



INTERNATIONAL GAS UNION  
UNION INTERNATIONALE DU GAZ

The Gold standard for engaging  
with Global Gas stakeholders

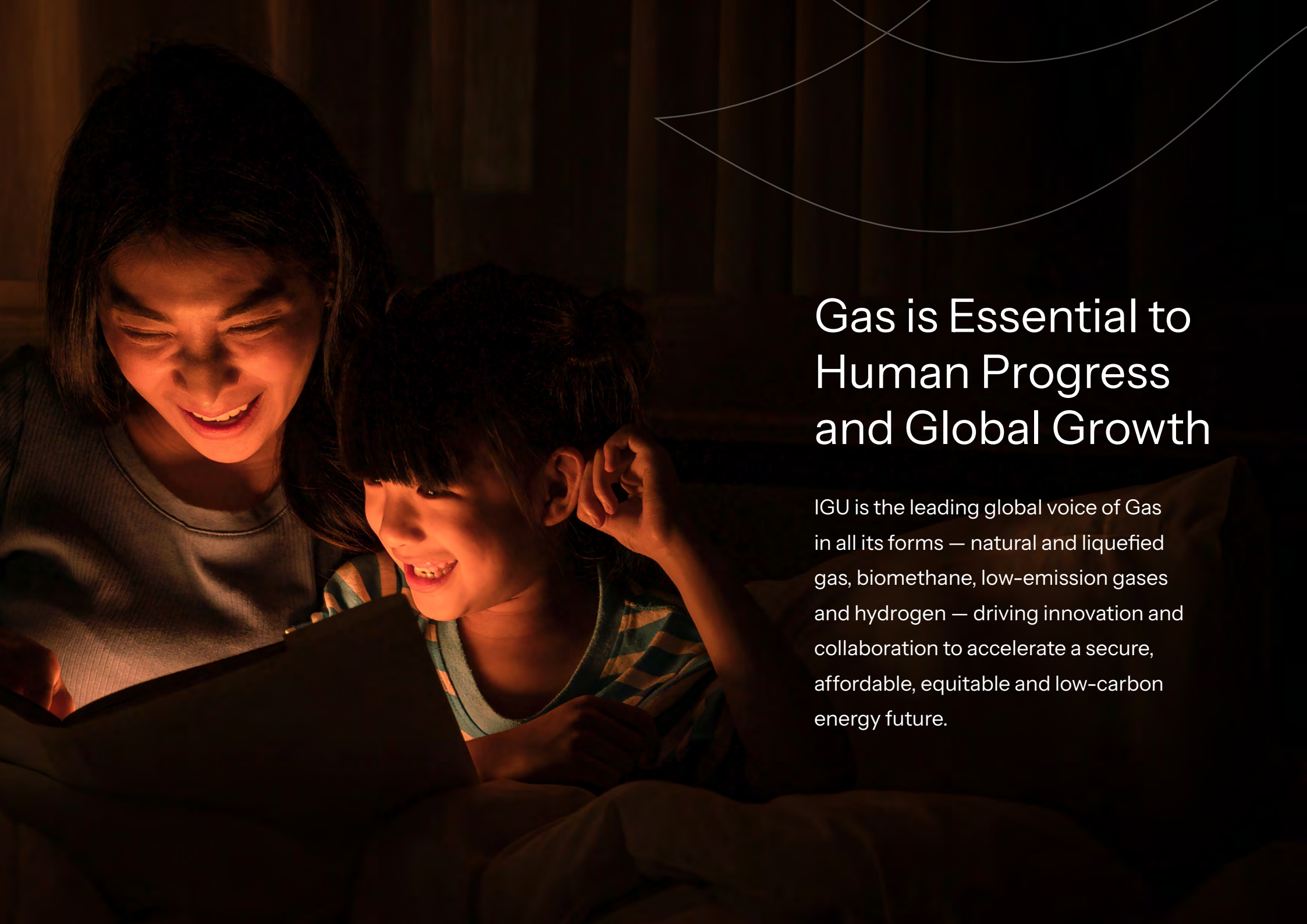
**MEDIA + EVENTS PLANNER 2027**



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**WORLD  
GAS  
CONFERENCE**  
30th Edition | London, UK | 15-18 May 2028  
Presented by International Gas Union

**LNG2029  
BRISBANE**  
April 17-20  
PRESENTED BY  
**IGU** **GTI ENERGY** **IIR**



# Gas is Essential to Human Progress and Global Growth

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

# Content

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## About IGU

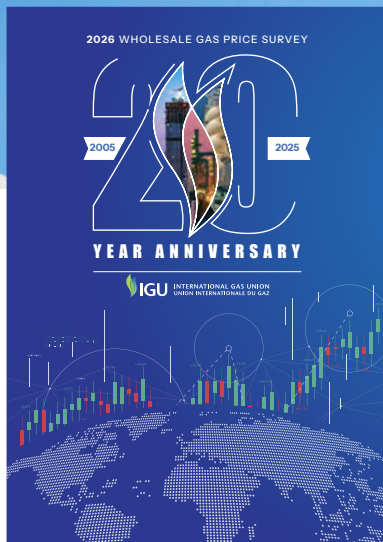
- IGU Global Events
- The International Gas Union
- IGU Publications

## Our audience

- Who reads *Gas in Transition*
- Readership, Reach & Authority

## Working with us

- 2027 Editorial Calendar
- Material Submission and Terms
- Contact Us



# The spokesperson of the global Gas industry

The International Gas Union is the spokesperson of the global Gas industry, with members in over 70 countries, covering more than 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 transmission and distribution, and all the way to the point of use.

As a not-for-profit membership organisation registered in Vevey, Switzerland and Singapore, with its Secretariat in London, IGU advocates for the essential role of Gas in fostering human progress and driving global growth.

Through active engagement in international policy dialogues, IGU convenes ministerial roundtables at key G7 and G20 meetings, liaises with multilateral organisations including the IEA and the UN, and contributes to discussions at major international development and investment forums such as COP.

90%+

of the global Gas market represented

1931  
Founded

70+  
countries with IGU  
membership

140  
Associate, Premium  
Associate and  
Charter Members

## Authority in print and in person

IGU is renowned for its annual authoritative reports — among them, the *Global Gas Report*, the *World LNG Report* and the *Wholesale Gas Price Survey* – together with specialised and focus reports including *Underground Gas Storage: A Critical Pillar for Energy Security*, *Opportunities for the Development of Gas in Latin America and the Caribbean* and *The Role of Gas in Powering AI-Driven Energy Demand*.

IGU is the owner of the Gas industry's leading global conferences and exhibitions: the World Gas Conference and the International Gas Research Conference, and a co-owner of the International Conference and Exhibition on Liquefied Natural Gas.

Our readers tell us they cite IGU's reports in government submissions, regulatory research and internal executive reports.



# The global Gas industry meets here

IGU is the principal owner of the global Gas industry's leading conferences and exhibitions, held triennially in rotation. *Gas in Transition* is the official publication of the Union — and its print editions are distributed to delegates on site.



HOST PARTNER



## WORLD GAS CONFERENCE

30th Edition | London, UK | 15-18 May 2028

Presented by  International Gas Union

## LNG2029 BRISBANE

April 17-20

PRESENTED BY





HOST PARTNER  
**MVM**  
ONEnergy

## International Gas Research Conference

**IGRC 2027 • Budapest, Hungary**  
**May 24-28, 2027**

The global Gas industry's principal research and technology conference, convening the people setting the Gas research agenda.

### **Distribution: March 2027 print edition**

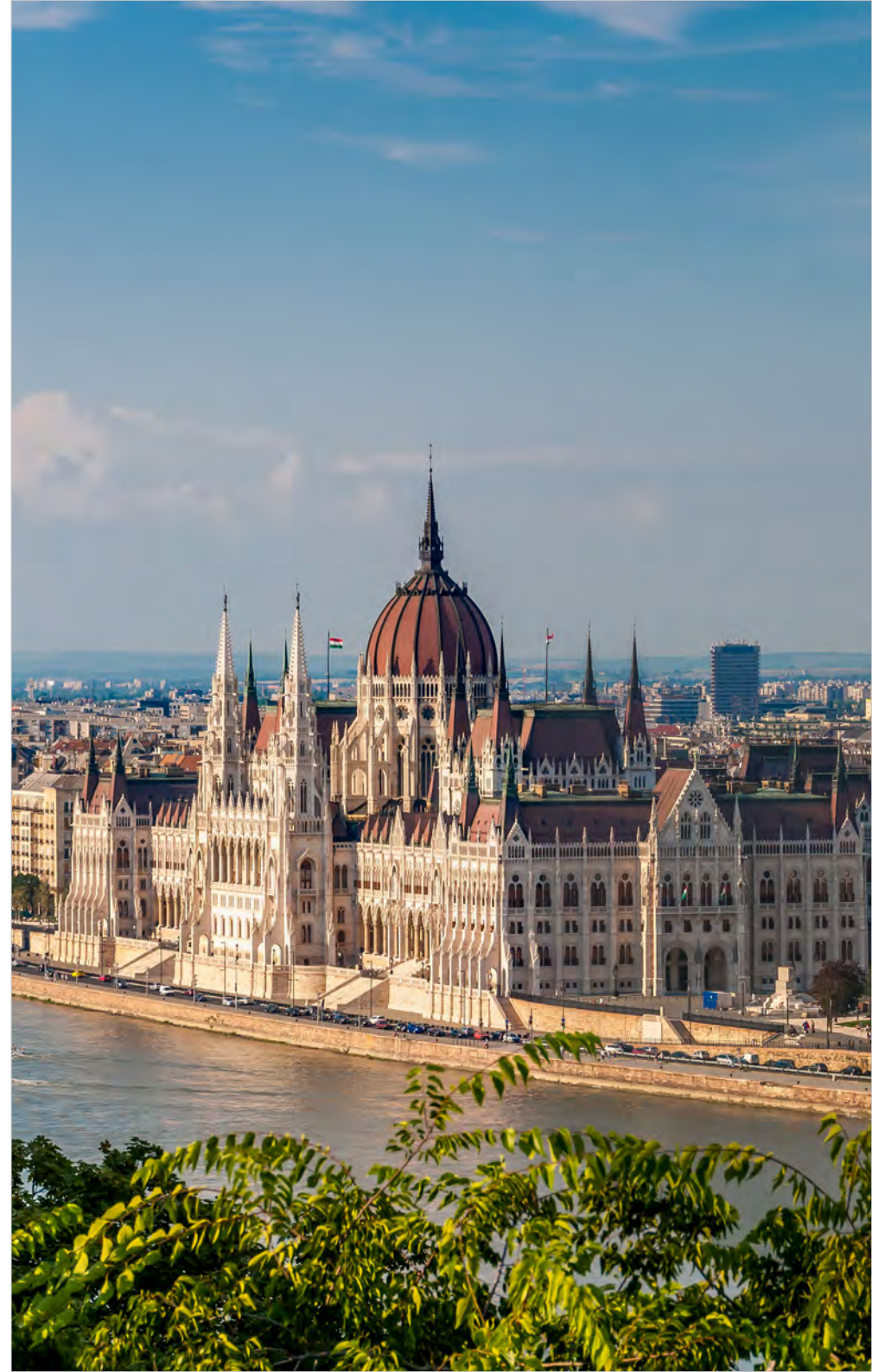
Since its inception in 1980, the International Gas Research Conference (IGRC) has brought together the innovators, researchers and industry leaders who are shaping the future of Gas.

Born out of a global energy crisis, the first Conference in 1980 helped drive the technical advances that made Gas more affordable, accessible and secure for communities around the world.

Today, our industry faces a new generation of challenges. As we work toward a low-emission future, we must balance energy security, affordability and environmental responsibility. Meeting these challenges will require fresh thinking, bold ideas and collaboration across technology, policy, regulation and commercial thinking.

The global Gas industry's brightest minds come together at IGRC: professionals, researchers, academics, innovators, regulators and start-ups who are helping to shape the future of energy.

Whether it be breakthrough technologies, emissions reduction, digital transformation, policy innovation or emerging business models, IGRC is a showcase for your insights as it is there that they can help drive meaningful progress across the global Gas value chain.



# WORLD GAS CONFERENCE

30th Edition | London, UK | 15-18 May 2028

Presented by  International Gas Union

## World Gas Conference

**WGC 2028 · London, United Kingdom  
May 15–18, 2028**

The 30th World Gas Conference (WGC2028), the flagship event of the global Gas industry, returns to London — where the first conference was held in 1931 and IGU's largest gathering of Gas leaders convenes.

### **Distribution: March 2028 print edition**

The natural gas industry plays a central role in meeting the world's growing energy needs while navigating an increasingly complex and evolving landscape. Around the world, governments, businesses and communities are working to balance energy security, sustainability, affordability and economic growth. Achieving this balance will require collaboration, innovation and open dialogue across the Gas and energy value chain.

For decades, the World Gas Conference has provided a platform for meaningful dialogue between industry leaders, policymakers, technical experts, innovators and investors. It is where ideas are exchanged, partnerships are formed and conversations take place that help advance our industry.

WGC2028 represents the next chapter in that journey: a unique opportunity that brings together the organisations and individuals driving investment, technological development and progress across the global Gas and energy sectors.

What makes WGC unique is not only the quality of its conference programme, but also the connections it creates. The event provides a platform for businesses to engage with customers and partners, showcase new technologies, strengthen their market presence, exchange insights with industry peers and contribute to the broader energy conversation.

These interactions foster collaboration and create opportunities that extend well beyond the event itself.



# LNG2029 BRISBANE

April 17–20

PRESENTED BY



## LNG Series

**LNG2029 • Brisbane, Australia**

**May 24–28, 2029**

The global LNG industry's principal triennial conference and exhibition.

### **Distribution: March 2029 print edition**

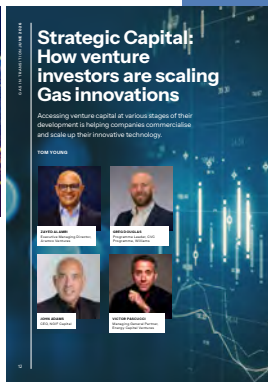
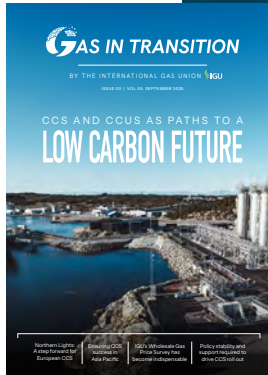
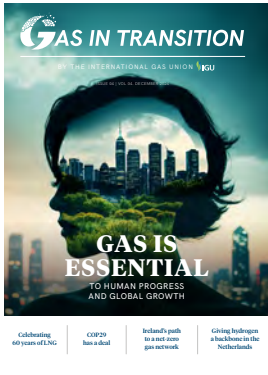
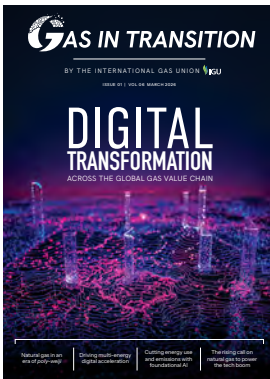
Since the first cargo in 1964, the LNG Industry has developed to become truly global, with LNG markets in six continents. It is now a critical part of the global energy system, underpinning energy security, international trade, and the transition to a lower-carbon future.

That growth has transformed LNG from a series of largely bilateral projects into an interconnected, technologically advanced and commercially sophisticated global industry. As its scale and reach have expanded, so too has the need to share knowledge, advance innovation and respond collectively to the forces reshaping every part of the value chain.

For over six decades the International Conference and Exhibition on Liquefied Natural Gas has been a constant, “the keeper of the flame”, and central to charting the course of the LNG Industry; addressing everything from technical innovation and shipbuilding, through complex commercial dynamics, to international strategic opportunities and challenges.

This is the world's largest event dedicated exclusively to LNG and the next edition comes to Australia at LNG2029 Brisbane. Australia is a Top 3 producer, and along with the four continents it faces – the Americas, Asia, the Middle East and Africa – we collectively produce 90% and consume 70% of global LNG.





Between the triennial conferences, IGU convenes its Council, Executive Committee and Working Committees meetings as well as a programme of regional summits worldwide. Print editions of *Gas in Transition* are distributed at these meetings and to IGU's global Membership.

## Advertise

Placements in the edition distributed on site

## Contribute

Thought leadership and case studies

## Reach Delegates

Print on site plus three months of digital circulation

Contact: [Rick.Gill@gasinttransition.com](mailto:Rick.Gill@gasinttransition.com)

IGU is the only international working membership organisation covering the entire Gas value chain, with members in more than 70 countries, representing 90% of the global Gas value chain from the supply of natural, renewable, low-emission gases through to their transmission, distribution and use.

## Join the IGU

Explore the advantages of IGU Membership

Contact: [Joao.Salviano@igu.org](mailto:Joao.Salviano@igu.org)

IGU Members direct the  
work of the Union  
— and they are also  
the core readership of  
*Gas in Transition*.

**Our readers are the  
industry itself.**



# From IGU's Communication Director and Senior Adviser to the Secretary General

Every edition of *Gas in Transition* starts from the same question: what is actually being considered, decided upon and deployed across the global Gas value chain, and what can the rest of the industry learn from it? The 2027 line-up runs from the research agenda at IGRC in Budapest, through the policy and regulatory frameworks shaping investment, through to emissions mitigations across the entire value chain and the storage and bunkering infrastructure that underpins the global trade of Gas.

If your organisation would like to showcase its innovations in these spaces, we would like to hear from you!

- Ella Minty

## What it is

*Gas in Transition* is an authoritative, credible and fact-based international magazine that amplifies the innovation agenda surrounding Gas across its entire value chain.

It examines the future of Gas through the informed perspectives of the world's most prominent energy leaders, exploring the investment, trends and policy developments that shape international Gas markets.

## Gas is evolving

With a focus on technology, innovation and best practice, *Gas in Transition* illustrates, among other timely and complex topics, how the Gas sector is scaling up low-emission, decarbonised and renewable gases.

The publication documents the implementation of cutting-edge practices and technologies that support a low-emission environment while fulfilling the industry's mandate of affordable energy for all and maximum resilience in energy delivery.

## Publishing Schedule

Four editions a year, published quarterly; each edition themed to a topic set annually. **Distributed digitally to 50,000+ opted-in subscribers.**

One edition each year published in print, as well as digitally, and distributed to delegates at one of IGU's global conferences, to the IGU Council, Committees, global Membership and key stakeholders. Two further annual editions - March and September - are also distributed in print during the Executive Committee meeting (March edition) and during the Council Meeting (September edition). In addition, during both these governance meetings, the magazine gets distributed to the regional side events organised by the host country.

Every edition permanently archived on the IGU website and openly accessible, with no paywall or Member gate.

# What we publish

## Analysis and market outlook

### Publication:

IGU Flagship and Special Reports

Commissioned analysis of the trends, investment flows and policy shifts shaping the global Gas markets.

## Leader interviews and profiles

### Publication:

*Gas in Transition*

First-person perspectives from the executives in charge of the industry's largest companies and institutions.

## Technical and innovation features

### Publication:

*Gas in Transition*

How emerging technology is being applied across the Gas value chain, in the words of those applying it.

## Case studies and project use cases

### Publication:

*Gas in Transition*

Named deployments documented with the operator — what was done, what it delivered and what it cost to get there.

# Our editorial standard

*Gas in Transition* is edited to a single standard, whether the contribution is commissioned, invited or sponsored. Contributions rest on the author's own experience and expertise. Claims about named operators and deployments must be publicly attributable and self-reported performance figures are framed as such.

This is why our readers cite us in board papers, government submissions and regulatory research.



## A readership that decides

*Gas in Transition* is not read for background. It is read by the executives who set policy, approve capital and run infrastructure across the global Gas value chain — and our recent Readership Survey shows what they do with it.

50K+

opted-in  
subscribers worldwide

3K+

print copies distributed  
at IGU events

30K+

followers across  
IGU channels

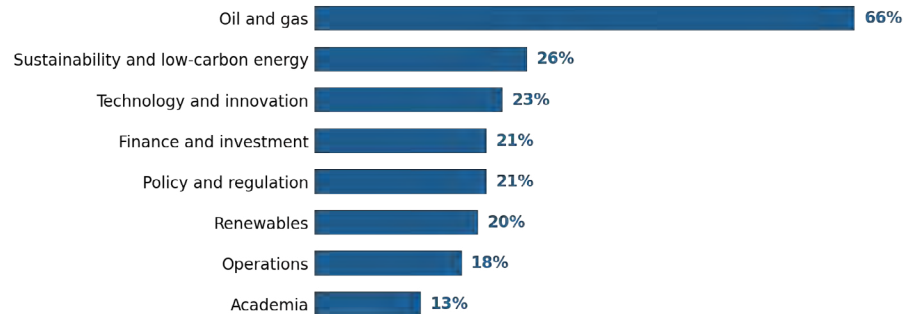
59%

read every issue  
or most issues

4.31 / 5

likelihood to recommend  
to a colleague

## Professional Focus



## What our readers do with it



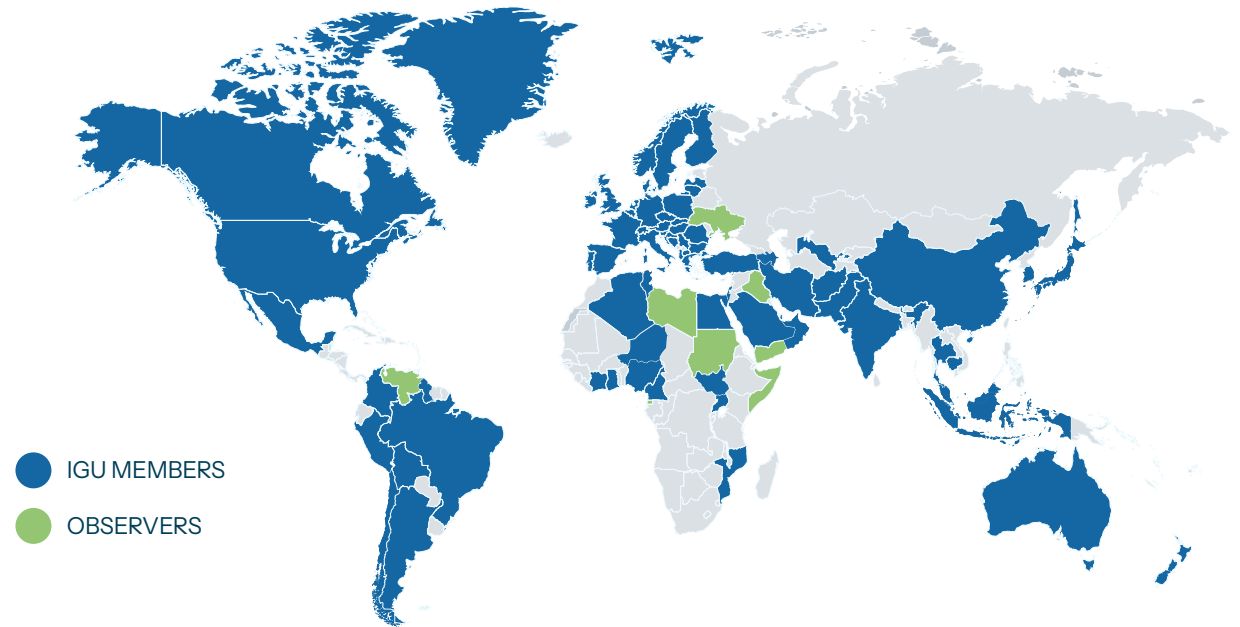
Respondents selected up to two areas. Readership Survey, September 2025

Reach is easy to buy.  
**Influence is not.**

When we asked our readers how *Gas in Transition* had affected their work, the answers were operational rather than passive: policy positions taken, investment cases built, projects specified, low-emission solutions adopted. Content placed in *Gas in Transition* enters that process.

## Readership & Reach

IGU Membership spans more than 70 countries. The readership of *Gas in Transition* reaches further still — into the government ministries, regulators, multilateral institutions, investors and global media that shape the environment the global Gas industry operates in.



## Online Presence

### Website:

**180K+** Digital Users

**28K+** Monthly Page Views

### *Gas in Transition:*

**50K+** Subscribers

**8K+** Companies

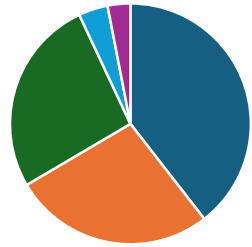
### Social Media:

**2M** Impressions Annually

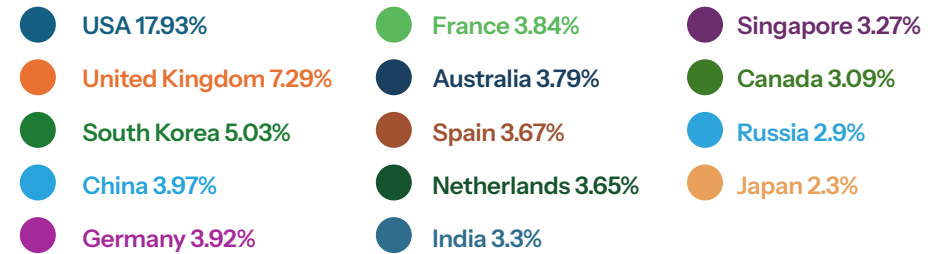
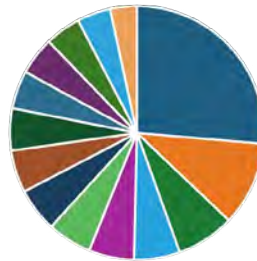
**30K+** Followers (LinkedIn and Twitter combined)



## Readership by Continent



## Readership by Country



### Ministries & Regulatory Bodies



### Investment, Finance & Ratings



### Multilateral + Associations



### Global & Trade Media



“IGU insights and data are **included in our proposal to the Government.**”

“The report was a way to **confirm and benchmark our numbers.**”

“Yes, in internal **research documents for the Regulator.**”

“The presentations and reports **have helped to push low carbon strategy forward in our scenarios.**”

\*Unedited responses to the question of whether readers had cited our insights in reports, presentations or proposals. Readership Survey, September 2025.

**4.25 / 5**

overall satisfaction with the magazine

**4.31 / 5**

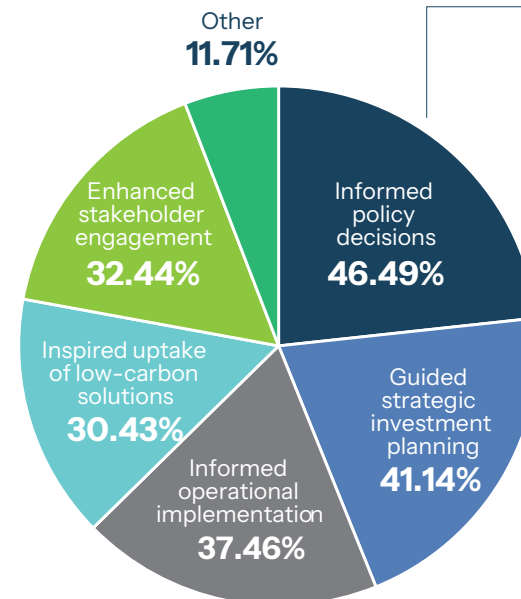
likelihood to recommend to a colleague

**354**

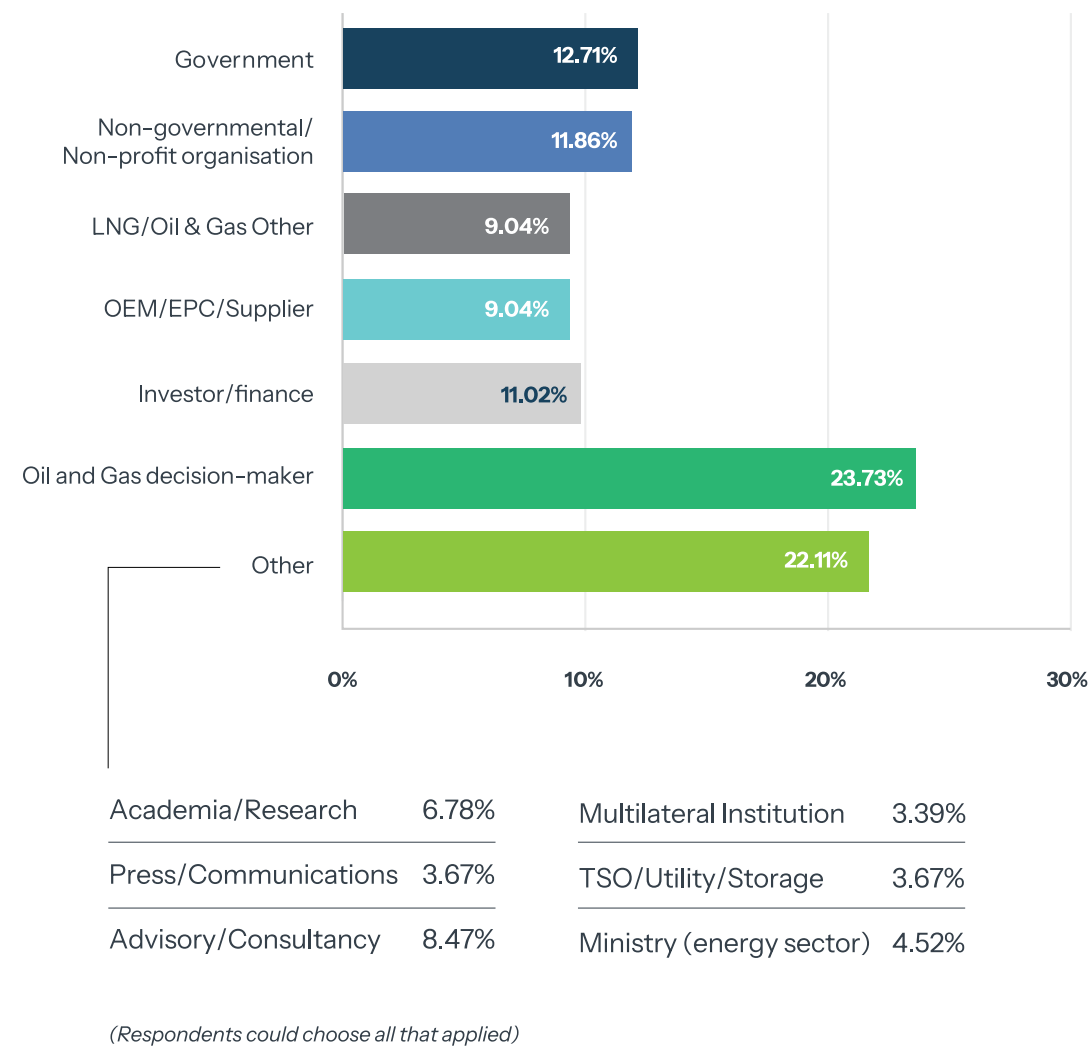
respondents worldwide

How has the *Gas in Transition* content impacted your work?

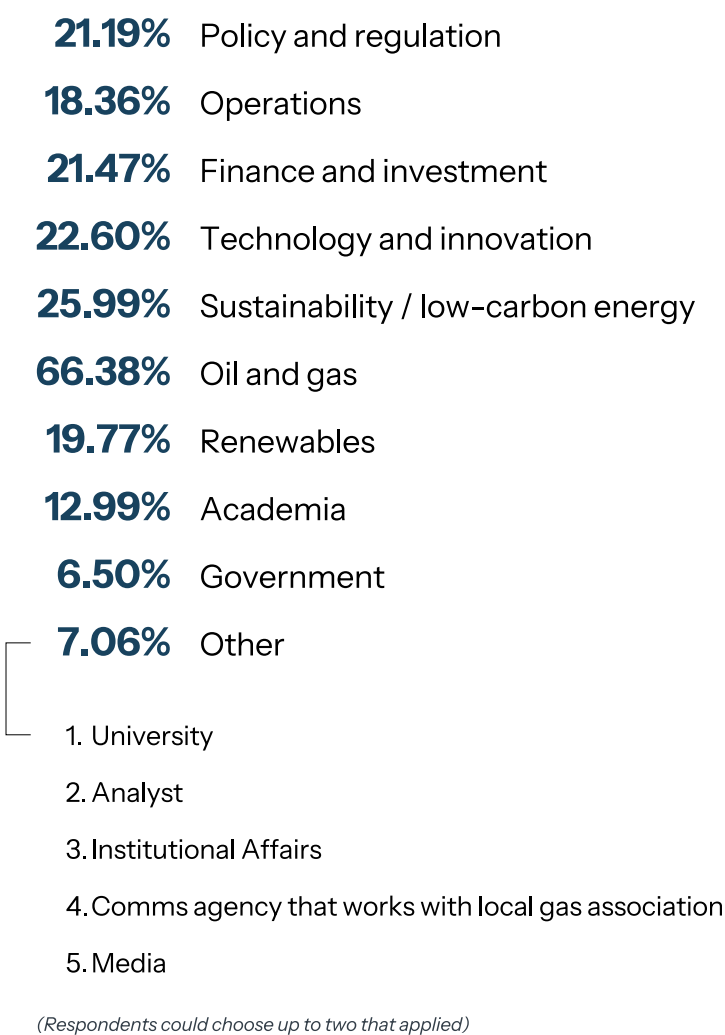
**46.49%**  
**Informed policy decisions**



# Readership Affiliation



# Readership Professional Focus



# 2027 Editorial Calendar

## March 2027

Print & Digital

### Primary Focus:

International Gas Research  
Conference – Budapest

### Commercial Focus:

Use of advanced technologies,  
AI, Robotics & Drones across  
the entire Gas value chain

### Additional Distribution:

IGRC 2027, Budapest,  
24–27 May

IGU's Executive Committee  
Meeting, Japan

### Space Closing:

25 Feb

### Material Closing:

5 Mar

## June 2027

Digital

### Primary Focus:

Policy & Regulation

### Commercial Focus:

Public-Private Partnerships,  
Influence, Advocacy  
and Lobbying

### Space Closing:

28 May

### Material Closing:

4 Jun

## September 2027

Digital

### Primary Focus:

Emission Management —  
Member case studies and  
content across storage,  
transmission, distribution and  
utilisation; flaring

### Commercial Focus:

Emissions detection,  
measurement and mitigation;  
flare and vent reduction;  
monitoring software

### Additional Distribution:

IGU's Council Meeting,  
Indonesia

### Space Closing:

27 Aug

### Material Closing:

3 Sep

## December 2027

Digital

### Primary Focus:

The key role of Tanks,  
Storage, & Bunkering

### Commercial Focus:

Tanks, Storage and Terminal  
integrity, Contractors;  
bunkering and marine fuels;  
Cryogenics and Valves

### Space Closing:

19 Nov

### Material Closing:

26 Nov

## March 2028

Print & Digital

### Primary Focus:

World Gas Conference  
2028

### Commercial Focus:

The whole Gas value chain

### Additional Distribution:

WGC2028, London,  
15–18 May

### Space Closing:

March 24

### Material Closing:

March 31

## 2027 Editorial Calendar

The IGRC edition publishes in March, circulates digitally throughout the run-up to Budapest, and it is then distributed in print to delegates on site in May — giving advertisers weeks of exposure ahead of the event rather than three days at it. The March 2028 edition works the same way, ahead of the World Gas Conference in May 2028, with a longer run-up still.

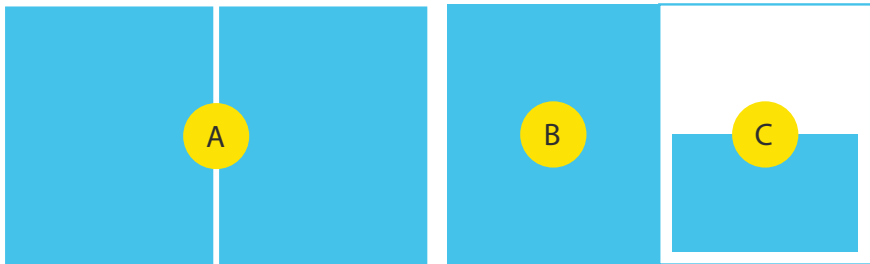
**Non-Member rates for the March 2028 World Gas Conference issue increase by 15% as of 1 September 2027. Bookings confirmed before that date are unaffected.**

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

# Booking, material and terms

Space closing and material closing dates for each edition are shown on the editorial calendar, pages 18-19. All rates are quoted in USD, net, and are available on application. Preferential rates (IGU member rates equivalent) are available to SME innovators working with IGU Members.

| Format          | Size            | Bleed         |
|-----------------|-----------------|---------------|
| A Double spread | 297mm × 420mm   | 3mm all round |
| B Full page     | 297mm × 210mm   | 3mm all round |
| C Half page     | 148.5mm × 210mm | None required |



## Pricing

| Per Issue (Digital)                                    | Member Rate (USD) | Non-Member Rate (USD) |
|--------------------------------------------------------|-------------------|-----------------------|
| B: Full Page                                           | \$2,000           | \$3,185               |
| C: Half Page                                           | \$1,500           | \$2,450               |
| Per Issue (Print & Digital)                            |                   |                       |
| A: Double Spread                                       | \$3,825           | \$6,350               |
| B: Full Page                                           | \$2,500           | \$4,250               |
| C: Half Page                                           | \$1,650           | \$2,750               |
| Per Year (3 Digital Issues + Print and Digital Issues) |                   |                       |
| Double Spread (print) + 3 Full Pages (Digital)         | \$7,650           | \$12,750              |
| Full Page                                              | \$6,000           | \$10,500              |
| Half Page                                              | \$4,050           | \$6,750               |

## File Requirements

- Press-ready PDF preferred; high-resolution JPG or PNG accepted
- CMYK for print placements
- Minimum 300 DPI for print
- All fonts embedded or outlined
- 5mm internal margin from trim edge

## Photographs and images for advertorials and content submissions

All photographs submitted must be a minimum of 300 DPI and a minimum of 1,200 pixels.

Images below this threshold cannot be reproduced to print standard and will be returned for replacement. Screenshots, images downloaded from websites (other than stock repositories), and images extracted from PowerPoint or Word files rarely meet this requirement.

Images for editorial contributions should be supplied as separate files rather than embedded in a document. Source attribution must be clearly specified.

## Booking and material

- Space is reserved by the space closing date shown on pages 18-19
- Material is due by the material closing date
- Material received after the closing date cannot be guaranteed placement

## Proofs, amendments and cancellation

*Gas in Transition* will provide two proofs without additional charge. A booking cannot be cancelled once a signed insertion agreement has been received.

# Contact Us

For promotional opportunities with *Gas in Transition*, or to learn more about the International Gas Union, its activities, Events and Membership options, contact:

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## Strategic Cooperation

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