

Pennwell Corporation 1421 South Sheridan Road Tulsa, OK 74112 Tel. No.: (918) 835-3161 Fax No.: (918) 831-9722 www.ogpe.com

## **BRAND REPORT**

### FOR THE 6 MONTH PERIOD ENDED JUNE 2014

(Including Supplementary Data)



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.

**OIL, GAS & PETROCHEM EQUIPMENT** is offered in print and digitally to qualified oil and gas professionals involved in upstream, midstream, and downstream operations, design, engineering, construction, and maintenance. In its lead-generation and web traffic-directing formats, OG&PE / OGPE.com covers the newest or improved onshore and offshore equipment, products, systems, and services.

#### FIELD SERVED

**OIL, GAS & PETROCHEM EQUIPMENT** serves operating oil, gas & petrochemical companies, consulting, engineering, design & construction firms, contractors, equipment manufacturers, supply & service companies, and others allied to the field.

#### **DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are operating management including company officials, operating managers, engineering, field and plant professionals including, superintendents, supervisors, foremen, toolpushers, purchasing including purchasing managers and purchasing agents and others

#### PURPOSE

Included herein is a supplemental analysis of the number of recipients/respondents who specify, recommend, approve, or purchase equipment or services.

## **CHANNELS**



## **EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>OIL, GAS &amp; PETROCHEM EQUIPMENT MAGAZINE</b> (5 issues in the period)	34,224	-	34,224
a. Print	9,524	-	9,524
b. Digital	24,700	-	24,700
1. Requested	24,700	-	24,700
2. Non-Requested	-	-	

# AVERAGE NON-QUALIFIED CIRCULATION NON-QUALIFIED Copies Not Included Elsewhere Copies Other Paid Circulation 38 Advertiser and Agency 265 Allocated for Trade Shows and Conventions 100 All Other 419 TOTAL 822

	Total Q	ualified	Qualified	Non-Paid	Qualified Paid		
QUALIFIED CIRCULATION	Copies	Percent	Copies	Percent	Copies	Percent	
Individual	34,224	100.0	34,224	100.0	-	-	
Sponsored Individually Addressed	-	-	-	-	-	-	
Membership Benefit	-	-	-	-	-	-	
Multi-Copy Same Addressee	-	-	-	-	-	-	
Single Copy Sales	-	-	-	-	-	-	
TOTAL QUALIFIED CIRCULATION	34,224	100.0	34,224	100.0	-	-	

1a. AVERAGE QUA		RCULATIO ualified		<b>DUT FOR TH</b> Non-Paid		<b>D - PRINT</b> ed Paid
QUALIFIED CIRCULATION	Copies	Percent	Copies	Percent	Copies	Percent
Individual	9,524	100.0	9,524	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-		-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	9,524	100.0	9,524	100.0	-	-

1b. AVERAGE QUA	LIFIED CII	RCULATION	N BREAKO	UT FOR TH	E PERIOD	- DIGITAL
	Total Q	ualified	Qualified	Non-Paid	Qualifi	ed Paid
QUALIFIED CIRCULATION	Copies	Percent	Copies	Percent	Copies	Percent
Individual	24,700	100.0	24,700	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi–Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	24,700	100.0	24,700	100.0	-	-
	QUALIFIED CIRCULATION Individual Sponsored Individually Addressed Membership Benefit Multi-Copy Same Addressee Single Copy Sales TOTAL QUALIFIED	Total Q       QUALIFIED CIRCULATION     Copies       Individual     24,700       Sponsored Individually     24,700       Addressed     -       Membership Benefit     -       Multi-Copy Same Addressee     -       Single Copy Sales     -       TOTAL QUALIFIED     24,700	Total Qualified       QUALIFIED CIRCULATION     Copies     Percent       Individual     24,700     100.0       Sponsored Individually     24,700     100.0       Addressed     -     -       Membership Benefit     -     -       Multi-Copy Same Addressee     -     -       Single Copy Sales     -     -       TOTAL QUALIFIED     24,700     100.0	Total Ualified     Qualified       QUALIFIED     Copies     Percent     Copies       Individual     24,700     100.0     24,700       Sponsored     100.0     24,700     24,700       Individually     24,700     100.0     24,700       Addressed     -     -       Membership     -     -       Benefit     -     -       Addressee     -     -       Single Copy Sales     -     -       TOTAL QUALIFIED     24,700     100.0     24,700	Total Qualified     Qualified Non-Paid       QUALIFIED CIRCULATION     Copies     Percent     Copies     Percent       Individual     24,700     100.0     24,700     100.0       Sponsored Individually     24,700     100.0     24,700     100.0       Addressed     -     -     -     -       Membership Benefit     -     -     -     -       Multi-Copy Same Addressee     -     -     -     -       Single Copy Sales     -     -     -     -	Total Qualified     Qualified Non-Paid     Qualified Qualified Non-Paid       QUALIFIED CIRCULATION     Copies     Percent     Copies     Percent     Copies       Individual     24,700     100.0     24,700     100.0     -       Sponsored Individually     24,700     100.0     24,700     100.0     -       Addressed     -     -     -     -     -       Membership Benefit     -     -     -     -       Addressee     -     -     -     -       Single Copy Sales     -     -     -     -

#### 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2014 Issue	Print	Digital	Total Qualified
January/February	8,823	21,177	30,000
March	9,745	20,346	30,091
April	9,887	27,120	37,007
Мау	9,591	27,419	37,010
June	9,574	27,438	37,012

#### 3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014 This issue is 10.4% or 3.482 copies above the average of the other 4 issues reported in Paragraph 2. (See Additional Data)

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	Operating Management & Purchasing (Note 1)	Engineering	Field/Plant Professionals (Superintendent, Supervisor, Foreman, Toolpusher)	Other
Operating Oil, Gas & Petrochemical Companies, Consulting (Note 2)	29,329	79.3	7,785	21,544	16,375	9,208	1,712	2,034
Engineering, Design & Construction Firms, Contractors (Note3)	2,716	7.3	489	2,227	1,125	1,397	144	50
Equipment Manufacturing, Supply & Service Companies, and others allied to the field (Note 4)	4,965	13.4	1,317	3,648	2,759	1,177	185	844
TOTAL QUALIFIED CIRCULATION	37,010	100.0	9,591	27,419	20,259	11,782	2,041	2,928
PERCENT	100.0		25.9	74.1	54.8	31.8	5.5	7.9

Note 1 Includes Company Officials, Operating Managers, Presidents, Owners, VPs, Managing Directors, Purchasing Managers, Purchasing Agents. Note 2: Includes Petrochemical Manufacturing, Producing, Drilling/Drilling Contractor, Exploration, Refining, Pipeline, Natural Gas Processing, Consulting Company engaged in projects or providing services to oil and/or gas companies. Note 3: Includes Processing Plant Contractor (including design, engineering, construction), Pipeline Contractor (including design, engineering, construction) Note 4: Includes Equipment Manufacturing Company, Oil Field Supply Co., Well Service Co., and Others

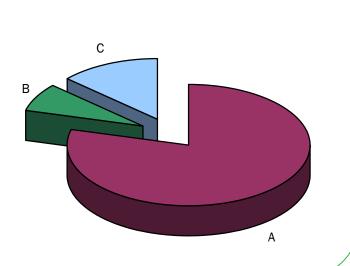
#### SUPPLEMENTARY DATA FOR THE ISSUE OF MAY 2014

This is an analysis of 31,333 or 84.7% of respondents who specify, recommend, approve or purchase equipment or services. Since any one respondent may have checked more than one response, the totals for each of these types of equipment or services should not be added together as the total may exceed the total circulation. These data are presented for statistical and marketing purposes.

		Total Respondents	Percent of Total Qualified
Specify		20,914	56.5
Recommend		25,542	69.0
Approve		18,399	49.7
Purchase		12,748	34.4
	TOTAL QUALIFIED CIRCULATION	37,010	100.0

#### **3a. Breakout of Qualified Circulation of Business and Industry**

	BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A	Operating Oil, Gas & Petrochemical Companies, Consulting (Note 2)	29,329	79.3
В	Engineering, Design & Construction Firms, Contractors (Note 3)	2,716	7.3
С	Equipment Manufacturing, Supply & Service Companies, and others allied to the field (Note 4)	4,965	13.4



	Ç	Qualified Withi	n				
QUALIFICATION SOURCE	1 Year	2 Years	3 Years	Print	Digital	Total Qualified	Percent
Direct Request:	24,927	5,318	-	9,590	20,655	30,245	81.7
Request from recipient's company:	-	-	-	-	-	-	-
. Membership Benefit:	-	-	-	-	-	-	-
<ul> <li>*Communication from recipient or recipient's company (other than request):</li> </ul>	5,356	1,409	-	1	6,764	6,765	18.3
TOTAL – Sources other than above (listed alphabetically):	-	-	-	-	-	-	-
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	30,283	6,727	-	9,591	27,419	37,010	100.0
PERCENT	81.8	18.2	-	25.9	74.1	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCUL			Total	
MAILING ADDRESS	Print	Digital	Qualified	Percent
Individuals by name and title and/or function	9,590	27,346	36,936	99.8
Individuals by name only	-	-	-	-
Titles or functions only	1	66	67	0.2
Company names only	-	7	7	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	9,591	27,419	37,010	100.0

	Audited Data	Audited Data	Audited Data	Audited Data	<b>Circulation Claim</b>	<b>Circulation Claim</b>
6-Month Period Ended:	July – December 2011	January – June 2012	July – December 2012	January - June 2013	July - December 2013*	January - June 2014*
Total Audit Average Qualified:	30,035	30,023	30,030	30,022	30,020	34,224
Qualified Non-Paid:	30,035	30,023	30,030	30,022	30,020	34,224
Print:	10,077	9,737	9,354	9,762	9,912	9,524
Digital:	19,958	20,286	20,676	20,260	20,108	24,700
Qualified Paid:	-	-	-	-	-	-
Print:	-	-	-	-	-	-
Digital:	-	-	-	-	-	-
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 2013 - June 2014 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

Region/Country	Print	Digital	Total Qualified	Percent	Region/Country	Print	Digital	Total Qualified	Percen
SIA					Turkey	-	85	85	
ghanistan	-	3	3		Ukraine	-	19	19	
menia erbaijan	-	1 12	1 12		United Kingdom Subtotal	2	799 2,353	799 2,355	6.4
ingladesh	-	47	47		AFRICA	2	2,303	2,500	0.4
unei Darussalam	-	48	48		Algeria	-	76	76	
mbodia	-	1	1		Angola	-	26	26	
lina	-	135	135		Benin	-	1	1	
st Timor (Timor-Leste)	-	3	3		Botswana	-	5	5	
eorgia	-	4	4		Cameroon	-	10	10	
ong Kong - SAR	-	27 908	27 908		Congo Cote D'Ivoire	-	9 11	9 11	
dia donesia	1	404	405		Egypt	-	204	204	
pan	1	53	405 54		Eritrea	-	204	204	
azakhstan	-	29	29		Ethiopia	-	5	5	
prea, Democratic People's	-	1	1		Gabon	-	3	3	
orea, Republic Of	-	126	126		Gambia	-	1	1	
rgyzstan	-	1	1		Ghana	-	74	74	
alaysia	-	792	792		Kenya	-	28	28	
aldives	-	2	2		Libyan Arab Jamahiriya	-	36	36	
ongolia	-	2	2		Madagascar	-	3	3	
vanmar	-	12	12		Mali	-	1	1	
epal	-	2 116	2 116		Mauritius Morocco	-	4 11	4 11	
ikistan iilippines	-	116	116		Morocco	-	11	11	
ngapore	-	532	532		Namibia	-	9	9	
i Lanka	-	27	27		Niger	-	2	2	
iwan	-	27	27		Nigeria	-	31	31	
ailand	-	125	125		Seychelles	-	1	1	
ırkmenistan	-	2	2		Sierra Leone	-	2	2	
bekistan	-	1	1		South Africa	-	164	164	
etnam	-	53	53		Sudan	-	31	31	
Subtotal	2	3,621	3,623	9.8	Swaziland	-	1	1	
IDDLE EAST		31	31		Tanzania	-	10 2	10 2	
ahrain In	-	24	24		Togo Tunisia	-	∠ 53	∠ 53	
IQ	-	24	24		Uganda	-	15	15	
ael	-	67	67		Zambia	-	9	9	
rdan	-	26	26		Zimbabwe	-	7	7	
iwait	-	86	86		Subtotal	-	854	854	2.3
banon	-	18	18		NORTH AMERICA				
nan	-	108	108		Canada	634	1,503	2,137	
atar	-	189	189		Mexico	-	342	342	
udi Arabia	-	199	199		United States	8,953	15,838	24,791	
rian Arab Republic	-	12	12		Subtotal	9,587	17,683	27,270	73.7
nited Arab Emirates	-	541 15	541 15		CARIBBEAN Antigua and Barbuda	-	1	1	
emen Subtotal	-	1,317	1,317	3.6	Bahamas	-	1	1	
JROPE		1,011	1,017	5.0	Cuba	-	11	11	
bania	-	3	3		Grenada	-	1	1	
Istria	-	13	13		Jamaica	-	2	2	
elarus	-	2	2		Netherlands Antilles	-	2	2	
elgium	-	26	26		Saint Vincent and the	-	1	1	
snia and Herzegovina	-	6	6		Trinidad and Tobago	-	34	34	
Ilgaria	-	12	12		Subtotal				
oatia	-	44 15	44 15		CENTRAL AMERICA Belize		1	1	
prus	-	2	2		Costa Rica	-	5	5	
ech Republic enmark	-	39	39		Guatemala	-	9	9	
stonia	-	6	6		Honduras	-	4	4	
nland	-	10	10		Panama	-	11	11	
ance	-	146	146		Subtotal	-	30	30	0.1
ermany	-	88	88		SOUTH AMERICA				
braltar	-	1	1		Argentina	-	163	163	
eece	1	71	72		Bolivia	-	37	37	
ungary	-	12	12		Brazil	-	380	380	
eland	-	4	4 22		Chile	-	38 193	38 193	
eland aly	- 1	22 205	22		Colombia Ecuador	-	193 54	193 54	
itvia	-	205	206		Guyana	-	2	2	
echtenstein	-	1	1		Paraguay	-	2	2	
huania	-	4	4		Peru	-	108	108	
xembourg	-	1	1		Suriname	-	7	7	
acedonia	-	2	2		Uruguay	-	9	9	
alta	-	4	4		Venezuela	-	149	149	
oldova	-	1	1		Subtotal	-	1,142	1,142	3.1
onaco	-	3	3		ASIA PACIFIC		~ · · ·		
therlands	-	151	151		Australia	-	314	314	
rway	-	124	124		Fiji Now Zoolond	-	1	1	
land	-	38	38		New Zealand	-	34	34	
rtugal	-	47	47		Papua New Guinea	-	15	15	
mania Issian Federation	-	88 55	88 55		Solomon Islands Western Samoa	-	1	1	
rbia	-	24	24		Subtotal	-	366	366	1.0
vakia	-	9	9		Subiolal	-	300	300	1.(
ovakia	-	9 5	9 5						
ain	-	112	112		TOTAL QUALIFIED	9,591	27,419	37,010	100.0
eden	-	23	23		CIRCULATION	-,			

			Total					Total	
State	Print	Digital	Qualified	Percent	State	Print	Digital	Qualified	Percent
laine	9	26	35		Kentucky	66	74	140	
lew Hampshire	12	30	42		Tennessee	36	64	100	
ermont	3	6	9		Alabama	48	100	148	
lassachusetts	53	132	185		Mississippi	65	127	192	
hode Island	8	7	15		EAST SO. CENTRAL	215	365	580	1.6
onnecticut	47	77	124		Arkansas	82	62	144	
NEW ENGLAND	132	278	410	1.1	Louisiana	542	973	1,515	
ew York	198	319	517		Oklahoma	654	710	1,364	
lew Jersey	92	156	248		Texas	3,952	7,951	11,903	
ennsylvania	304	353	657		WEST SO. CENTRAL	5,230	9,696	14,926	40.3
MIDDLE ATLANTIC	594	828	1,422	3.8	Montana	76	83	159	
hio	186	261	447		Idaho	11	15	26	
Idiana	65	86	151		Wyoming	145	198	343	
inois	179	254	433		Colorado	376	707	1,083	
lichigan	92	180	272		New Mexico	75	111	186	
/isconsin	46	69	115		Arizona	32	80	112	
EAST NO. CENTRAL	568	850	1,418	3.8	Utah	80	95	175	
linnesota	38	71	109		Nevada	20	36	56	
owa	16	18	34		MOUNTAIN	815	1,325	2,140	5.8
lissouri	61	73	134		Alaska	62	139	201	
orth Dakota	78	94	172		Washington	38	110	148	
outh Dakota	9	10	19		Oregon	18	44	62	
ebraska	21	18	39		California	380	837	1,217	
ansas	196	161	357		Hawaii	5	16	21	
WEST NO. CENTRAL	419	445	864	2.3	PACIFIC	503	1,146	1,649	4.5
elaware	8	14	22		UNITED STATES	8,948	15,824	24,772	66.9
laryland	38	61	99		U.S. Territories	5	13	18	
ashington, DC	24	40	64		Canada	634	1.503	2.137	
rginia	67	145	212		Mexico	-	342	342	
lest Virginia	62	77	139		Other International	4	9,735	9,739	
orth Carolina	53	79	132		APO/FPO	-	1	1	
outh Carolina	27	55	82		Email Only	-	1	1	
eorgia	47	112	159						
orida	146	308	454		TOTAL QUALIFIED	9,591	27,419	37,010	100.0
SOUTH ATLANTIC	472	891	1.363	3.7	CIRCULATION	0,00-		0.,0_0	

## **ADDITIONAL DATA**

#### **METHOD OF DISTRIBUTION:**

All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request 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.

#### **CHANGE IN FREQUENCY:**

Effective with the January/February 2014 issue, OIL, GAS & PETROCHEM EQUIPMENT changed its frequency from 12 to 10 issues per year

#### PARAGRAPH 3a:

The May 2014 issue is 10.4% or 3,482 copies above the average of the other 4 issues reported in Paragraph two.

#### PARAGRAPH 3b:

Communication from Recipient or Recipient's Company (Other than Request): Written includes 2 sources of circulation for quantities of 3 copies or -% to 1,422 copies or 3.8%. Communication from Recipient or Recipient's Company (Other than Request): Telecommunication" includes 2 sources of circulation for quantities of 299 copies or 0.8% to 749 copies or 2.0%.

2.0%. Communication from Recipient or Recipient's Company (Other than Request): Electronic" includes 2 sources of circulation for quantities of 384 copies or 1.0% to 3,908 copies or 10.6%, including questionnaires from OFFSHORE.

J.B. Avants, Publisher & Editor     State     Oklahoma       Ron Kalusha, Audience Development Manager     County     Tulsa       (At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)     Received by BPA Worldwide     July 3, 2014       IMPORTANT NOTE:     Type     BJ       This unaudited brand report has been checked against the previous audit report.     ID Number     0022B0J4	e hereby make oath and say that all data set forth in this statement are true.	Date signed	July 3, 2014
At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.) Received by BPA Worldwide July 3, 2014 Type BJ	J.B. Avants, Publisher & Editor	State	Oklahoma
uthorized representative.) Type BJ	Ron Kalusha, Audience Development Manager	County	Tulsa
MPORTANT NOTE: Type BJ		Received by BPA Worldwide	July 3, 2014
		Туре	BJ
will be included in the annual audit made by BPA Worldwide.	is unaudited brand report has been checked against the previous audit report.	ID Number	0022B0J4