



**IGU**

INTERNATIONAL GAS UNION  
UNION INTERNATIONALE DU GAZ



# GAS IN TRANSITION

THE GOLD STANDARD FOR ENGAGING  
WITH GLOBAL GAS STAKEHOLDERS

**MEDIA KIT - 2026**



OFFICIAL  
PUBLICATION



**IGRC2027**  
BUDAPEST

24–27 MAY 2027

HOST PARTNER  
**MVM**  
CEEnergy

**WORLD GAS CONFERENCE**  
30th Edition | London, UK | 15–18 May 2028  
Presented by

**LNG2029**  
BRISBANE  
April 17–20



# Gas is Essential to Human Progress and Global Growth

The IGU is the leading global voice of Gas in all its forms —natural and liquefied gas, biomethane, low-emissions gases, and hydrogen — driving innovation and collaboration to accelerate a secure, affordable, equitable, and low-carbon energy future.

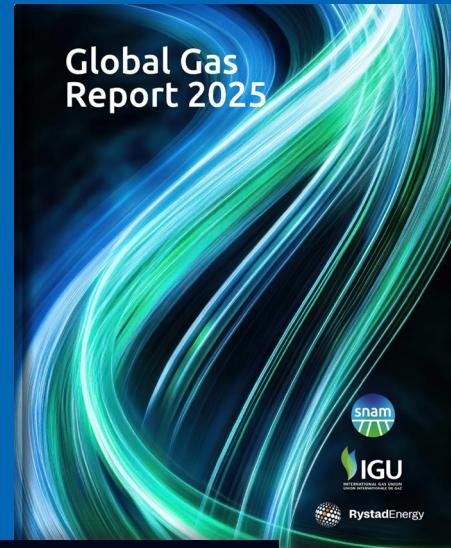


The International Gas Union is the spokesperson of the global Gas industry, with members in over 70 countries across the globe, covering over 90% of the global Gas market across every segment of the value chain, from the supply of natural and decarbonised gas, renewable gas and hydrogen, through to their transmission and distribution, and all the way to the point of use.

The IGU was established in 1931, is a not-for-profit membership organisation registered in Vevey, Switzerland, with its Secretariat based in London, United Kingdom. The IGU advocates for the essential role of Gas in fostering human progress and driving global growth.

Through active engagement in international policy dialogues, the IGU convenes ministerial roundtables at key G7 and G20 meetings and contributes to discussions at major international development and investment forums.

The IGU is renowned for its annual authoritative reports and is the principal owner of leading global conferences and exhibitions: the World Gas Conference, the LNG Series, and the International Gas Research Conference.



## THE ROLE OF GAS IN POWERING AI-DRIVEN ENERGY DEMAND

This report provides an independent, fact-based assessment on the role of Gas in meeting incremental electricity demand from artificial intelligence (AI)-driven data centres. It reflects the International Gas Union's (IGU) objective of providing transparent information on global Gas developments to governments, industry, and civil society.



# Gas in Transition

*Gas in Transition* is the official publication of the IGU. As an authoritative, credible, and fact-based international magazine, it amplifies the innovation agenda surrounding Gas energy and Gas energy infrastructure.

## Our Focus

*Gas in Transition* examines the future of Gas through the informed perspectives of the world's most prominent energy leaders. The publication explores key, timely, and impactful energy issues, including investment, trends, and policy developments that influence the international Gas and gaseous markets and shape their future.

# Gas is Evolving

With a focus on technology, innovation, and best practices, *Gas in Transition* highlights how the Gas sector is actively scaling up low emission, decarbonised, and renewable gases. The publication showcases implementation of cutting-edge practices and technologies aimed at supporting a lower emissions environment, while also fulfilling its mandate of providing affordable energy for all and maximising resiliency in energy delivery.



# Why Work with Gas in Transition

*Gas in Transition* offers the global Gas value chain a platform to showcase activities and innovations that contribute to achieving environmental, economic, and security goals. These initiatives are central to the current energy conversation.

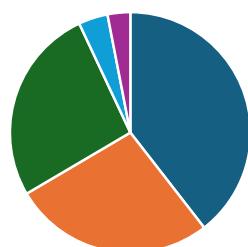
With over 50,000 opted-in subscribers, *Gas in Transition* understands the engagement and visibility needs of the entire global Gas industry value chain.

## Readership Survey

Key highlights from our global Readership Survey conducted in September 2025, showed:

- **High satisfaction (4.25/5) and strong recommendation score (4.31/5)** underline the magazine's global credibility and impact.
- Readership includes a balanced mix of **oil & gas decision-makers, government/policy professionals, and investors**.
- Content is already influencing **policy decisions, investment strategies, and operational implementation worldwide**.

## Global Membership, Global Reach



READERSHIP BY CONTINENT

Europe 39.49%

Americas 27.04%

Asia 26.49%

Oceania 3.93%

Africa 3.05%

# Our **Global Readership** reaches key stakeholders beyond the Energy Sector

## Ministries & Regulatory Bodies



## Multilateral + Associations



## Investment, Finance & Ratings



## Global & Trade Media



# 2026 Editorial Topics

## March 2026: Digital Transformation, AI and Data Centres

Coverage: Q1 2026  
Publishes: Week of March 16  
Space Closing: March 2  
Material closing: March 9

## June 2026: Innovation & Innovators

Coverage: Q2 2026  
Publishes: Week of June 15  
Space Closing: June 5  
Material closing: June 14

## September 2026: Focus on Infrastructure

Coverage: Q3 2026  
Publishes: Week of September 21  
Space Closing: September 7  
Material closing: September 14

## December 2026: Gas: Driving Global Progress

Coverage: Q4 2026  
Publishes: Week of December 14  
Space Closing: November 30  
Material closing: December 7



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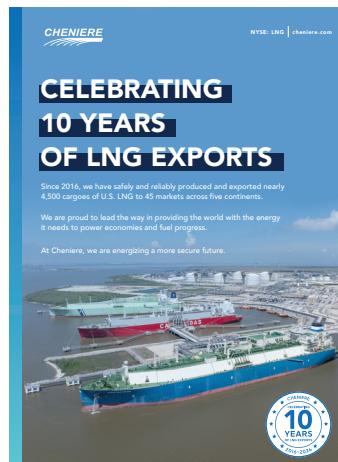
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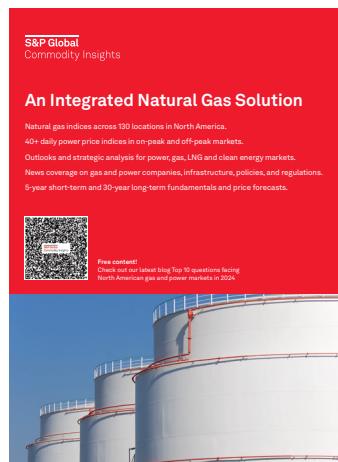
We are proud to lead the way in providing the world with the energy it needs to power economies and fuel progress.

At Cheniere, we are energizing a more secure future.

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Free content!

Visit our website for top 10 questions facing North American gas and power markets in 2026.



**S&P Global Commodity Insights**

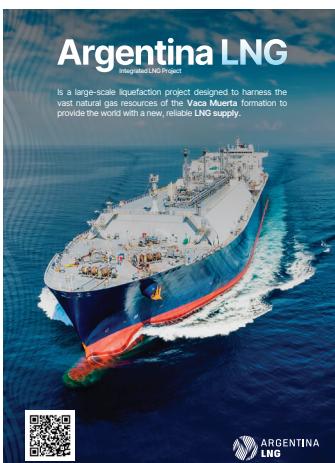
**An Integrated Natural Gas Solution**

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Free content!

Visit our website for top 10 questions facing North American gas and power markets in 2026.

Large LNG tanks and a ship.



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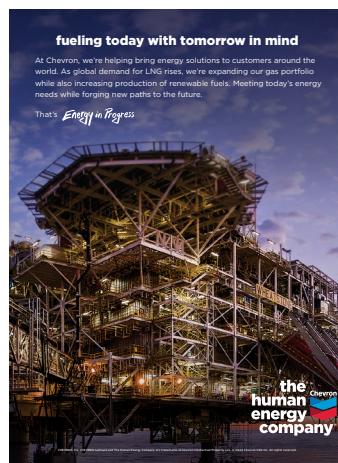
Our LNG projects under construction and development across North America's Gulf and Pacific coasts are designed to meet rising global energy demand and strengthen energy security by connecting customers to reliable U.S. natural gas.

fueling today with tomorrow in mind

At Sempra, 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 Progress

the human energy company



**fueling today with tomorrow in mind**

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That's Energy Progress

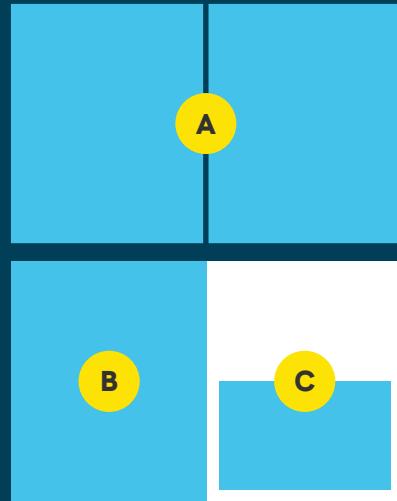
the human energy company

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

# Rates, Ad Layouts and Specs

## IGU Magazine Advertising Rates

Per Issue (Digital)	Member Rate (USD)	Non-Member Rate (USD)
<b>B</b> Full page	\$ 2,000	\$ 3,185
<b>C</b> Half page	\$ 1,500	\$ 2,450
<b>Per Issue (Print &amp; Digital Issue)</b>		
<b>A</b> Double spread	\$ 3,825	\$ 6,350
<b>B</b> Full page	\$ 2,500	\$ 4,250
<b>C</b> Half page	\$ 1,650	\$ 2,750
<b>Per Year (3 Digital Issues + Print &amp; Digital Issue)*</b>		
Double spread (Print) + 3 Full pages (Digital)	\$ 7,650	\$ 12,750
Full page	\$ 6,000	\$ 10,500
Half page	\$ 4,050	\$ 6,750



## IGU Magazine Advertising Specs (A4 Sizing)

Size	Dimensions (HxW)	Bleed	Resolution
<b>A</b> Double Spread	297mm x 420mm	3mm around	
<b>B</b> Full page	297mm x 210mm	3mm around	Minimum 300 DPI for print
<b>C</b> Half page	148.5mm x 210mm	N/A	

## Contact Us

For advertising and promotional opportunities with Gas in Transition, or to learn more about the International Gas Union and membership options, please contact:

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