

OIL & GASTM FINANCIAL JOURNAL

A fresh look at finance for today's E&P executive.



January 2009
Nicole Durham
Publisher

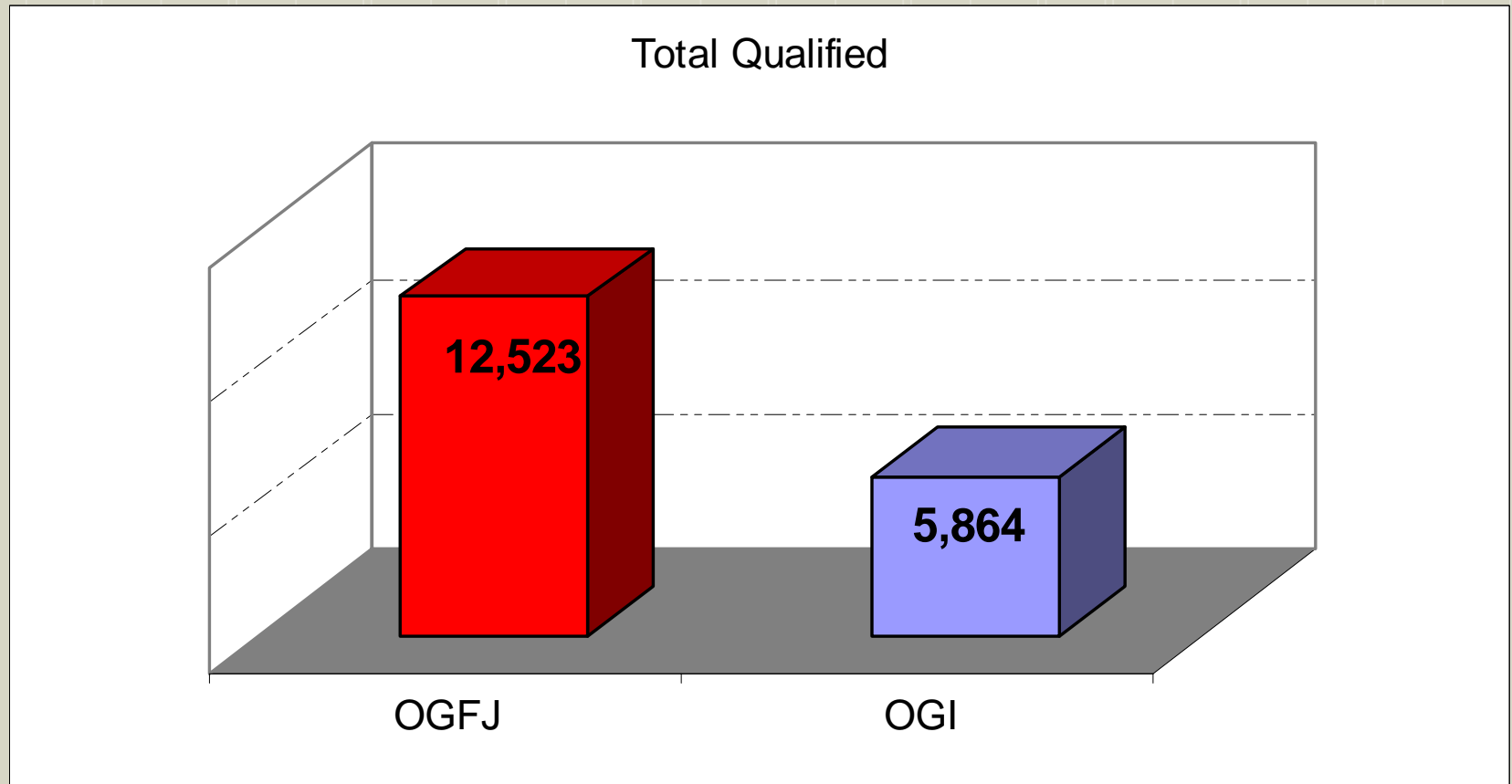


How OGFJ Services the Oil & Gas Executive Market:

- **Experienced Editorial Team**
- **Content driven by reader needs**
 - OGJ200 – public company index of top 200 E&P firms
 - OGFJ100P – private company index of top 100 privately held E&P firms
 - Deal Structure
 - M&A Activity
 - Corporate Governance
 - Taxation and Regulation
 - Project Finance
 - Accounting Changes
 - Financing E&P Operations
 - Cost Efficiency
 - Risk Management



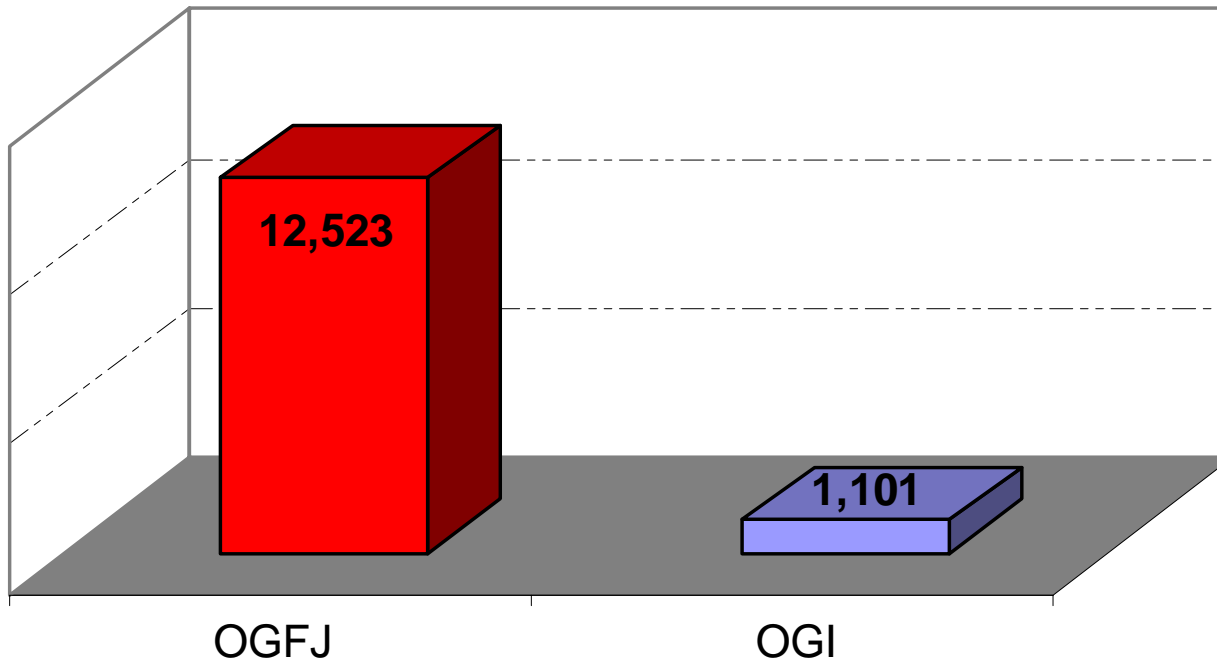
Leading the Financial Oil & Gas Market in Executive Reach



*Source: BPA June 2008

Leading the Financial Oil & Gas Market in Executive Reach

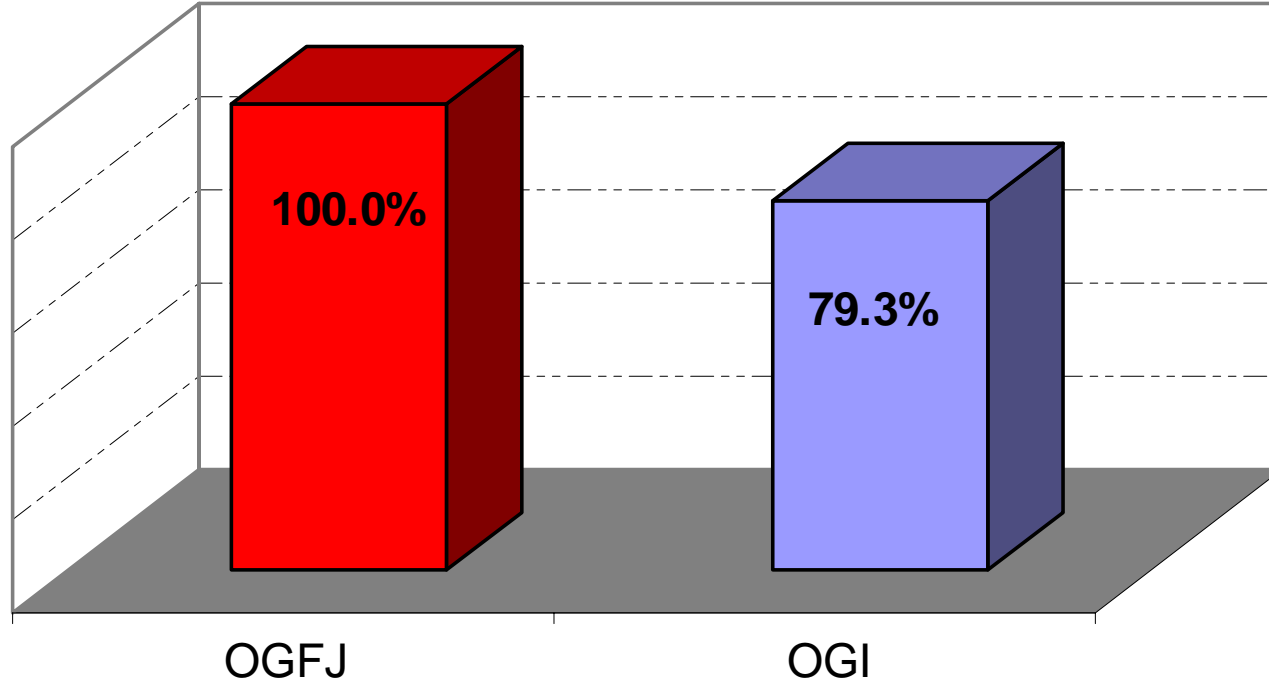
Controlled Circulation



*Source: BPA June 2008

One-Year Personal Direct Request

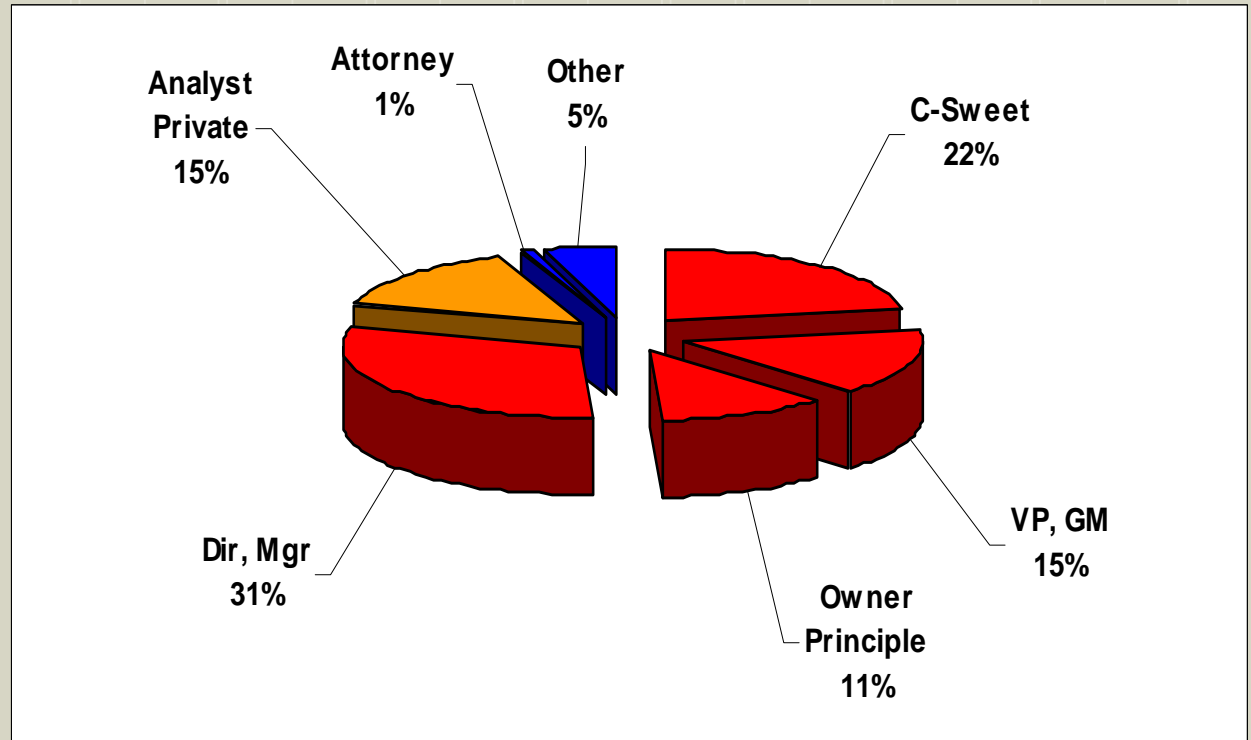
1 Year Direct Requests



*Source: BPA June 2008

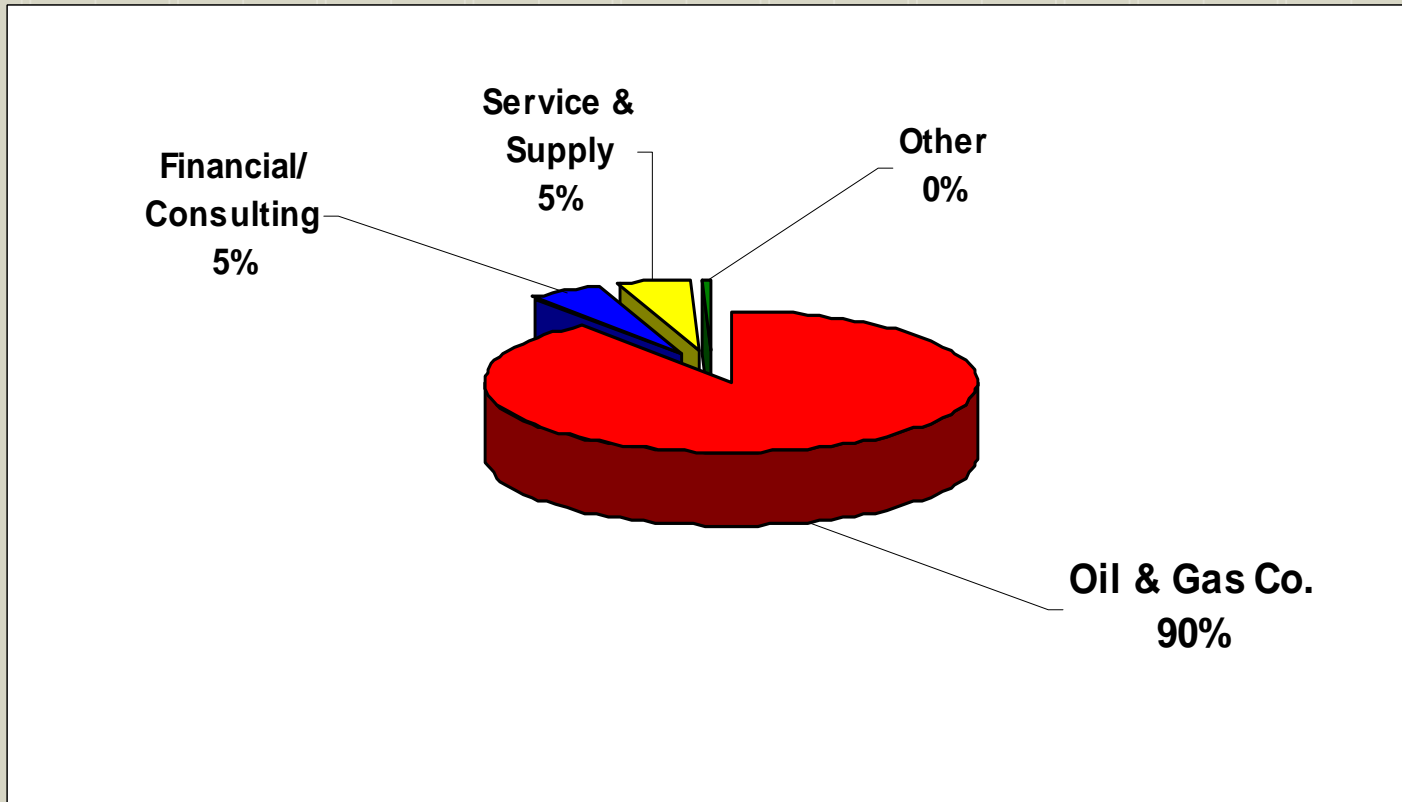
Demographics - Job Title:

- Chairman/CIO, President/COO, CFO
- Vice President, Office, GM
- Owner, Partner, Principal
- Director, Manager
- Analyst, Private Investors, Equity Managers
- Attorney

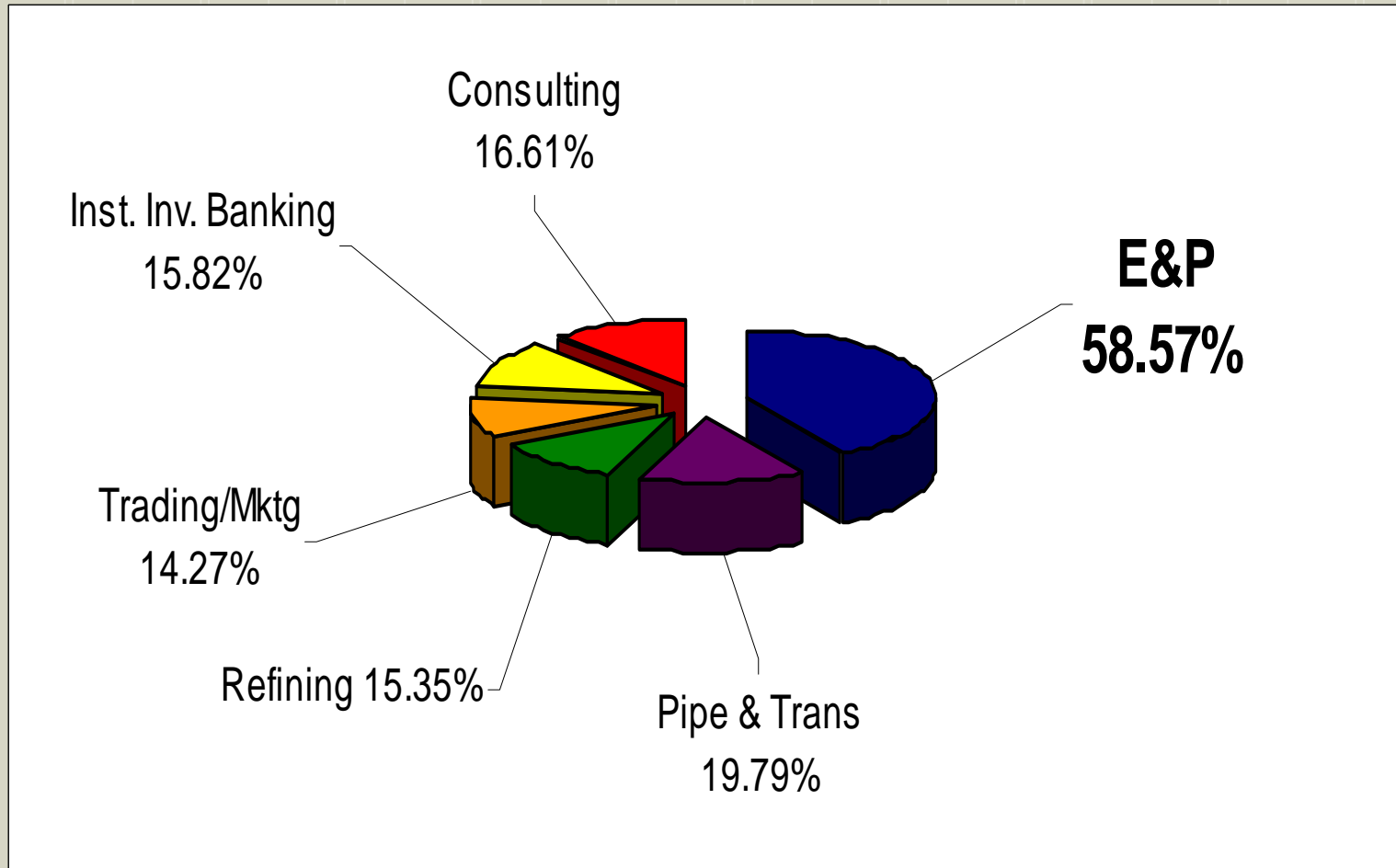


80% - Key Decision Makers

Primary Business & Industry:



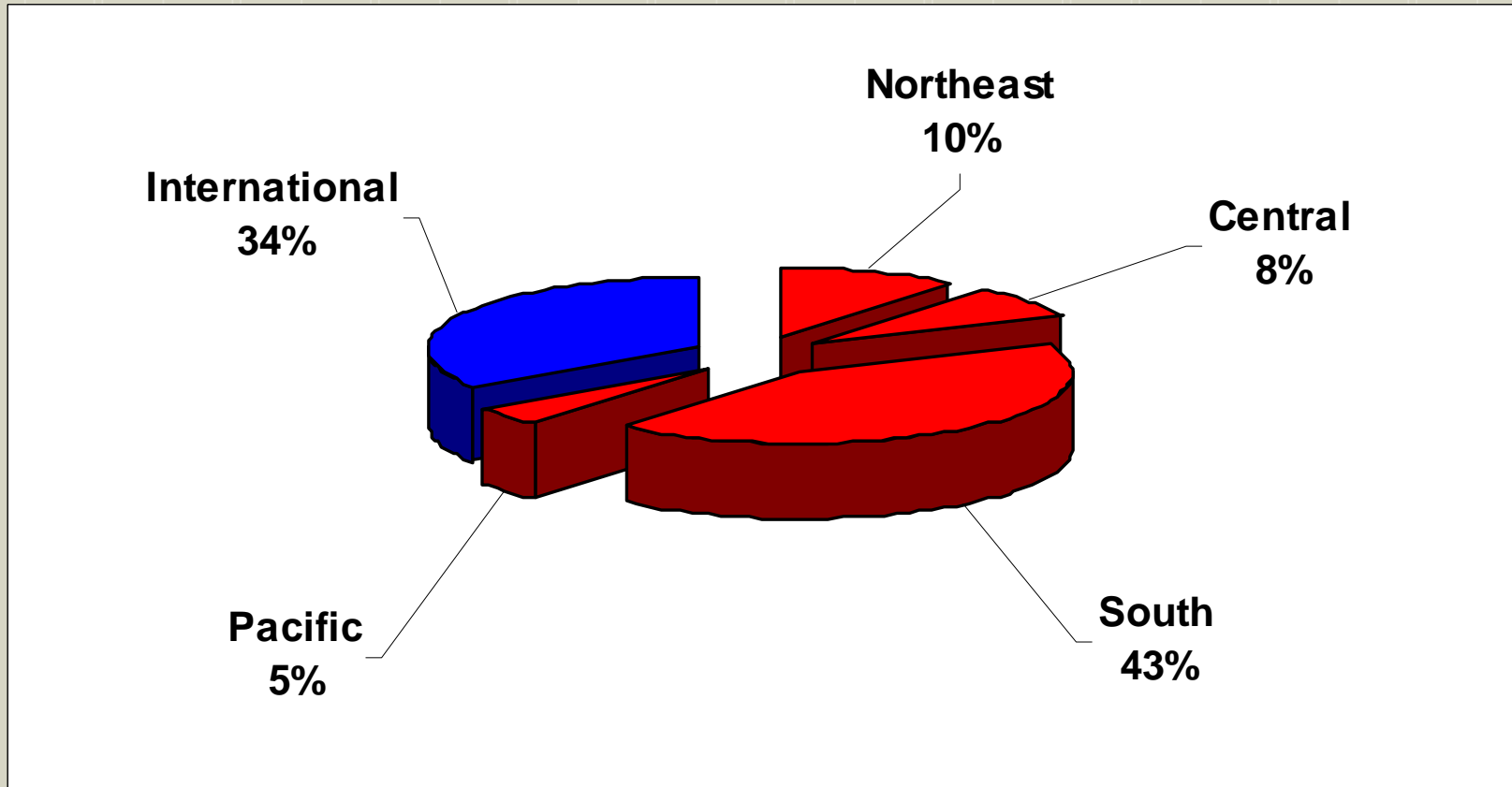
Executive Activity:



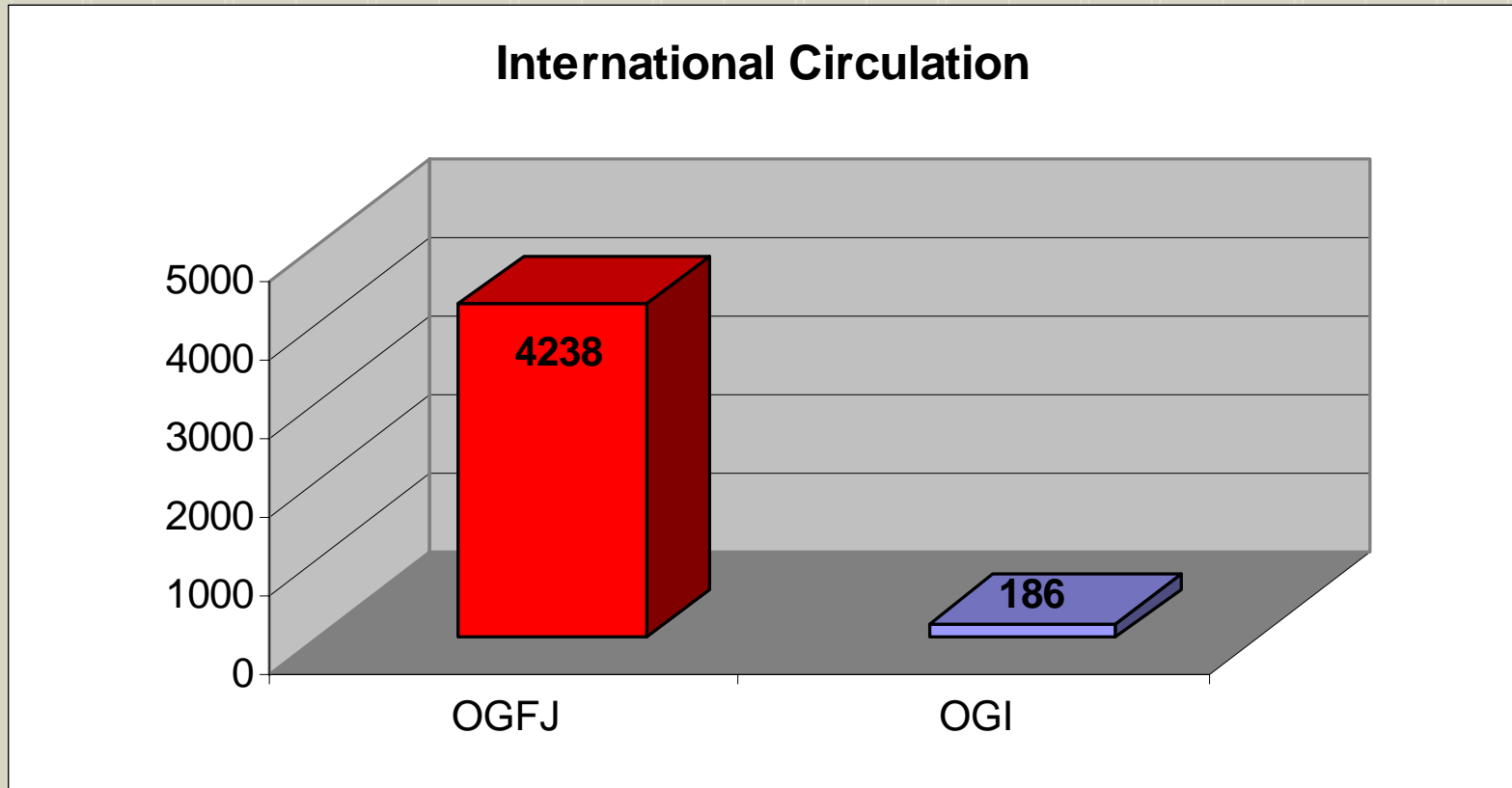
Reaching Over 4,000 Executives At 50 Of The Oil & Gas Industry's Largest Public Companies In The World!!!

• Anadarko Petroleum	94	• Marathon Oil	78
• Apache Corp	48	• Murphy Oil Corporation	48
• Baker Hughes	127	• National Oilwell Varco	54
• BJ Services	48	• Nexen Inc.	37
• BP	390	• Noble Energy	17
• Cameron	51	• Occidental Petroleum	87
• Canadian Natural Resource	16	• Peabody Energy Corporation	14
• Chesapeake Energy Corp	27	• Petrobras	206
• Chevron	387	• Petro-Canada	26
• CNOOC	23	• Newfield Exploration	31
• ConocoPhillips	190	• Questar Corporation	22
• Continental Resources	12	• Range Resources Corp.	23
• Devon Energy	87	• Repsol	89
• Diamond Offshore Drilling, Inc.	11	• Schlumberger	262
• Ecopetrol S.A.	27	• Shell	349
• El Paso	41	• Smith International, Inc.	17
• Enbridge Inc.	19	• Southwestern Energy	27
• EnCana	30	• StatoilHydro	48
• ENI SpA	69	• Suncor Energy Inc.	18
• Enterprise Products Partners	21	• Talisman Energy Inc.	13
• EOG Resources	35	• Total S.A.	117
• ExxonMobil	130	• Transocean	45
• FMC Technologies	107	• Valero Energy Corporation	28
• Halliburton	229	• Weatherford	71
• Hess Corp	59	• XTO Energy	19

Geographic Location:

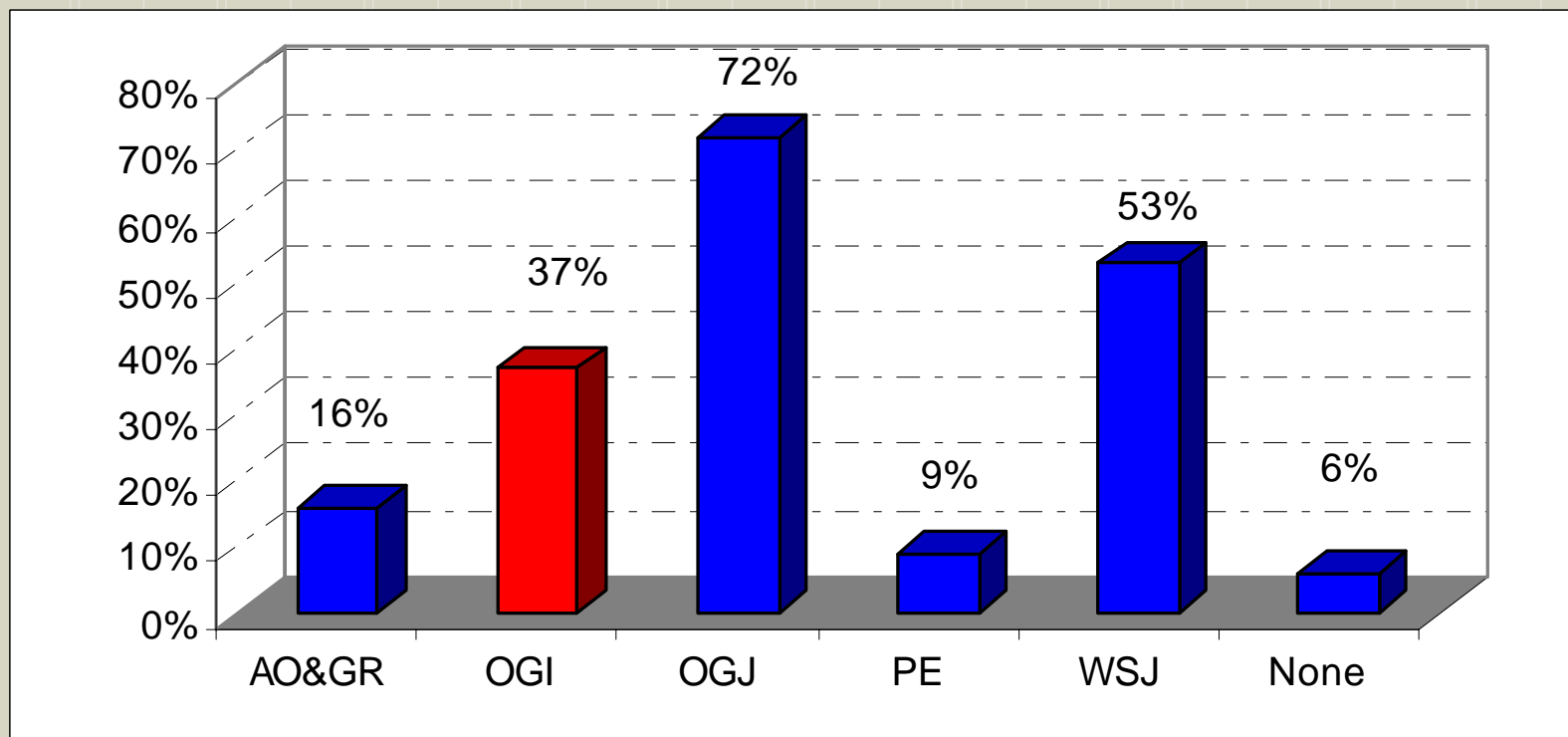


International Reach

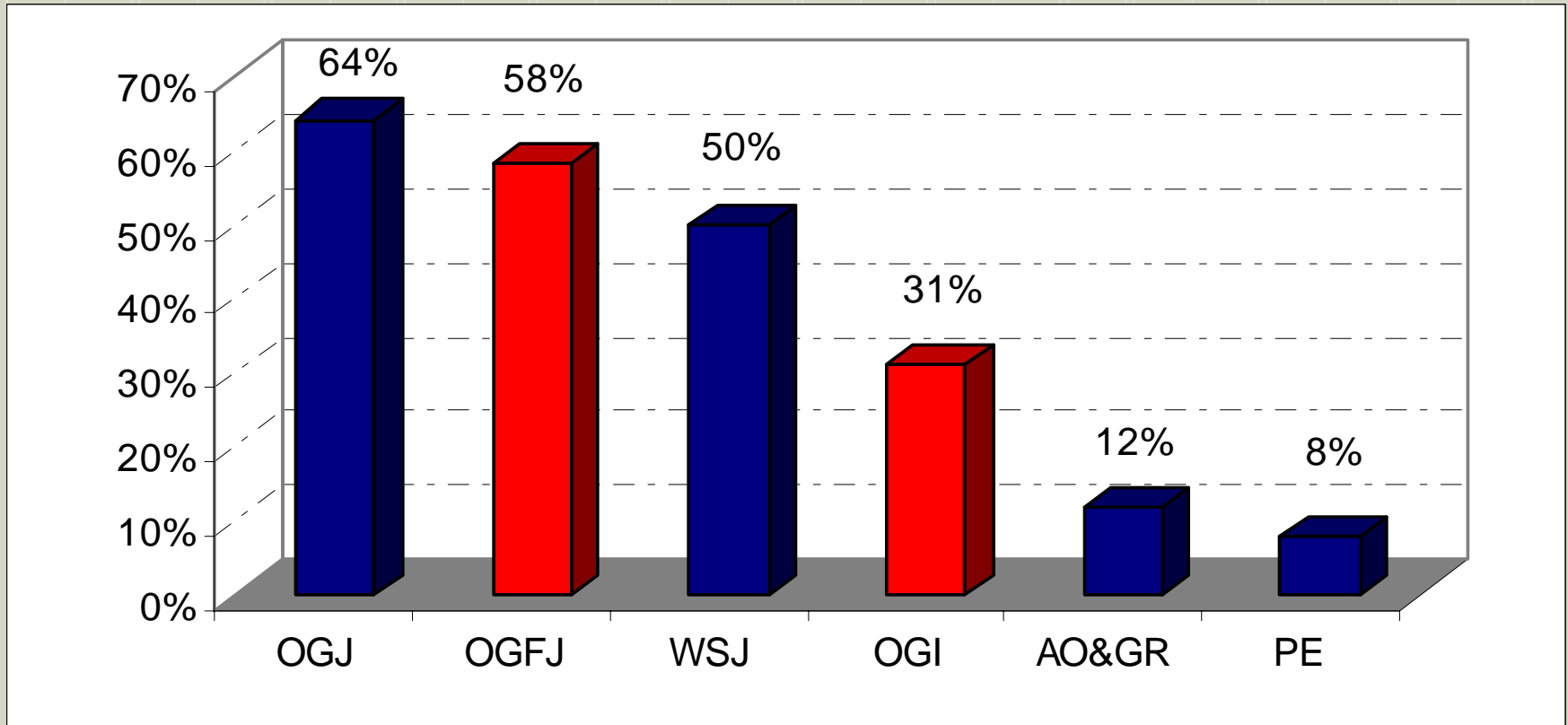


*Source: BPA June 2008

Which of the following trade publications **OTHER THAN Oil & Gas Financial Journal** do you receive?

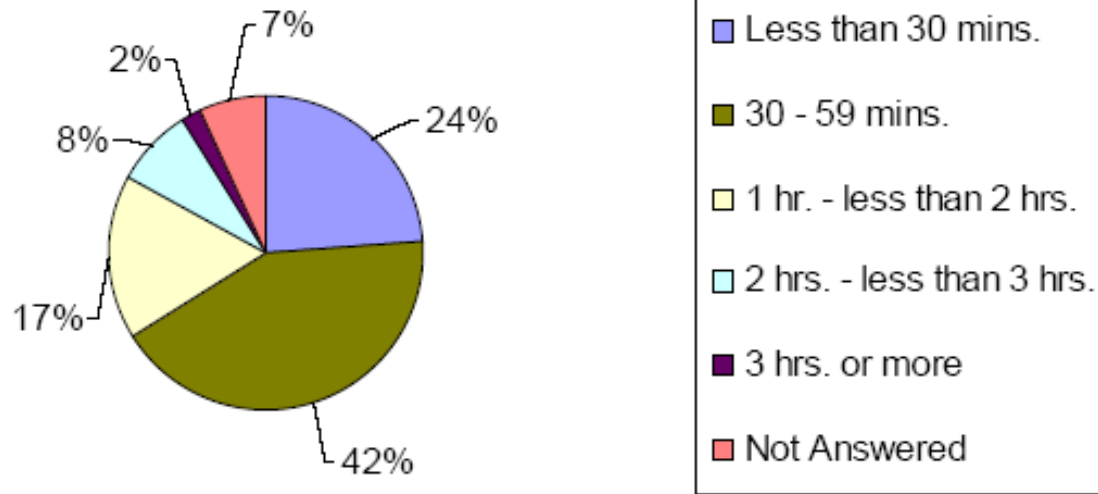


Which of the following trade publications do you **READ** regularly?



Time Spent:

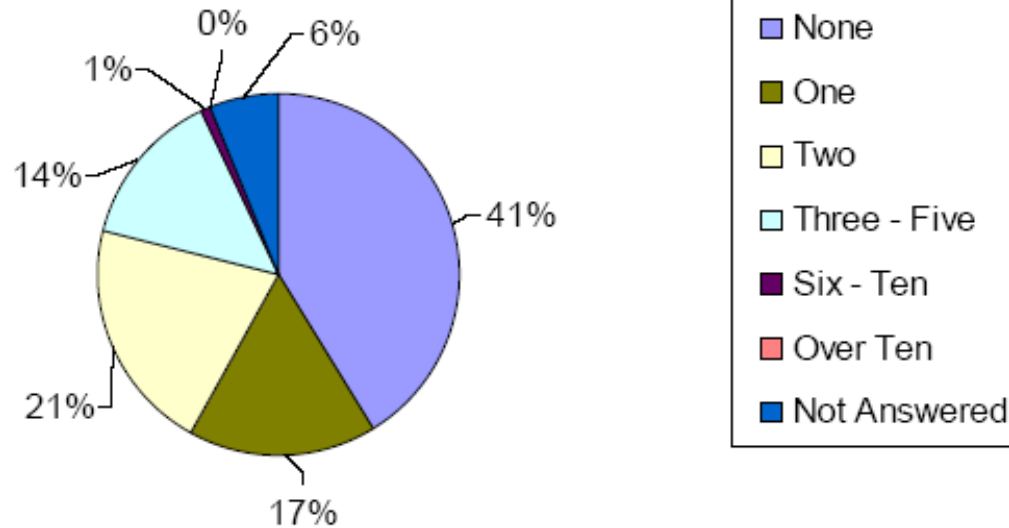
Considering all the times you pick it up, about how much time, in total, do you spend reading or looking through a typical issue of *OIL & GAS FINANCIAL JOURNAL* ?



Mean: 58 minutes

Pass Along:

How many people, other than yourself, usually read or look through your issue of *OIL & GAS FINANCIAL JOURNAL* ?



Mean Pass Along: 1.3 people
Total Readers Per Copy: 2.3 people

Executives Taking Action:

- 49%** Visited An Advertiser's Website
- 39%** Referred An Ad
- 20%** Requested Information
- 15%** Bought Products or Services

OGFJ Digital Media Opportunities

- www.OGFJ.com
- **The Financial Update**
- **The Financial Update - *International***
- **Investment Conference Call Series**
- **OGFJ TV**

www.OGFJ.com statistics

- Daily visitors: 8,307
- Average unique visitor per day: 255
- Total Views: 15,536
- 27% of visits on site come from search engines to find address. Indicating the majority are familiar with site or bookmark
- Average time spent on site: 5 minutes, 33 seconds

The Financial Update statistics

- Distribution: 33,687
- 77% Delivery Rate
- 32.7% Open Rate (#1 out of 61 PennWell eNewsletters)
- 53% Click Through Rate

Custom Solutions

- **E- Newsletters**
- **Webcasting**
 - Streaming video
 - Survey
 - Continuing Education
- **White Papers**
- **Leadership Opportunities**

Why Financial Firms Should Advertise?

- **To Target Executives looking for:**
 - Capital
 - M&A Opportunities
 - Divestiture expertise
 - E&P Opportunities
 - Deal Structure
 - Consulting Expertise
 - Strength and Liquidity

Why Energy Firms Should Advertise?

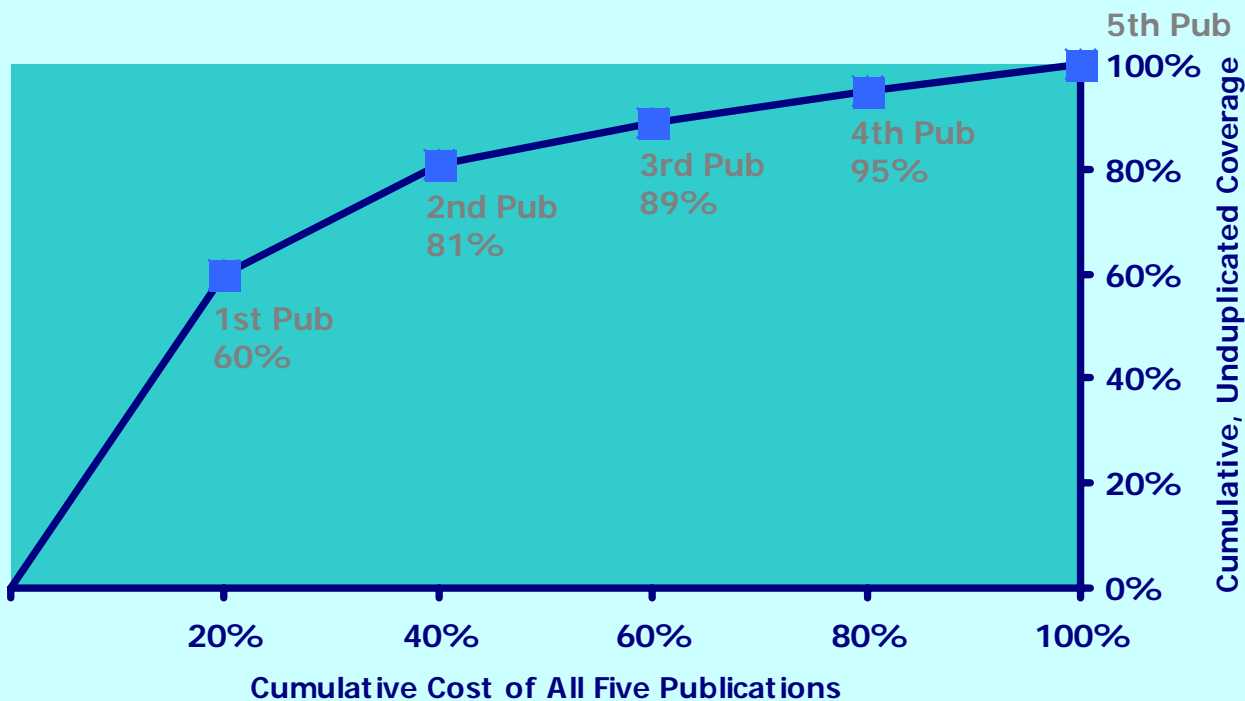
- **To target financial institutions and capital (public and private)**
- **To improve your shareholder value**
- **Gain analyst & industry coverage**
- **Develop partnerships with E&P firms and service & supply**

Why Service & Supply Firms Should Advertise?

- **To Target E&P Executives That Make Key Purchasing Decisions (public and private)**
- **To improve your shareholder value**
- **Gain analyst & industry coverage**
- **Develop partnerships with E&P firms**

Effective Concentrated Reach

**The Law of Diminishing Returns:
Two Leading Publications Cover 81% of the Market***



* Source: McGraw-Hill Research

Distinctive and Separate Publications



- Circulation: 12,523 (BPA Audited)
- Ad Open Rate: \$4,975 full page
- Deal structure, executives, people



- Circulation: 5,852 (BPA Audited)
- Ad Open Rate: \$6,500 full page
- Plays, field development