



Background

Since 1975 *Offshore Engineer (OE)* magazine, published by AtComedia, has been a recognized authority in energy news, technology and analysis for the global oil and gas industry. OE provides actionable intelligence for technical professionals who are actively involved in the offshore oil and gas industry.

Vision

OE is a B2B brand that is intended for technical professionals who are actively involved in the offshore oil and gas industry. Each monthly issue contains engineering analysis and data, industry reporting and forecasts, project updates, technological advances, case studies and best practices. *OE* staff also provides up-to-date news, live presentations, and exclusive articles through *OE*digital.com and social media channels. *OE*'s goal is to continue to be the primary source of offshore intelligence, reaching their target audience on multiple platforms. With a large segment of their readership located in remote locations, a digital magazine was a key part of this vision.

The Solution

In 2008, *Offshore Engineer* chose Advanced Publishing as its digital edition vendor. While AP's user-friendly digital interface was a key part of the decision, OE needed a vendor that could specifically meet their real-time new subscriber activation requirements, comply with BPA audit standards, and provide the level of service to ensure ongoing successful delivery to their magazine.

The first digital edition of *OE* was launched in January, 2009 with a reader opt-in, complimentary digital version. Advanced Publishing's custom set up included a process that provides an immediate email welcome to new digital readers and manages log in to the digital magazine via a custom landing page. APC also provides BPA compliant issue email delivery for each new issue to this growing base of subscribers.

OE was an early adopter of digital magazines for PC/MAC, offering their readers a print and opt-in for digital. In 2011, OE added mobile/tablet "web app" versions of the magazine in order to reach their audience on the platforms they are using every day, recognizing the mobile nature of their readership.

Result

In July 2009, OE's digital edition was delivered to 4000 readers. As of the June 2014 (according to BPA Audit figures), the total circulation of the magazine was 41,000+; 28,000 receive a digital edition; 12,900 received digital by request. The number of qualified readers receiving the digital edition over the last six years has grown substantially from 9% to 68%; with 31% by request.

OE readers are very active users of the digital edition taking advantage of all tools such as easy links to web sites (averaging 50—83 clickthroughs per issue), multiple searches (40—79 searches per issue), and reader article sharing via email and many social networks. On average, there are 40 page views per visit and the time of engagement is approximately 8 minutes per session.

Advanced Publishing is able to track specific advertiser statistics via their unique real-time reporting system that measures ad views, time spent, clicks on ads, video views, etc. OE recently began to sell rich media interactive ads for the digital magazine's key advertisers.

In 2009, OE launched a second magazine with Advanced Publishing, *Asia Oil & Gas (AOG)* which is a bi-monthly **digital ONLY magazine** providing topical, authoritative coverage of the pan-Asian oil and gas industry with complete coverage of the news, events and technology that really matter to oil and gas producers. AOG is currently delivered to over 19,000 qualified readers world-wide.

OE and AOG maximize the use of the customized landing pages—unique to Advanced Publishing—to cross-market each publication and promote additional cross-subscription opportunities.