

# THE INTERNET CHANGED AND OIL&GAS JOURNAL® RESPONDED:

*Oil & Gas Journal* audiences live in a multi-screen world, accessing information from multiple devices every day. For that reason, *Oil & Gas Journal* has converted its website and eNewsletters to responsive design. Whether viewing content and marketing messages from a desktop, tablet, or mobile phone, we want our audience to have a consistent experience with your brand as well as ours.

## TODAY'S MULTI-SCREEN ENVIRONMENT



(Source: Internet Worldstats; Ericsson Mobility Report Q4, 2014; GlobalWebIndex, Q4)

## BENEFITS TO ADVERTISING ON A RESPONSIVE WEBSITE

**No more pinch and zoom** - Ads automatically adjust to fit the screen, making them highly visible on any device.

**Consistency** - No matter where or how your ad is viewed on *Oil & Gas Journal*, targeted audiences will have a consistent and seamless experience with your brand.

**Increased reach** - Google algorithms favor responsive sites which increases SEO. More traffic driven to our site means a higher reach for your ad.

**More mobile opportunities** - Banner ad placements online and in eNewsletters are a great way to supplement brand exposure on the *OGJ* magazine app!