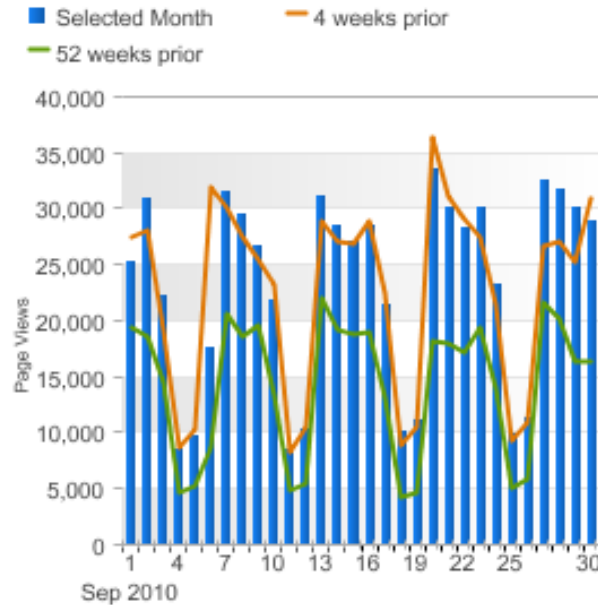


OGJ Monthly Site Activity Report

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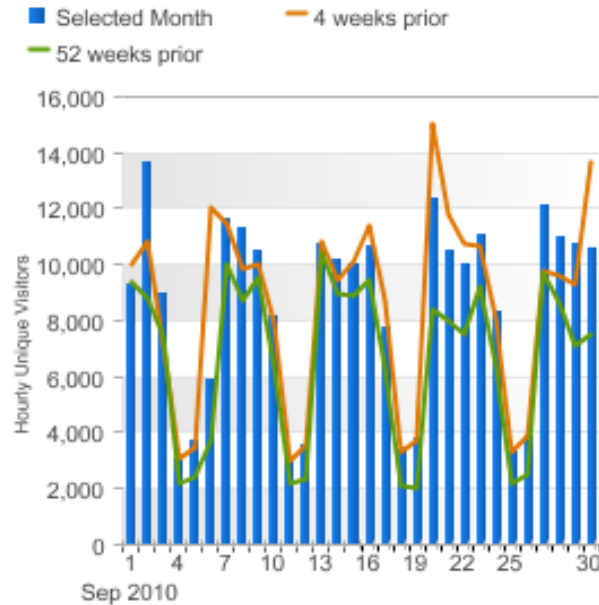
Page Views

September 2010



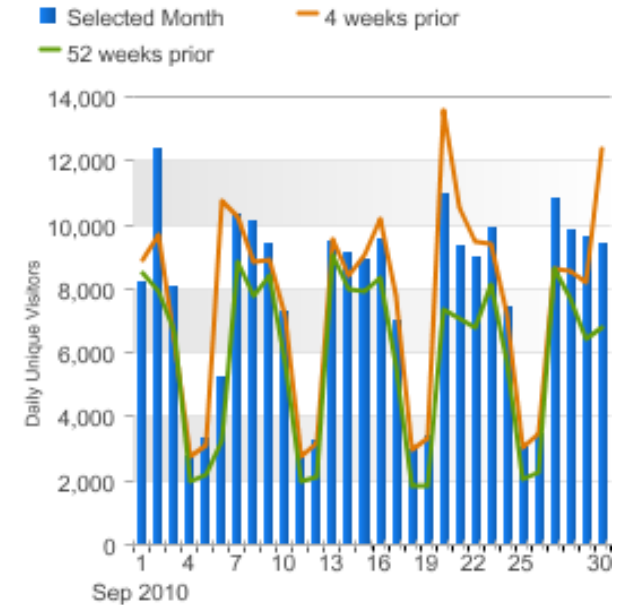
Hourly Unique Visitors

September 2010



Daily Unique Visitors

September 2010



Date	Selected Month	Date	Selected Month	Date	Selected Month
1. Sep 1, 2010	25,316	1. Sep 1, 2010	9,260	1. Sep 1, 2010	8,236
2. Sep 2, 2010	30,840	2. Sep 2, 2010	13,659	2. Sep 2, 2010	12,352
3. Sep 3, 2010	22,181	3. Sep 3, 2010	8,951	3. Sep 3, 2010	8,092
4. Sep 4, 2010	8,449	4. Sep 4, 2010	3,062	4. Sep 4, 2010	2,739
5. Sep 5, 2010	9,643	5. Sep 5, 2010	3,698	5. Sep 5, 2010	3,350
6. Sep 6, 2010	17,511	6. Sep 6, 2010	5,921	6. Sep 6, 2010	5,197
7. Sep 7, 2010	31,429	7. Sep 7, 2010	11,648	7. Sep 7, 2010	10,354
8. Sep 8, 2010	29,431	8. Sep 8, 2010	11,311	8. Sep 8, 2010	10,108
9. Sep 9, 2010	26,766	9. Sep 9, 2010	10,501	9. Sep 9, 2010	9,384
10. Sep 10, 2010	21,825	10. Sep 10, 2010	8,124	10. Sep 10, 2010	7,276

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11.	Sep 11, 2010	8,544	11.	Sep 11, 2010	3,058	11.	Sep 11, 2010	2,730
12.	Sep 12, 2010	10,213	12.	Sep 12, 2010	3,575	12.	Sep 12, 2010	3,222
13.	Sep 13, 2010	31,181	13.	Sep 13, 2010	10,756	13.	Sep 13, 2010	9,491
14.	Sep 14, 2010	28,479	14.	Sep 14, 2010	10,189	14.	Sep 14, 2010	9,137
15.	Sep 15, 2010	27,088	15.	Sep 15, 2010	9,993	15.	Sep 15, 2010	8,917
16.	Sep 16, 2010	28,560	16.	Sep 16, 2010	10,682	16.	Sep 16, 2010	9,532
17.	Sep 17, 2010	21,351	17.	Sep 17, 2010	7,749	17.	Sep 17, 2010	6,965
18.	Sep 18, 2010	10,158	18.	Sep 18, 2010	3,361	18.	Sep 18, 2010	3,003
19.	Sep 19, 2010	11,130	19.	Sep 19, 2010	3,774	19.	Sep 19, 2010	3,405
20.	Sep 20, 2010	33,473	20.	Sep 20, 2010	12,392	20.	Sep 20, 2010	10,975
21.	Sep 21, 2010	30,180	21.	Sep 21, 2010	10,489	21.	Sep 21, 2010	9,368
22.	Sep 22, 2010	28,213	22.	Sep 22, 2010	9,999	22.	Sep 22, 2010	8,963
23.	Sep 23, 2010	30,115	23.	Sep 23, 2010	11,090	23.	Sep 23, 2010	9,903
24.	Sep 24, 2010	23,254	24.	Sep 24, 2010	8,296	24.	Sep 24, 2010	7,451
25.	Sep 25, 2010	9,820	25.	Sep 25, 2010	3,350	25.	Sep 25, 2010	3,011
26.	Sep 26, 2010	11,363	26.	Sep 26, 2010	3,879	26.	Sep 26, 2010	3,475
27.	Sep 27, 2010	32,482	27.	Sep 27, 2010	12,133	27.	Sep 27, 2010	10,795
28.	Sep 28, 2010	31,816	28.	Sep 28, 2010	11,013	28.	Sep 28, 2010	9,854
29.	Sep 29, 2010	30,012	29.	Sep 29, 2010	10,785	29.	Sep 29, 2010	9,637
30.	Sep 30, 2010	28,803	30.	Sep 30, 2010	10,562	30.	Sep 30, 2010	9,378
Total		689,626	Total		253,260	Total		226,300

Oil and Gas Journal

Oil and Gas Journal

Oil and Gas Journal

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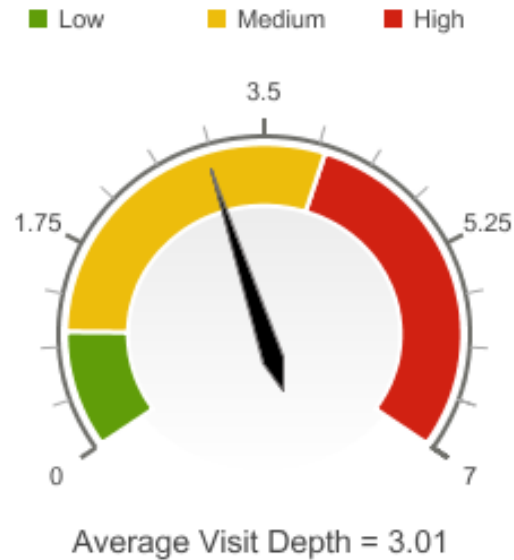
Visits

September 2010



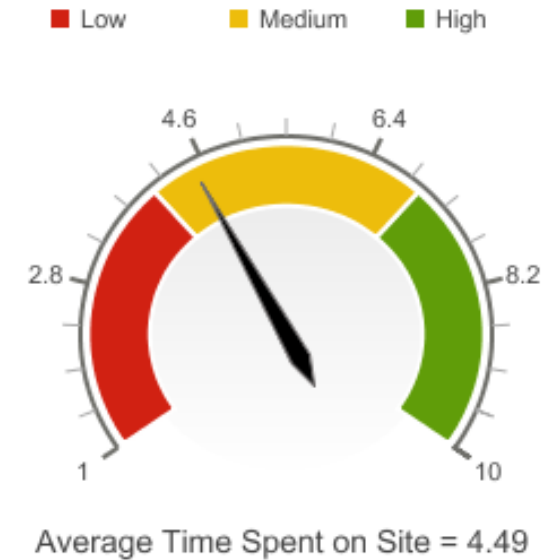
Average Visit Depth

September 2010



Average Time Spent on Site

September 2010



Oil and Gas Journal

Oil and Gas Journal

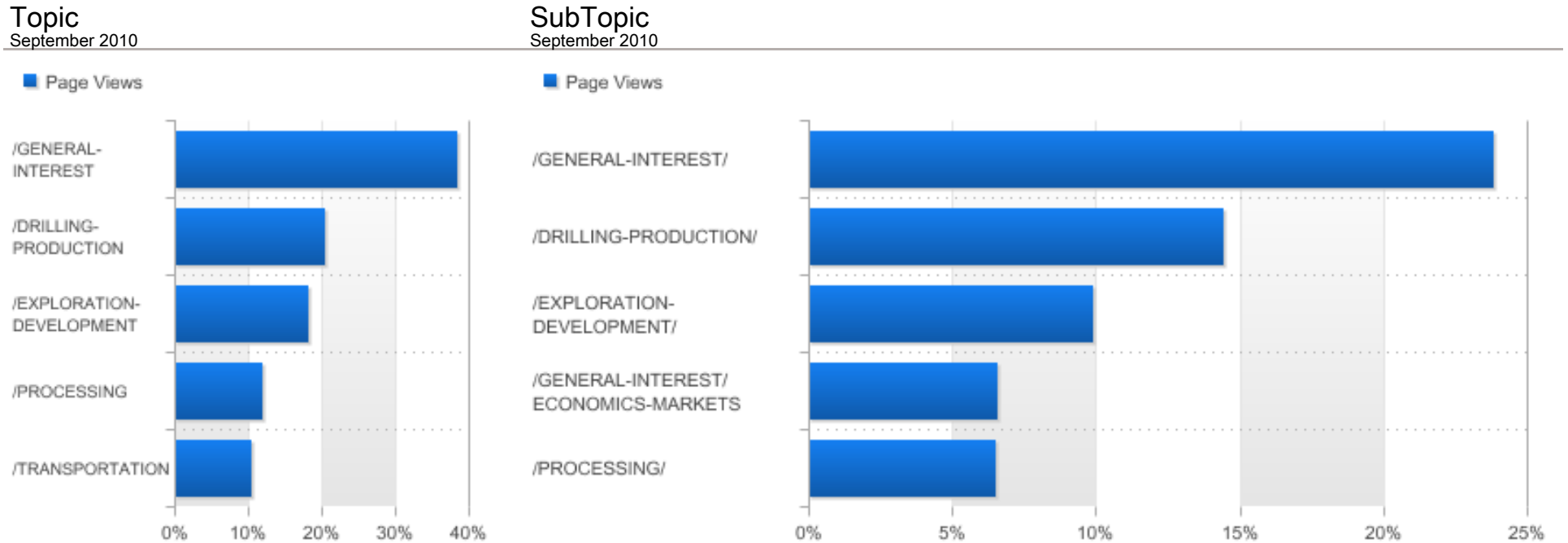
Oil and Gas Journal

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OGJ Monthly Site Activity Report

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Topic	Page Views	SubTopic	Page Views
1. /GENERAL-INTEREST	116,093 38.6%	1. /GENERAL-INTEREST/	71,849 23.9%
2. /DRILLING-PRODUCTION	62,087 20.6%	2. /DRILLING-PRODUCTION/	43,411 14.4%
3. /EXPLORATION-DEVELOPMENT	55,216 18.3%	3. /EXPLORATION-DEVELOPMENT/	29,747 9.9%
4. /PROCESSING	35,892 11.9%	4. /GENERAL-INTEREST/ECONOMICS-MARKETS	19,799 6.6%
5. /TRANSPORTATION	31,752 10.5%	5. /PROCESSING/	19,719 6.6%
Total	301,040	6. /TRANSPORTATION/	12,550 4.2%
Oil and Gas Journal		7. /EXPLORATION-DEVELOPMENT/AREA-DRILLING	12,263 4.1%
		8. /GENERAL-INTEREST/COMPANIES	12,064 4.0%
		9. /DRILLING-PRODUCTION/PRODUCTION-OPERATIONS	10,865 3.6%
		10. /TRANSPORTATION/PIPELINES	10,618 3.5%

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11.	/PROCESSING/REFINING	10,586	3.5%
12.	/GENERAL-INTEREST/GOVERNMENT	9,138	3.0%
13.	/EXPLORATION-DEVELOPMENT/DISCOVERIES	8,717	2.9%
14.	/TRANSPORTATION/LNG	7,779	2.6%
15.	/DRILLING-PRODUCTION/DRILLING-OPERATIONS	5,594	1.9%
16.	/PROCESSING/GASPROCESSING	3,856	1.3%
17.	/EXPLORATION-DEVELOPMENT/RESERVES	2,345	0.8%
18.	/EXPLORATION-DEVELOPMENT/NEWS	2,144	0.7%
19.	/GENERAL-INTEREST/PEOPLE	1,847	0.6%
20.	/DRILLING-PRODUCTION/PRODUCTION-TECHNOLOGY	1,637	0.5%
Total		301,037	

Oil and Gas Journal

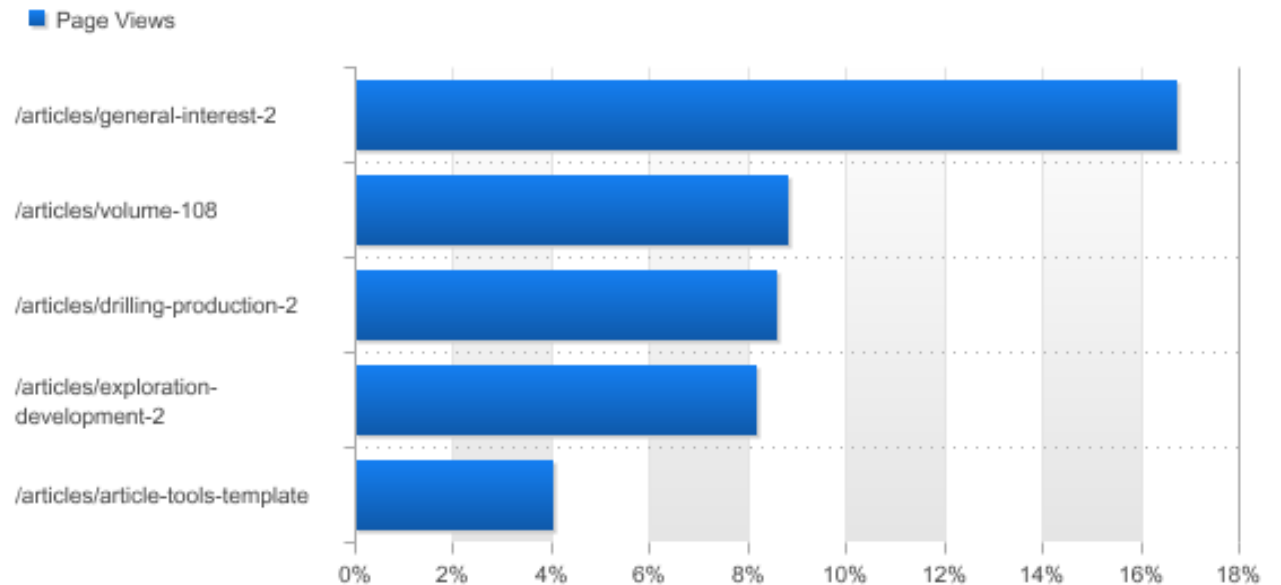
OGJ Monthly Site Activity Report

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Pages September 2010



Sub Section September 2010



Page	Page Views	Percentage	Sub Section	Page Views	Percentage
1. login	152,909	22.2%	1. /articles/general-interest-2	68,034	16.8%
2. OGJHome	63,405	9.2%	2. /articles/volume-108	35,918	8.9%
3. search	22,141	3.2%	3. /articles/drilling-production-2	34,917	8.6%
4. article tools template	18,206	2.6%	4. /articles/exploration-development-2	33,196	8.2%
5. home.html	11,636	1.7%	5. /articles/article-tools-template	16,424	4.0%
6. current-issue	10,543	1.5%	6. /articles/transportation-2	16,127	4.0%
7. past-issues	8,556	1.2%	7. /articles/processing-2	12,497	3.1%
8. Platform explodes in Gulf of Mexico; 13 people evacuated	6,480	0.9%	8. /registrations/landing/home	11,635	2.9%
9.			9. /articles/volume-107	10,897	2.7%

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	BP's investigation finds series of failures in Macondo blowout	5,070	0.7%	10.	/articles/volume-96	7,857	1.9%
				11.	/articles/volume-95	7,211	1.8%
10.	exploration-and-develop ment	4,742	0.7%	12.	/articles/volume-93	6,992	1.7%
11.	OGJ Newsletter	4,740	0.7%	13.	/articles/volume-106	6,678	1.6%
12.	drilling-production	3,989	0.6%	14.	/articles/volume-94	6,560	1.6%
13.	save400/add	3,160	0.5%	15.	/articles/volume-105	6,509	1.6%
14.	general-interest	3,121	0.5%	16.	/articles/volume-104	6,256	1.5%
15.	EI Paso enters Texas Wolfcamp shale oil play	2,390	0.3%	17.	/articles/volume-103	6,138	1.5%
16.	Transocean moves deepwater rigs from Gulf of Mexico	2,247	0.3%	18.	/articles/volume-97	5,463	1.3%
				19.	/articles/volume-99	5,170	1.3%
				20.	/articles/volume-100	5,159	1.3%
17.	article_list	2,223	0.3%	Total		405,680	
18.	NPC studies crucial to long-term US strategy, White House says	2,212	0.3%	Oil and Gas Journal			
19.	Unconv-Gas_Home	2,199	0.3%				
20.	ConocoPhillips's Mulva: Natural gas a 'job-creation machine'	2,185	0.3%				
Total		689,630					

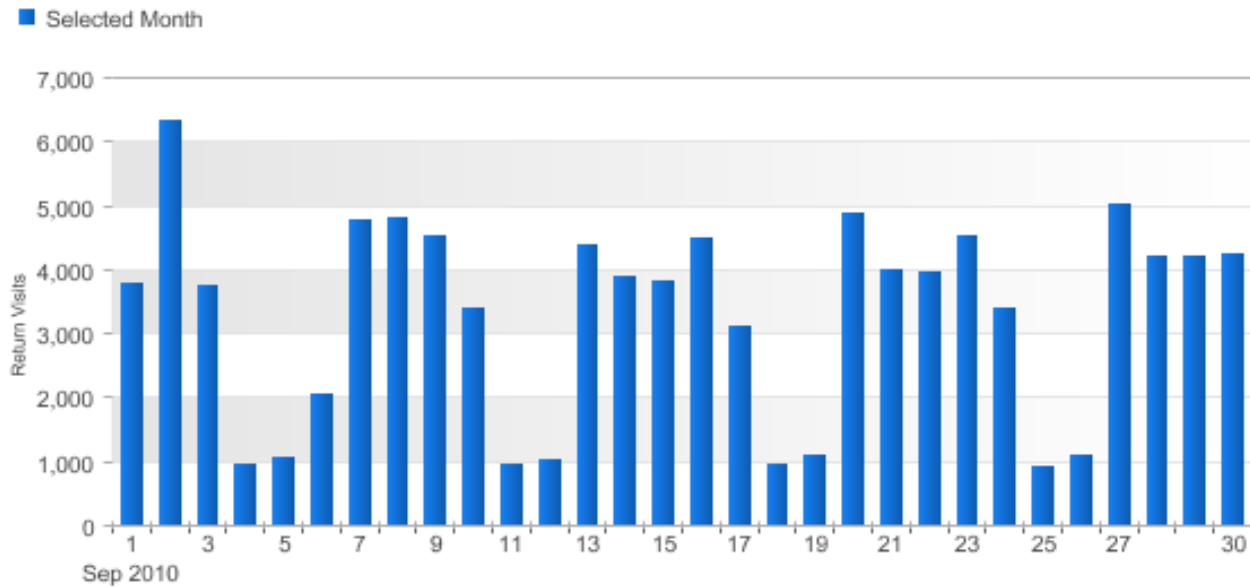
Oil and Gas Journal

OGJ Monthly Site Activity Report

Date Created: Sep 30, 2010 11:06 PM CDT

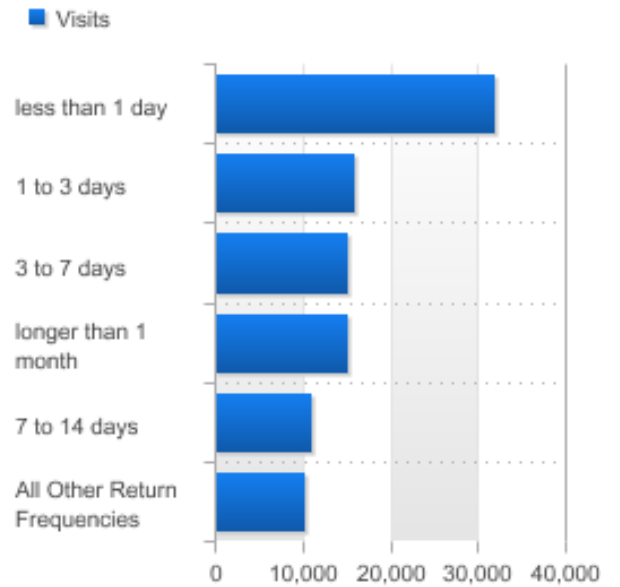
Return Visits

September 2010



Return Frequency

September 2010



Date	Selected Month	Return Frequency	Visits
1. Sep 1, 2010	3,800	1. less than 1 day	31,974 32.1%
2. Sep 2, 2010	6,345	2. 1 to 3 days	15,881 15.9%
3. Sep 3, 2010	3,762	3. 3 to 7 days	15,262 15.3%
4. Sep 4, 2010	950	4. longer than 1 month	15,126 15.2%
5. Sep 5, 2010	1,052	5. 7 to 14 days	11,163 11.2%
6. Sep 6, 2010	2,042	6. 14 days to 1 month	10,221 10.3%
7. Sep 7, 2010	4,783	Total	99,627
8. Sep 8, 2010	4,793	Oil and Gas Journal	
9. Sep 9, 2010	4,522		
10. Sep 10, 2010	3,377		

OGJ Monthly Site Activity Report

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11.	Sep 11, 2010	948
12.	Sep 12, 2010	1,038
13.	Sep 13, 2010	4,387
14.	Sep 14, 2010	3,906
15.	Sep 15, 2010	3,822
16.	Sep 16, 2010	4,473
17.	Sep 17, 2010	3,109
18.	Sep 18, 2010	969
19.	Sep 19, 2010	1,090
20.	Sep 20, 2010	4,872
21.	Sep 21, 2010	3,989
22.	Sep 22, 2010	3,957
23.	Sep 23, 2010	4,537
24.	Sep 24, 2010	3,397
25.	Sep 25, 2010	928
26.	Sep 26, 2010	1,091
27.	Sep 27, 2010	5,017
28.	Sep 28, 2010	4,216
29.	Sep 29, 2010	4,209
30.	Sep 30, 2010	4,246

Oil and Gas Journal





OGJ Monthly Site Activity Report

Date Created: Sep 30, 2010 11:06 PM CDT

Fallout - From Home Page Link in Header

September 2010

Checkpoint Analysis

	Visits			Process
1.	4,430	100.0%		<u>home.html</u> 0% Continued 100% Lost
2.	0	0.0%		<u>effort</u>
3.	0	0.0%		<u>paidver</u>
4.	0	0.0%		<u>login</u>

Total Conversion = 0 (0.0%) Total Fallout = 4,430 (100.0%)

Conversion and Fallout Summary

Conversion % Summary

1. <u>home.html</u>	↓ 0%
2. <u>effort</u>	
3. <u>paidver</u>	
4. <u>login</u>	






Fallout % Summary

1. <u>home.html</u>	↓ 100%
2. <u>effort</u>	
3. <u>paidver</u>	
4. <u>login</u>	

Fallout - From Subscribe Page

September 2010

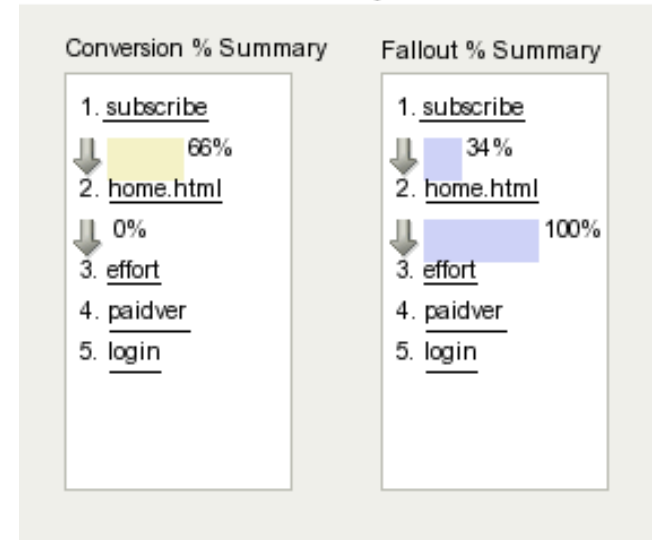
Checkpoint Analysis

	Visits			Process
1.	724	100.0%		<u>subscribe</u> 66% Continued 34% Lost
2.	480	66.3%		<u>home.html</u> 0% Continued 100% Lost
3.	0	0.0%		<u>effort</u>
4.	0	0.0%		<u>paidver</u>
5.	0	0.0%		<u>login</u>

Total Conversion = 0 (0.0%) Total Fallout = 724 (100.0%)

Oil and Gas Journal

Conversion and Fallout Summary



Oil and Gas Journal







OGJ Monthly Site Activity Report

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Fallout - Renew, Yes

September 2010







Checkpoint Analysis

	Visits	Process
1.	4,431 100.0%	 <u>home.html</u> 6% Continued 94% Lost
2.	248 5.6%	 <u>mag/acctnum</u> 25% Continued 75% Lost
3.	61 1.4%	 <u>addrver</u> 75% Continued 25% Lost
4.	46 1.0%	 <u>paid/renew</u> 50% Continued 50% Lost
5.	23 0.5%	 <u>paidver</u> 0% Continued 100% Lost
6.	0 0.0%	 <u>login</u>
Total Conversion = 0 (0.0%) Total Fallout = 4,431 (100.0%)		

Fallout - Renew - Yes, COA

September 2010







Checkpoint Analysis

	Visits	Process
1.	4,431 100.0%	 <u>home.html</u> 6% Continued 94% Lost
2.	248 5.6%	 <u>mag/acctnum</u> 25% Continued 75% Lost
3.	61 1.4%	 <u>addrver</u> 23% Continued 77% Lost
4.	14 0.3%	 <u>paid/coa</u> 43% Continued 57% Lost
5.	6 0.1%	 <u>paidver</u> 0% Continued 100% Lost
6.	0 0.0%	 <u>login</u>
Total Conversion = 0 (0.0%) Total Fallout = 4,431 (100.0%)		

Fallout - Renew - No, not me

September 2010

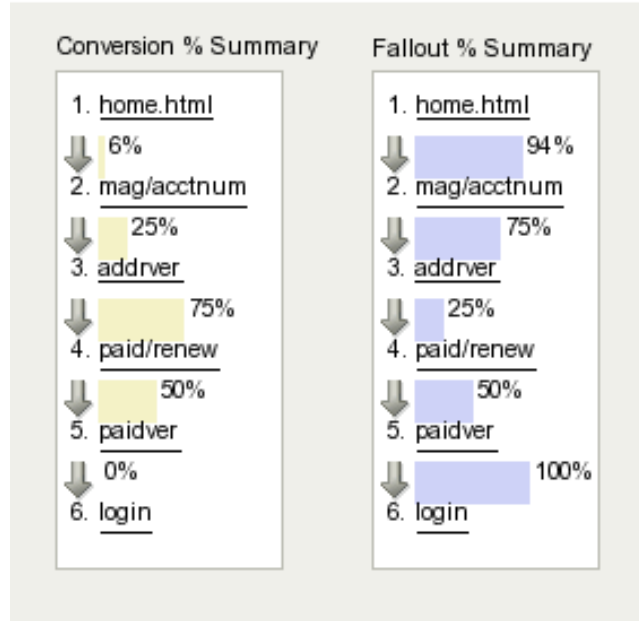
Checkpoint Analysis

	Visits	Process
1.	4,431 100.0%	 <u>home.html</u> 6% Continued 94% Lost
2.	248 5.6%	 <u>mag/acctnum</u> 25% Continued 75% Lost
3.	61 1.4%	 <u>addrver</u> 3% Continued 97% Lost
4.	2 0.0%	 <u>paid/add</u> 0% Continued 100% Lost
5.	0 0.0%	 <u>paidver</u>
6.	0 0.0%	 <u>login</u>
Total Conversion = 0 (0.0%) Total Fallout = 4,431 (100.0%)		

OGJ Monthly Site Activity Report

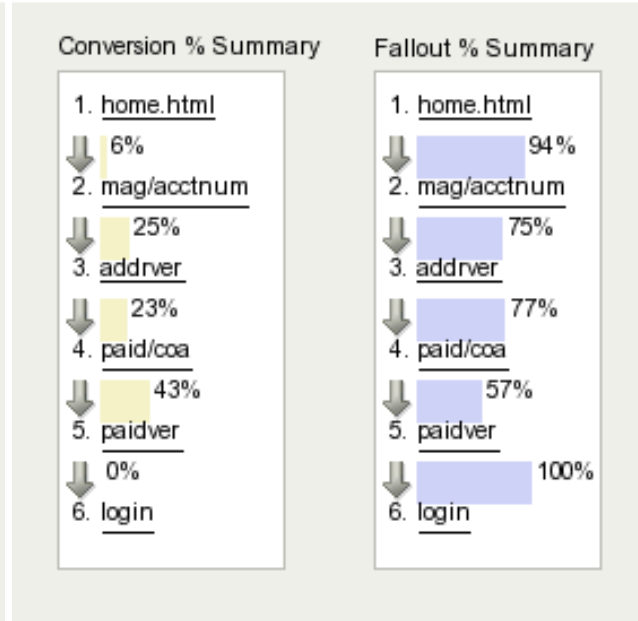
Date Created: Sep 30, 2010 11:06 PM CDT

Conversion and Fallout Summary



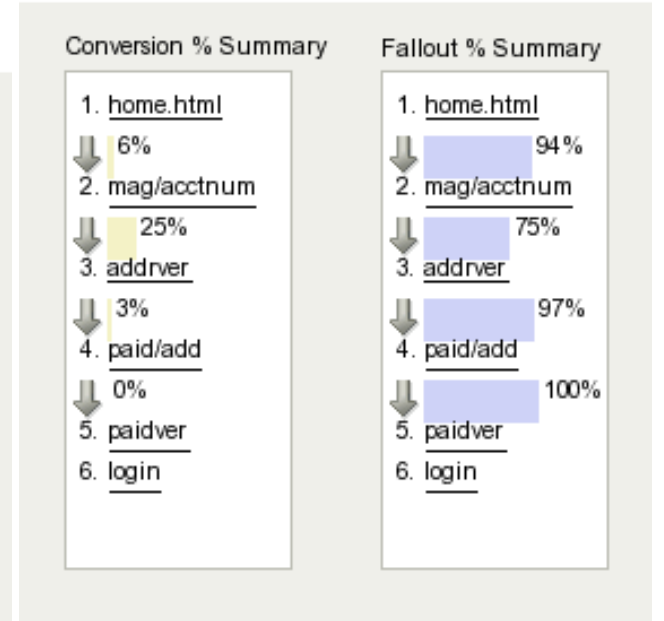
Oil and Gas Journal

Conversion and Fallout Summary



Oil and Gas Journal

Conversion and Fallout Summary

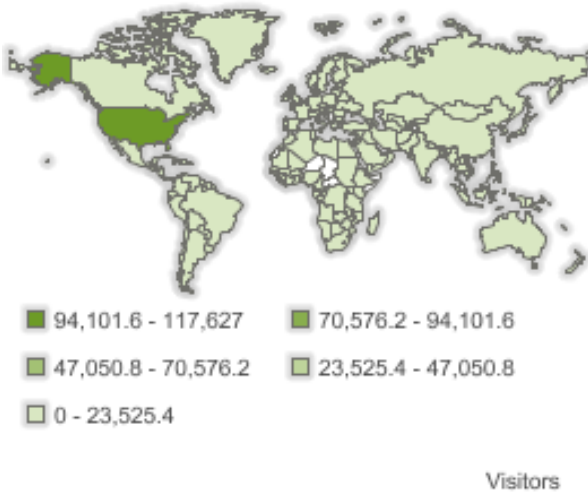


Oil and Gas Journal

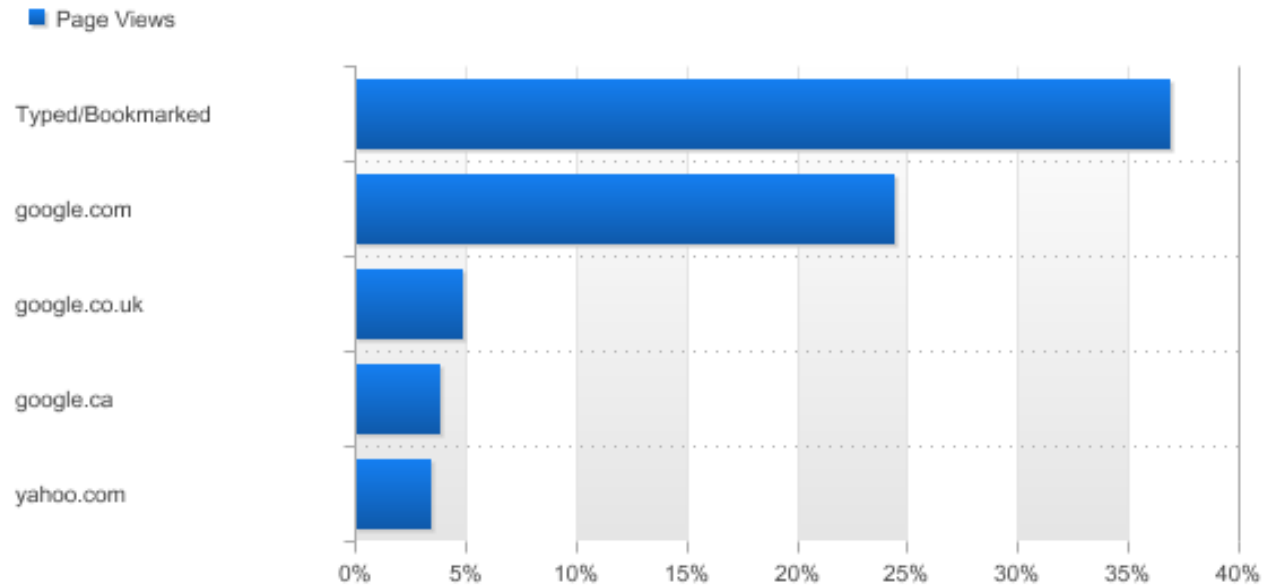
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Countries September 2010





































Referring Domains Report September 2010



Country			Visitors	Referring Domains		Page Views		Instances	
1.	United States	117,627	52.0%	1.	Typed/Bookmarked	253,380	37.0%	98,412	22.8%
2.	United Kingdom	16,517	7.3%	2.	google.com	167,549	24.4%	87,894	20.3%
3.	Canada	14,309	6.3%	3.	google.co.uk	33,465	4.9%	17,887	4.1%
4.	India	7,923	3.5%	4.	google.ca	26,766	3.9%	14,286	3.3%
5.	Australia	4,722	2.1%	5.	yahoo.com	24,030	3.5%	13,319	3.1%
6.	Singapore	3,704	1.6%	6.	bing.com	16,672	2.4%	7,900	1.8%
7.	France	3,310	1.5%	7.	google.co.in	15,710	2.3%	8,236	1.9%
8.	Germany	3,058	1.4%	8.	google.com.au	8,344	1.2%	4,465	1.0%
9.	Malaysia	2,751	1.2%	9.	google.fr	5,515	0.8%	2,872	0.7%
10.	Japan	2,674	1.2%						

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11.		Norway	2,602	1.1%	10.		google.com.sg	5,045	0.7%	2,689	0.6%
12.		Netherlands	2,542	1.1%	11.		google.de	4,766	0.7%	2,284	0.5%
13.		Italy	2,472	1.1%	12.		google.com.my	4,722	0.7%	2,429	0.6%
14.		China	2,408	1.1%	13.		google.it	4,159	0.6%	2,228	0.5%
15.		Russian Federation	2,188	1.0%	14.		google.nl	4,034	0.6%	2,191	0.5%
Total			226,300		15.		google.com.br	3,422	0.5%	1,763	0.4%
Oil and Gas Journal											
					16.		google.com.hk	3,375	0.5%	1,652	0.4%
					17.		google.no	3,184	0.5%	1,751	0.4%
					18.		live.com	2,968	0.4%	2,249	0.5%
					19.		google.co.jp	2,826	0.4%	1,280	0.3%
					20.		google.com.mx	2,771	0.4%	1,356	0.3%
					21.		aol.com	2,438	0.4%	1,439	0.3%
					22.		google.co.id	2,365	0.3%	1,223	0.3%
					23.		google.ae	2,293	0.3%	1,251	0.3%
					24.		google.co.th	2,224	0.3%	1,178	0.3%
					25.		google.ru	2,165	0.3%	958	0.2%
					26.		google.com.ng	2,088	0.3%	971	0.2%
					27.		google.co.kr	2,049	0.3%	840	0.2%
					28.		google.es	2,029	0.3%	1,119	0.3%
					29.		google.co.za	1,782	0.3%	960	0.2%
					30.		google.com.co	1,748	0.3%	793	0.2%
					31.		maraview.com	1,658	0.2%	1,354	0.3%
					32.		google.com.pk	1,572	0.2%	831	0.2%
					33.		qmags.com	1,551	0.2%	935	0.2%
					34.		bakerhughesdirect.com	1,549	0.2%	1,174	0.3%
					35.		wikipedia.org	1,534	0.2%	584	0.1%
					36.		google.co.ve	1,524	0.2%	835	0.2%
					37.		google.com.eg	1,343	0.2%	697	0.2%
					38.		google.com.ph	1,326	0.2%	671	0.2%

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39.	 google.com.ar	1,271	0.2%	666	0.2%
40.	 google.com.vn	1,239	0.2%	622	0.1%
41.	 pennwell.com	1,175	0.2%	451	0.1%
42.	 google.ro	1,108	0.2%	528	0.1%
43.	 google.tt	1,101	0.2%	588	0.1%
44.	 smartbrief.com	1,059	0.2%	824	0.2%
45.	 yandex.ru	1,039	0.2%	351	0.1%
46.	 google.com.tr	956	0.1%	506	0.1%
47.	 conduit.com	950	0.1%	464	0.1%
48.	 ask.com	903	0.1%	447	0.1%
49.	 google.pl	882	0.1%	461	0.1%
50.	 google.com.qa	871	0.1%	472	0.1%
Total		685,344		432,050	

Oil and Gas Journal