



HYDROCARBON PROCESSING®

# CONTENT STUDIO

## Maximize impact with high-quality technical content.

Need a technical article, but lack the expertise?  
Have a great application, but no one to write a case study?  
Want content, but no time to develop it?

### HP Content Studio can help.

It's no secret that high-quality content delivers the best return on investment. In a recent survey that *Hydrocarbon Processing* conducted for heat exchanger manufacturers, 88% of respondents confirmed that a technical article boosts their interest in the author company's products or services.<sup>1</sup> However, impactful articles in the HPI are highly technical and complex, making them difficult to write.

Allow our team of qualified technical writers to use their in-depth industry knowledge for your benefit. We will create the high-quality content that you need to boost impact, increase the likelihood of publication and reduce your internal costs.

**Take advantage of our industry expertise today!**

### TO LEARN MORE:

For additional information,  
please contact

Catherine Watkins,  
Vice President & Publisher,  
*Hydrocarbon Processing*, at  
+1 (713) 520-4421  
Catherine.Watkins@  
HydrocarbonProcessing.com

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PROCESSING®**

HydrocarbonProcessing.com

1. Heat Exchanger Market survey, conducted by HP for an industry partner in April 2019.

## The Benefits

- Article 'written by' your company and subject matter expert, including byline and bio recognizing your company and author
- High-quality technical editorial with minimal time invested (2 hr-3 hr)
- Increased likelihood of *Hydrocarbon Processing* editors selecting the article for publication
- Increased inbound leads and sales due to stronger content
- Expanded online presence and brand recognition
- Improved search rankings by providing quality content
- Reduced internal costs and time pressure.

## The Process

The process for producing technical articles (with approximate time requirements):

1. **Slant:** We interview your expert to develop a slant for the article (45 minutes of your time)
2. **Outline:** We send you a detailed 500-word outline
3. **Review:** Your expert reviews and approves the outline (30 minutes)
4. **Write:** Depending on the expert's preference, he/she either fills in the blanks to flesh out the article to its target length of about 1,800 words, or we ask the expert questions and use his/her answers to complete the article (30 minutes)
5. **Graphics:** We produce or procure the required diagrams and images
6. **Approval:** We send the completed article to the expert for final approval (30 minutes)
7. **Submission:** If desired, we submit the article to *Hydrocarbon Processing's* editorial team for consideration

## Pricing Structure

HP Content Studio offers its services on an annual basis or at a per project rate:

- **Feature article** **\$4,875**
- **Article with PDF** **\$5,275**
- **Article with social media** **\$6,800**
- **Article with video option** **\$7,875**
- **Case studies/White papers** **\$4,875**
- **Blogs** **\$1,200**
- **Custom package offers are also available**  
(may include promotion through print, online or e-newsletters)

## Writer Pool

Our writers are engineers, with industry knowledge in automation, instrumentation, electrical, mechanical and chemical engineering. All of the writers have all been trained by our editorial team and are familiar with both our author guidelines and our audience profile.

All technical articles written by the HP Content Studio remain the property of the client, but will not be proposed to competing publications.

## Research and Development

The HP Content Studio, in conjunction with Gulf Research, can conduct custom surveys and market research.

## Order Today

Please contact Catherine Watkins,  
Vice President & Publisher, *Hydrocarbon Processing*,  
at Catherine.Watkins@HydrocarbonProcessing.com  
or +1 (713) 520-4421.

*Discounted annual subscriptions to the HP Content Studio are also available*