

Resurgence of Oil

How growth in U.S. oil production is transforming the energy industry—and the economy

FORTUNE MOST POWERFUL WOMEN ISSUE

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Note: Dates subject to change

76%
of *Fortune* readers
noted seeing special
sections

64%
took action based on
something they read
within them

Source: Starch 2011-2012

IN PARTNERSHIP WITH:



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OPPORTUNITY

U.S. oil production grew by more than a billion barrels a day in 2012, the largest increase ever. Continued energy growth from unconventional home-grown sources—including tar sands and tight oil—is now expected to make America 99% energy self-sufficient by 2030.

But what does the **resurgence of oil** mean for the industry as a whole? Are offshore drilling companies, shipping brokers, and seismic tech companies best positioned for the future? How will oil transportation companies deal with the increased production?

This October, *Fortune* will team up with the experts at **Platts** to create a custom-content program exploring the short- and long-term factors that will keep U.S. oil—and investment dollars—flowing. Our writers will also drill down into specific areas of growth, from refurbishment projects on rigs in Alaska's Prudhoe Bay to new rail, pipe and truck infrastructure through the heartland to the impact on shipping and manufacturing to the new technologies helping "green" the oil industry. Showcase your brand's vision for the future to *Fortune's* 3.9 million readers in this powerful content feature.



NATIONAL REACH

AUDIENCE	3.5 MILLION
MEDIAN HHI	\$91,581
MEDIAN AGE	46.6
TOP MGMT.	685,000

Source: MRI Spring 2012

DIGITAL CONTENT OPTIONS

- Video
- Social
- Contest
- Webcast
- Custom Ideas

DIGITAL EXTENSION OPTION*

* with partner CNNMoney.com

- Co-branded Banner Ads
- Portrait Units
- Expandable Digital Units
- Campaign Microsites
- Tablet
- Smart Brief

VALUE-ADDED BENEFITS & OPPORTUNITIES

- Our writer will interview your company spokesperson or customer, and excerpts will be published in the story.
- A digital version of the feature will be hosted on CNNMoney.com and the Fortune Custom Content website (fortune.com/adsections), which will include a sponsor link to your website for a period of at least two years.
- Additional added-value includes complimentary issues and section PDF.

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