Since its launch in 1961, IGEM's official journal has established itself as the leading source of gas industry news, industry comment and technical information from the UK and overseas.

Rebranded as Gi in 2012, the editorial content covers a wide spectrum of topics of interest to those working across the gas industry making it the perfect choice for advertisers looking to reach decision makers throughout the sector.

Published 10 times a year and circulated to the Institution's 4,000+ members and approximately 300 of the gas industry's major corporations, Gi speaks to a niche gas industry audience across the areas of transmission, distribution and utilisation.

The editorial content of Gi covers the whole of the gas industry with news, features and articles relevant to both the upstream and downstream marketplaces. In addition, Gi provides a range of content aimed specifically at managers working in or alongside the gas sector.

As part of our mission to impart knowledge amongst the engineering community, the editorial team at Gi is keen to help your business speak to the wider gas industry, whether through editorial contributions, display advertising, advertorials or news updates.
READER PROFILE

- *Gi* is circulated to a mixture of IGEM members and individual subscribers in over 45 countries.
- Individual members / subscribers: 4,000 approx*
- Company members: 300 approx*
- Women: 5%
- Men: 95%
- Average Age: 53.95
- Professionally registered engineers and technicians**: 51%
Launched with the September 2013 edition, Gi has apps covering Apple, Android, Kindle Fire and Windows 8 devices. The apps are packed with great features to enhance the accessibility and aesthetics of our clients’ adverts.

Optimised content means adverts display perfectly whatever the screen size, while active links enable clients to take potential customers directly to their websites for further information.
FEATURES

In order to make Gi as responsive as possible to a fast-moving global gas industry, we no longer produce a features list for the year ahead. Instead, we welcome content submissions relating to any aspect of the onshore gas industry throughout the year. The following topics are of particular interest:

- Climate change
- Hydrogen
- Biogas, bioSNG and biomethane
- Transport
- Health and safety
- Legislation and regulation (RIIO)
- Metering and measurement
- Risk management
- Business transformation
- Robotics
- Pipeline projects
- Cyber security
- Gas quality
- Energy efficiency
- CNG and LPG
- Carbon capture, utilisation and storage
- Smart technology
- IoT and digitalisation
- Future gas trends
- Changing consumer attitudes
- Fuel poverty
- Engineering excellence and competence
- Diversity in engineering
- Apprenticeships
- Hydrogen appliances and other downstream technology

ADDITIONALLY, THE FOLLOWING EDITIONS ARE THEMED:

MAY
Innovations & new technology

OCTOBER
Health & safety

DECEMBER
The future of gas

This information is provided as a guide to forthcoming content and is subject to change. Published content must comply with our editorial standards. Contact the Editor for more information about our content submissions process.
### RATE CARD

#### AD SIZE

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#### PRODUCTS/SERVICES GUIDE

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IGEM affiliates will be offered a discounted affiliate rate - please contact Ian for further details.
RECRUITMENT ADVERTISING

Investing in recruitment of the right people is essential for the success, development and growth of any business. IGEM has a range of options when it comes to recruitment advertising and can assist you in finding the qualified and experienced candidates you need whatever your budget.

As the only professional engineering institution focused exclusively on the gas industry advertising your vacancies through IGEM’s journal, job board (www.getintogas.org.uk), e-newsletter and social media channels will ensure that they are seen by the very best gas, engineering and management professionals.

RECRUITMENT CHANNELS

Gi
Purchase a half or quarter page space for your recruitment ad in Gi and your role will be advertised to IGEM’s 4,000+ individual members and over 200 of the industry’s leading corporations.

GET INTO GAS
IGEM’s recruitment pages located at www.getintogas.org.uk are an essential resource for employers looking to tap into a fresh pool of talent and job seekers looking to kick start their career or searching for their next career move.

BASIC POSTING Our great value basic posting means that your vacancy stays live on our site for 30 days.

ENHANCED POSTING Upgrade to our enhanced posting to ensure that your vacancy stays near the top of the search results for the 30 days that it is live.

PREMIUM POSTING Increase the reach of your recruitment campaign by choosing our premium posting and not only will your vacancy remain at the top of the search results for the 30 days that it is live, it will also be profiled in one edition of IGEM’s fortnightly e-newsletter entitled ‘Flame’ and be promoted via the Institution’s social media channels.

Discounts are available for Industrial Affiliate members of IGEM. Visit www.getintogas.org.uk for more details.

E-NEWSLETTER
Issued every other Thursday to over 9,000 subscribers, inclusion in Flame means that details of your role will be delivered directly into the inboxes of our network of professional contacts.

SOCIAL MEDIA
Engage our online community of over 4,000 individuals to ensure that everyone is talking about your latest opportunity.

RECRUITMENT PACKAGES

If you’re looking to maximise your recruitment budget then why not consider purchasing one of IGEM’s recruitment packages. Starting from as little at £1100*, purchasing space to promote your vacancy across all of our recruitment channels in one go ensures that you receive great value for money.

To discuss the purchase of a recruitment package contact Commercial Manager Ian James on +44(0)203 900 0147 or email gi@syonmedia.com

*based on the purchase of a quarter page in Gi and a Premium posting on www.getintogas.org.uk

RECRUITMENT RATE CARD

GET INTO GAS
Basic posting £250
Enhanced posting £300
Premium posting £400
Whilst every effort is made to incorporate adverts submitted by clients, IGEM reserves the right to request amendments to or redesign of artwork.

### TECHNICAL SPECIFICATIONS

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**ARTWORK SUPPLY**

Software: Indesign, Photoshop, Illustrator or PDF. PLEASE be sure to include all fonts and linked picture files. If sending a PDF please ensure that all fonts are embedded.

File formats: Please ensure that files are 300dpi or higher.

NOTE: Pantone colours must be converted to CMYK colour; RGB and spot colours may not print as you intend.

ATTENTION: Please be advised that Microsoft Word, Publisher, Powerpoint and Excel documents do not consistute as art work and will not be recognised as such. Please contact us with any query - we are more than happy to offer advice over the phone or via email.
2020 SCHEDULE

*Gi* is published monthly but with 10 issues per year as Dec/Jan and Jun/Jul are joint editions.

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SPONSORSHIP & EXHIBITOR OPPORTUNITIES

Each year IGEM develops and hosts a varied programme of conferences, lectures, seminars and workshops all of which are highly regarded by the industry and well attended.

As well as supporting gas professionals with their continuous professional development, the events programme offers a number of sponsorship and exhibitor opportunities.

WHY SPONSOR OR EXHIBIT?

Taking advantage of one or more of IGEM’s sponsorship and exhibiting opportunities provides you with the opportunity to meet face to face with engineers and managers from across the gas sector.

5 reasons to sponsor or exhibit at an IGEM event
1. Network with existing customers and contacts
2. Meet potential customers and generate high quality sales leads
3. Increase brand awareness and gain recognition as a market leader
4. Hear from industry experts and gain insights into the latest issues that the industry faces
5. Demonstrate a commitment to innovation by launching new products and services

For details of all of the current sponsorship and exhibiting opportunities visit events.igem.org.uk/sponsorship or contact Linda Mee (Events coordinator) on +44(0)1509 678 184 events@igem.org.uk