



# BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JUNE 2017



No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

Hart Energy Publishing  
1616 S. Voss, Suite 1000  
Houston, TX 77057  
Tel. No.: (713) 260-6400  
FAX No.: (713) 627-2546  
www.epmag.com

**E&P** is a B2B brand intended for oil and gas professionals active in upstream exploration and production. Brand content and scope includes global industry news and analysis, in-depth technical articles on exploration, drilling and completions, production, unconventional resources plus regional reports, playbooks and special reports. In addition to the magazine, content is made available via E&P's website and topical e-newsletters.

## FIELD SERVED

**E&P** serves the upstream oil and gas industry including: Major Integrated Oil & Gas Companies, Independent Oil & Gas Producers, National/State Oil Companies and other unspecified oil/gas/energy operators, producers, exploration, exploitation, development and/or production companies; Consultants or Consulting Firms; Drilling Contractors, Main Contractors or Subcontractors; Integrated Service Contractors; Service Companies (seismic, exploration, production, construction) and/or Supply Companies, Insurance or Financial Services; Educational Institutions; Government Agencies; Research Laboratories; paid subscribers who did not supply demographics and other companies allied to the field served as shown in Paragraph 3a.

## DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients of E&P include Executive and Corporate Management (CEO, President, Owner, VP, Managing Director, etc.), Exploration Management, Engineering Management, Geology, Geophysics, Land, Engineering, Field Professionals (Superintendents, Foremen, Toolpushers, etc.), Purchasing, Other Functions, Unknown Functions, Copies to Corporate Libraries and Functions Not Available as shown in paragraph 3a.

## CHANNELS

### E&P MAGAZINE



6 issues in the period  
52,426 average circulation

## EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
<b>E&amp;P MAGAZINE</b> (6 issues in the period) Unique Total*	52,233	193	52,426
a. Print	30,989	193	31,182
b. Digital	21,245	-	21,245
1. Requested	21,017	-	21,017
2. Non-Requested	228	-	228

\*Unique Total represents unique recipients, not the sum of Print and Digital.

## AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	26
Advertiser and Agency	690
Allocated for Trade Shows and Conventions	401
All Other	1,057
<b>TOTAL</b>	<b>2,174</b>

## 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	51,710	98.7	51,517	98.3	193	0.4
Sponsored Individually Addressed	-	-	-	-	-	-
*Membership Benefit	385	0.7	385	0.7	-	-
Multi-Copy Same Addressee	331	0.6	331	0.6	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>52,426</b>	<b>100.0</b>	<b>52,233</b>	<b>99.6</b>	<b>193</b>	<b>0.4</b>

\*See Additional Data

## 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Print	Digital	Unique Total Qualified*
January	31,617	21,647	53,263
February	31,651	21,769	53,419
March	31,441	22,074	53,514
April	31,007	19,493	50,499
May	30,662	21,665	52,326
June	30,715	20,820	51,534

\* Unique Total represents unique recipients, not the sum of Print and Digital.

## 3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

This issue is 0.2% or 120 copies below the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	Print	Digital	Executive and Corporate Management & Purchasing (Note 1)	Engineering & Engineering Management (Note 2)	Exploration Related Functions (Note 3)	Other Functions, Unknown Functions, Corporate Libraries and Functions Not Available
Major Integrated Oil & Gas Company	13,883	26.5	10,292	3,592	9,046	3,223	1,166	448
Independent Oil & Gas Producer (Note 4)	13,788	26.4	9,937	3,851	7,723	3,283	2,340	442
National/State Oil Company and other unspecified oil/gas/energy operators, producers, exploration, exploitation, development and/or production companies	2,242	4.3	310	1,932	363	1,189	586	104
<b>Sub-Total (Operators)</b>	<b>29,913</b>	<b>57.2</b>	<b>20,539</b>	<b>9,375</b>	<b>17,132</b>	<b>7,695</b>	<b>4,092</b>	<b>994</b>
Consultants or consulting firms	6,040	11.5	2,436	3,604	2,443	2,309	935	353
Drilling Contractors, Main Contractors or Subcontractors	4,260	8.1	2,251	2,009	2,111	1,633	274	242
Integrated Service Contractors	2,410	4.6	1,408	1,002	1,262	850	199	99
<b>Sub-Total (All Above)</b>	<b>12,710</b>	<b>24.2</b>	<b>6,095</b>	<b>6,615</b>	<b>5,816</b>	<b>4,792</b>	<b>1,408</b>	<b>694</b>
Service Companies (seismic, exploration, production, construction) and/or Supply Companies	5,589	10.7	2,379	3,210	2,434	1,708	420	1,027
Insurance or Financial services; Educational Institutions; Government Agencies; Research Laboratories; paid subscribers who did not supply demographics and other companies allied to the field	4,114	7.9	1,649	2,465	1,348	955	556	1,255
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>52,326</b>	<b>100.0</b>	<b>30,662</b>	<b>21,665</b>	<b>26,730</b>	<b>15,150</b>	<b>6,476</b>	<b>3,970</b>
<b>PERCENT</b>	<b>100.0</b>		<b>58.6</b>	<b>41.4</b>	<b>51.1</b>	<b>28.9</b>	<b>12.4</b>	<b>7.6</b>

Note 1: Executive and Corporate Management & Purchasing includes: CEO, President, Owner, Vice-President, Managing Director, other C-Level & Management Titles.

Note 2: Engineering & Engineering Management includes Drilling, Operations, Technical and management and non-management Engineering titles as well as Field Professionals (superintendents, foremen, toolpushers etc.)

Note 3: Exploration Related Functions includes Exploration Management, Geology, Geoscience, Geophysics and Land titles.

Note 4: Includes Oil/Gas Operators - Private, and Independent Petroleum Association Members.

\*Unique Total represents unique recipients, not the sum of Print and Digital.

### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	31,997	11,529	-	22,133	21,394	43,526	83.2
II. Request from recipient's company:	50	2	-	51	1	52	0.1
III. Membership Benefit:	1,051	-	-	1,049	2	1,051	2.0
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	7,697	-	-	7,429	268	7,697	14.7
Association rosters and directories	-	-	-	-	-	-	-
*Business directories	7,182	-	-	7,167	15	7,182	13.7
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	515	-	-	262	253	515	1.0
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION**</b>	<b>40,795</b>	<b>11,531</b>	<b>-</b>	<b>30,662</b>	<b>21,665</b>	<b>52,326</b>	<b>100.0</b>
<b>PERCENT</b>	<b>78.0</b>	<b>22.0</b>	<b>-</b>	<b>58.6</b>	<b>41.4</b>	<b>100.0</b>	

\*See Additional Data

\*\*Unique Total represents unique recipients, not the sum of Print and Digital.

### 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

MAILING ADDRESS	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	30,205	21,633	51,837	99.2
Individuals by name only	34	30	64	0.1
Titles or functions only	21	2	23	-
Company names only	71	-	71	0.1
Multi-Copy Same Addressee copies	331	-	331	0.6
Single Copy Sales	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>30,662</b>	<b>21,665</b>	<b>52,326</b>	<b>100.0</b>

\*\*Unique Total represents unique recipients, not the sum of Print and Digital.

### GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

GENERAL INFORMATION OF QUALIFIED EXERCISING FELLOWS BY MAY 2017					
State	Print	Digital	Unique Total Qualified*	Percent	
Maine	33	6	39		
New Hampshire	62	3	65		
Vermont	10	2	12		
Massachusetts	184	35	219		
Rhode Island	32	2	34		
Connecticut	228	33	261		
NEW ENGLAND	549	81	630	1.2	
New York	432	134	566		
New Jersey	163	48	211		
Pennsylvania	1,511	732	2,243		
MIDDLE ATLANTIC	2,106	914	3,020	5.8	
Ohio	857	256	1,113		
Indiana	171	24	195		
Illinois	369	60	429		
Michigan	307	68	375		
Wisconsin	125	27	152		
EAST NO. CENTRAL	1,829	435	2,264	4.3	
Minnesota	116	25	141		
Iowa	64	10	74		
Missouri	142	26	168		
North Dakota	157	36	193		
South Dakota	32	8	40		
Nebraska	64	14	78		
Kansas	631	73	704		
WEST NO. CENTRAL	1,206	192	1,398	2.7	
Delaware	29	9	38		
Maryland	61	22	83		
Washington, DC	35	17	52		
Virginia	142	36	178		
West Virginia	358	127	485		
North Carolina	172	31	203		
South Carolina	76	14	90		
Georgia	146	34	180		
Florida	309	73	382		
SOUTH ATLANTIC	1,328	363	1,691	3.2	

State	Print	Digital	Unique Total Qualified*	Percent	
Kentucky	168	37	205		
Tennessee	119	33	152		
Alabama	168	33	201		
Mississippi	307	36	343		
EAST SO. CENTRAL	762	139	901	1.7	
Arkansas	253	31	284		
Louisiana	1,243	224	1,467		
Oklahoma	2,427	616	3,043		
Texas	14,450	3,478	17,928		
WEST SO. CENTRAL	18,373	4,349	22,722	43.4	
Montana	173	32	205		
Idaho	41	10	51		
Wyoming	362	64	426		
Colorado	1,723	656	2,379		
New Mexico	363	50	413		
Arizona	104	25	129		
Utah	191	34	225		
Nevada	63	12	75		
MOUNTAIN	3,020	883	3,903	7.5	
Alaska	84	30	114		
Washington	118	27	145		
Oregon	55	6	61		
California	1,117	222	1,339		
Hawaii	24	-	24		
PACIFIC	1,398	285	1,683	3.2	
UNITED STATES	30,571	7,641	38,212	73.0	
U.S. Territories	3	7	10		
Canada	11	1,045	1,056		
Mexico	2	200	202		
Other International	75	12,772	12,846		
APO/FPO	-	-	-		
UNIQUE TOTAL QUALIFIED CIRCULATION*	30,662	21,665	52,326	100.0	

\*Unique Total represents unique recipients, not the sum of Print and Digital.

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017**

Region/Country	Print	Digital	Unique Total Qualified*	Percent	Region/Country	Print	Digital	Unique Total Qualified*	Percent
<b>ASIA</b>					<b>AFRICA</b>				
Afghanistan	-	1	1		Algeria	-	134	134	
Armenia	-	1	1		Angola	-	35	35	
Azerbaijan	-	22	22		Botswana	-	7	7	
Bangladesh	-	13	13		Burkina Faso	-	1	1	
Brunei Darussalam	-	27	27		Cameroon	-	21	21	
China	1	66	67		Congo	-	5	5	
Hong Kong - SAR	1	19	20		Cote D'Ivoire	-	8	8	
India	6	1,611	1,617		Egypt	-	196	196	
Indonesia	2	351	353		Ethiopia	-	71	71	
Japan	3	76	79		Gabon	-	6	6	
Kazakhstan	-	32	32		Ghana	-	58	58	
Korea, Democratic	-	1	1		Kenya	-	82	82	
People's Republic Of	-				Liberia	-	5	5	
Korea, Republic Of	-	48	48		Libyan Arab Jamahiriya	-	16	16	
Macao	-	1	1		Mauritius	-	2	2	
Malaysia	2	572	574		Morocco	-	12	12	
Mongolia	-	1	1		Mozambique	-	7	7	
Myanmar	-	5	5		Namibia	-	18	18	
Nepal	-	2	2		Niger	-	1	1	
Pakistan	-	363	363		Nigeria	1	775	776	
Philippines	-	129	129		Rwanda	-	2	2	
Singapore	1	313	314		Senegal	-	5	5	
Sri Lanka	-	18	18		Sierra Leone	-	3	3	
Taiwan	1	19	20		Somalia	-	2	2	
Thailand	-	122	122		South Africa	1	161	162	
Turkmenistan	-	1	1		Sudan	1	34	35	
Uzbekistan	-	1	1		Swaziland	-	1	1	
Vietnam	1	37	38		Tanzania	-	9	9	
Subtotal	18	3,852	3,870	7.4	Tunisia	1	50	51	
<b>MIDDLE EAST</b>					Uganda	-	19	19	
Bahrain	-	24	24		Zambia	-	6	6	
Iran	-	135	135		Zimbabwe	-	13	13	
Iraq	-	44	44		Subtotal	4	1,765	1,769	3.4
Israel	-	29	29		<b>NORTH AMERICA</b>				
Jordan	-	15	15		Canada	11	1,045	1,056	
Kuwait	1	179	180		Mexico	2	200	202	
Lebanon	-	10	10		United States	30,574	7,648	38,222	
Oman	-	135	135		Subtotal	30,587	8,893	39,480	75.5
Qatar	1	173	174		<b>CARIBBEAN</b>				
Saudi Arabia	1	278	279		Aruba	-	1	1	
Syrian Arab Republic	-	10	10		Bahamas	-	1	1	
United Arab Emirates	1	532	533		Cayman Islands	-	1	1	
Yemen	-	12	12		Cuba	-	9	9	
Subtotal	4	1,576	1,580	3.0	Dominican Republic	-	3	3	
<b>EUROPE</b>					Grenada	-	1	1	
Albania	-	3	3		Netherlands Antilles	-	1	1	
Andorra	3	29	32		Trinidad and Tobago	-	50	50	
Belarus	-	1	1		Subtotal	-	67	67	0.1
Belgium	-	35	35		<b>CENTRAL AMERICA</b>				
Bosnia and Herzegovina	-	1	1		Belize	-	1	1	
Bulgaria	-	15	15		Costa Rica	-	2	2	
Croatia	-	30	30		El Salvador	-	1	1	
Cyprus	-	13	13		Guatemala	-	3	3	
Czech Republic	-	14	14		Honduras	-	1	1	
Denmark	-	68	68		Nicaragua	-	1	1	
Estonia	-	1	1		Panama	-	6	6	
Finland	-	9	9		Subtotal	-	15	15	-
France	4	244	248		<b>SOUTH AMERICA</b>				
Germany	4	116	120		Argentina	-	149	149	
Greece	1	83	83		Bolivia	-	40	40	
Greenland	-	1	1		Brazil	6	280	286	
Hungary	1	51	52		Chile	-	40	40	
Iceland	-	10	10		Colombia	1	165	166	
Ireland	-	40	40		Ecuador	-	46	46	
Italy	1	193	194		Guyana	-	1	1	
Lithuania	-	2	2		Peru	-	91	91	
Luxembourg	-	1	1		Suriname	-	5	5	
Macedonia	-	3	3		Uruguay	-	5	5	
Malta	-	8	8		Venezuela	-	149	149	
Moldova	-	1	1		Subtotal	7	971	978	1.9
Monaco	1	5	6		<b>ASIA PACIFIC</b>				
Netherlands	1	282	283		Australia	3	648	651	
Norway	6	282	288		Fiji	-	1	1	
Poland	-	64	64		New Zealand	-	39	39	
Portugal	-	53	53		Papua New Guinea	-	1	1	
Romania	1	246	247		Tuvalu	-	1	1	
Russian Federation	1	103	104		Subtotal	3	690	693	1.3
Serbia	-	35	35						
Slovakia	-	5	5						
Slovenia	-	3	3						
Spain	-	185	185						
Sweden	-	14	14						
Switzerland	-	32	32						
Turkey	-	91	91						
Ukraine	-	20	20						
United Kingdom	15	1,444	1,459						
Subtotal	39	3,836	3,874	7.4					
					<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>30,662</b>	<b>21,665</b>	<b>52,326</b>	<b>100.0</b>

\*Unique Total represents unique recipients, not the sum of Print and Digital.

## ADDITIONAL DATA

### METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital versions are notified via email when the version is available.

### STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

### PARAGRAPH 1:

Association/Society Membership – E&P magazine is a benefit of membership for two associations. They are the National Association of Petroleum Investment Analysts (NAPIA) and the American Association of Drilling Engineers (AADE).

### PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 7,182 copies or 13.7%, including InfoUSA. Other sources include 1 source of circulation for a quantity of 515 copies or 1.0%, including Dun & Bradstreet/Hoovers database service.

### EXTENDED MARKET COVERAGE:

In addition to the qualified subscriber base analyzed in paragraph 3a of this report, the publication management for E&P identified additional people within the market and delivered the digital edition of the publication to them. This extended market coverage is described in the table below.

QM – Business description	Extended Coverage Total	Percent	Extended Coverage Executives	Extended Coverage Engineers	Extended Coverage Exploration	Extended Coverage Other
Operators	5,789	17.4	2,577	2,614	315	283
Consultants/Contractors	17,849	53.7	9,297	7,990	90	472
Service/Supply	9,259	27.9	5,920	3,134	112	93
Insurance/Financial/Other	326	1.0	27	16	-	283
<b>TOTAL QUALIFIED PERCENT</b>	<b>33,223</b>	<b>100.0</b>	<b>17,821</b>	<b>13,754</b>	<b>517</b>	<b>1,131</b>
			<b>53.6</b>	<b>41.4</b>	<b>1.6</b>	<b>3.4</b>

Section of World	Total	Percent
United States	19,350	58.2
International	13,865	41.8
Canada	8	-
<b>TOTAL QUALIFIED PERCENT</b>	<b>33,223</b>	<b>100.0</b>

### PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Russ Laas, Vice President - E&P Publishing Group

James X. Browning, Vice President - Audience Development

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

#### IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed	July 31, 2017
State	Texas
County	Harris
Received by BPA Worldwide	July 31, 2017
Type	BJ
ID Number	E340B0J7

#### About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.