About Oilprice.com

Oilprice.com is the most popular energy news site in the world.

Our analysis of oil & gas, alternative energy, and geopolitics is trusted by the largest names in financial news.

We are partnered with Time, Fortune, CNN Money, USA Today, Yahoo Finance and many others…
Our Audience

We have a rapidly growing audience of top tier professionals, including:
Executives from large multinationals, investors & fund managers, top political
advisors & politicians, high net-worth individuals, energy industry professionals

- Over 1.8 million unique visitors per month
- Over 9 million monthly page views
- Over 120,000 newsletter subscriptions (and growing by 3,000+ per week)
- 33,000+ Facebook likes
Audience Demographics

**Gender**
- Male: 176
- Female: 27

**Age**
- < 18: 53
- 18-24: 62
- 25-34: 111
- 35-44: 87
- 45-54: 124
- 55-64: 166
- 65+: 156

**Household Income**
- $0-50k: 51
- $50-100k: 116
- $100-150k: 143
- $150k+: 277

**Education Level**
- No College: 58
- College: 107
- Grad School: 211

**Ethnicity**
- Caucasian: 104
- African American: 44
- Asian: 203
- Hispanic: 73
- Other: 100

**Children in Household**
- No Kids: 105
- Has Kids: 95

## Audience Geographics

<table>
<thead>
<tr>
<th>COUNTRIES</th>
<th>UNIQUES</th>
<th>GLOBAL CITIES</th>
<th>UNIQUES</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>416.8K</td>
<td>Houston, TX (US)</td>
<td>37.6K</td>
</tr>
<tr>
<td>Canada</td>
<td>114.2K</td>
<td>Calgary (CA)</td>
<td>22.8K</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>67.4K</td>
<td>Singapore (SG)</td>
<td>18.3K</td>
</tr>
<tr>
<td>India</td>
<td>33.9K</td>
<td>New York, NY (US)</td>
<td>14K</td>
</tr>
<tr>
<td>Australia</td>
<td>24K</td>
<td>Edmonton (CA)</td>
<td>9.7K</td>
</tr>
<tr>
<td>Singapore</td>
<td>17.1K</td>
<td>Toronto (CA)</td>
<td>9.4K</td>
</tr>
<tr>
<td>Malaysia</td>
<td>15.6K</td>
<td>London (GB)</td>
<td>7.3K</td>
</tr>
<tr>
<td>United Arab Emirates</td>
<td>12.7K</td>
<td>Kuala Lumpur (MY)</td>
<td>7.3K</td>
</tr>
<tr>
<td>Nigeria</td>
<td>9.5K</td>
<td>Dubai (AE)</td>
<td>7K</td>
</tr>
<tr>
<td>Germany</td>
<td>9.3K</td>
<td>Mumbai (IN)</td>
<td>6K</td>
</tr>
</tbody>
</table>

Ad Units

- 3 Premium Ad Units for Homepage & Article Pages

- We believe in quality not quantity. Limited spaces ensure your ad is prominently placed and valued by our audience.
Native Advertising

Why Native?
Higher engagement, retention and action

- Consumers looked at Native Ads 52% more frequently than banner ads
- Native ads registered an 18% higher lift for purchase intent responses (52/34 part)
- Consumers looked at Native Ads more than the original editorial content
- Consumers looked at original editorial content and native ads for a similar amount of time
- Native ads generate an 82% brand lift
- 32% of consumers say they would share a native ad with their friends and family
Mobile Native Ads

A Seemless AD Experience

NATIVE ADS ARE INCREASINGLY BECOMING THE PREFERRED AD FORMAT

IMPROVING PURCHASE INTENT
People who click on native ads have higher purchase intent.

- NATIVE: 52%
- BANNER: 34%

BUILDING BRAND LOYALTY
People who click on native ads have higher brand favorability.

- NATIVE: 32%
- BANNER: 23%

Blending with the app/site experience, mobile native ads engage the user with an ad experience which is seamless and contextually relevant to the app or site content.

MOBILE NATIVE ADS A CROWD PLEASER

- 38% MOBILE CONSUMERS BELIEVE SPONSORED CONTENT ADDS VALUE TO THEIR APP/SITE EXPERIENCE
- 52% MOBILE CONSUMERS MORE LIKELY TO ENGAGE WITH A NATIVE AD
- 4X GROWTH IN CTR (CLICK-THROUGH RATE) SEEN WITH NATIVE ADS

57% Higher CTR (Click-through Rate)

33% Increase in Ad Engagement Time
Contact Us

To start your campaign please contact:

james@oilprice.com