



BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JUNE 2019



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
52,417 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)	52,311	106	52,417
a. Print	37,303	106	37,409
b. Digital	15,008	-	15,008
1. Requested	15,004	-	15,004
2. Non-Requested	4	-	4

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	11
Advertiser and Agency	640
Allocated for Trade Shows and Conventions	605
*All Other	27,435
TOTAL	28,691

*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	48,866	93.2	48,760	93.0	106	0.2
Sponsored Individually Addressed	-	-	-	-	-	-
*Membership Benefit	3,173	6.1	3,173	6.1	-	-
Multi-Copy Same Addressee	378	0.7	378	0.7	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	52,417	100.0	52,311	99.8	106	0.2

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Print	Digital	Total Qualified
January	36,842	15,232	52,074
February	37,655	15,213	52,868
March	37,782	14,527	52,309
April	38,435	14,154	52,589
May	36,975	15,432	52,407
June	36,764	15,490	52,254

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

This issue is -% or 12 copies below 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 and Association Members (Note 2)	Exploration Related Functions (Note 3)	Other Functions, Unknown Functions and Functions Not Available
Major Integrated Oil & Gas Company	7,807	14.9	5,026	2,781	3,087	3,606	892	222
Independent Oil & Gas Producer (Note 4)	18,560	35.4	15,935	2,625	8,507	5,942	2,860	1,251
National/State Oil Company and other unspecified oil/gas/energy operators, producers, exploration, exploitation, development and/or production companies	3,392	6.5	1,597	1,795	983	1,856	409	144
Sub-Total (Operators)	29,759	56.8	22,558	7,201	12,577	11,404	4,161	1,617
Consultants or consulting firms	5,709	10.9	2,884	2,825	2,646	2,031	859	173
Drilling Contractors, Main Contractors or Subcontractors	3,447	6.6	2,228	1,219	1,779	1,401	179	88
Integrated Service Contractors	1,886	3.6	1,136	750	989	719	127	51
Service Companies (seismic, exploration, production, construction)	5,646	10.8	3,833	1,813	2,845	2,137	347	317
Sub-Total (All Above)	16,688	31.9	10,081	6,607	8,259	6,288	1,512	629
Supply Companies	2,644	5.0	1,938	706	1,519	822	55	248
Insurance or Financial services; Educational Institutions; Government Agencies; Research Laboratories.	1,698	3.2	1,005	693	865	432	171	230
Other companies allied to the field	1,618	3.1	1,393	225	745	548	57	268
TOTAL QUALIFIED CIRCULATION	52,407	100.0	36,975	15,432	23,965	19,494	5,956	2,992
PERCENT	100.0	100.0	70.6	29.4	45.7	37.2	11.4	5.7

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 and Association Members includes Drilling, Operations, Technical and management and non-management Engineering titles as well as Field Professionals (superintendents, foremen, toolpushers etc.) and association members who receive E&P as a benefit of their membership.

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 2019

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3+ Years				
I. Direct Request:	28,746	10,229	-	23,583	15,392	38,975	74.4
II. Request from recipient's company:	1	428	-	395	34	429	0.8
III. Membership Benefit:	3,173	-	-	3,171	2	3,173	6.1
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	9,830	-	-	9,826	4	9,830	18.7
*Association rosters and directories	168	-	-	165	3	168	0.3
*Business directories	9,662	-	-	9,661	1	9,662	18.4
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	41,750	10,657	-	36,975	15,432	52,407	100.0
PERCENT	79.7	20.3	-	70.6	29.4	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

Mailing Address	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	36,514	15,432	51,946	99.2
Individuals by name only	18	-	18	-
Titles or functions only	21	-	21	-
Company names only	44	-	44	0.1
Multi-Copy Same Addressee copies	378	-	378	0.7
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	36,975	15,432	52,407	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	15	2	17		Kentucky	159	26	185	
New Hampshire	34	8	42		Tennessee	101	23	124	
Vermont	8	1	9		Alabama	129	21	150	
Massachusetts	149	35	184		Mississippi	183	32	215	
Rhode Island	20	3	23		EAST SO. CENTRAL	572	102	674	1.3
Connecticut	81	24	105		Arkansas	283	22	305	
NEW ENGLAND	307	73	380	0.7	Louisiana	1,157	206	1,363	
New York	1,115	99	1,214		Oklahoma	3,337	425	3,762	
New Jersey	152	23	175		Texas	19,390	2,966	22,356	
Pennsylvania	1,786	403	2,189		WEST SO. CENTRAL	24,167	3,619	27,786	53.0
MIDDLE ATLANTIC	3,053	525	3,578	6.8	Montana	206	31	237	
Ohio	958	181	1,139		Idaho	38	2	40	
Indiana	151	13	164		Wyoming	521	76	597	
Illinois	400	45	445		Colorado	2,192	487	2,679	
Michigan	311	64	375		New Mexico	374	74	448	
Wisconsin	87	17	104		Arizona	81	15	96	
EAST NO. CENTRAL	1,907	320	2,227	4.3	Utah	162	35	197	
Minnesota	83	14	97		Nevada	41	11	52	
Iowa	45	12	57		MOUNTAIN	3,615	731	4,346	8.3
Missouri	99	24	123		Alaska	73	24	97	
North Dakota	249	50	299		Washington	60	23	83	
South Dakota	30	7	37		Oregon	40	4	44	
Nebraska	46	7	53		California	706	168	874	
Kansas	605	74	679		Hawaii	7	-	7	
WEST NO. CENTRAL	1,157	188	1,345	2.6	PACIFIC	886	219	1,105	2.1
Delaware	63	6	69		UNITED STATES	36,895	6,034	42,929	81.9
Maryland	51	17	68		U.S. Territories	3	4	7	
Washington, DC	47	8	55		Canada	11	445	456	
Virginia	151	31	182		Mexico	-	122	122	
West Virginia	462	64	526		Other International	66	8,827	8,893	
North Carolina	112	37	149		APO/FPO	-	-	-	
South Carolina	47	12	59						
Georgia	87	24	111						
Florida	211	58	269						
SOUTH ATLANTIC	1,231	257	1,488	2.8					
					TOTAL QUALIFIED CIRCULATION	36,975	15,432	52,407	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

Region/Country	Print	Digital	Total Qualified	Percent	Region/Country	Print	Digital	Total Qualified	Percent
ASIA					AFRICA				
Afghanistan	-	22	22		Algeria	-	58	58	
Bangladesh	-	16	16		Angola	-	22	22	
Brunei Darussalam	-	6	6		Botswana	-	3	3	
China	-	45	45		Burkina Faso	-	1	1	
Hong Kong - SAR	-	11	11		Cameroon	-	10	10	
India	17	1,699	1,716		Congo	-	6	6	
Indonesia	1	220	221		Cote D'Ivoire	-	8	8	
Japan	1	58	59		Egypt	1	175	176	
Kazakhstan	-	14	14		Equatorial Guinea	-	1	1	
Korea, Republic Of	-	25	25		Ethiopia	-	8	8	
Macao	-	1	1		Gabon	-	1	1	
Malaysia	-	355	355		Ghana	-	49	49	
Mongolia	-	1	1		Kenya	-	32	32	
Myanmar	-	2	2		Liberia	-	2	2	
Pakistan	2	264	266		Libyan Arab Jamahiriya	-	22	22	
Philippines	-	68	68		Mauritius	-	2	2	
Singapore	1	199	200		Morocco	-	3	3	
Sri Lanka	-	10	10		Mozambique	-	5	5	
Taiwan	1	6	7		Namibia	-	5	5	
Thailand	-	89	89		Niger	-	3	3	
Turkmenistan	-	2	2		Nigeria	-	484	484	
Uzbekistan	-	1	1		Senegal	-	3	3	
Vietnam	-	19	19		Sierra Leone	-	2	2	
Subtotal	23	3,133	3,156	6.0	South Africa	-	88	88	
MIDDLE EAST					NORTH AMERICA				
Bahrain	-	12	12		Canada	11	445	456	
Iran	-	80	80		Mexico	-	122	122	
Iraq	-	38	38		United States	36,898	6,038	42,936	
Israel	-	17	17		Subtotal	36,909	6,605	43,514	83.0
Jordan	-	9	9		CARIBBEAN				
Kuwait	-	174	174		Bahamas	-	1	1	
Lebanon	-	8	8		Cuba	-	2	2	
Oman	-	92	92		Grenada	-	1	1	
Qatar	5	157	162		Haiti	-	1	1	
Saudi Arabia	1	148	149		Trinidad and Tobago	-	39	39	
Syrian Arab Republic	-	4	4		Subtotal	-	44	44	0.1
United Arab Emirates	4	548	552		CENTRAL AMERICA				
Yemen	-	9	9		Belize	-	1	1	
Subtotal	10	1,296	1,306	2.5	Costa Rica	-	2	2	
EUROPE					SOUTH AMERICA				
Albania	-	2	2		Argentina	1	109	110	
Austria	1	27	28		Bolivia	3	33	36	
Belgium	1	25	26		Brazil	-	188	188	
Bulgaria	-	11	11		Chile	-	24	24	
Croatia	1	47	48		Colombia	1	128	129	
Cyprus	-	6	6		Ecuador	-	28	28	
Czech Republic	-	15	15		Guyana	-	1	1	
Denmark	-	28	28		Peru	-	46	46	
Finland	-	4	4		Suriname	-	2	2	
France	2	155	157		Uruguay	-	2	2	
Germany	2	75	77		Venezuela	1	91	92	
Greece	-	67	67		Subtotal	6	652	658	1.3
Hungary	1	42	43		ASIA PACIFIC				
Iceland	-	6	6		Australia	-	297	297	
Ireland	-	19	19		Fiji	-	1	1	
Italy	1	148	149		New Zealand	-	10	10	
Latvia	-	1	1		Papua New Guinea	-	1	1	
Luxembourg	-	2	2		Wallis and Futuna	-	1	1	
Macedonia	-	2	2		Subtotal	-	310	310	0.6
Malta	-	1	1						
Monaco	-	3	3						
Netherlands	1	162	163						
Norway	3	207	210						
Poland	-	40	40						
Portugal	1	52	53						
Romania	-	144	144						
Russian Federation	1	56	57						
Serbia	-	29	29						
Slovakia	-	6	6						
Slovenia	-	2	2						
Spain	2	123	125						
Sweden	-	10	10						
Switzerland	-	11	11						
Turkey	-	56	56						
Ukraine	-	16	16						
United Kingdom	9	725	734						
Subtotal	26	2,325	2,351	4.5					
					TOTAL QUALIFIED CIRCULATION	36,975	15,432	52,407	100.0

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 of the digital version 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 three associations. They are the National Association of Petroleum Investment Analysts (NAPIA), the American Association of Drilling Engineers (AADE) and the Texas Independent Producers & Royalty Owners (TIPRO).

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 168 copies or 0.3%. Business directories include 1 source of circulation for a quantity of 9,662 copies or 18.4%, 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 May 2019 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	835	3.1
Digital	26,018	96.9
Both	-	-
TOTAL	26,853	100.0

MAY 2019 ISSUE

Section of the World	Count	Percent
United States	19,653	62.2
Canada	4	-
International	11,931	37.8
TOTAL	31,588	100.0

MAY 2019 ISSUE

Business Industry	Executives, Corporate Management, Purchasing	Engineers	Exploration	Other	Grand Total
Operators	634	124	4	23	785
Contractors/Services/Consulting	11,978	12,180	27	132	24,317
Supply Company	3,114	2,677	-	14	5,805
Insurance/Finance/Other	508	168	2	3	681
TOTAL	16,234	15,149	33	172	31,588

PUBLISHER'S AFFIDAVIT

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

Henry Tinne, Publisher

James X Browning, Managing Director

(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

State

County

Received by BPA Worldwide

Type

ID Number

July 24, 2019

Texas

Harris

July 24, 2019

BJ

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About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.