



BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED DECEMBER 2018



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

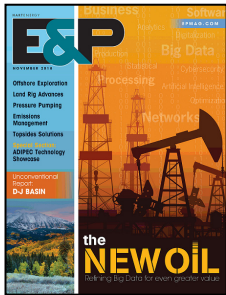
E&P serves the upstream oil and gas industry including: Major Integrated Oil & Gas Companies, Independent Oil & Gas Producers, National/State Oil Companies and other unspecified oil/gas/energy operators, producers, exploration, exploitation, development and/or production companies; Consultants or Consulting 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
51,799 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)	51,678	121	51,799
a. Print	36,426	121	36,547
b. Digital	15,252	-	15,252
1. Requested	14,672	-	14,672
2. Non-Requested	580	-	580

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	13
Advertiser and Agency	648
Allocated for Trade Shows and Conventions	319
*All Other	26,436
TOTAL	27,416

*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	48,917	94.4	48,796	94.2	121	0.2
Sponsored Individually Addressed	-	-	-	-	-	-
*Membership Benefit	2,202	4.3	2,202	4.3	-	-
Multi-Copy Same Addressee	680	1.3	680	1.3	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	51,799	100.0	51,678	99.8	121	0.2

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Print	Digital	Total Qualified
July	36,368	15,679	52,047
August	36,303	15,459	51,762
September	36,279	15,050	51,329
October	36,147	14,999	51,146
November	37,274	15,165	52,439
December	36,910	15,161	52,071

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018

This issue is 1.5% or 768 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, and Functions Not Available
Major Integrated Oil & Gas Company	13,832	26.4	10,887	2,945	6,763	5,984	832	253
Independent Oil & Gas Producer (Note 4)	12,468	23.8	9,791	2,677	7,101	3,004	2,118	245
National/State Oil Company and other unspecified oil/gas/energy operators, producers, exploration, exploitation, development and/or production companies	2,269	4.3	997	1,272	788	994	374	113
Sub-Total (Operators)	28,569	54.5	21,675	6,894	14,652	9,982	3,324	611
Consultants or consulting firms	5,998	11.4	3,101	2,897	2,701	2,036	949	312
Drilling Contractors, Main Contractors or Subcontractors	3,795	7.2	2,525	1,270	2,008	1,338	211	238
Integrated Service Contractors	2,042	3.9	1,393	649	1,117	690	158	77
Service Companies (seismic, exploration, production, construction)	6,443	12.3	4,475	1,968	3,611	1,593	384	855
Sub-Total (All Above)	18,278	34.8	11,494	6,784	9,437	5,657	1,702	1,482
Supply Companies	3,244	6.2	2,620	624	2,353	547	34	310
Insurance or Financial services; Educational Institutions; Government Agencies; Research Laboratories.	1,714	3.3	1,002	712	852	361	186	315
Other companies allied to the field	634	1.2	483	151	181	114	36	303
TOTAL QUALIFIED CIRCULATION	52,439	100.0	37,274	15,165	27,475	16,661	5,282	3,021
PERCENT	100.0		71.1	28.9	52.4	31.8	10.1	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 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 2018

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3+ Years				
I. Direct Request:	26,761	12,674	-	24,330	15,105	39,435	75.2
II. Request from recipient's company:	721	13	-	675	59	734	1.4
III. Membership Benefit:	2,200	2	-	2,202	-	2,202	4.2
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	10,067	1	-	10,067	1	10,068	19.2
Association rosters and directories	-	-	-	-	-	-	-
*Business directories	10,067	1	-	10,067	1	10,068	19.2
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	39,749	12,690	-	37,274	15,165	52,439	100.0
PERCENT	75.8	24.2	-	71.1	28.9	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018

Mailing Address	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	36,599	15,007	51,606	98.4
Individuals by name only	84	8	92	0.2
Titles or functions only	15	-	15	-
Company names only	46	-	46	0.1
Multi-Copy Same Addressee copies	530	150	680	1.3
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	37,274	15,165	52,439	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018

Region/Country	Print	Digital	Total Qualified	Percent	Region/Country	Print	Digital	Total Qualified	Percent
ASIA					AFRICA				
Afghanistan	-	15	15		Algeria	-	93	93	
Bangladesh	-	9	9		Angola	-	24	24	
Brunei Darussalam	-	13	13		Botswana	-	3	3	
China	-	49	49		Burkina Faso	-	1	1	
Hong Kong - SAR	-	14	14		Cameroon	-	11	11	
India	3	1,015	1,018		Congo	-	9	9	
Indonesia	-	246	246		Cote D'Ivoire	-	8	8	
Japan	1	55	56		Egypt	-	128	128	
Kazakhstan	-	17	17		Equatorial Guinea	-	1	1	
Korea, Democratic People's Republic Of	-	1	1		Ethiopia	-	9	9	
Korea, Republic Of	-	31	31		Gabon	-	5	5	
Macao	-	1	1		Ghana	-	38	38	
Malaysia	-	389	389		Kenya	-	35	35	
Mongolia	-	1	1		Liberia	-	4	4	
Myanmar	-	4	4		Libyan Arab Jamahiriya	-	18	18	
Pakistan	-	235	235		Mauritius	-	2	2	
Philippines	-	99	99		Morocco	-	6	6	
Singapore	1	197	198		Mozambique	-	4	4	
Sri Lanka	-	13	13		Namibia	-	10	10	
Taiwan	1	7	8		Niger	-	1	1	
Thailand	-	92	92		Nigeria	-	348	348	
Turkmenistan	-	2	2		Senegal	-	3	3	
Uzbekistan	-	1	1		Sierra Leone	-	4	4	
Vietnam	-	24	24		Somalia	-	2	2	
Subtotal	6	2,530	2,536	4.8	South Africa	-	97	97	
MIDDLE EAST					Sudan	-	31	31	
Bahrain	-	16	16		Tanzania	-	7	7	
Iran	-	66	66		Tunisia	-	32	32	
Iraq	-	21	21		Uganda	-	15	15	
Israel	-	20	20		Zambia	-	4	4	
Jordan	-	14	14		Zimbabwe	-	8	8	
Kuwait	-	525	525		Subtotal	-	961	961	1.9
Lebanon	-	9	9		NORTH AMERICA				
Oman	-	86	86		Canada	5	614	619	
Qatar	-	106	106		Mexico	-	151	151	
Saudi Arabia	-	203	203		United States	37,245	5,726	42,971	
Syrian Arab Republic	-	6	6		Subtotal	37,250	6,491	43,741	83.4
United Arab Emirates	-	402	402		CARIBBEAN				
Yemen	-	9	9		Bahamas	-	1	1	
Subtotal	-	1,483	1,483	2.8	Cuba	-	3	3	
EUROPE					Dominican Republic	-	1	1	
Albania	-	2	2		Grenada	-	1	1	
Austria	1	28	29		Haiti	-	1	1	
Belgium	-	20	20		Netherlands Antilles	-	1	1	
Bulgaria	-	11	11		Trinidad and Tobago	-	42	42	
Croatia	-	28	28		Subtotal	-	50	50	0.1
Cyprus	-	6	6		CENTRAL AMERICA				
Czech Republic	-	9	9		Belize	-	1	1	
Denmark	-	44	44		Costa Rica	-	3	3	
Finland	-	8	8		Guatemala	-	1	1	
France	3	169	172		Nicaragua	-	2	2	
Germany	2	82	84		Panama	-	3	3	
Greece	-	58	58		Subtotal	-	10	10	-
Hungary	1	36	37		SOUTH AMERICA				
Iceland	-	6	6		Argentina	1	117	118	
Ireland	-	21	21		Bolivia	-	32	32	
Italy	1	127	128		Brazil	2	219	221	
Latvia	-	1	1		Chile	-	32	32	
Lithuania	-	1	1		Colombia	-	117	117	
Luxembourg	-	1	1		Ecuador	-	33	33	
Macedonia	-	1	1		Peru	-	56	56	
Malta	-	4	4		Suriname	-	5	5	
Monaco	-	4	4		Uruguay	-	2	2	
Netherlands	-	160	160		Venezuela	-	113	113	
Norway	2	211	213		Subtotal	3	726	729	1.4
Poland	-	38	38		ASIA PACIFIC				
Portugal	-	39	39		Australia	-	363	363	
Romania	-	163	163		Fiji	-	1	1	
Russian Federation	-	61	61		New Zealand	-	20	20	
Serbia	-	24	24		Papua New Guinea	-	1	1	
Slovakia	-	5	5		Wallis and Futuna	-	1	1	
Slovenia	-	2	2		Subtotal	-	386	386	0.7
Spain	-	129	129		TOTAL QUALIFIED CIRCULATION				
Sweden	-	13	13			37,274	15,165	52,439	100.0
Switzerland	-	16	16						
Turkey	-	66	66						
Ukraine	-	16	16						
United Kingdom	5	918	923						
Subtotal	15	2,528	2,543	4.9					

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 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 2 sources of circulation for quantities of 578 copies or 1.1% or 9,490 copies or 18.1%, including InfoUSA and 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 2018 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	596	2.3
Digital	25,501	97.7
Both	-	-
TOTAL	26,097	100.0

NOVEMBER 2018 ISSUE

Section of the World	Count	Percent
United States	10,635	43.3
Canada	4	-
International	13,907	56.7
TOTAL	24,546	100.0

NOVEMBER 2018 ISSUE

Business description	Executives, Corporate Management, Purchasing	Engineers	Exploration	Other	Grand Total
Operators	1,406	472	197	194	2,269
Contractors and Services	11,007	10,103	122	498	21,730
Supply and Manufacturing	354	163	-	11	528
Insurance/Financial/Other	12	1	-	6	19
TOTAL	12,779	10,739	319	709	24,546

PUBLISHER'S AFFIDAVIT

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

Russel Laas, Senior Vice President - Media, E&P/Conferences

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

State

County

Received by BPA Worldwide

Type

ID Number

January 15, 2019

Texas

Harris

January 15, 2019

BJ

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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.