

MEDIA KIT - 2025

AS IN TRANSITION

BY THE INTERNATIONAL GAS UNION 

THE GOLD STANDARD FOR ENGAGING
WITH GLOBAL GAS STAKEHOLDERS

OFFICIAL
PUBLICATION



WGC2025
BEIJING 19-23 MAY

HOST PARTNER



LNG2026
PRESENTED BY
IGU   



IGRC2027
BUDAPEST
24-27 MAY 2027

HOST PARTNER



CEEnergy

Introducing *Gas In Transition* Magazine

The International Gas Union is a global organisation whose purpose is to promote the political, technical and economic progress of the gas industry towards a sustainable global energy system

When we promote “Gas”, we fully embrace the potential of natural gas, low-carbon, decarbonised and renewable gases (including hydrogen, biomethane, synthetic gas, e-methane) to drive an even deeper decarbonisation of the global energy system.

Gas and its associated technologies support the renewable energy supply by overcoming intermittency and instability and, together, they can enable net-zero pathways, energy security and access. As an abundant, global, available, and clean energy resource, natural gas is necessary for global energy security. It is also indispensable for building up/consolidating emerging and developed economies by providing access to modern energy, and for fuelling essential industries.

As the world faces growing uncertainty, the Gas industry is essential to building more prosperous, secure, and sustainable societies for everyone. It is incumbent upon all actors in the gas value chain to showcase their activities through energy diversification, innovation, and collaboration.



Gas is Evolving

Gas in Transition is the authoritative, credible, and fact-based international magazine amplifying the innovation agenda around Gas energy – and gas energy infrastructure.

Through a focus on technology, innovation and leading practices, *Gas in Transition* will feature how the Gas sector is focused on actively scaling up low carbon, decarbonised and renewable gases and is implementing leading practices and technologies in support of a lower carbon environment, while undertaking its mandate of making affordable energy available to all and maximising resiliency in energy delivery.

Gas in Transition magazine provides the opportunity for the global gas value chain to showcase its activities and innovation that deliver on environmental, economic and security goals and targets set internationally, and that are front and centre in the energy conversation today.

Environmental Goals And Targets

The contribution of Gas innovation and technology in the areas of:

- The contribution of emission reduction strategies of sector players
- The role of Gas in addressing air quality globally
- Recent trends, leading practices and technologies in methane emission reductions
- Activities of the Gas value chain that are at the forefront of environmental innovation
- The growth of renewable gas (biomethane) and hydrogen
- The role of Gas in the scale-up of intermittent renewables
- The deployment of CCUS
- The various scenarios by which industry players and governments can try to achieve the goals and targets of commitments like those made under the Paris Accord, the UN Sustainable Development Goals, and Net Zero by mid-century targets.

Fact-Based Economic Goals And Targets

The contribution of Gas innovation and technology in the areas of:

- How Gas sustains economic opportunity in developed countries
- The value proposition of Gas to developing countries and in improving the quality of life
- The growing role of LNG in the global economy
- Gas in competition with other energy options

Resiliency Goals And Targets

The contribution of Gas innovation and technology in the areas of:

- How gas sustains economic opportunity in developed countries
- The value proposition of Gas to developing countries and in improving the quality of life
- The growing role of LNG in the global economy
- Gas in competition with other energy options

Global Distribution

The digital format allows the IGU to reach a significantly enhanced global audience of **+35,000 pre-qualified stakeholders**. Recipients include:

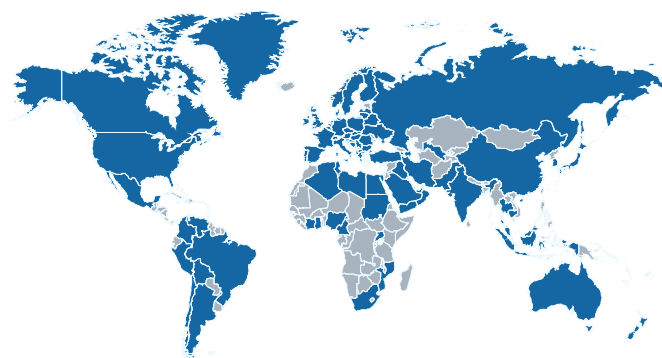
- Key members of the Upstream, Midstream, Downstream and LNG supply chains
- Membership of IGU, including the IGU's Charter and Associate Members, the Council, Executive Committee and Technical Committees and Task forces
- Organisations affiliated to IGU, IGU Strategic Partners, IGU Wise Persons
- Senior representatives of governmental and non-governmental bodies and multi-lateral institutions.
- Energy ministries and regulatory authorities for gas and power
- Global Utilities, Transmission and Infrastructure companies
- Leading consultants and advisors in the financial, legal, environment, technology and renewable gas sectors, as well as global academics and thought leaders

In addition, *Gas in Transition* is available to over **225,000** annual unique visitors to the IGU website.

A print version of the publication (together with its digital counterpart) will continue to be published on an annual basis, for distribution to **key global stakeholders**.

Leading Insights

Gas in Transition looks into the future of gas through an informed and relevant lens of the world's most prominent energy leaders. The publication examines key timely and impactful energy issues, looking at investment, market trends and policy developments that impact the international gas market and that shaped its future. Content is curated by the International Gas Union and prepared by the leading Gas focused editorial team at Natural Gas World.



IGU members represent over **150 global companies** and national associations in **over 80 countries** and include

MEMBERS REPRESENT OVER 90% OF GLOBAL GAS PRODUCTION



Why Advertise with *Gas in Transition*

Tradition, legacy, innovation, credibility, legitimacy, reach and impact come together under one umbrella: *Gas in Transition*. Produced by the oldest gas membership organisation in the world, the International Gas Union, it is the one publication your organisation needs to be in to directly reach government officials in over 80 countries across five continents, CEOs of global organisations and multinationals, regulatory and legislative bodies, in addition to global oil and gas decision makers in operations, finance and investment.

We understand the marketing and advertising needs of the entire value chain of the global gas industry and what it needs to succeed and thrive: we are your destination!



ENGAGEMENT & THOUGHT LEADERSHIP

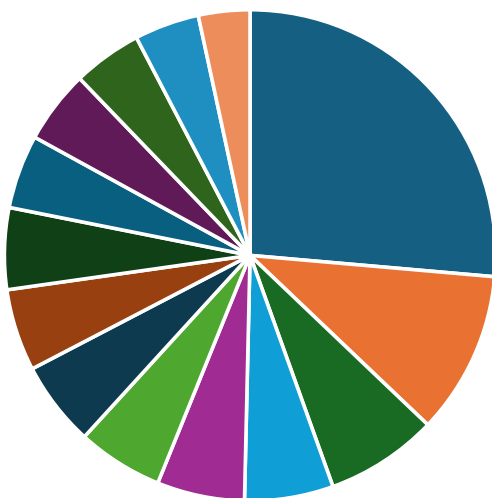
- Energy Ministries & Government Authorities
- Multilateral Institutions
- Regulatory Authorities
- The Global IGU Community – members Committees & Task Forces



SHOWCASING TECHNOLOGY, SERVICES & SOLUTIONS

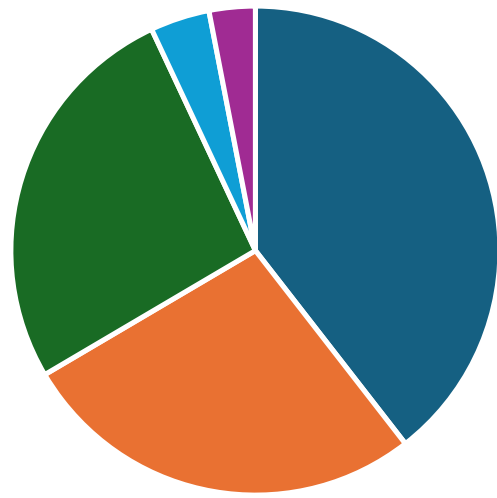
- Global Upstream, Midstream & Downstream Operators
- Pipeline, Utilities & other Infrastructure Operators
- LNG liquefaction facilities
- LNG Shipping, Marine Operations & terminals

READERSHIP BY COUNTRY



USA 17.93%	Spain 3.67%
United Kingdom 7.29%	Netherlands 3.65%
South Korea 5.03%	India 3.30%
China 3.97%	Singapore 3.27%
Germany 3.92%	Canada 3.09%
France 3.84%	Russia 2.90%
Australia 3.79%	Japan 2.30%

READERSHIP BY CONTINENT



Europe 39.49%
Americas 27.04%
Asia 26.49%
Oceania 3.93%
Africa 3.05%

2025 Editorial Topics

March 2025:

The leadup to WGC2025 (Inaugural Print Issue)

Coverage:	Q1 2025
Publishes:	Week of March 11 (Digital)
Space Closing:	March 5
Material closing:	March 12

June 2025:

Low-Carbon and Renewable Gases

Coverage:	Q2 2025
Publishes:	June 17
Space closing:	June 4
Material closing:	June 11

September 2025:

CCS and CCUS

Coverage:	Q3 2025
Publishes:	Week of September 16
Space Closing:	September 3
Material closing:	September 10

December 2025:

Innovation Enablers

Coverage:	Q4 2025
Publishes:	Week of December 16
Space Closing:	December 3
Material closing:	December 10

*IGU reserves the right to revise topic focus and publishing dates at its discretion.



WGC2025
BEIJING 19-23 MAY

2025 FEATURE ISSUE

MULTINATIONAL COMPANIES

Showcase your existing achievements

CHINA BASED COMPANIES

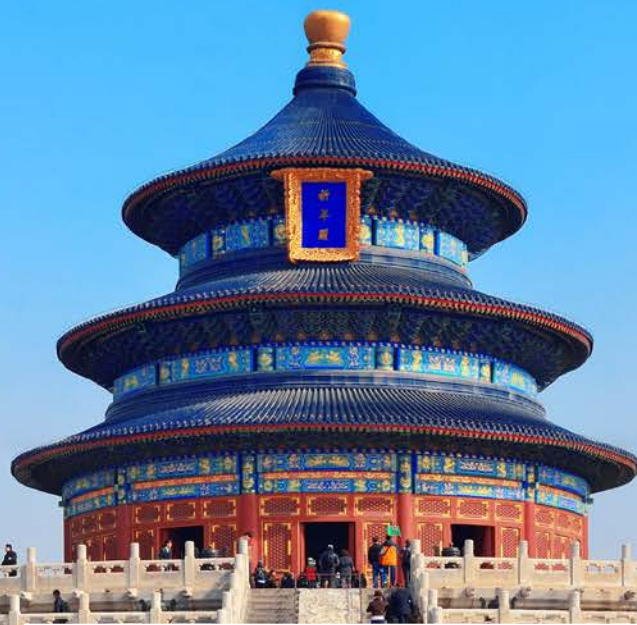
Highlight your domestic and global operations

The 29th World Gas Conference (WGC2025) is the premier global event for the gas industry for over 90 years. Hosted by the International Gas Union (IGU), WGC takes place triennially and has evolved into an influential platform that shapes the future of the industry.

In 2025, WGC comes to Beijing, China for the first time, from May 19-23, under the theme "Energizing a Sustainable Future." This event will gather over 30,000 attendees from 70+ countries, including key players from China's gas and the energy sector.

China is a key player in the global natural gas market due to its massive demand and growing role as both a consumer and a market for related goods and services.

As the world's largest importer of natural gas, increasing demand has made China an attractive market for companies offering technologies and services in gas infrastructure, such as pipelines, LNG terminals, and storage facilities. Additionally, China's commitment to transitioning to cleaner energy sources has spurred investment in natural gas and other forms of gaseous, low carbon energies, further increasing its significance in the energy landscape.



Ad Layouts, Rates and Specs

IGU Magazine Advertising Rates

Per Issue (Digital)	Price*
B Full page	\$4,500.00
C Half page	\$3,000.00
D Quarter page	\$2,000.00

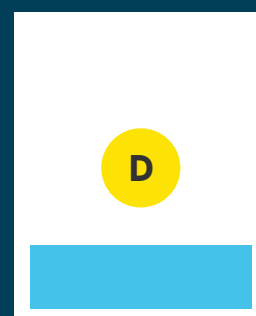
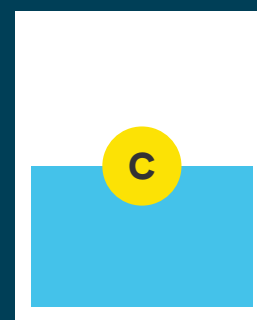
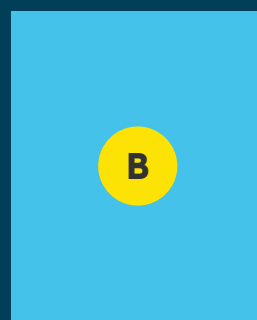
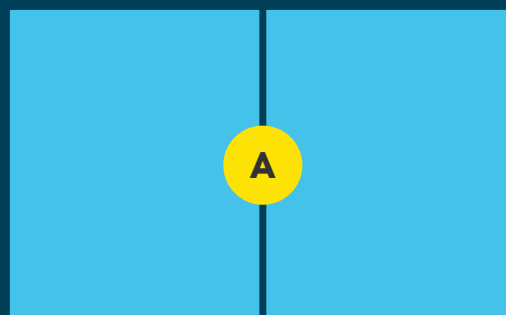
WGC2025 Print & Digital Issue

A Double spread	\$7,500.00
B Full page	\$5,000.00
C Half page	\$3,500.00
D Quarter page	\$2,500.00

Per Year (3 Digital Issues + Print & Digital Issue)*

A Double spread (Print) + B 3 Full pages (Digital)	\$15,750.00
B Full page	\$13,500.00
C Half page	\$9,000.00
D Quarter page	\$7,500.00

All prices are in USD.
*Special IGU Member Discount of 30%+
vs Non-Member Pricing for Yearly commitment



IGU Magazine Advertising Specs

Size	Dimensions	Bleed	Resolution
A Double Spread	17"x11"	0.125" around	300 DPI for print 150 DPI for digital
B Full page	8.5"x11"	0.125" around	
C Half page	8.5"x5.5"	N/A	
D Quarter page	4.25 x 5.5"	N/A	

Contact Us

For Advertising and Promotional Opportunities with *Gas in Transition*, please contact:

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☎ Tel: +44 203 889 0161



A JOURNEY OF EXCELLENCE AND RELIABILITY IN ENERGY TRANSPORTATION AND MARITIME SERVICES

For over 40 years, we have set the global standard, ensuring safe and efficient delivery of clean energy to over 40 countries and 100 terminals. Our commitment to safety, excellence, reliability, and customer centricity positions us as the world's partner in meeting the growing demand for energy transportation and maritime services.

OUR INTEGRATED MARITIME SOLUTIONS

- LNG Transportation
- Ship Repair
- Construction & Fabrication
- Shipping Agency & Logistics
- Towage

QR code



SnapLNG™ by TEV

We are opening new frontiers in natural gas liquefaction with SnapLNG by TEV™. Delivering low-carbon LNG in a new way with an accelerated time to market.

The Solution ZERO

- LNG decarbonized production
- Pre-engineered and standardized modular solutions
- Optimized asset life cycle performance
- LNG certainty

TEV TECHNIQ ENERGIES



CHENIERE

In over 35 countries, across 5 continents, Cheniere is providing the energy people need.

In 2023, we produced more than 600 tankers of liquefied natural gas and supplied enough energy to help power economies and keep hundreds of millions of people warm through the winter months. At Cheniere, we're energizing a more secure future.



S&P Global
Commodity Insights

An Integrated Natural Gas Solution

Natural gas indices across 130 locations in North America.
40+ daily power price indices in on-peak and off-peak markets.
Outlook and strategic analysis for power, gas, LNG and clean energy markets.
News coverage on gas and power companies, infrastructure, policies, and regulations.
5-year short-term and 30-year long-term fundamentals and price forecasts.

Free content
Check out our latest blog Top 10 questions facing North American gas and power markets in 2024.



Forge towards a sustainable future with a progressive partner

PETROBRAS is accelerating the shift towards a lower-carbon future with reliable energy solutions to meet customers' sustainable needs.

Meeting rising energy demands while embracing the global call for emissions reduction poses a significant challenge. For some industries, PETROBRAS has already met and will continue to meet this challenge with a lower-carbon energy future.

With liquefied natural gas (LNG) as our cornerstone, we pave the way for a more sustainable tomorrow. Over four decades, we've grown to become one of the world's largest producers of natural gas, with a global production capacity exceeding 45 BCFG. Our high-speed vessels serve 15,000 nautical miles to more than 25 countries, a testament of our commitment to customer needs.

As PETROBRAS customer-centricity lies at the heart of everything we do, our advanced commercial mindset around crafting tailor-made solutions that cater to every customer's sustainable needs, ranging from innovative delivery methods, growing markets, and capacity expansion, from LNG delivery to LNG tank delivery and engineering solutions, our specialized services extend the advantages of LNG accessibility to our clients.

As the first energy company in Southeast Asia to receive the Green Carbon Award by IGU, we have pursued multiple pathways to reach our goal. We have pursued more modernizing to meet all processes and assisting all production (new and old), expanding digital solutions, and process equipment enhancements, invested in

Connect with us at www.petrobras.com.br to progress your business sustainably and sustainably.

Passionate about Progress



GAS AND LNG SERVICE

Critical analysis, actionable insights and direct market data on the gas and LNG industry

Energy Intelligence
NAVIGATE YOUR ENERGY WORLD

Gain clarity on the factors driving today's fast-moving global gas and LNG markets, with our expert analysis, insights and direct market data.

Our collaborative and unique view provides clarity on gas and LNG markets. We help you understand how and why the landscape is changing, answer the "what", "why" and "what next" questions, and see the sector in the context of the energy transition.

The Gas and LNG Service combines robust market outlooks, independent assessments, and access to our experts to deliver a comprehensive view of the markets. We are an extension of your analytical team.

LEARN MORE >
<https://www.ei.com/en/energy-intelligence>

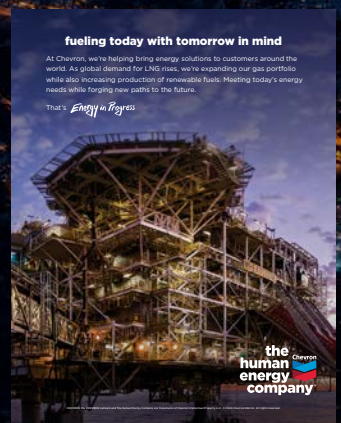
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SEMPRA
INFRASTRUCTURE

Advancing Local Communities and Global Energy Security

Our LNG projects under construction and development are designed to meet rising global energy demand, improve energy security for American allies and advance environmental stewardship - all while creating new jobs and supporting the local community.



fueling today with tomorrow in mind

At Chevron, we're helping bring energy solutions to customers around the world. As global demand for LNG rises, we're expanding our gas portfolio while also increasing production of renewable fuels. Meeting today's energy needs while forging new paths to the future.

That's *Energy in Progress*.

the human energy company