Do you need the ability to direct your message to specific decision makers in the downstream processing industry? If so, Hydrocarbon Processing’s targeted marketing programs allow you to maximize your impressions by serving your campaigns against highly targeted, pre-selected groups.

As the leading downstream media provider, Hydrocarbon Processing has been the marketing partner of choice for industry professionals for 99 years. Partner with Hydrocarbon Processing and we will design and implement a campaign to make sure you reach those most interested in your content.

Don’t purchase wasted impressions. Focus your advertising dollars through Hydrocarbon Processing’s curated audience base, reach prospective clients more efficiently and guarantee a superior click through rate.

TARGETING OPTIONS INCLUDE:

- Audience interest
- Geotargeting
- Company type
- Job function

INTEREST-BASED CAMPAIGNS INCLUDE:

- Chemicals/Catalysts: 25,000 IMPRESSIONS/MONTH
- Engineering/Construction: 25,000 IMPRESSIONS/MONTH
- Pumps/Compressors/Rotating Equipment: 7,500 IMPRESSIONS/MONTH

WATCH OUR VIDEO FOR MORE INFORMATION
TARGETED INTERESTS
With a *Hydrocarbon Processing* targeted ad campaign you can direct your impressions towards prospective clients with an interest in the areas below. Interested in another subject area? Let us know and we will create a package tailored to your needs!

Program cost: $200/CPM with a $2,500 minimum spend. *Impressions can be capped at customer request.*

SELECT YOUR DOWNSTREAM TOPIC

- Acid Gas Removal
- Analyzers
- Aromatics
- Augmented Reality/Virtual Reality/Artificial Intelligence (AR/VR/AI)
- Automation
- Axial Flow Pumps
- Ball Valves
- Biofuels
- Boilers
- Booster Pumps
- Butterfly Valves
- Carbon Management/Emissions Control
- Catalysts/Chemicals
- Centrifugal Pumps
- Columns/Internals
- Compressors
- Construction
- Control Valves
- Cooling Towers
- Corrosion
- Crude Oil
- Cybersecurity
- Desulfurization
- Diaphragm Pumps
- Diesel
- Digital Twin
- Distillation
- Diversity
- Drivers
- Drones
- Economics/Plant Efficiency
- Engineering & Design
- Environment/Pollution Control
- Equipment
- Filtration/Seperation
- Fittings
- FLNG
- Fluid Catalytic Cracking (FCC)
- FSRU
- Furnaces
- Gas Processing/LNG
- Gas to Liquids (GTL)
- Gasoline
- Heat Transfer
- Hydrocracking
- Hydrogen
- Hydrotreating
- IMO 2020
- Instrumentation
- Licensing
- Liquefaction
- Liquefied Natural Gas (LNG)
- Loss Prevention
- Maintenance
- Management
- Market Trends
- Methane
- Motors
- Multi-turn Valves
- Naphtha
- Natural Gas
- Natural Gas Liquids (NGL)
- Octane
- Petrochemicals/Chemicals
- Pipelines
- Piping
- Polymers
- Positive Pumps
- Process Control
- Process Optimization
- Processes
- Products
- Project Management
- Pumps
- Quarter-turn Valves
- Reactors
- Refining
- Regasification
- Reliability
- Rotating Equipment
- Safety
- Safety Valves
- Self-actuating Valves
- Sensors
- Shale Oil/Shale Gas
- Software
- Spraying systems
- Storage
- Sulfur
- Sustainability
- Terminals
- Treating
- Turbines
- Turbomachinery
- Utilities/Electricals
- Valves
- Water Management
- Workforce

For more information, please contact Catherine Watkins, Vice President, Downstream, or your local account manager.

Targeting can also be applied across all Gulf Energy Information titles. If you are interested in reaching readers associated with upstream, midstream, downstream, business intelligence and/or utilities, packages can be created for multiple platforms.