



# ADVERTISING MEDIA KIT 2025

**RIGZONE**

The background features a dark blue gradient with a glowing, curved purple and blue light trail that forms a partial circle. A solid purple circle is positioned on the left side, connected by a thin purple line to a larger, curved purple shape on the right. The overall aesthetic is modern and dynamic.

# OUR MISSION

Our mission is simple. We strive to provide a comprehensive platform that empowers professionals with the resources they need in the energy industry to succeed in their careers.

# WHO WE ARE

Rigzone.com, the world's #1 source for jobs, news, events, and data in the energy industry for over 25 years. Up to **1 million** site visits every month, **1M+** daily interactions across website, email, digital channels, and **4.58 million** members globally, we have the highest reach of any industry-specific site.

We leverage AI to drive engagement and results for your brand.

Our bespoke solutions deliver your brand's key message to the right audience at the right time.

If you're not using Rigzone, you're not tapping into the most valuable channel available for the energy industry.

# OUR REACH

## FOLLOWERS



315K+



25.9K+



107.4K+



205K+



6,500+

NEW MONTHLY MEMBERS



2.09M+

NEWSLETTER SUBSCRIBERS



4.6M+

GLOBAL MEMBERS



835K+

MONTHLY VISITS

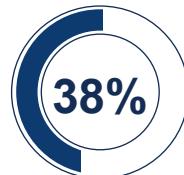


1.94M+

CV/RESUMES



## AUDIENCE BY REGION % OF TOTAL VISITS



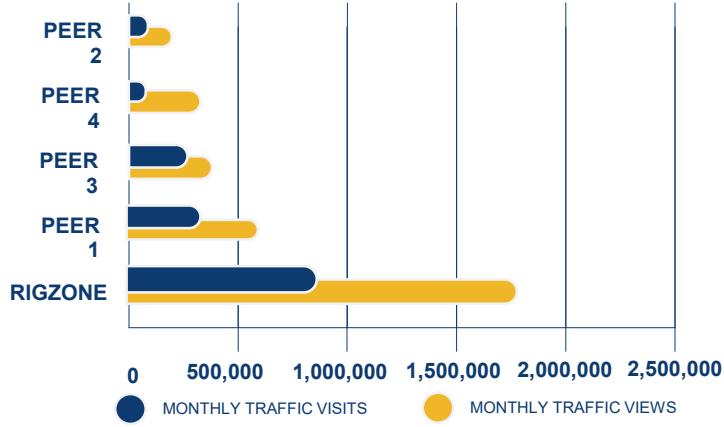
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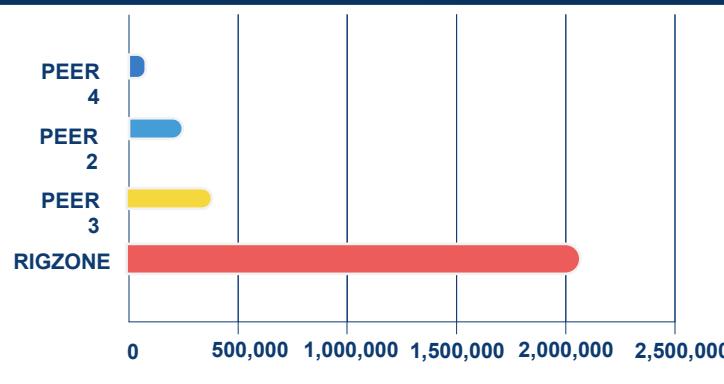
APAC

# HOW WE COMPARE

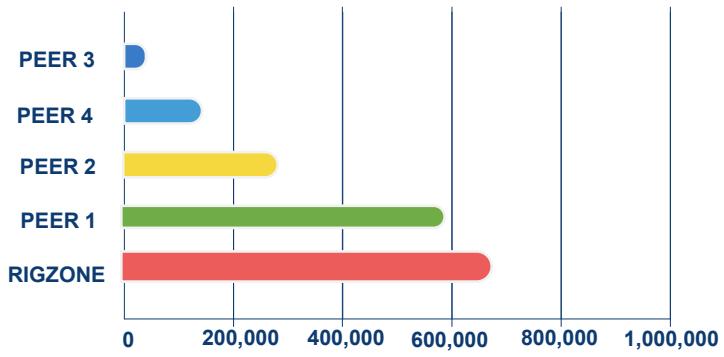
MONTHLY TRAFFIC		
	VIEW	VISIT
RIGZONE	1,750,000	835,000
PEER 1	619,000	292,000
PEER 3	353,000	281,000
PEER 4	314,000	89,000
PEER 2	272,000	99,000



NEWSLETTER SUBSCRIBERS	
RIGZONE	2,090,000
PEER 3	332,000
PEER 2	201,000
PEER 4	30,000
PEER 1	N/A



SOCIAL REACH	
	TOTAL
RIGZONE	654,000
PEER 1	585,000
PEER 2	265,000
PEER 4	153,000
PEER 3	68,000



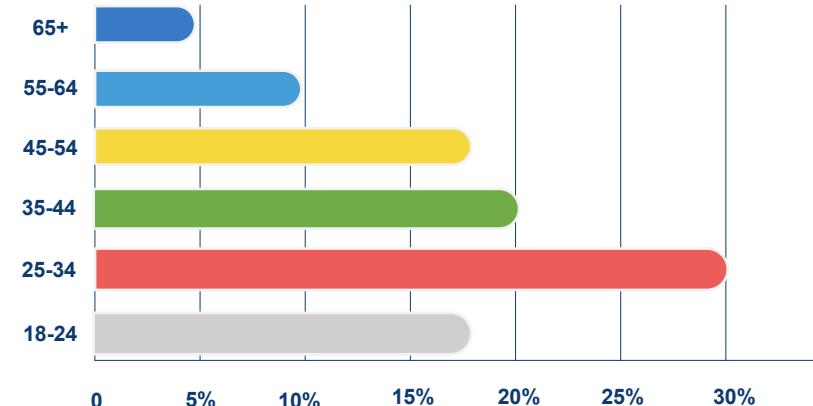
## OUR DEMOGRAPHICS

With decades of expertise, we understand our audience's pain points and needs. We know what grabs their attention and where to reach them.

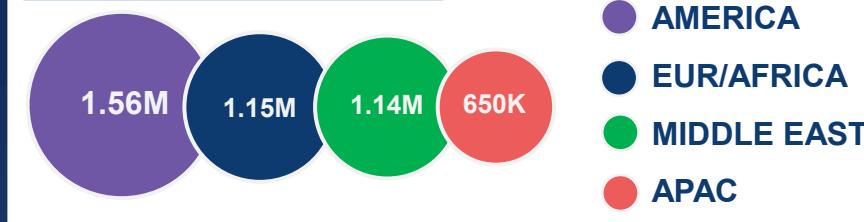
### FEMALE VS MALE



### USERS BY AGE GROUP



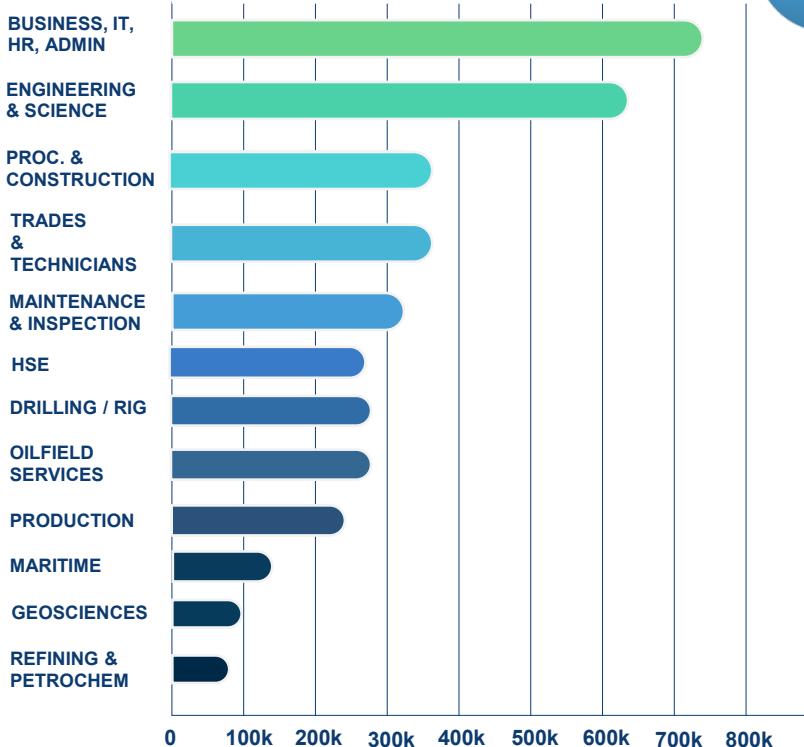
### MEMBERS BY REGION



# OUR MEMBERS

REACH ENERGY PROFESSIONALS ACROSS THE GLOBE.

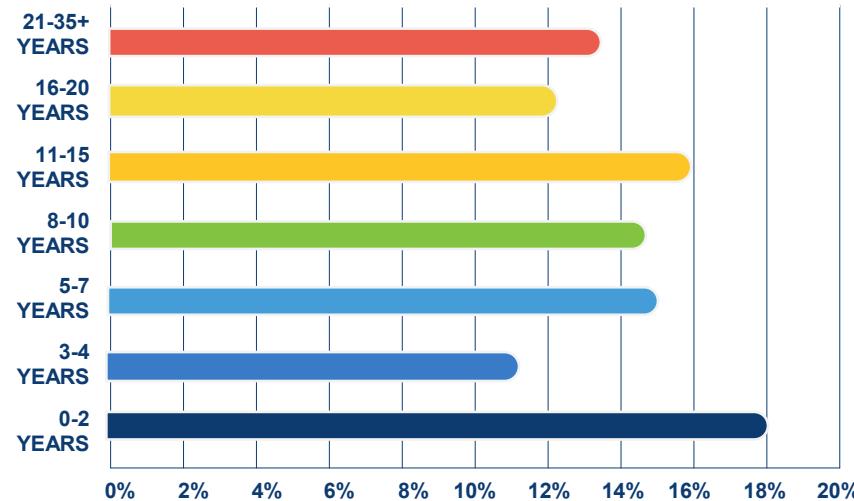
## MEMBERS BREAKDOWN BY SKILL



## MEMBERS BY EDUCATION LEVEL

EDUCATION LEVEL	AMERICAS	EU/AFRICA	MIDDLE EAST	APAC
HIGH SCHOOL/SECONDARY	123,771	55,592	25,465	21,089
SOME COLLEGE	89,365	14,409	6,115	6,664
TECH/VOCATIONAL CERT/APPRENTICESHIP	62,966	76,774	34,397	26,882
ASSOCIATES/2 YR DEGREE/DIPLOMA	67,247	78,860	64,171	35,709
BACHELORS/3-5 YR DEGREE	189,511	157,701	293,653	133,861
MASTERS DEGREE	81,535	114,587	106,752	39,609
PHD/DOCTORATE	10,652	8,558	5,682	2,601

## MEMBERS BY EXPERIENCE LEVEL



# OUR PRODUCTS

RIGZONE  
PROVIDES A  
WEALTH OF  
OPPORTUNITIES TO  
PROMOTE YOUR  
BRAND



DISPLAY ADVERTISING



BRANDED CONTENT



FEATURED EMPLOYER PAGE



NEWSLETTER  
ADVERTISING



PROFESSIONAL  
DATABASE ACCESS



JOB POSTINGS



HIRING EVENTS



## DISPLAY ADVERTISING

Rigzone offers an unmatched platform to showcase your brand. Heighten your brand awareness and drive relevant traffic to your product. Rigzone receives over **1.75 million** views from energy professionals from around the world every month.



### GEOGRAPHIC TARGETING

Reach energy professionals by region, country or state



### ADVANCED TARGETING

Reach relevant professionals using category and skillset targeting.

Target active job seekers based on their activity on Rigzone.



### PLACEMENT TARGETING

Our homepage is prime visibility for your brand with a high share of voice. Advertise on specific pages across Rigzone i.e. Jobs, News, Events, Equipment, etc.

# RIGZONE PREMIUM SPONSORSHIP

The Premium Sponsorship package allows you to target your desired audience with optimum exposure to increase your brand awareness to a highly relevant and engaged audience.

## PACKAGE INCLUDES THE FOLLOWING BANNERS:

SUPER LEADERBOARD	970X90
MEDIUM RECTANGLE	300X250
HALF PAGE	300X600
MIDDLE LEADER / FOOTER	728X90
JOB SEARCH	600X75
MOBILE	320X50
Homepage MEDIUM RECTANGLE	300X250



# TAKEOVER PACKAGE



High-visibility. High-impact. Maximum attention.

The Takeover Package delivers a full **roadblock**—your brand appears in **every ad unit** on a user's **first visit** to Rigzone each day, for a full week.

This format captures users at **peak awareness**, maximizing reach and impact across thousands of oil, gas, and energy professionals.

Includes everything in the Sponsorship Package **plus** exclusive section-specific placements.

## PACKAGE INCLUDES THE FOLLOWING BANNERS:

SUPER LEADERBOARD 970X90

MEDIUM RECTANGLE 300X250

HALF PAGE 300X600

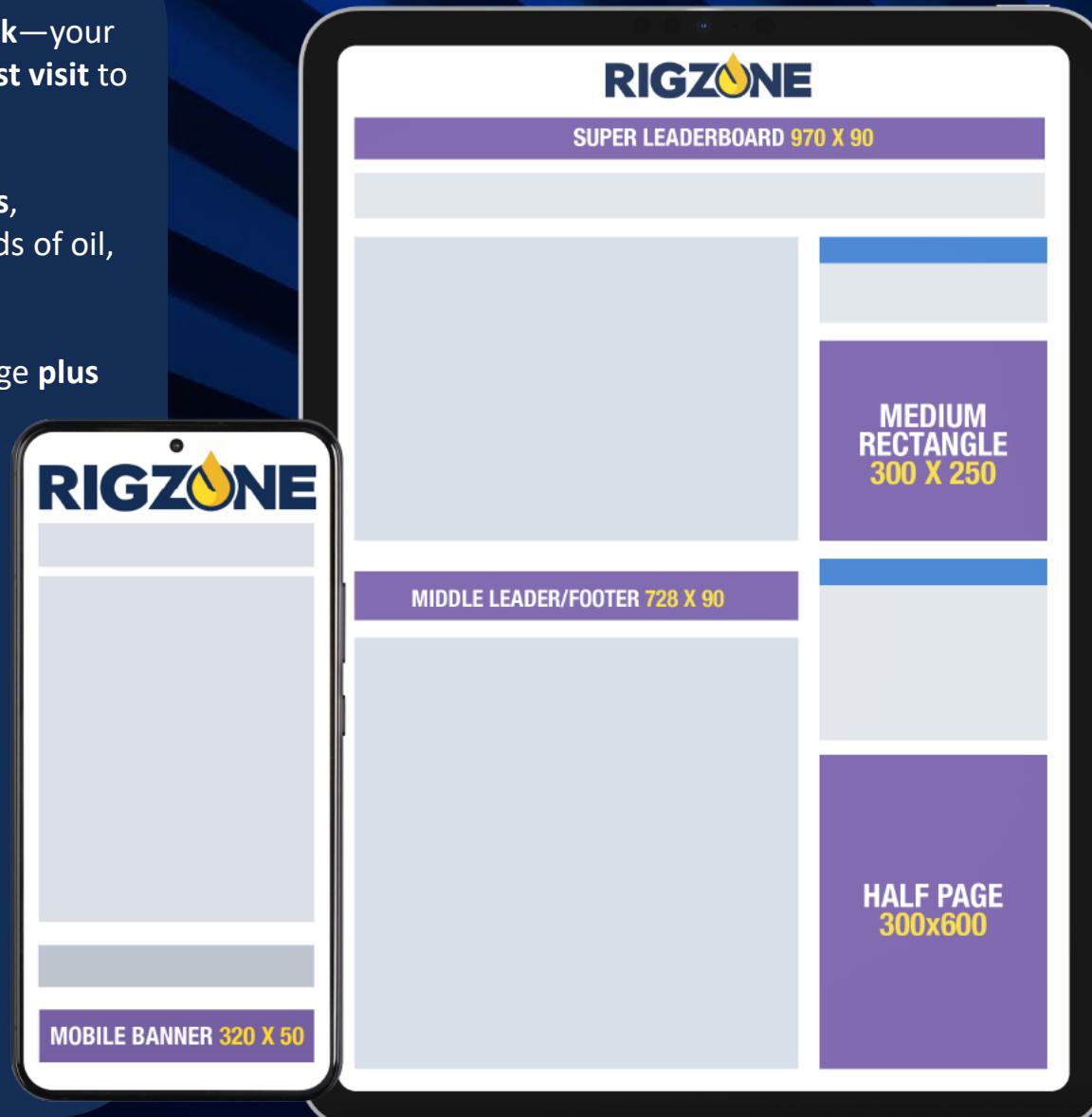
MIDDLE LEADER / FOOTER 728X90

JOB SEARCH 600X75

MOBILE 320X50

Homepage MEDIUM RECTANGLE 300X250

JOBS HOMEPAGE 758X150

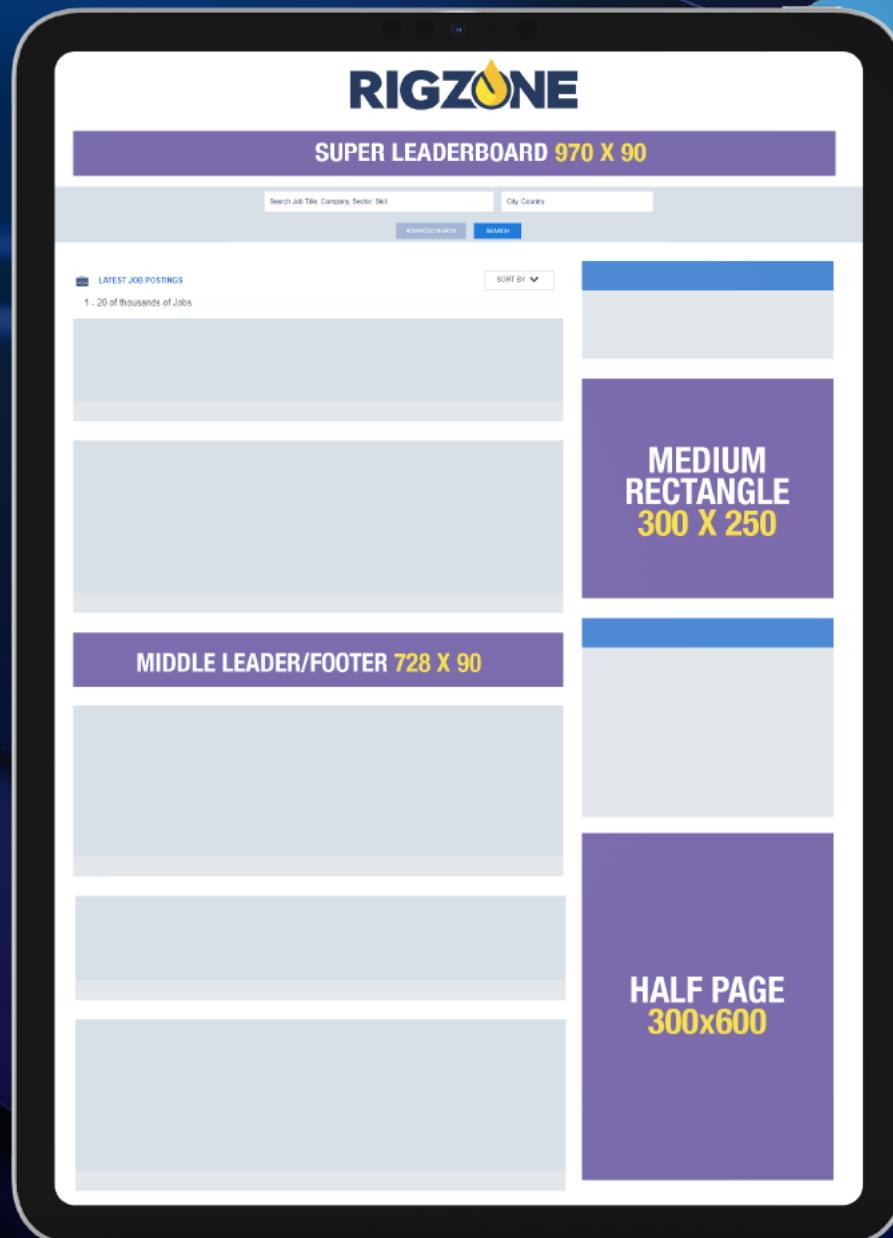


# JOBS SPONSORSHIP

Prime opportunity to reach actively engaged energy professionals seeking new job opportunities on Rigzone.

## PACKAGE INCLUDES THE FOLLOWING BANNERS:

SUPER LEADERBOARD	970X90
MEDIUM RECTANGLE	300X250
HALF PAGE	300X600
MIDDLE LEADER / FOOTER	728X90
JOB SEARCH	600X75
MOBILE	320X50
JOBS HOMEPAGE	758X150

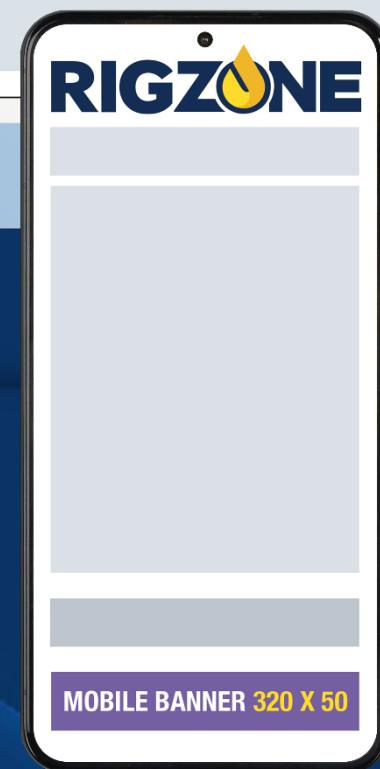
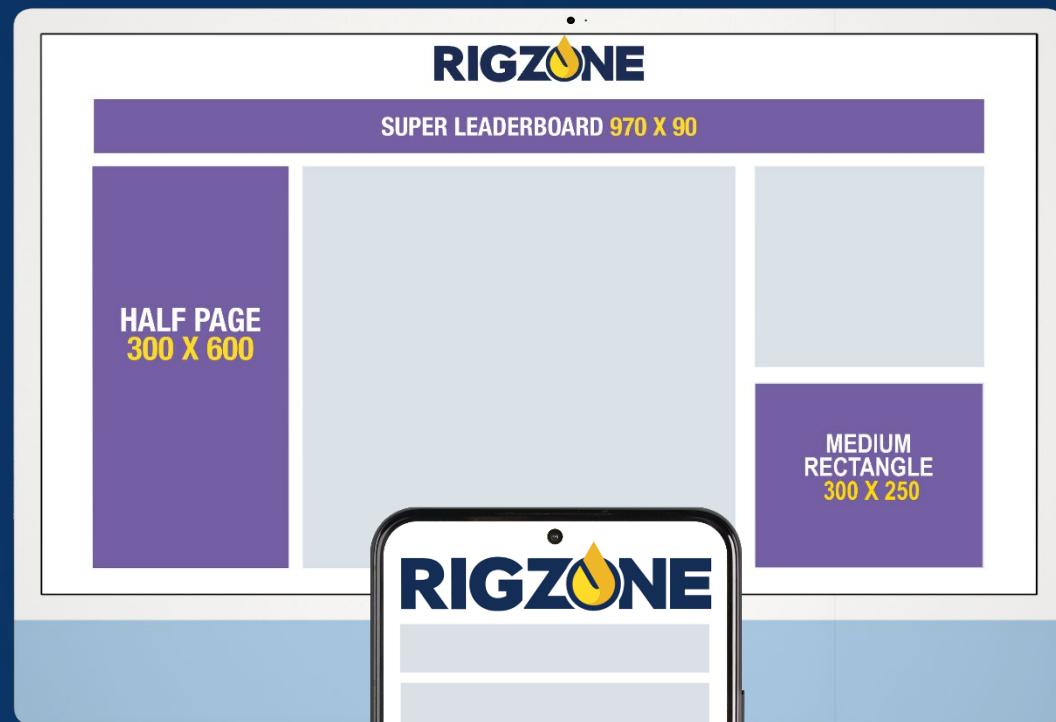


# BANNER BUNDLES

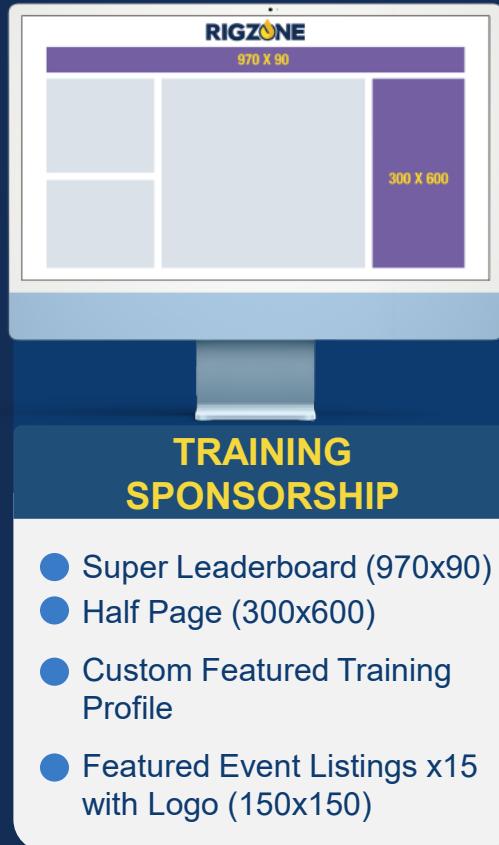
The Banner Bundle package allows you to promote your key message in front of an engaged audience in four prominent positions across Rigzone.

## PACKAGE INCLUDES THE FOLLOWING BANNERS:

SUPER LEADERBOARD	970X90
MEDIUM RECTANGLE	300X250
HALF PAGE	300X600
MOBILE	320X50



# SITE SECTION SPONSORSHIPS



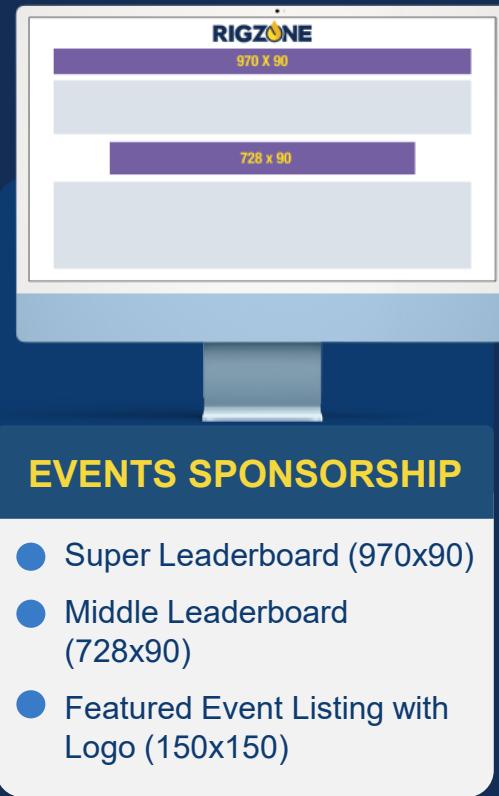
**TRAINING SPONSORSHIP**

RIGZONE

970 X 90

300 X 600

- Super Leaderboard (970x90)
- Half Page (300x600)
- Custom Featured Training Profile
- Featured Event Listings x15 with Logo (150x150)



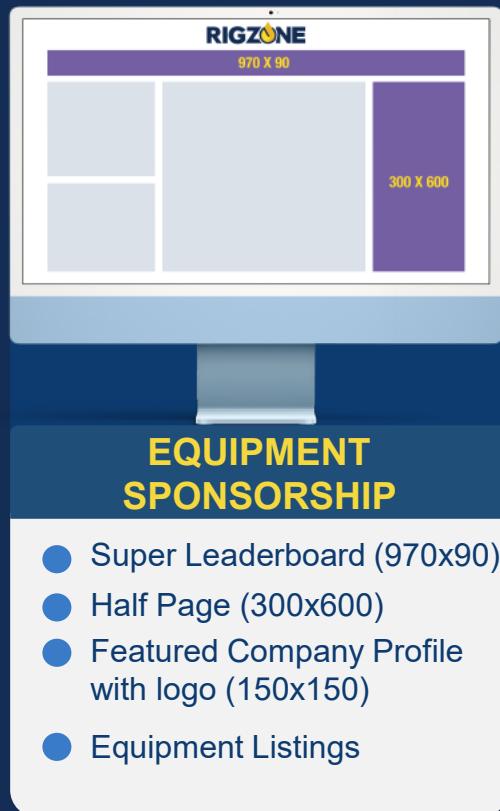
**EVENTS SPONSORSHIP**

RIGZONE

970 X 90

728 x 90

- Super Leaderboard (970x90)
- Middle Leaderboard (728x90)
- Featured Event Listing with Logo (150x150)



**EQUIPMENT SPONSORSHIP**

RIGZONE

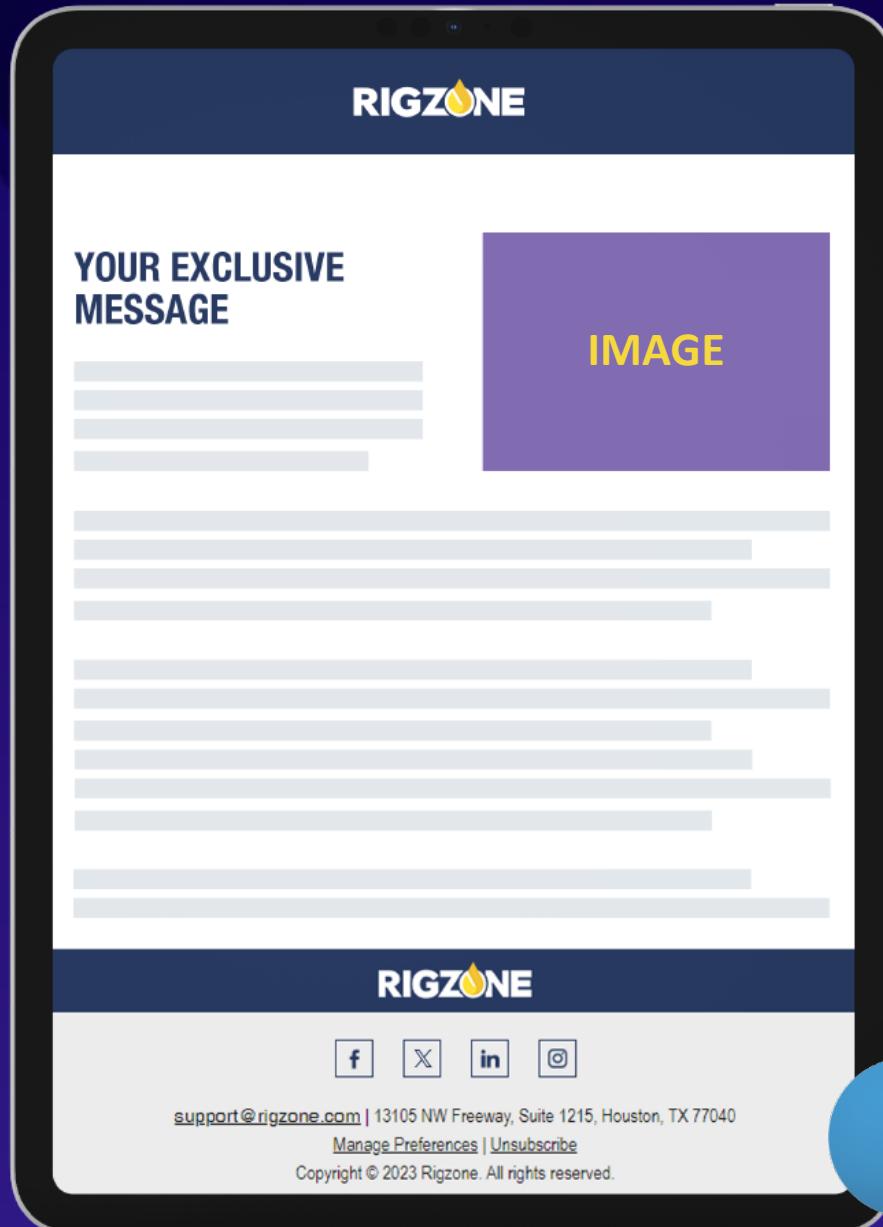
970 X 90

300 X 600

- Super Leaderboard (970x90)
- Half Page (300x600)
- Featured Company Profile with logo (150x150)
- Equipment Listings

# TARGETED EMAIL ADVERTISING

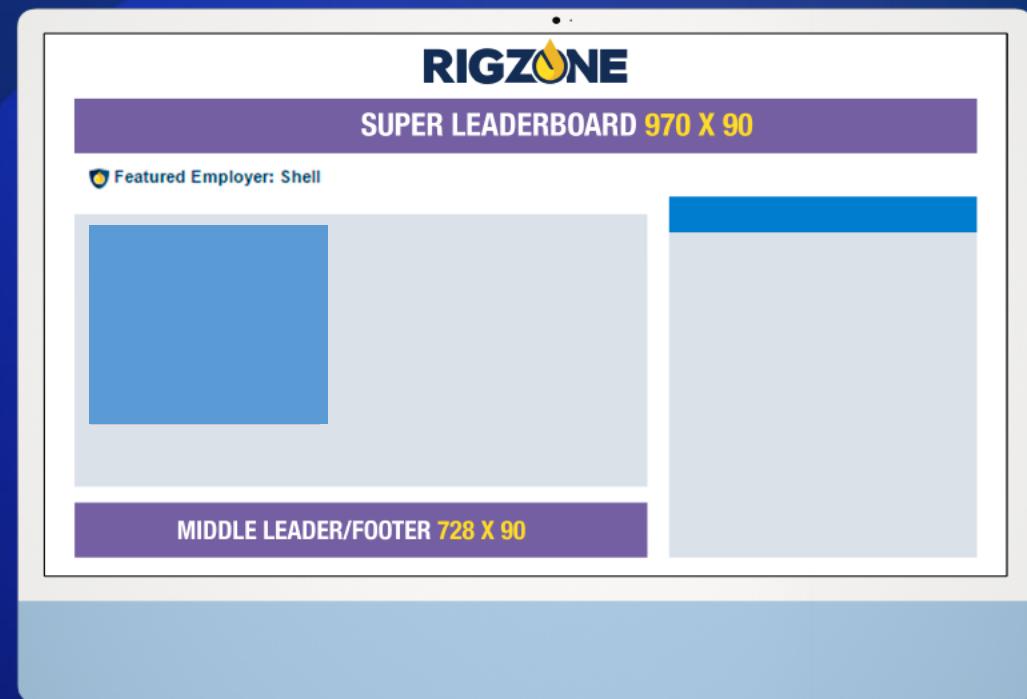
- Target your desired audience from **2.09+ million** email subscribers and broadcast your key message
- Send your custom HTML email to our highly engaged email subscribers of your choice
- Target your audience by their recent online activity, location, job function, and years of experience.



# FEATURED EMPLOYER

Position and promote your brand with a dedicated page on Rigzone

- Interactive page with photo, audio, video, and social integration options
- Prominent logo placement with option to takeover display banners on page
- Includes all your listed jobs in one convenient place
- Pair with banner ads or job postings as a hub for company information



# SPONSORED CONTENT

Craft and promote your story with a custom article that is amplified across Rigzone.com, including within our newsletters and promoted to your target audience on social media.

## WHY IS CONTENT SO POWERFUL?

One of the reasons why creating engaging, relevant, and informative content is so powerful is that it allows your brand to build trust with your customers



### TRUSTWORTHY

Readers are increasingly receptive to in-feed sponsored content if it is relevant, authoritative, and trustworthy.



### ENGAGING

Content can “tell a story” to develop emotional engagement with its audience in a way that traditional advertising cannot.



### INNOVATIVE

Adopt an innovative marketing approach to promote your brand and capture social engagement via multiple platforms.

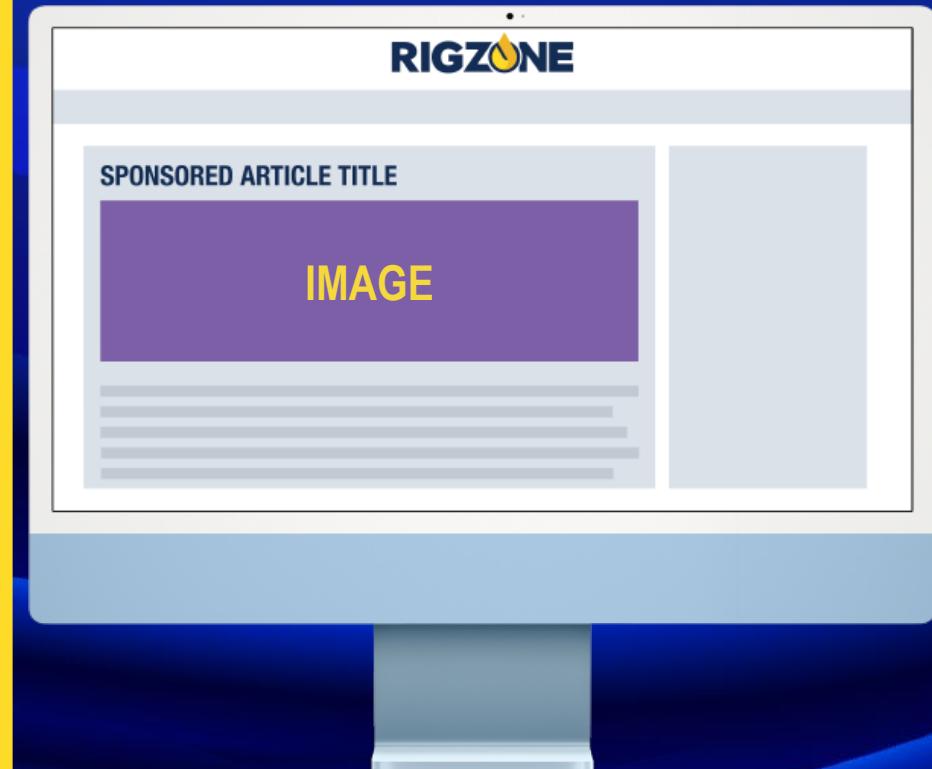


### AMPLIFICATION

Communicate through social media and professional networks to reach the widest audience and get the best return on investment for your content.

# HOW SPONSORED CONTENT WORKS

<b>CONTENT</b>	Tailored articles produced by Rigzone's in-house editorial team, crafted to specifically engage your target audience and achieve your messaging objectives
<b>CAMPAIGN DURATION</b>	4 weeks highlighted as a sponsored article across Rigzone.com
<b>CLIENT CONTENT CONTROL</b>	Final sign off on topic, headline, content and imagery
<b>LABEL</b>	Sponsored Content
<b>BYLINE</b>	Client name
<b>AMPLIFICATION OF CONTENT</b>	4 weeks of amplification across Rigzone's social network platform and marketing content platforms to reach your target market.
<b>TARGET CRITERIA</b>	Your article can be targeted to a defined audience by industry, skill, qualification, companies and location.
<b>COMPANION BANNER ADS TO WRAP ARTICLE</b>	Artwork must be supplied by the client. Super Leaderboard 970x90 Medium Rectangle 300x250 Footer Banner 728 x 90 PNG, JPG, GIF   File size >80KB
<b>MEASUREMENT &amp; REPORTING</b>	Total views, social media impressions, and engagements



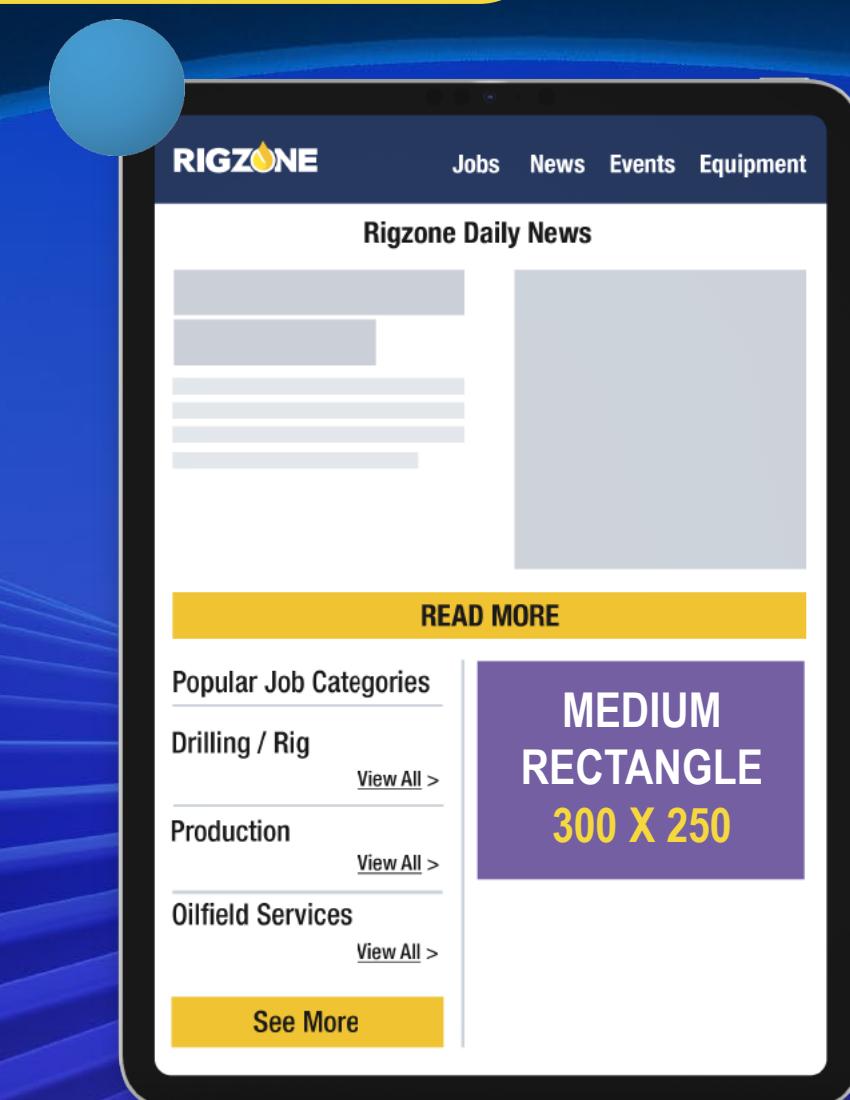
# NEWSLETTER ADVERTISING

Stay top of mind with our engaged newsletter readers!

- High open and CTR
- Broad reach of professionals
- Targeted to your desired audience

## AVAILABLE NEWSLETTERS

AVAILABLE NEWSLETTERS	DETAILS
DAILY INDUSTRY NEWS	724K SUBSCRIBERS SENT MON-FRI
WEEKLY NEWS SUMMARY	207K SUBSCRIBERS SENT EVERY FRI
DAILY DOWNSTREAM NEWS	94K SUBSCRIBERS SENT MON-FRI
WEEKLY DOWNSTREAM SUMMARY	74K SUBSCRIBERS SENT EVERY FRI
WEEKLY JOB REGISTER	557K SUBSCRIBERS SENT EVERY SAT
RIGZONE EQUIPMENT UPDATE	124K SUBSCRIBERS SENT EVERY MON
OIL PRICE DAILY DIGEST	117K SUBSCRIBERS SENT MON-FRI



The image shows a smartphone displaying the RIGZONE website. The top navigation bar includes the RIGZONE logo and links for Jobs, News, Events, and Equipment. Below the navigation is a section titled "Rigzone Daily News" with several greyed-out news items. A yellow "READ MORE" button is visible. To the right of the news section is a purple rectangular ad space labeled "MEDIUM RECTANGLE 300 X 250". The sidebar on the left lists "Popular Job Categories" with links for "Drilling / Rig", "Production", and "Oilfield Services", each with a "View All >" link. At the bottom of the sidebar is a yellow "See More" button.

# JOB POSTINGS & DATABASE ACCESS

Post your jobs to reach actively engaged energy professionals and attract quality applications. We leverage AI to understand our jobseekers' intent and a sophisticated AI suggestion engine to provide them with relevant job postings at the right time. We use advanced, innovative solutions to serve our audience with job postings that align with their unique interests, career goals and aspirations.



## BESPOKE PACKAGES

We can create bespoke packages for you depending on your business and hiring needs.



## EASE OF USE

Our application management portal allows you to easily keep track of applications and communicate with candidates.



## CANDIDATE ACQUISITION SUPPORT

Our Marketing team creates targeted campaigns to drive high quality, engaged and relevant jobseekers to your jobs.



## OPTIONAL BRAND EXPOSURE

Include your logo on search results and job posts.

# HIRING EVENTS

Rigzone job fairs provide you with an opportunity to meet in-person with hundreds of diverse job seekers, making the recruitment process efficient and cost-effective.

LAFAYETTE HIRING EVENT	JANUARY 23, 2025	9AM-1PM	LAFAYETTE, LA
MIDLAND HIRING EVENT	FEBRUARY 04, 2025	9AM-1PM	MIDLAND, TX
HOUSTON HIRING EVENT	MARCH 05, 2025	9AM-1PM	HOUSTON, TX
LAFAYETTE HIRING EVENT	APRIL 24, 2025	9AM-1PM	LAFAYETTE, LA
PITTSBURGH HIRING EVENT	MAY 15, 2025	9AM-1PM	CANONSBURG, PA
MIDLAND HIRING EVENT	JUNE 26, 2025	9AM-1PM	MIDLAND, TX
LAFAYETTE HIRING EVENT	JULY 17, 2025	9AM-1PM	LAFAYETTE, LA
HOUSTON HIRING EVENT	AUGUST 07, 2025	9AM-1PM	HOUSTON, TX
MIDLAND HIRING EVENT	SEPTEMBER 04, 2025	9AM-1PM	MIDLAND, TX
LAFAYETTE HIRING EVENT	OCTOBER 16, 2025	9AM-1PM	LAFAYETTE, LA
PITTSBURGH HIRING EVENT	NOVEMBER 05, 2025	9AM-1PM	CANONSBURG, PA
HOUSTON HIRING EVENT	DECEMBER 04, 2025	9AM-1PM	HOUSTON, TX

## GET IN TOUCH

We'd love to chat more, please contact us at



[sales@rigzone.com](mailto:sales@rigzone.com)



[www.rigzone.com](http://www.rigzone.com)

