



BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JUNE 2016



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; 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
52,133 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)	51,922	211	52,133
a. Print	37,656	204	37,860
b. Digital	14,266	7	14,273
1. Requested	14,265	7	14,272
2. Non-Requested	1	-	1

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	17
Advertiser and Agency	2,106
Allocated for Trade Shows and Conventions	540
All Other	496
TOTAL	3,159

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	51,546	98.9	51,382	98.6	164	0.3
Sponsored Individually Addressed	22	-	-	-	22	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	565	1.1	540	1.0	25	0.1
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	52,133	100.0	51,922	99.6	211	0.4

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Print	Digital	Total Qualified
January	39,135	13,174	52,309
February	39,131	12,904	52,035
March	38,776	13,458	52,234
April	38,487	12,785	51,272
May	39,688	13,237	52,925
June	31,943	20,085	52,028

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

This issue is 1.8% or 949 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 & Engineering Management (Note 2)	Exploration Related Functions (Note 3)	Other Functions, Unknown Functions, Corporate Libraries and Functions Not Available
Major Integrated Oil & Gas Company	8,666	16.4	6,019	2,647	2,932	3,643	1,630	461
Independent Oil & Gas Producer (Note 4)	17,226	32.5	14,059	3,167	9,542	3,752	3,278	654
National/State Oil Company and other unspecified oil/gas/energy operators, producers, exploration, exploitation, development and/or production companies	9,454	17.9	8,478	976	6,305	1,992	904	253
Sub-Total (Operators)	35,346	66.8	28,556	6,790	18,779	9,387	5,812	1,368
Consultants or consulting firms	5,683	10.7	3,433	2,250	2,538	2,027	947	171
Drilling Contractors, Main Contractors or Subcontractors	3,974	7.5	2,738	1,236	2,017	1,573	283	101
Integrated Service Contractors	2,316	4.4	1,548	768	1,141	921	217	37
Sub-Total (All Above)	11,973	22.6	7,719	4,254	5,696	4,521	1,447	309
Service Companies (seismic, exploration, production, construction) and/or Supply Companies	3,301	6.2	2,080	1,221	1,434	1,283	356	228
Insurance or Financial services; Educational Institutions; Government Agencies; Research Laboratories; paid subscribers who did not supply demographics and other companies allied to the field	2,305	4.4	1,333	972	610	680	555	460
TOTAL QUALIFIED CIRCULATION	52,925	100.0	39,688	13,237	26,519	15,871	8,170	2,365
PERCENT	100.0		75.0	25.0	50.1	30.0	15.4	4.5

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 MAY 2016

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	34,511	10,572	-	31,847	13,236	45,083	85.1
II. Request from recipient's company:	37	2	-	39	-	39	0.1
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	7,802	1	-	7,802	1	7,803	14.8
*Association rosters and directories	1,279	-	-	1,279	-	1,279	2.4
*Business directories	1,085	-	-	1,085	-	1,085	2.1
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	5,438	1	-	5,438	1	5,439	10.3
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	42,350	10,575	-	39,688	13,237	52,925	100.0
PERCENT	80.0	20.0	-	75.0	25.0	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	38,802	13,236	52,038	98.3
Individuals by name only	210	1	211	0.4
Titles or functions only	41	-	41	0.1
Company names only	42	-	42	0.1
Multi-Copy Same Addressee copies	593	-	593	1.1
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	39,688	13,237	52,925	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July – December 2013	January – June 2014	July – December 2014	January – June 2015	July – December 2015*	January – June 2016*
Total Audit Average Qualified:	51,048	51,686	52,309	53,412	52,310	52,133
Qualified Non-Paid:	50,607	51,320	51,981	53,134	52,023	51,922
Print:	37,539	38,822	40,750	40,396	39,664	37,656
Digital:	13,068	12,498	11,231	12,738	12,359	14,266
Qualified Paid:	441	366	328	278	287	211
Print:	404	327	306	269	269	204
Digital:	37	39	22	9	18	7
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July 2015 – June 2016 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

State	Print	Digital	Total Qualified	Percent
Maine	30	1	31	
New Hampshire	28	2	30	
Vermont	11	1	12	
Massachusetts	164	28	192	
Rhode Island	37	-	37	
Connecticut	104	13	117	
NEW ENGLAND	374	45	419	0.8
New York	408	87	495	
New Jersey	165	29	194	
Pennsylvania	1,865	384	2,249	
MIDDLE ATLANTIC	2,438	500	2,938	5.6
Ohio	957	156	1,113	
Indiana	172	22	194	
Illinois	413	49	462	
Michigan	342	43	385	
Wisconsin	130	14	144	
EAST NO. CENTRAL	2,014	284	2,298	4.3
Minnesota	112	12	124	
Iowa	52	4	56	
Missouri	114	19	133	
North Dakota	170	19	189	
South Dakota	38	2	40	
Nebraska	66	8	74	
Kansas	737	77	814	
WEST NO. CENTRAL	1,289	141	1,430	2.7
Delaware	22	7	29	
Maryland	66	23	89	
Washington, DC	51	11	62	
Virginia	156	23	179	
West Virginia	481	76	557	
North Carolina	168	15	183	
South Carolina	51	7	58	
Georgia	127	14	141	
Florida	320	36	356	
SOUTH ATLANTIC	1,442	212	1,654	3.1

State	Print	Digital	Total Qualified	Percent
Kentucky	234	39	273	
Tennessee	111	22	133	
Alabama	172	25	197	
Mississippi	238	32	270	
EAST SO. CENTRAL	755	118	873	1.6
Arkansas	239	31	270	
Louisiana	1,313	199	1,512	
Oklahoma	2,971	408	3,379	
Texas	14,225	2,808	17,033	
WEST SO. CENTRAL	18,748	3,446	22,194	42.0
Montana	216	35	251	
Idaho	47	3	50	
Wyoming	457	54	511	
Colorado	2,140	456	2,596	
New Mexico	429	48	477	
Arizona	118	18	136	
Utah	190	29	219	
Nevada	69	9	78	
MOUNTAIN	3,666	652	4,318	8.2
Alaska	99	20	119	
Washington	91	11	102	
Oregon	58	6	64	
California	910	192	1,102	
Hawaii	12	1	13	
PACIFIC	1,170	230	1,400	2.6
UNITED STATES	31,896	5,628	37,524	70.9
U.S. Territories	2	7	9	
Canada	949	475	1,424	
Mexico	74	129	203	
Other International	6,767	6,998	13,765	
APQ/FPO	-	-	-	

TOTAL QUALIFIED CIRCULATION	39,688	13,237	52,925	100.0
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GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

Region/Country	Print	Digital	Total Qualified	Percent	Region/Country	Print	Digital	Total Qualified	Percent
ASIA					AFRICA				
Afghanistan	-	1	1		Algeria	53	49	102	
Azerbaijan	9	13	22		Angola	10	18	28	
Bangladesh	7	2	9		Botswana	1	3	4	
Brunei Darussalam	16	12	28		Burkina Faso	-	1	1	
China	31	75	106		Cameroon	9	8	17	
Georgia	1	-	1		Chad	1	1	2	
Hong Kong - SAR	15	26	41		Congo	1	4	5	
India	980	692	1,672		Cote D'Ivoire	2	5	7	
Indonesia	187	219	406		Egypt	89	126	215	
Japan	43	60	103		Ethiopia	3	72	75	
Kazakhstan	17	29	46		Gabon	-	4	4	
Korea, Republic Of	23	42	65		Ghana	22	31	53	
Malaysia	378	329	707		Kenya	6	65	71	
Mongolia	-	2	2		Liberia	-	3	3	
Myanmar	6	1	7		Libyan Arab Jamahiriya	3	6	9	
Nepal	1	1	2		Madagascar	1	1	2	
Pakistan	230	144	374		Mauritius	-	2	2	
Philippines	56	53	109		Morocco	3	8	11	
Singapore	217	187	404		Mozambique	2	2	4	
Sri Lanka	7	10	17		Namibia	7	11	18	
Taiwan	5	16	21		Nigeria	362	395	757	
Thailand	72	83	155		Rwanda	-	1	1	
Turkmenistan	1	-	1		Senegal	3	1	4	
Vietnam	22	20	42		Sierra Leone	-	2	2	
Subtotal	2,324	2,017	4,341	8.2	Somalia	-	1	1	
MIDDLE EAST					South Africa	66	99	165	
Bahrain	11	11	22		Sudan	9	13	22	
Iran	134	28	162		Swaziland	-	1	1	
Iraq	25	24	49		Tanzania	5	8	13	
Israel	15	12	27		Tunisia	24	23	47	
Jordan	7	4	11		Uganda	5	13	18	
Kuwait	125	75	200		Zambia	-	6	6	
Lebanon	3	9	12		Zimbabwe	2	11	13	
Oman	61	93	154		Subtotal	689	994	1,683	3.2
Qatar	99	81	180		NORTH AMERICA				
Saudi Arabia	90	127	217		Canada	949	475	1,424	
Syrian Arab Republic	2	6	8		Mexico	74	129	203	
United Arab Emirates	242	261	503		United States	31,898	5,635	37,533	
Yemen	11	9	20		Subtotal	32,921	6,239	39,160	73.9
Subtotal	825	740	1,565	3.0	CARIBBEAN				
EUROPE					Barbados	-	1	1	
Albania	1	1	2		Cuba	-	1	1	
Austria	26	11	37		Dominican Republic	5	3	8	
Belarus	-	3	3		Jamaica	-	3	3	
Belgium	15	17	32		Netherlands Antilles	-	1	1	
Bosnia and Herzegovina	1	1	2		Puerto Rico	1	-	1	
Bulgaria	6	8	14		Trinidad and Tobago	22	24	46	
Croatia	6	10	16		Subtotal	28	33	61	0.1
Cyprus	4	5	9		CENTRAL AMERICA				
Czech Republic	9	22	31		Costa Rica	-	2	2	
Denmark	41	40	81		El Salvador	1	-	1	
Estonia	1	-	1		Guatemala	1	2	3	
Finland	2	2	4		Honduras	-	1	1	
France	139	124	263		Panama	-	4	4	
Germany	71	67	138		Subtotal	2	9	11	-
Greece	37	57	94		SOUTH AMERICA				
Hungary	39	37	76		Argentina	65	97	162	
Iceland	2	7	9		Bolivia	9	36	45	
Ireland	17	23	40		Brazil	167	181	348	
Italy	75	116	191		Chile	9	34	43	
Lithuania	2	2	4		Colombia	77	117	194	
Luxembourg	-	2	2		Ecuador	11	35	46	
Macedonia	-	1	1		Guyana	-	1	1	
Malta	2	2	4		Paraguay	2	-	2	
Moldova	2	-	2		Peru	44	71	115	
Monaco	1	7	8		Suriname	1	3	4	
Netherlands	175	166	341		Uruguay	-	4	4	
Norway	179	179	358		Venezuela	16	111	127	
Poland	35	44	79		Subtotal	401	690	1,091	2.1
Portugal	18	31	49		ASIA PACIFIC				
Romania	148	187	335		Australia	450	336	786	
Russian Federation	53	92	145		Fiji	-	1	1	
Serbia	32	35	67		New Zealand	17	23	40	
Slovakia	7	5	12		Papua New Guinea	2	-	2	
Slovenia	2	2	4		Subtotal	469	360	829	1.6
Spain	68	129	197						
Sweden	9	11	20						
Switzerland	23	23	46						
Turkey	52	79	131						
Ukraine	16	20	36						
United Kingdom	713	587	1,300						
Subtotal	2,029	2,155	4,184	7.9					
					TOTAL QUALIFIED CIRCULATION	39,688	13,237	52,925	100.0

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of a recipient's 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 3b:

Association rosters and directories include 1 source of circulation for quantities of 1,279 copies or 2.4%, including IPAA.

Business directories include 3 sources of circulation for quantities of 182 copies or 0.8% to 480 copies or 0.9%, including Hart's Rocky Mountain Directory, Hart's Marcellus Utica Directory, and Hart's Eagle Ford Directory.

Other sources include 3 sources of circulation for quantities of 571 copies or 1.1% to 2,546 copies or 4.8% including Hart's DUG & other Hart Conferences as well as other industry sources.

PUBLISHER'S AFFIDAVIT

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

Jim Browning, Director, Audience Development

Audrey Miller, Circulation

(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 August 2, 2016

State Texas

County Harris

Received by BPA Worldwide August 2, 2016

Type BJ

ID Number E340B0J6

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.