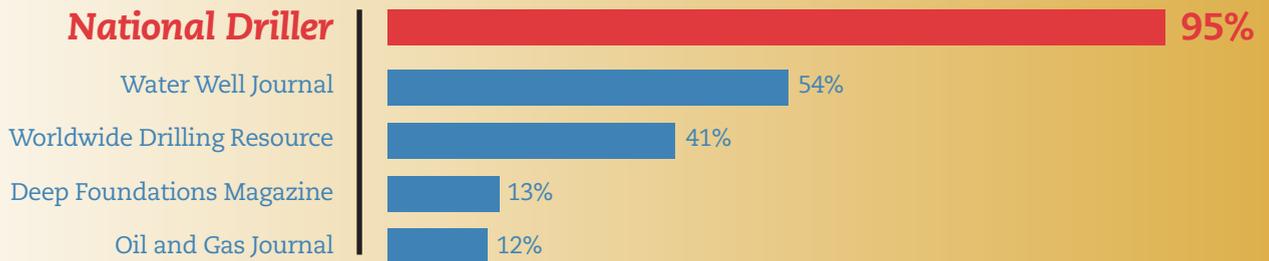
## ONLINE AUDIENCE\*

NationalDriller.com average monthly user information:

User Sessions.....	13,438
Unique Browsers.....	11,620

# AUDIENCE\*\*

Which of the following publications have you accessed or received personally addressed to you in the past 6 months?



# STRAIGHT FROM OUR READERS\*\*

**69%** Rank *National Driller* as the most useful industry magazine in their work!

**77%** Indicate *National Driller* as a top source for for up-to-date industry article/features.

**71%** Rely on the ads in *National Driller* to stay informed on new products/services available.

**45%** Have purchased products or services advertised in *National Driller*.

\* June 2013 Brand Report, average TQ = 20,548 (19,191 print + 1,357 digital) \*\*2013 National Driller Reader Preference Profile Study

# EDITORIAL

Being recognized as the premier publication in our industry\*\*\* is both an honor and a call to action. Since day one, our primary objective has been to deliver superior information to our audience in order for them to grow their businesses and succeed. Our experienced, award-winning editors and contributors consistently deliver the standard-setting editorial package that our subscribers depend on to stay on top of the latest industry happenings.

## SPECIAL ISSUES/ADVERTISING BONUSES

### PRODUCT & LITERATURE LIBRARY

(March and October)

Showcase your product or literature in a 1/9-page, 4-color ad or catalog item, which will appear in the issue and on nationaldriller.com. Add a QR code that will link your ad to your website, video, webinar, podcast or other online content for an additional cost.



### FOUNDATION DRILLING SOLUTIONS (March)

This special section in the March issue entitles all full-page advertisers to the adjacent page FREE to tell their foundation drilling story. You get up to three 4-color photos and up to 800 words to detail your product applications to *National Driller* subscribers. Just send us your materials and we do the production work.



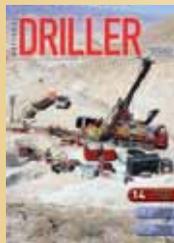
### SOURCEBOOK (April)

The industry's most comprehensive directory, with complete listings of products, equipment, supplies, materials, manufacturers, distributors, associations, trade names, consultants and more. If it's needed in the drilling industry, it can be found in the SourceBook. For added convenience, all the listings are available online at [www.nationaldriller.com/sourcebook](http://www.nationaldriller.com/sourcebook).



### SOUTH ATLANTIC WELL DRILLERS JUBILEE COMPANION ISSUE (July)

Get extra exposure with *National Driller* at one of the largest trade shows of the year. Your ad in the July issue will be part of *National Driller's* special Jubilee Companion issue. Let us connect you with all of the attendees.



### MANUFACTURER SPOTLIGHT ISSUE (September)

Full-page advertisers receive a FREE full-page advertorial to run adjacent to their ad. You get three 4-color photos and up to 800 words to detail your product applications to *National Driller* subscribers. Just send us your materials and we do the production work.



For more information, contact Dean Laramore at 800-874-4245 or [laramored@bnpmedia.com](mailto:laramored@bnpmedia.com).

## COLUMNISTS

Industry veterans contribute to *National Driller's* market-leading editorial package with expert knowledge and key insights.

### TECH TOPICS

Columnist Bob Pelikan offers drillers lessons in pump technology, operation and installation.



### PORKY'S HOLE THOUGHTS

Howard "Porky" Cutter, MGWC, reminisces about his decades spent as a water well driller.



### "LET ME TELL YA"

John Schmitt, CWD/PPI, offers insights on methods and tooling based on many years spent as a cable driller.



### WORLD ACCORDING TO WAYNE

Wayne Nash, MGWC, delivers an irreverent take on the industry from the front lines—the jobsite.



\*\*\*Publisher's Data

# EDITORIAL CALENDAR

 Content

 Product Showcase

 Bonus Distribution

 Special Opportunities

**JANUARY 2014** AD CLOSE: Dec 3

**Direct-push drilling,  
monitoring wells**

**FEBRUARY 2014** AD CLOSE: Jan 3

**Ground improvements,  
marine foundations**

**MARCH 2014** AD CLOSE: Feb 4

**Mining/quarrying,  
diamond coring**

Foundation Drilling Products

Texas Ground Water Assn and UCT

ISEE

NEWWA (New England Water Well)

"Best of 2013"

Virtual Showcase

"PL&L"  
Foundation Drilling Solutions

**APRIL 2014** AD CLOSE: Mar 3

**Hydraulic fracturing,  
fluid management**

**MAY 2014** AD CLOSE: Apr 3

**Geothermal, well rehabilitation**

**JUNE 2014** AD CLOSE: May 5

**Irrigation wells, water treatment**

Hammers and Bits

Eco Friendly Drilling Products

HDD Products

Shalecomm

Florida Ground Water Assn

SourceBook 2014

Green Issue  
Virtual Showcase

**JULY 2014** AD CLOSE: June 4

**Limited access drilling,  
water and soil sampling**

**AUGUST 2014** AD CLOSE: Jul 3

**Rig maintenance, mud pumps**

**SEPTEMBER 2014** AD CLOSE: Aug 5

**Hot rock geothermal,  
geotechnical drilling**

Exhibitors Choice

Drill Rigs

Geothermal Drilling Products

SAWD Jubilee

NDA

SAWD Jubilee Companion Issue

Virtual Showcase

Manufacturers Spotlights

**OCTOBER 2014** AD CLOSE: Sep 4

**Shallow oil and gas,  
sonic drilling**

**NOVEMBER 2014** AD CLOSE: Oct 3

**Job safety, training and education**

**DECEMBER 2014** AD CLOSE: Nov 3

**Latest drilling technologies**

Monitoring Products

Water Well Products

IGSHPA, and Permian Basin IOS

DUG East

NGWA Ground Water Expo

"PL&L"  
IGSHPA Companion Issue

Virtual Showcase

NGWA Companion Issue

# PRODUCT OFFERING

National Driller offers a variety of platforms to generate leads, drive traffic to your website, build name recognition and strengthen your product brands.

## DIGITAL EDITION

A growing number of subscribers prefer to have their magazine delivered digitally. Digital delivery offers a number of lead-generating marketing opportunities, including exclusive sponsorships (banner/skyscraper ad plus left-of-cover full page ad) and a wide variety of attention-grabbing digital advertisement enhancements like video, audio, flash animation, call back cards and more!



## eNEWSLETTERS

Newsletters are ideal for bringing your sales/marketing message directly to the desktops or mobile devices of potential buyers. Highlight your company with a banner, skyscraper or tile ad, or showcase your latest product with a Featured Product listing.

### National Driller eNewsletter



Custom-published monthly bulletin for drilling contractors and water systems professionals covering all facets of the drilling industry, complete with news, events, and project profiles.

Delivered to an average of 9,715 contacts\*

### The Foundations Report



Monthly electronic newsletter focusing on the essentials of the foundation drilling industry, with articles, industry news, project profiles and more.

Delivered to an average of 4,913 contacts\*

### Custom eNewsletters



Let National Driller help you create a co-branded eNewsletter customized to your needs. Our Orangetap content marketing group can help you develop compelling custom eNews content and design through our experienced creative and editorial teams. Contact your sales representative for more information.

## WEBSITE ADVERTISING

NationalDriller.com is your most powerful online brand marketing tool targeting drilling and water supply professionals. Attract attention to your products and services with Web ads on the home page or interior topic-specific pages. Graphical display advertising options include:

- Leaderboard [1]
- Supplied Videos & Photo Galleries [2]
- Medium Rectangle [3]
- Rectangle [4]
- Classifieds [5]
- And more!

## CLASSIFIEDS

The original Buyers Guide Marketplace is the industry's dominant source for buying/selling used equipment. Our Classified Section runs nearly 4,000\*\*\* ads annually.

## SOCIAL MEDIA



Collaborate with *National Driller* to create a smart social media strategy that communicates with customers and prospects. Broadcast your company's message to our entire fan base while driving traffic to your website, reaching potential customers and expanding your audience! We offer a number of opportunities for audience engagement through Facebook and Twitter. Partner with *National Driller* to build a social presence for your brand. Not yet involved in social media? Let us build, design and organize the accounts for you with Social Startup Plans! Contact your sales representative for more information.



National Driller subscribers that visit nationaldriller.com find the following to be the most useful\*\*:

- 73%** New product articles
- 66%** Feature articles
- 65%** News updates

\*\*2013 National Driller Reader Preference/Profile Study

\*\*\*Publisher's Data

# PRODUCT OFFERING

## Webinars

Through a turnkey solution, our educational Webinars increase brand awareness and interest in your products while our dedicated team builds attendance and manages every detail surrounding the event.

### WEBINAR BENEFITS

- Establish your brand as a thought-leader
- Receive qualified registration leads with demographics
- Engage a captive audience with Q&A sessions, polling and survey reporting
- Event promotions across our multiple platforms—print, online, newsletters, emails and social media

Lots of people can produce a webinar. But only *National Driller* offers the expertise, audience and tools to help your webinar succeed. For webinar tips, samples and more information, contact your sales rep or visit: <http://portfolio.bnpmmedia.com/webinars>.

## Virtual Events

Virtual events are more than just an event. It is a centralized location for sharing content among people. Execution of this “content sharing” comes in many forms:

- Internal sales training
- Product highlights or launches
- Supplier/partner showcase
- Annual summits
- Career recruitment
- Lead-nurturing events

93% of event planners who organized a virtual event say it met or exceeded their objectives. If you have a situation where you need to share content—live, on-demand or hands-on, contact your sales rep today or view a demo at: <http://portfolio.bnpmmedia.com/virtual>.

Source: Hybrid Meeting & Events, MPI and Mediasite, 2012

## Podcasts - NEW for 2014!

Podcasts provide educational and promotional information to industry professionals through short audio presentations. Podcasts are available on demand and can be played online or transferred to a portable device.

Sponsor your own exclusive, custom podcast or gain exposure to a growing audience by sponsoring an editorial podcast.

For more information, contact your sales rep or visit: <http://portfolio.bnpmmedia.com/podcasts>.

## Market Research Services

Clear Seas Research is your industry-focused market research partner—providing clear insights to complex business questions focused on:

- Brand positioning
- Marketing effectiveness
- New product development
- Customer experience evaluations

Capturing feedback via quantitative surveys (online, phone, mail or in-person) OR qualitative experiences (one-on-ones, focus groups, or bulletin boards), we present results that are easily understood, insightful and actionable.

GET STARTED NOW. Contact Beth Surowiec at 248-786-1619 or [surowiecb@clearseasresearch.com](mailto:surowiecb@clearseasresearch.com). [www.clearseasresearch.com](http://www.clearseasresearch.com)



## Content Marketing Services

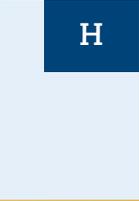
Orangetap marketing services equips your brand with the marketing, editorial and publishing resources of BNP Media to help capture the attention of your customers. From content development to media design and publishing services... we've got you covered. To learn more about our services or to quote out a project, please contact our content marketing strategies team: Kim Paulson, Content Marketing Planner, [paulsonk@bnpmmedia.com](mailto:paulsonk@bnpmmedia.com), 248-225-9177.



## List Rental

The most powerful, responsive list of drilling and water supply professionals is just a call away. Complement your advertising program and introduce new products by renting *National Driller's* exclusive subscriber list. Contact Kevin Collopy of InfoGroup at [kevin.collopy@infogroup.com](mailto:kevin.collopy@infogroup.com) or 402-836-6265.

# PRINT ADVERTISING SPECS

Full Page	Junior Page	1/2 Page	1/3 Page	1/3 Page	1/4 Page	1/4 Page	1/6 Page
							
<b>Bleed:</b> 10.875" x 15.25"	7.25" x 9.25"	9.75" x 6.75"	H = 9.75" x 4.25"	V = 4.75" x 9.25"	V = 4.75" x 6.75"	H = 7.25" x 4.25"	4.75" x 4.25"
<b>Non-Bleed:</b> 9.75" x 14"							

For more information on *National Driller* ad specifications, visit [www.nationaldriller.com/mediaplanner](http://www.nationaldriller.com/mediaplanner) or contact Bryon Palmer at 248-244-6435 or [palmerbt@bnpmedia.com](mailto:palmerbt@bnpmedia.com)

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