

BIC KEEPS YOU IN FRONT OF YOUR CUSTOMERS AND PROSPECTS

PRINT, DIGITAL MEDIA, VIDEO, SOCIAL MEDIA & EVENTS



BIC MAGAZINE

- Six issues per year, featuring interviews, case studies, project profiles, best-practice articles
- Total reach of 60K is the largest readership of any energy industry publication in the U.S.
- Available in print and digital editions



BICMAGAZINE.COM

- 900K page views annually
- 45K unique visitors per month
- 70K page views per month
- Content: Top News, New Products & Services, Supplier News, People Going Places, Videos



NEWSLETTERS

- 28K subscribers/Open rate: 30%
- Top news, expansions, event listings, best practices and solutions
- Titles: Industry Report, BIC 6 (Top Stories), The Networker
- Single Sponsor Newsletter - Generates leads



NATIVE ADS

- Generate leads for your sales team
- Communicate expertise through problem-solving branded content
- Featured in the Industry Report newsletter
- Evergreen content on BICMagazine.com



WEBINARS & ROUNDTABLES

- Sponsor-led webinars or BIC Industry Roundtables
- Harness the power of BIC's loyal audience
- Full contact info of registrants provided
- Establish expertise in your discipline, service line or category



VIDEOS

- Custom videos and executive interviews
- Logo sponsorship of industry videos
- Trade show interviews
- Featured video promotion
- Great for social media



EVENT SPONSORSHIPS

- The PRIME Expo Texas
- The PRIME Expo Louisiana
- BIC Crawfish Boil (Spring)
- BIC Fish Fry (Fall)
- Attendee lists included with sponsorships



INDUSTRIAL MAPS

- Distribution of each map: 24K
- Bonus distribution at high-traffic areas along Gulf Coast and at industry trade shows
- Bonus copies: Advertisers receive 50 extra folded posters for distribution



DIGITAL MARKETING SERVICES

- Industry-specific Programmatic ad campaigns
- Website optimization, SEO and landing pages
- Social media management
- Content marketing
- Email marketing