



BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED DECEMBER 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.

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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; 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, and Functions Not Available as shown in paragraph 3a.

CHANNELS

E&P MAGAZINE



6 issues in the period
51,240 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
E&P MAGAZINE (6 issues in the period)	51,112	128	51,240
a. Print	30,937	128	31,065
b. Digital	20,175	-	20,175
1. Requested	19,197	-	19,197
2. Non-Requested	978	-	978

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	23
Advertiser and Agency	734
Allocated for Trade Shows and Conventions	352
*All Other	37,284
TOTAL	38,393

*See Additional Data

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	49,735	97.1	49,735	97.1	-	-
Sponsored Individually Addressed	120	0.2	-	-	120	0.2
*Membership Benefit	1,052	2.1	1,052	2.1	-	-
Multi-Copy Same Addressee	333	0.6	325	0.6	8	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	51,240	100.0	51,112	99.8	128	0.2

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Print	Digital	Total Qualified
July	30,581	20,851	51,432
August	30,757	19,595	50,352
September	30,750	19,501	50,251
October	30,952	19,148	50,100
November	31,188	21,431	52,619
December	32,162	20,525	52,687

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

This issue is 3.2% or 1,655 copies above the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	Executive and Corporate Management & Purchasing (Note 1)	Engineering Management (Note 2)	Exploration Related Functions (Note 3)	Other Functions, Unknown Functions, and Functions Not Available
Major Integrated Oil & Gas Company	13,575	25.8	9,705	3,870	8,396	3,735	1,082	362
Independent Oil & Gas Producer (Note 4)	12,134	23.1	9,057	3,077	6,571	2,957	2,244	362
National/State Oil Company and other unspecified oil/gas/energy operators, producers, exploration, exploitation, development and/or production companies	5,183	9.8	1,820	3,363	1,409	2,961	603	210
Sub-Total (Operators)	30,892	58.7	20,582	10,310	16,376	9,653	3,929	934
Consultants or consulting firms	5,939	11.3	2,558	3,381	2,394	2,279	910	356
Drilling Contractors, Main Contractors or Subcontractors	4,134	7.8	2,327	1,807	2,064	1,576	264	230
Integrated Service Contractors	2,344	4.5	1,451	893	1,227	830	199	88
Sub-Total (All Above)	12,417	23.6	6,336	6,081	5,685	4,685	1,373	674
Service Companies (seismic, exploration, production, construction) and/or Supply Companies	5,404	10.3	2,510	2,894	2,361	1,637	393	1,013
Insurance or Financial services; Educational Institutions; Government Agencies; Research Laboratories.	1,643	3.1	444	1,199	427	479	378	359
Other companies allied to the field	2,263	4.3	1,316	947	872	409	140	842
TOTAL QUALIFIED CIRCULATION	52,619	100.0	31,188	21,431	25,721	16,863	6,213	3,822
PERCENT	100.0		59.3	40.7	48.9	32.0	11.8	7.3

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.

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

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3* Years				
I. Direct Request:	32,205	11,574	-	22,624	21,155	43,779	83.2
II. Request from recipient's company:	51	2	-	52	1	53	0.1
III. Membership Benefit:	1,052	-	-	1,050	2	1,052	2.0
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	7,735	-	-	7,462	273	7,735	14.7
Association rosters and directories	-	-	-	-	-	-	-
*Business directories	7,209	-	-	7,194	15	7,209	13.7
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	526	-	-	268	258	526	1.0
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	41,043	11,576	-	31,188	21,431	52,619	100.0
PERCENT	78.0	22.0	-	59.3	40.7	100.0	

*See Additional Data

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

MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	30,746	21,405	52,151	99.1
Individuals by name only	32	24	56	0.1
Titles or functions only	18	2	20	-
Company names only	59	-	59	0.1
Multi-Copy Same Addressee copies	333	-	333	0.7
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	31,188	21,431	52,619	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017

State	Print	Digital	Total Qualified	Percent
Maine	34	5	39	
New Hampshire	45	4	49	
Vermont	11	1	12	
Massachusetts	187	29	216	
Rhode Island	31	2	33	
Connecticut	227	32	259	
NEW ENGLAND	535	73	608	1.2
New York	457	215	672	
New Jersey	176	42	218	
Pennsylvania	1,581	670	2,251	
MIDDLE ATLANTIC	2,214	927	3,141	6.0
Ohio	887	225	1,112	
Indiana	178	17	195	
Illinois	375	58	433	
Michigan	306	64	370	
Wisconsin	129	27	156	
EAST NO. CENTRAL	1,875	391	2,266	4.3
Minnesota	115	26	141	
Iowa	62	12	74	
Missouri	142	25	167	
North Dakota	162	32	194	
South Dakota	32	10	42	
Nebraska	67	9	76	
Kansas	620	68	688	
WEST NO. CENTRAL	1,200	182	1,382	2.6
Delaware	30	9	39	
Maryland	64	21	85	
Washington, DC	37	14	51	
Virginia	147	31	178	
West Virginia	374	103	477	
North Carolina	177	25	202	
South Carolina	75	14	89	
Georgia	155	25	180	
Florida	315	74	389	
SOUTH ATLANTIC	1,374	316	1,690	3.2
State	Print	Digital	Total Qualified	Percent
Kentucky	166	37	203	
Tennessee	122	30	152	
Alabama	161	29	190	
Mississippi	223	35	258	
EAST SO. CENTRAL	672	131	803	1.5
Arkansas	242	30	272	
Louisiana	1,289	207	1,496	
Oklahoma	2,513	670	3,183	
Texas	14,811	3,920	18,731	
WEST SO. CENTRAL	18,855	4,827	23,682	45.0
Montana	177	29	206	
Idaho	43	9	52	
Wyoming	352	67	419	
Colorado	1,717	672	2,389	
New Mexico	359	47	406	
Arizona	111	17	128	
Utah	197	26	223	
Nevada	57	11	68	
MOUNTAIN	3,013	878	3,891	7.4
Alaska	86	31	117	
Washington	115	25	140	
Oregon	57	5	62	
California	1,128	227	1,355	
Hawaii	24	-	24	
PACIFIC	1,410	288	1,698	3.2
UNITED STATES	31,148	8,013	39,161	74.4
U.S. Territories	6	5	11	
Canada	5	881	886	
Mexico	1	184	185	
Other International	28	12,348	12,376	
APQ/FPO	-	-	-	
TOTAL QUALIFIED CIRCULATION	31,188	21,431	52,619	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017

Region/Country	Print	Digital	Total Qualified	Percent	Region/Country	Print	Digital	Total Qualified	Percent
ASIA					AFRICA				
Afghanistan	-	1	1		Algeria	-	127	127	
Armenia	-	1	1		Angola	-	33	33	
Azerbaijan	-	16	16		Botswana	-	3	3	
Bangladesh	-	11	11		Burkina Faso	-	1	1	
Brunei Darussalam	-	24	24		Cameroon	-	18	18	
China	-	60	60		Central African Republic	-	2	2	
Hong Kong - SAR	-	17	17		Congo	-	5	5	
India	5	1,712	1,717		Cote D'Ivoire	-	8	8	
Indonesia	-	325	325		Egypt	-	172	172	
Japan	1	71	72		Ethiopia	-	62	62	
Kazakhstan	-	27	27		Gabon	-	6	6	
Korea, Democratic	-	1	1		Ghana	-	53	53	
People's Republic Of	-				Kenya	-	77	77	
Korea, Republic Of	-	40	40		Liberia	-	4	4	
Macao	-	1	1		Libyan Arab Jamahiriya	-	15	15	
Malaysia	-	502	502		Mauritius	-	3	3	
Mongolia	-	2	2		Morocco	-	10	10	
Myanmar	-	5	5		Mozambique	-	7	7	
Nepal	-	2	2		Namibia	-	19	19	
Pakistan	-	314	314		Niger	-	1	1	
Philippines	-	111	111		Nigeria	-	719	719	
Singapore	-	280	280		Rwanda	-	1	1	
Sri Lanka	-	16	16		Senegal	-	3	3	
Taiwan	1	14	15		Sierra Leone	-	4	4	
Thailand	-	119	119		Somalia	-	2	2	
Turkmenistan	-	1	1		South Africa	-	125	125	
Uzbekistan	-	1	1		Sudan	-	37	37	
Vietnam	-	34	34		Swaziland	-	1	1	
Subtotal	7	3,708	3,715	7.1	Tanzania	-	9	9	
MIDDLE EAST					Tunisia	-	48	48	
Bahrain	-	23	23		Uganda	-	23	23	
Iran	-	114	114		Zambia	-	7	7	
Iraq	-	37	37		Zimbabwe	-	12	12	
Israel	-	26	26		Subtotal	-	1,617	1,617	3.1
Jordan	-	13	13		NORTH AMERICA				
Kuwait	-	615	615		Canada	5	881	886	
Lebanon	-	11	11		Mexico	1	184	185	
Oman	-	118	118		United States	31,154	8,018	39,172	
Qatar	-	157	157		Subtotal	31,160	9,083	40,243	76.5
Saudi Arabia	-	301	301		CARIBBEAN				
Syrian Arab Republic	-	8	8		Bahamas	-	1	1	
United Arab Emirates	-	500	500		Cayman Islands	-	1	1	
Yemen	-	10	10		Cuba	-	4	4	
unspecified Middle East	-	1	1		Dominican Republic	-	3	3	
Subtotal	-	1,934	1,934	3.7	Grenada	-	1	1	
EUROPE					Haiti	-	1	1	
Albania	-	2	2		Netherlands Antilles	-	2	2	
Austria	2	27	29		Trinidad and Tobago	-	47	47	
Belarus	-	1	1		Subtotal	-	60	60	0.1
Belgium	-	33	33		CENTRAL AMERICA				
Bulgaria	-	14	14		Belize	-	1	1	
Croatia	-	28	28		Costa Rica	-	2	2	
Cyprus	-	10	10		El Salvador	-	1	1	
Czech Republic	-	13	13		Guatemala	-	3	3	
Denmark	-	60	60		Honduras	-	1	1	
Estonia	-	1	1		Nicaragua	-	1	1	
Finland	-	8	8		Panama	-	5	5	
France	3	225	228		Subtotal	-	14	14	-
Germany	2	108	110		SOUTH AMERICA				
Greece	1	77	78		Argentina	1	133	134	
Greenland	-	1	1		Bolivia	-	39	39	
Hungary	1	47	48		Brazil	1	280	281	
Iceland	-	8	8		Chile	-	39	39	
Ireland	-	36	36		Colombia	-	154	154	
Italy	1	177	178		Ecuador	-	44	44	
Lithuania	-	2	2		Guyana	-	1	1	
Luxembourg	-	1	1		Peru	-	83	83	
Macedonia	-	3	3		Suriname	-	5	5	
Malta	-	5	5		Uruguay	-	5	5	
Moldova	-	1	1		Venezuela	-	134	134	
Monaco	-	5	5		Subtotal	2	917	919	1.7
Netherlands	1	233	234		ASIA PACIFIC				
Norway	2	282	284		Australia	-	542	542	
Poland	-	54	54		Fiji	-	1	1	
Portugal	-	47	47		New Zealand	-	30	30	
Romania	-	224	224		Papua New Guinea	-	1	1	
Russian Federation	-	92	92		Subtotal	-	574	574	1.1
Serbia	-	31	31		TOTAL QUALIFIED CIRCULATION				
Slovakia	-	5	5			31,188	21,431	52,619	100.0
Slovenia	-	3	3						
Spain	-	163	163						
Sweden	-	25	25						
Switzerland	-	30	30						
Turkey	-	86	86						
Ukraine	-	17	17						
United Kingdom	6	1,339	1,345						
Subtotal	19	3,524	3,543	6.7					

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 7,209 copies or 13.7%, including InfoUSA.

Other sources include 1 source of circulation for a quantity of 526 copies or 1.0%, including Dun & Bradstreet/Hoovers database service.

BONUS DISTRIBUTION:

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 a print or digital edition of the publication to them on a non-requested basis. This bonus distribution for the November 2017 issue is described in the table below which has previously been, and will be, audited by BPA.

AVERAGE DISTRIBUTION FOR THE PERIOD

Medium	Count	Percent
Print	2,226	6.5
Digital	32,167	93.5
Both	-	-
TOTAL	34,393	100.0

NOVEMBER ISSUE

Section of the World	Count	Percent
United States	14,726	43.0
Canada	4	-
International	19,532	57.0
TOTAL	34,262	100.0

NOVEMBER ISSUE

Business description	Grand Total	Percent	Executives	Engineers	Exploration	Other
Operators	2,987	8.7	1,901	623	231	232
Consultants/Contractors	16,534	48.3	8,106	7,862	80	486
Service/Supply/Manufacturing	14,423	42.1	7,609	6,496	106	212
Insurance/Financial/Other	318	0.9	26	16	-	276
TOTAL	34,262	100.0	17,642	14,997	417	1,206
PERCENT	100.0		51.5	43.8	1.2	3.5

PUBLISHER'S AFFIDAVIT

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

Russ Laas, Senior Vice President - Media 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	January 30, 2018
State	Texas
County	Harris
Received by BPA Worldwide	January 30, 2018
Type	BJ
ID Number	E340B0D7

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 for the latest audit reports, membership information and publishing and advertising industry news.