



# 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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**MIDSTREAM BUSINESS** is a preferred resource for executives, managers and engineers in pipeline, oil and gas gathering, processing, transportation, storage, and LNG sectors, and for investors and financial analysts following these markets. MIDSTREAM BUSINESS covers business issues and market trends that enable subscribers to develop effective business strategies.

### FIELD SERVED

**MIDSTREAM BUSINESS** serves the pipeline and midstream infrastructure markets including Oil & Gas Operations, LNG, Pipelines, Processing, Gathering, Storage, Manufacturing/Equipment, Transport, Service & Supply and IT Services/Software. MIDSTREAM BUSINESS also serves companies involved in Investment/Consumer Banking, Risk/Trading/Marketing, Private Equity, Venture Capital, Mezzanine, Institutional Fund Management, Advisory Services, M&A, Accounting, Law and Consulting as well as Other companies allied to the field.

### DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients for MIDSTREAM BUSINESS include Executive Leaders (Owners, CEOs, Presidents, COOs, CFOs, Managing Directors, Senior Vice Presidents, Executive Vice Presidents and Vice Presidents), Directors, Business Development/Sales personnel, Engineers and Operations/Plant/Project Managers. MIDSTREAM BUSINESS also serves Contractors/Sub-Contractors, Analysts, Investor Relations personnel, Accountants, Attorneys, Consultants, Traders, Marketers, Institutional Investors and Fund Managers. In addition MIDSTREAM BUSINESS serves Private Investors and Other qualified personnel.

## CHANNELS

### MIDSTREAM BUSINESS MAGAZINE



3 Issues in the period  
5,057 average circulation

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>MIDSTREAM BUSINESS MAGAZINE</b> (3 issues in the period)	1,682	3,375	5,057

## AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	1
Advertiser and Agency	445
Allocated for Trade Shows and Conventions	267
All Other	352
<b>TOTAL</b>	<b>1,065</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	4,607	91.1	1,531	30.3	3,076	60.8
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	383	7.6	101	2.0	282	5.6
Multi-Copy Same Addressee	67	1.3	50	1.0	17	0.3
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>5,057</b>	<b>100.0</b>	<b>1,682</b>	<b>33.3</b>	<b>3,375</b>	<b>66.7</b>

## 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Qualified Non-Paid	Qualified Paid	Total Qualified
July/August	1,682	3,327	5,009
September/October	1,682	3,391	5,073
November/December	1,682	3,406	5,088

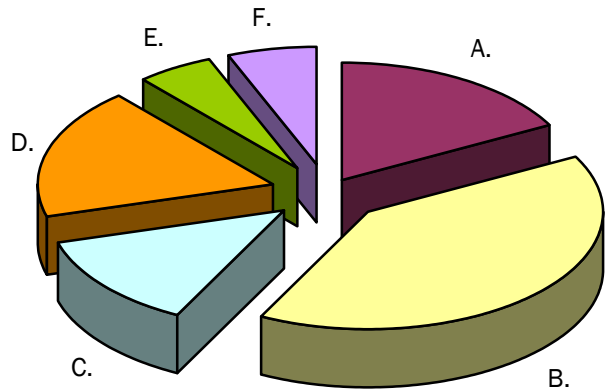
## 3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2017

This issue is 0.9% or 47 copies above the average of the other 2 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Qualified Non-Paid	Qualified Paid	Owners/CEOs/ Presidents/ COOs/CFOs	SVPs, Exec VPs, VPs, Managing Director, Director	Business Development/ Sales Personnel	Engineers, Operations/ Plant/ Project Managers, Contractors/ Sub- contractors	Analysts/ Investor Relations Personnel, Accountants/ Attorneys/ Consultants, Traders/ Marketers, Private Investors, Institutional Investors/ Fund Managers	Other/ Unknown
OIL AND GAS OPERATOR	527	10.4	108	419	74	181	25	168	28	51
Pipeline/Processing/Gathering/ Storage	1,784	35.1	1,250	534	375	1,001	70	236	36	66
Service & Supply, IT Services/Software, Manufacturing/Equipment, Transport (LNG)	1,379	27.1	132	1,247	214	348	419	272	49	77
ENGINEERING/ CONSTRUCTION	464	9.1	91	373	84	154	85	114	21	6
Investment/Consumer Banks, Private Equity/Venture Capital/Mezzanine, Institutional Fund Management, Risk/ Trading/Marketing, Advisory Services/M&A, Accounting/ Law/Consulting	734	14.4	84	650	87	305	48	100	107	87
Other/Unidentified	200	3.9	17	183	41	55	21	34	23	26
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>5,088</b>	<b>100.0</b>	<b>1,682</b>	<b>3,406</b>	<b>875</b>	<b>2,044</b>	<b>668</b>	<b>924</b>	<b>264</b>	<b>313</b>
<b>PERCENT</b>	<b>100.0</b>		<b>33.1</b>	<b>66.9</b>	<b>17.2</b>	<b>40.2</b>	<b>13.1</b>	<b>18.2</b>	<b>5.2</b>	<b>6.1</b>

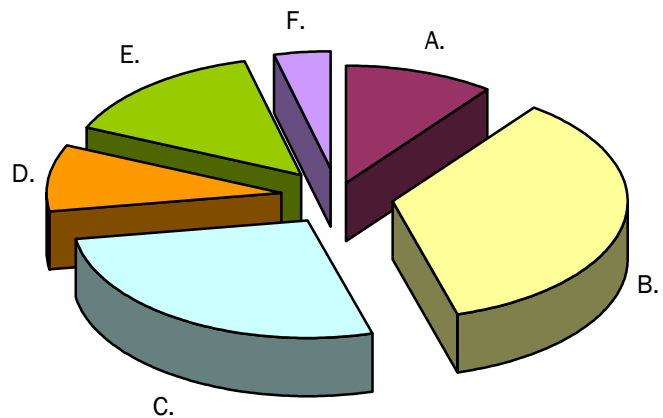
### 3a. TITLE BREAKOUT OF QUALIFIED CIRCULATION

TITLE	TOTAL QUALIFIED	PERCENT OF TOTAL
A Owners/CEOs/Presidents/COOs/CFOs	875	17.2
B SVPs, Exec VPs, VPs, Managing Director, Director	2044	40.2
C Business Development/Sales Personnel	668	13.1
D Engineers, Operations/Plant/Project Managers, Contractors/Sub-contractors	924	18.2
E Analysts/Investor Relations Personnel, Accountants/Attorneys/Consultants, Traders/Marketers, Private Investors, Institutional Investors/Fund Managers	264	5.2
F Other/Unknown	313	6.1
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>5,088</b>	<b>100.0</b>



### 3a. BUSINESS AND INDUSTRY BREAKOUT OF QUALIFIED CIRCULATION

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A OIL AND GAS OPERATOR	527	10.4
B Pipeline/Processing/Gathering/Storage Service & Supply, IT Services/Software,	1,784	35.1
C Manufacturing/Equipment, Transport (LNG)	1,379	27.1
D ENGINEERING/CONSTRUCTION	464	9.1
E Investment/Consumer Banks, Private Equity/Venture Capital/Mezzanine, Institutional Fund Management, Risk/Trading/Marketing, Advisory Services/M&A, Accounting/Law/Consulting	734	14.4
F Other/Unidentified	200	3.9
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>5,088</b>	<b>100.0</b>



### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2017

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid*	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	-	-	-	-	-	-	-
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	<b>101</b>	-	-	<b>101</b>	-	<b>101</b>	<b>6.0</b>
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	<b>1,581</b>	-	-	<b>1,581</b>	-	<b>1,581</b>	<b>94.0</b>
Association rosters and directories	-	-	-	-	-	-	-
*Business directories	1,581	-	-	1,581	-	1,581	94.0
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>1,682</b>	-	-	<b>1,682</b>	-	<b>1,682</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	-	-	<b>100.0</b>	-	<b>100.0</b>	<b>100.0</b>

\*See Additional Data

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

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	1,632	3,260	4,892	96.2
Individuals by name only	-	115	115	2.3
Titles or functions only	-	7	7	0.1
Company names only	-	7	7	0.1
Multi-Copy Same Addressee copies	50	17	67	1.3
Single Copy Sales	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>1,682</b>	<b>3,406</b>	<b>5,088</b>	<b>100.0</b>

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2017**

State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Maine	1	3	4		Kentucky	25	11	36	
New Hampshire	7	-	7		Tennessee	6	9	15	
Vermont	2	-	2		Alabama	4	6	10	
Massachusetts	30	22	52		Mississippi	9	9	18	
Rhode Island	-	3	3		<b>EAST SO. CENTRAL</b>	<b>44</b>	<b>35</b>	<b>79</b>	<b>1.5</b>
Connecticut	6	17	23		Arkansas	5	8	13	
<b>NEW ENGLAND</b>	<b>46</b>	<b>45</b>	<b>91</b>	<b>1.8</b>	Louisiana	50	56	106	
New York	48	101	149		Oklahoma	126	233	359	
New Jersey	8	24	32		Texas	651	1,494	2,145	
Pennsylvania	54	567	621		<b>WEST SO. CENTRAL</b>	<b>832</b>	<b>1,791</b>	<b>2,623</b>	<b>51.5</b>
<b>MIDDLE ATLANTIC</b>	<b>110</b>	<b>692</b>	<b>802</b>	<b>15.8</b>	Montana	8	3	11	
Ohio	22	185	207		Idaho	-	3	3	
Indiana	32	12	44		Wyoming	14	5	19	
Illinois	28	34	62		Colorado	45	179	224	
Michigan	59	24	83		New Mexico	6	13	19	
Wisconsin	15	11	26		Arizona	21	4	25	
<b>EAST NO. CENTRAL</b>	<b>156</b>	<b>266</b>	<b>422</b>	<b>8.3</b>	Utah	28	3	31	
Minnesota	20	18	38		Nevada	3	-	3	
Iowa	8	2	10		<b>MOUNTAIN</b>	<b>125</b>	<b>210</b>	<b>335</b>	<b>6.6</b>
Missouri	11	18	29		Alaska	7	1	8	
North Dakota	21	3	24		Washington	4	9	13	
South Dakota	3	1	4		Oregon	4	-	4	
Nebraska	24	4	28		California	101	38	139	
Kansas	40	20	60		Hawaii	1	1	2	
<b>WEST NO. CENTRAL</b>	<b>127</b>	<b>66</b>	<b>193</b>	<b>3.8</b>	<b>PACIFIC</b>	<b>117</b>	<b>49</b>	<b>166</b>	<b>3.3</b>
Delaware	-	6	6		<b>UNITED STATES</b>	<b>1,674</b>	<b>3,330</b>	<b>5,004</b>	<b>98.3</b>
Maryland	11	15	26		U.S. Territories	-	-	-	
Washington, DC	2	6	8		Canada	5	31	36	
Virginia	32	10	42		Mexico	-	3	3	
West Virginia	29	87	116		Other International	3	42	45	
North Carolina	1	8	9		APO/FPO	-	-	-	
South Carolina	4	3	7						
Georgia	23	14	37						
Florida	15	27	42						
<b>SOUTH ATLANTIC</b>	<b>117</b>	<b>176</b>	<b>293</b>	<b>5.7</b>					
					<b>TOTAL QUALIFIED CIRCULATION</b>	<b>1,682</b>	<b>3,406</b>	<b>5,088</b>	<b>100.0</b>

**ADDITIONAL DATA**
**PARAGRAPH 3b:**

Paragraph 3b includes 1,682 qualified non-paid circulation. Qualified paid circulation of 3,406 combined with the qualified non-paid circulation equals 5,088 total qualified circulation for the analyzed issue.

Business directories include 1 source of circulation for a quantity of 1,581 copies or 94.0% of controlled subscribers.

The source for these subscribers is InfoUSA.

Copies (101) served as Membership Benefit go to members of the National Association of Petroleum Investment Analysts.

**PROMOTIONAL INCENTIVES:**

A total of 24 subscriptions were sold during the period using incentives. These subscribers received the Midstream Business Journal and Phone Charger holiday package.

**PUBLISHER'S AFFIDAVIT**

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

Darrin West, Publisher, Vice President of Sales

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
Revised	January 30, 2018
Type	BD
ID Number	M498B0D7

**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.