



# Petrol Dünyası

Petrol World Magazine

2008

## Issued Since:

2004

## Frequency Of Publication:

Annually 12 issues

## Distribution:

Sent via Yurtiçi Kargo addressed to personal or workplace address or title in packaging.

## Circulation Rate:

Net 7,000 issues. In case of a fair, related congresses, seminars etc, circulation rate is increased.

## Content:

Becoming a voice for a dynamic sector, Petrol World Magazine informs its readers about several different subjects and issues such as petrol research and generation, refinery and distribution, legal ruling and regulations, market applications and developments in world petrol sector. Especially with its current issues, news, interviews held with current people on the agenda, articles written by leading people and representatives in the sector, reports prepared by NGO's and research files and reports, Petrol World Magazine helps the sector and sector workers to grow and develop, lead and direct planning works.

## Subscription System:

Local subscription for one year is 72 YTL and international annual subscription fee is 80 €. Prices include VAT and postal fees.

### Unit Sales :

Local price for one magazine is 6 YTL. Price includes VAT but not postal fees.

### Sales Conditions :

Either via wire transfer or valid credit card using the magazine's website or contacting subscription department via phone, fax or [abone@teknikyayincilik.com](mailto:abone@teknikyayincilik.com)

## Reader Profile-National Distribution Locations:

The magazine's reader profile includes fuel oil and distribution companies, shell, BP, Exxon Mobil, Petrol Ofisi, Total, Delta Gulf, gas stations, bureaucrats at public institutions such as Ministry of Energy, Ministry of Finance and Natural Resources, Ministry of Forestry and Environment, Energy Market Regulatory Authority (EPDK), The Union of Chambers and Commodity Exchanges of Turkey (TOBB), Oil Industry Association (PETDER), Liquid Fuel Association (ADER), The Scientific and Technological Research Council of Turkey (TÜBİTAK), The Otomobile and Motorcycle Sports Federation of Turkey (TOSFED), The Employer Union of Liquid Fuel Oil and Gas Companies of Turkey (TABGİS), The Employer Union of Oil Products (PÜİS), non-governmental organizations, sectoral companies, universities, academicians, several different science institutions and PR companies.



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## Ad Price List

Interior Pages		Dimensions
Full Page in Color Right	2.500 YTL + VAT	240x330mm full
1/2 Page in Color	1.300 YTL + VAT	240x145mm horizontal/ 120x290mm vertical
1/4 Page Colored	700 YTL + VAT	115x145mm

25% discount is available for advertising agencies and 45% for annual agreements.

Cover Pages		Dimensions
Back Cover	2.500 AVRO + VAT	Special Dimension
Interior Front Cover	2.000 AVRO + VAT	240x330mm
Interior Back Cover	1.500 AVRO + VAT	240x330mm
Two Middle Pages	3.500 AVRO + VAT	240x330mm

Inserts		
Single Sheet (2 pages)	1.500 AVRO + VAT	200 gr gloss coated
Double Sheet (4 pages)	2.500 AVRO + VAT	200 gr gloss coated
Insert distribution: 0.50 krs/unit		

## DISCOUNT RATES (Special pages are excluded for discount rates)

35% for agreements up to 9-12 issues - 30% for agreements up to 5-8 issues - 20% for agreements up to 2-4 issues

## e-magazine

- You can browse all magazines online by turning pages at [www.petroldunyasi.com](http://www.petroldunyasi.com)
- We can include your advertisement movie in your advertisement page, activate your information form. Such services are due to a fee within 2008.

## Main Provisions

- Oral and written advertisement reservations are only valid after signing mutually approved Advertisement Contract.
- In order to have a valid advertisement contract it should bear the company common seal and signed approval of company authorities as well as a signed company information form filled in with necessary information.
- A mutual agreement between parties is written by mutual consent and mutually signed by both parties.
- After the advertisement is published, payment is due within 30 days of invoice presentation in CASH.
- Payment may have 60 days of delay as a maturity date which requires a cheque submission within 5 days after the invoice date that will not lapse a maturity date of 60 days.
- In case payment conditions are not met, Publisher does not publish the next advertisement until the payment is fully paid.
- All legal and moral liabilities to occur due to the published material and advertisement belong to the party that requested the advertisement.
- All filmed advertisement material is to be received on a CD in tiff format prior to publishing date together with proof edition.
- In case proof edition is not sent, the party that places the advertisement has all liabilities.