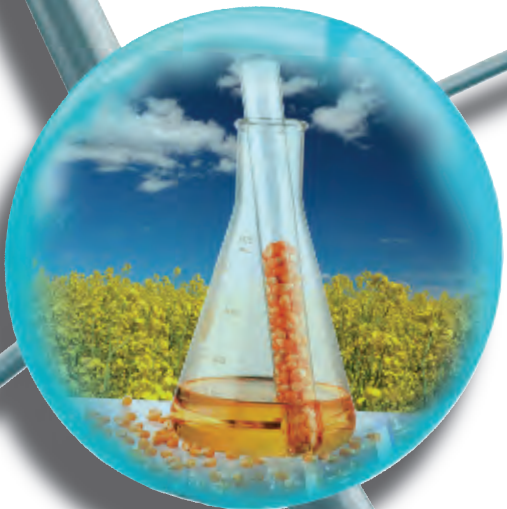


2010 Media Guide:

Expert Insight Into Tomorrow's World of Fuels



HART

www.hartfuel.com

Refining | Transportation | Finance & Investment | Sustainability | Public Policy | Technology



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Our Mission: Delivering Value for Advertisers and Readers

Editor in Chief Monique Hitchings and Publisher Kristine Klavers welcome current and new advertisers for another year of award-winning coverage of the global business of transportation fuels.

Our objective is to help our advertisers reach their target markets through our high-quality products. Reach your customers in real time: *FUEL* is now backed by a new online version in multiple languages.

Whether you are an additive producer, a catalyst manufacturer, a refinery or fuel manager, an ethanol or biodiesel producer, a technology or service provider, an automotive manufacturer, a marine or airline company or an investor in these industries, *FUEL* magazine's global reach can assist you in delivering your message to the right audience.

FUEL's mission is to facilitate improved communication and to profile accomplishments and innovation within the energy industry. Hart believes that an improved global environment for the future can more effectively be achieved through better global understanding, enhanced dialogue and cooperation among industry stakeholders.

What our readers say

"It's a great help for understanding of global outlook of fuels." — *Idemitsu Kosan*

"Very good overview on topics I do not read elsewhere." — *Drummond Co.*

"Excellent in-depth coverage of the energy sector." — *Pure Energy*

"Always fresh, up-to-date information that I can use." — *Valero*

"Very useful and well brought out magazine." — *Tata Motors*



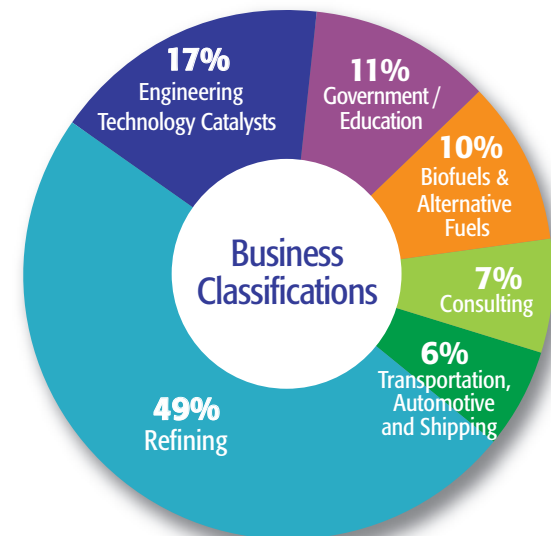
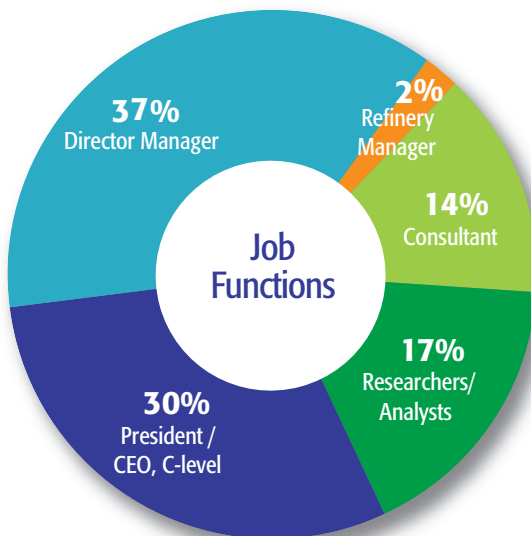
2010 MEDIA GUIDE

Boost your next campaign – place your ads in fast-growing award-winning *FUEL* magazine.



FUEL is read by fuel producers and users as well as influencers and policy-makers

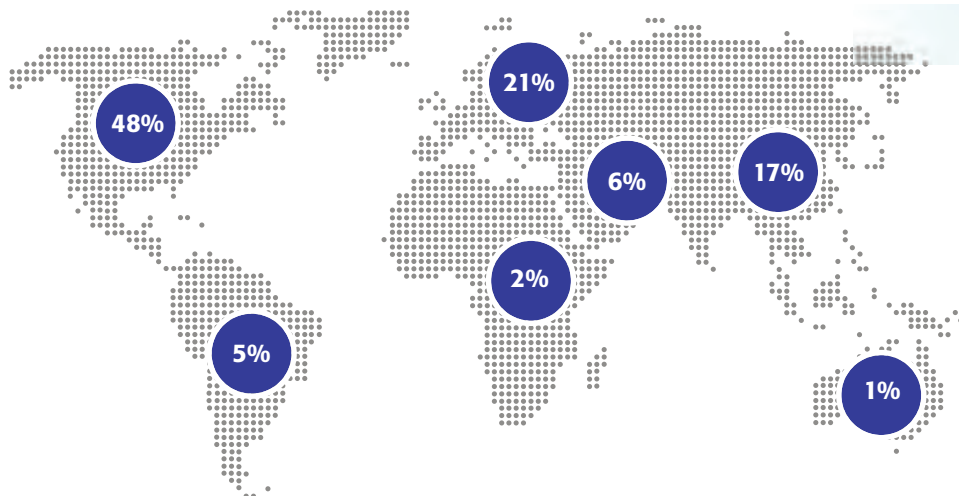
Top management make up more than two thirds of *FUEL*'s distribution



Reach your target audience

FUEL offers in-depth industry expertise and special focus on transportation fuels delivered to a superior global target audience concerned with global market dynamics.

Circulated to senior industry and government executives from the energy, automotive, technology and investment sectors, including the following companies: BP, Marathon Oil, Repsol, Bapco, Saudi Aramco, Petronas, Chevron, Shell, ExxonMobil, CDTECH, Albemarle, Axens, Sabic, Sasol, Tata, Cargill, LS9, Kuwait Petroleum, ENOC, Statoil, Innospec, 7-Eleven, Delphi, and many more...



Profile your company on a global scale

FUEL's Worldwide Distribution

North America	48%
Europe	21%
Asia/Asia Pacific	17%
Middle East	6%
South America	5%
Africa	2%
Australia/New Zealand	1%

MARCH

Ad Closing: Feb. 3, 2010
Materials Closing: Feb. 10, 2010

JUNE

Ad Closing: May 4, 2010
Materials Closing: May 11, 2010

SEPTEMBER

Ad Closing: August 3, 2010
Materials Closing: August 10, 2010

DECEMBER

Ad Closing: November 3, 2010
Materials Closing: November 10, 2010

SUSTAINABILITY

UN Updates
Post Copenhagen
Moving Forward

Water Issues
Climate Change

Alternative & Renewable Fuels

Future of Sustainability

PUBLIC POLICY

Review of Year One of U.S. Presidency –
Global Implications

Latest Global Administrative
Policies, Legislations

Latest Global Administrative
Policies, Legislations

Latest Global Administrative
Policies, Legislations

FINANCE & INVESTMENT

Supply/Demand & Crude Price Outlook

Refinery Financial Outlook

Investment Strategies and Disciplines

2011 Outlook

TRANSPORTATION

Diesel/Distillates
Analysis of DME / MTBE / ETBE

Vehicle Trends
Emissions Control

Jet / Marine Fuels
Engine Technology

Automotive Fuels
Gasoline

TECHNOLOGY

Furnaces & Heaters /
Equipment / Maintenance

Fractionation
FCC / Diesel / LCO upgrading

Catalysis / Monitoring & QC /
Instrumentation

Technology Outlook
Claus & TGT / Corrosion & Fouling
Hydrocracking / Hydrotreating

REFINING

Refinery Outlook
Projects / Finance / Technologies

Margins / Feedstock Diversification
/ Niche Opportunities

Process Optimization / Advanced Control

2011 Outlook

BONUS DISTRIBUTION

**This list is not exhaustive. Hart's global experts take copies of FUEL to every conference they attend or speak at.*

AMERICAS

NPRA Annual Meeting
Hart's World Refining & Fuels Conference
SAE World Congress

MIDDLE EAST & ASIA

Asian Biofuels Roundtable
Petrotech Middle East
ARTC

EUROPE

Global Refining Summit
World Biofuels Markets Congress
ICUCG

AMERICAS

DEER Conference
Hart's Latin America Refining & Fuels
Conference
Oil Sands & Heavy Oil Technologies
Conference
NPRA Cat Cracking Conference
WEC

MIDDLE EAST & ASIA

Biofuels Markets Asia
AFV Asia

EUROPE

European Biomass Conference

AMERICAS

NPRA Q&A
Hart's Energy Solutions
AAPG

MIDDLE EAST & ASIA

Oils & Fats Asia
ADIPEC
APPEC

EUROPE

ERTC
IAA

AMERICAS

National Biodiesel Conference
RFA National Ethanol Conference
RETECH

MIDDLE EAST & ASIA

Electric Vehicles Asia

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IDTC

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2010 SPECIAL REPORTS

Digital Refining
Special Refinery Tracker Section

Fuel Lubricants and Additives
Special Ethanol & Biofuels Section

Advances in Refining Technology
Special Gasification News Section

Reactor / Catalysts Technology
Special Diesel Fuel News Section

EDITORIAL EXPERTISE

Editorial Expertise

FUEL's internationally recognized team – more than 100 years of experience and growing...

Utilizing some of the best industry thought leaders in the field, *FUEL* provides forward-thinking analysis of the global business of fuels. *FUEL's* knowledgeable industry editorial contributors write about timely developments about topics, including: new environmental regulations and policies; refinery technologies and expansions; sustainable energy solutions; transportation trends; the investment and financial climate; supply and demand analysis; and the latest regional developments. With extensive experience in the industry, our editors around the world are in close contact with industry players. Hart Energy Consulting has provided expertise to key international organizations such as OPEC, CEN, ASTM, JCAP, ISO, APEC, UNPCFV and governmental bodies like US EPA, SEPA, EU Commission, EU Parliament, US DOE, White House CEQ, Australian ANP and many more. . .

Key industry players that have contributed to the magazine...

In each issue, executives from companies around the world contribute bylined articles about their sector of the business as well as growing trends and analysis. The following are a sample of companies and organizations that have contributed to *FUEL's* global coverage: Brookings Institution, Green Car Congress, Fleishman-Hillard Inc., Nasdaq OMX, Saudi Aramco, Triland USA Inc., Weaver and Tidwell LLP and United Nations Environment Program.



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Chevron (retired)



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Pemex Refining



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Transportation Studies
University of California Davis



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Executive Seminars

Hart Energy Conferences, in partnership with top-level global executives, help provide the platform and means by which *FUEL's* industry experts share their knowledge and exchange ideas on the most topical and timely issues perpetuating our industry today.

When you sponsor these high-profile events, you will:

- Gain access to an expected target audience of 200-300 decision-makers, each a significant figure from industry, government and academia. Partners receive a number of facilitated meetings with industry leaders and government dignitaries
- Increase awareness of your organization's products and services
- Be recognized as a key provider of energy solutions and a leader in the search for sustainable energy
- Support improved communication among the various fuel industry groups

Executive Seminars in 2010

JANUARY

Advanced Biofuels and Sustainability
Tokyo, Japan

FEBRUARY

Fuel Quality
Brussels, Belgium

MARCH 24

Refining and Biofuels
Phoenix, Arizona

Special sponsorship opportunity:
"Refiner of the Year Awards"

JUNE

Crude Oil to Biofuels, A US-Brazil Energy Relationship
Rio de Janeiro, Brazil

NOVEMBER

Energy Solutions
Houston, Texas

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"Global Energy & Environmental Excellence Awards"

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Partnership Opportunities

- Logo Placement on Promotional Material
- Full page Ad in Conference Notebook
- One Complimentary Registration
- Web link & Logo Placement on Web site
- Co-Partner in Special Events (Breakfasts, Luncheons, Breaks, etc.)
- Table-Top Exhibit Space
- Pre-Arranged Meetings with Delegates
- Company Banner in a Premium Location
- Preferential Seating

Platinum
(\$19,500)

Gold
(\$14,500)

Silver
(\$9,500)



Special Projects

On an annual basis, Hart's team of experts put together years of experience and months of thorough research, to produce these unique projects on timely industry topics. These special publications are distributed at key conferences and to key contacts and constitute a creative way to profile your company.



Maps

Put your logo on the Biofuels Blending Map and the Marine Fuels Map. A creative way to highlight your company for an entire year.

FUEL Supplements/Specials

In 2010, Hart's team will produce two supplements: one on Reactors & Catalysts and one on Advances in Refining Technology. Reserve your space in these high quality books!



Show Papers

Hart's skilled team of reporters and designers provides on-site daily coverage of key industry events and conferences and delivers professional showpapers – a unique opportunity for advertisers to target specific audiences.



www.hartfuel.com

Get ready for advertising and online branding opportunities in 2010 to reach your customers in real time on www.hartfuel.com



Webinars

Let Hart organize a webinar for you and generate a steady flow of quality leads to fill your sales pipeline, provide a platform to deliver content and engage in dialogue with customers and prospects regardless of their location.



2010 FUEL RATES (Net)

Frequency	1x	4x	6x (includes specials)
2 page spread	\$9,850	\$8,900	\$8,400
1-page	\$5,900	\$5,300	\$5,000
1/2-page	\$3,950	\$3,600	\$3,400
1/4-page	\$2,950	\$2,600	\$2,400

Special reports available on individual basis at a premium.

Inside Front	\$8,500
Inside Back	\$6,900
Back cover	\$8,950

All Rates are quoted in US dollars. For rates in other currencies, including sterling, NOK, Euros, etc., please contact your Hart FUEL sales representative.

Mechanical Specifications

Publication Size. The publication size/final trim size is 8 1/2" x 10 7/8". All body copy, headings and other text must be at least 1/8" inside the trim size on all sides. If your ad has bleed, then the ad should be sized to 8 3/4" x 11 1/8" to allow for 1/8" trim on all sides. The final trim size will still be 8 1/2" x 10 7/8". NOTE: Alignment of type and design is not guaranteed on facing page spreads. Precision folding of all copies is not guaranteed.

Paper Stock. 100-lb. gloss-coated offset cover, 70-lb. coated offset body.

Method of Printing. CTP Sheet-Fed. Type of Binding. Perfect Bound.

Material Specifications. To qualify for standard agency commissions, digital ads and color proof must be provided.

4-Color Ads. Supply digital files in CMYK, plus a color laser, matchprint, pictro, or other color proof output from the final ad file. Ads submitted as high resolution Adobe PDFs can also be used as proofs.

Matched Color. When PMS or other matched colors are specified, these will be built from process colors. If a matched color requires that we run a PMS color, see your representative for five-color ad rates.

File Specifications. All ads are required in the following digital formats: High resolution Adobe PDF/X files (distilled at 300 dpi with all fonts imbedded); Quark Xpress files accompanied by collected artwork, scans, logos and all fonts; Adobe Photoshop TIFF or EPS formats, 300-dpi or better resolution; or Adobe Illustrator EPS files (with fonts outlined). Media - CD-ROM.

In-House Production. The advertiser must submit copy, plus high-resolution artwork. Your sales representative will provide a cost quote.

FTP Site for Ads.

Please upload collected files as zipped archives

Host: ftp.hartenergy.com

User ID: fuelads

Password: fuelads

Directory: ftp/fuel_ads

Send advertising to:

Jo Pool
1616 S. Voss, Suite 1000
Houston, Texas 77057
USA
+1.713.260.6404
jpool@hartenergy.com

Special positions: add 15%

First spread

Page opposite:

- Table of Contents
- Editor's Columns
- Publisher's Columns
- Lead Features

2010 MAP RATES

Large Logo	\$4,950
Small Logo	\$2,950

2010 WEB RATES

Annual Agreement

\$9,500

Per Quarter



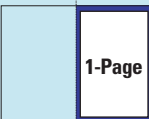


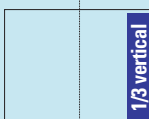

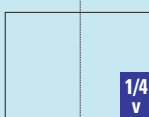
\$2,950

Medium Rectangle: 300 x 250 px

Small Rectangle: 300 x 125 px

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Advertising Sizes (inches - width x height)

	2-Page Spread (ad size) 17 x 10 7/8 in. (431.8 x 276.23 mm) (with bleed) 17 1/2 x 11 1/8 in. (419.1 x 282.57 mm)		1/2 Vertical without bleed (ad size) 4 x 9 7/8 in. (101.6 x 250.83 mm)
	1-Page (ad size) 8 1/2 x 10 7/8 in. (215.9 x 276.23 mm) (with bleed) 8 3/4 x 11 1/8 in. (222.3 x 282.57 mm)		1/2 Vertical with bleed (ad size) 4 1/2 x 11 1/8 in. (114.3 x 282.57 mm)
	1/2 Island 4 x 7 1/4 in. (101.6 x 184.15 mm)		1/3 Vertical 2 1/4 x 9 7/8 in. (57.2 x 250.83 mm)
	1/2 Horizontal 7 x 4 7/8 in. (177.8 x 123.8 mm)		1/4 Vertical 3 3/4 x 5 1/4 in. (95.25 x 123.35 mm)

SALES TEAM

Call today to reserve your schedule in

FUEL

and its affiliated products.

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