

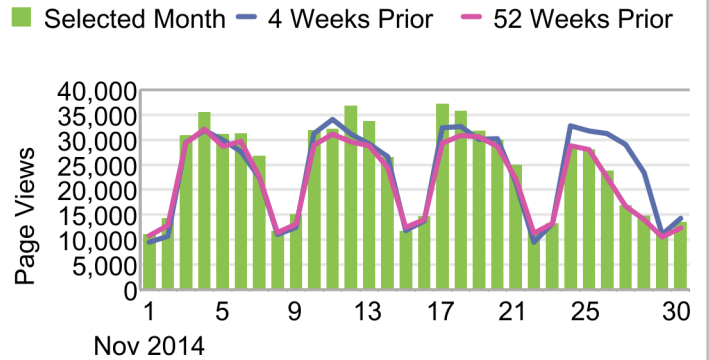
Page Views

Oil and Gas Journal - No Digital Editions
November 2014

Date	Selected Month	4 Weeks Prior
Nov 1, 2014	11,061	9,557
Nov 2, 2014	14,331	10,678
Nov 3, 2014	30,807	29,467
Nov 4, 2014	35,469	31,835
Nov 5, 2014	31,109	29,951
Nov 6, 2014	31,229	27,674
Nov 7, 2014	26,712	22,439
Nov 8, 2014	11,642	11,034
Nov 9, 2014	15,063	12,535
Nov 10, 2014	31,846	31,212
Nov 11, 2014	32,170	34,033
Nov 12, 2014	36,786	31,096
Nov 13, 2014	33,754	29,177
Nov 14, 2014	26,476	26,570
Nov 15, 2014	11,650	11,792
Nov 16, 2014	14,687	13,787
Nov 17, 2014	37,219	32,367
Nov 18, 2014	35,706	32,673
Nov 19, 2014	31,782	30,141
Nov 20, 2014	29,969	30,232
Nov 21, 2014	24,942	21,305
Nov 22, 2014	11,739	9,565
Nov 23, 2014	13,233	13,307
Nov 24, 2014	28,384	32,837
Nov 25, 2014	28,043	31,774
Nov 26, 2014	23,843	31,295
Nov 27, 2014	16,819	29,120
Nov 28, 2014	14,771	23,360
Nov 29, 2014	11,319	11,061
Nov 30, 2014	13,479	14,331
Total	716,040	706,205

Page Views

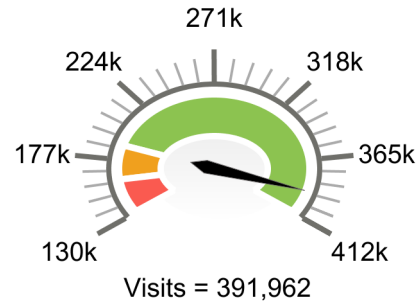
Oil and Gas Journal - No Digital Editions
November 2014



Visits

Oil and Gas Journal - No Digital Editions
November 2014

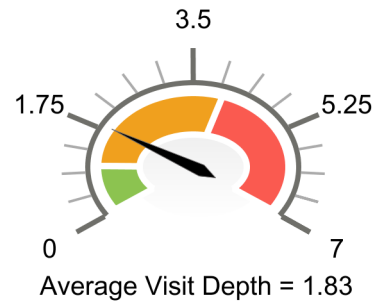
■ Low ■ Medium ■ High



Average Visit Depth

Oil and Gas Journal - No Digital Editions
November 2014

■ Low ■ Medium ■ High



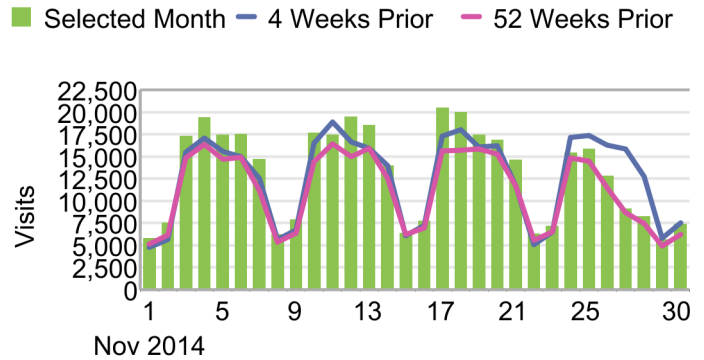
Visits

Oil and Gas Journal - No Digital Editions
November 2014

Date	Selected Month	4 Weeks Prior
Nov 1, 2014	5,775	4,791
Nov 2, 2014	7,532	5,615
Nov 3, 2014	17,303	15,483
Nov 4, 2014	19,396	17,073
Nov 5, 2014	17,462	15,533
Nov 6, 2014	17,487	14,999
Nov 7, 2014	14,691	12,505
Nov 8, 2014	6,216	5,651
Nov 9, 2014	7,903	6,757
Nov 10, 2014	17,657	16,475
Nov 11, 2014	17,457	18,863
Nov 12, 2014	19,474	16,658
Nov 13, 2014	18,494	15,927
Nov 14, 2014	13,970	13,997
Nov 15, 2014	6,401	6,061
Nov 16, 2014	7,713	7,235
Nov 17, 2014	20,508	17,274
Nov 18, 2014	19,994	18,007
Nov 19, 2014	17,433	16,025
Nov 20, 2014	16,821	16,207
Nov 21, 2014	14,608	11,679
Nov 22, 2014	6,312	5,087
Nov 23, 2014	7,151	6,540
Nov 24, 2014	15,442	17,139
Nov 25, 2014	15,848	17,343
Nov 26, 2014	12,802	16,272
Nov 27, 2014	9,126	15,852
Nov 28, 2014	8,249	12,769
Nov 29, 2014	5,650	5,775
Nov 30, 2014	7,406	7,532
Total	391,962	376,834

Visits

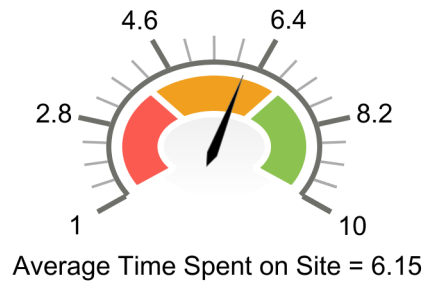
Oil and Gas Journal - No Digital Editions
November 2014



Average Time Spent on Site

Oil and Gas Journal - No Digital Editions
November 2014

■ Low ■ Medium ■ High



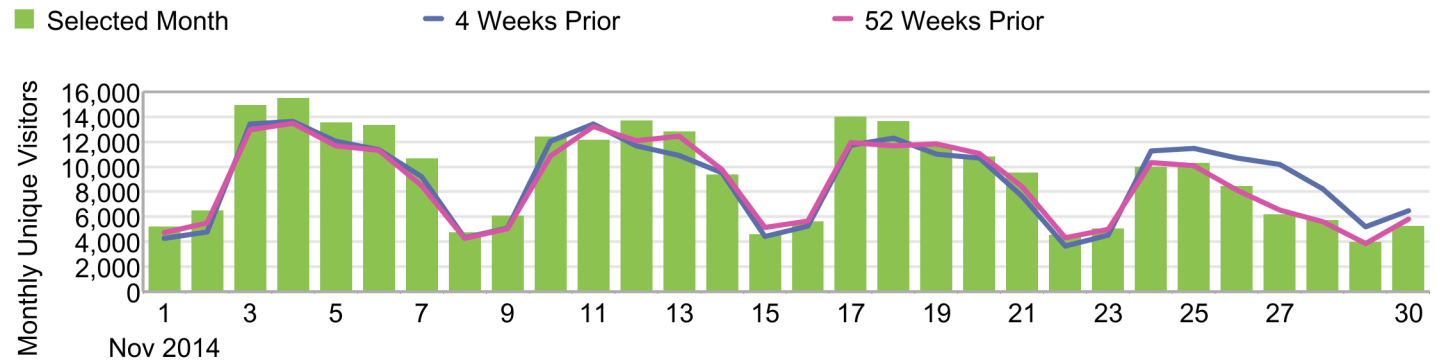
Topic Traffic

Oil and Gas Journal - No Digital Editions
November 2014

Topic	Page Views	
1. general-interest	129,431	35.5%
2. processing	60,846	16.7%
3. drilling_production	43,649	12.0%
4. exploration_development	38,519	10.6%
5. transportation	34,295	9.4%
6. Search	21,743	6.0%
7. unconventional_resources	19,585	5.4%
8. ramp topics	14,934	4.1%
9. shell	754	0.2%
Total	365,043	

Monthly Unique Visitors

Oil and Gas Journal - No Digital Editions
November 2014

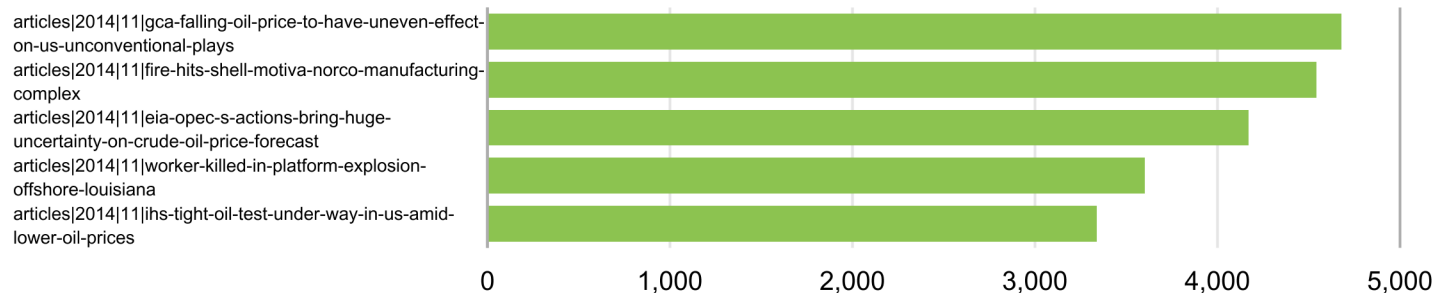


Date	Selected Month	4 Weeks Prior	52 Weeks Prior
Nov 1, 2014	5,211	4,290	4,757
Nov 2, 2014	6,481	4,782	5,483
Nov 3, 2014	14,902	13,405	12,963
Nov 4, 2014	15,469	13,623	13,473
Nov 5, 2014	13,509	12,057	11,681
Nov 6, 2014	13,309	11,379	11,304
Nov 7, 2014	10,672	9,194	8,485
Nov 8, 2014	4,733	4,309	4,269
Nov 9, 2014	6,082	5,103	5,036
Nov 10, 2014	12,405	12,021	10,845
Nov 11, 2014	12,116	13,430	13,215
Nov 12, 2014	13,683	11,661	12,076
Nov 13, 2014	12,821	10,915	12,466
Nov 14, 2014	9,384	9,502	9,765
Nov 15, 2014	4,586	4,413	5,159
Nov 16, 2014	5,587	5,259	5,649
Nov 17, 2014	13,979	11,731	11,922
Nov 18, 2014	13,653	12,317	11,671
Nov 19, 2014	11,687	10,988	11,828
Nov 20, 2014	10,788	10,706	11,043
Nov 21, 2014	9,516	7,596	8,369
Nov 22, 2014	4,502	3,630	4,334
Nov 23, 2014	5,019	4,535	4,995
Nov 24, 2014	10,002	11,273	10,349
Nov 25, 2014	10,278	11,465	10,076
Nov 26, 2014	8,422	10,720	8,142
Nov 27, 2014	6,174	10,168	6,525
Nov 28, 2014	5,688	8,210	5,614
Nov 29, 2014	3,983	5,211	3,844
Nov 30, 2014	5,248	6,481	5,807
Total	279,889	270,374	261,145

Most Read Articles

Oil and Gas Journal -
November 2014

Page Views



Page	Article Title	Page Views	Percentage
1.	articles 2014 11 gca-falling-oil-price-to-have-uneven-effect-on-us-unconventional-plays	4,681	1.4%
2.	articles 2014 11 fire-hits-shell-motiva-norco-manufacturing-complex	4,545	1.4%
3.	articles 2014 11 eia-opeac-s-actions-bring-huge-uncertainty-on-crude-oil-price-forecast	4,171	1.3%
4.	articles 2014 11 worker-killed-in-platform-explosion-offshore-louisiana	3,603	1.1%
5.	articles 2014 11 ihs-tight-oil-test-under-way-in-us-amid-lower-oil-prices	3,339	1.0%
6.	articles 2014 11 members-decry-motivation-as-house-passes-cassidy-s-keystone-xl-bill	2,292	0.7%
7.	articles 2014 11 obama-determined-to-let-keystone-xl-review-process-play-out	1,887	0.6%
8.	articles 2014 08 petronas-details-rapid-project-contract-awards	1,872	0.6%
9.	articles 2014 11 oil-sands-2014-38-outlay-to-top-514-billion	1,748	0.5%
10.	articles 2014 10 eia-brent-dominates-us-gasoline-price-movements-not-wti	1,695	0.5%
11.	articles 2014 11 moody-s-e-p-spending-to-dip-as-crude-oil-prices-slide	1,581	0.5%
12.	articles 2014 11 deloitte-more-executives-believe-us-can-be-self-sufficient-in-oil	1,556	0.5%
13.	articles 2014 10 forum-us-unconventional-plays-still-profitable-at-80-bbl-oil-or-less	1,491	0.5%
14.	articles 2014 11 halliburton-baker-hughes-agree-to-merge	1,416	0.4%
15.	articles 2014 11 results-show-energy-won-big-in-2014-s-elections-gerard-says	1,380	0.4%
16.	articles 2014 11 apache-to-sell-louisiana-anadarko-assets-for-1-4-billion	1,313	0.4%
17.	articles 2014 11 senate-debates-then-barely-rejects-keystone-xl-approval-bill	1,285	0.4%
18.	articles 2014 11 pnr-reliance-seek-divestment-of-eagle-ford-midstream-business	1,266	0.4%
19.	articles 2014 11 legislative-vote-delays-st-croix-refinery-sale	1,233	0.4%
20.	articles 2014 11 gas-price-uncertainty-could-defer-projects-niko-says	1,191	0.4%
21.	articles 2014 11 market-watch-nymex-crude-oil-prices-bounced-back-up-briefly	1,098	0.3%
22.	articles 2014 11 new-api-standards-cover-offshore-drilling-production-structures	1,095	0.3%
23.	articles 2014 11 triple-crown-advances-kansas-drilling-in-2015	1,049	0.3%
24.	articles 2014 11 investors-await-mexico-s-round-one-bid-terms	1,023	0.3%
25.	articles 2014 11 csb-releases-final-report-on-chevron-richmond-refinery-fire	989	0.3%
26.	articles 2014 11 epa-finalizes-methane-emissions-control-rule-proposes-another	954	0.3%
27.	articles 2014 11 taep-tpi-continues-record-pace-but-threatened-by-falling-oil-prices	929	0.3%
28.	articles 2014 10 woodmac-high-wcs-wti-price-spread-seen-lingering	923	0.3%
29.	articles 2014 11 shell-inks-deal-for-us-appalachian-petrochemical-project-location	868	0.3%
30.	articles 2014 11 overcapacity-causes-statoil-to-suspend-two-rigs	865	0.3%
31.	articles 2014 04 knpc-finalizes-contracts-for-clean-fuels-project	862	0.3%
32.	articles 2014 11 bhi-us-rig-count-down-slightly-during-october-past-week	856	0.3%
Total		325,070	38.5%

SubTopic Traffic

Oil and Gas Journal - No Digital Editions
November 2014

SubTopic	Page Views	
1. general-interest/companies	21,358	19.7%
2. drilling_prod...on_operations	11,270	10.4%
3. processing/refining	9,487	8.8%
4. processing/gas-processing	8,254	7.6%
5. exploration_d...t/discoveries	6,390	5.9%
6. transportation/pipelines	5,518	5.1%
7. unconvention...rman_basin	5,361	5.0%
8. processing/petrochemicals	5,326	4.9%
9. general-inter...mics_markets	5,123	4.7%
10. drilling_prod...ng_operations	4,160	3.8%
11. transportation/lng	3,948	3.7%
12. exploration_d...ent/reserves	3,122	2.9%
13. general-interest/government	2,262	2.1%
14. transportation/tankers	2,258	2.1%
15. exploration_d...area_drilling	2,185	2.0%
16. general-interest/hse	2,161	2.0%
17. unconvention...bakken_shale	2,097	1.9%
18. unconvention...s/eagle_ford	1,474	1.4%
19. general-interest/people	1,452	1.3%
20. unconventiona...arnett_shale	892	0.8%
21. unconventiona...es/oil_sands	762	0.7%
22. unconventiona...cellus_shale	492	0.5%
23. unconvention...odford_shale	442	0.4%
24. unconvention...conventional	359	0.3%
25. unconvention...ceance_uinta	357	0.3%
26. unconventiona...es/tight_gas	326	0.3%
27. unconventiona.../cline_shale	304	0.3%
28. unconventiona...ources/utica	276	0.3%
29. unconventiona...sville_shale	224	0.2%
30. unconvention...ces/niobrara	125	0.1%
31. unconventiona...otton_valley	103	0.1%
32. unconventional_resources/cbm	81	0.1%
33. unconvention...granite_wash	76	0.1%
34. unconvention...s/horn_river	57	0.1%
35. unconvention...conventional	34	0.0%
36. market_connec...nal_services	9	0.0%
37. unconventiona...teville_shale	7	0.0%
38. market_connec...portunities	6	0.0%
39. /events//events/petroworld	2	0.0%
40. petroleum/refining_petrochem	1	0.0%
41. market_connec...portunities	1	0.0%
42. market_connec...ent_products	1	0.0%
43. /events//events/sho	1	0.0%
44. business_br...mpany_news	1	0.0%
Total	108,146	

Pages

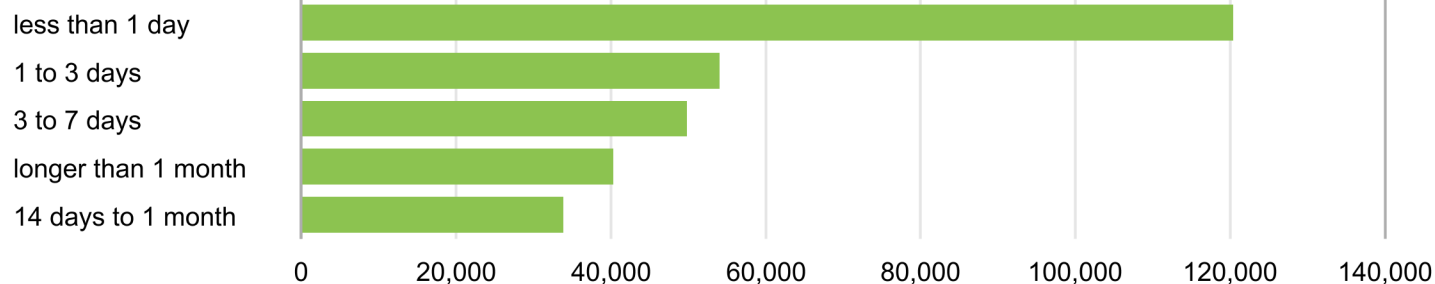
Oil and Gas Journal - No Digital Editions
November 2014

Page	Page Views	
1. OGJ_Home	69,385	9.7%
2. login	39,568	5.5%
3. iPhone Latest News Listings	20,818	2.9%
4. iPhone Splash	10,612	1.5%
5. Oil & Gas Journal-LatestNews	8,060	1.1%
6. root	6,291	0.9%
7. past-issues	6,143	0.9%
8. event-listing ...roleum-events	5,975	0.8%
9. iPhone Most Viewed Listings	5,088	0.7%
10. unconventional-resources	5,081	0.7%
11. articles 2014 ...entional-plays	4,681	0.7%
12. articles 2014...uring-complex	4,545	0.6%
13. articles 2014 1...price-forecast	4,171	0.6%
14. event-listing	3,659	0.5%
15. articles 2014 ...hore-louisiana	3,603	0.5%
16. US HYDROCAR...art 3 — LNG	3,547	0.5%
17. hallmark reg -...subscriber info	3,512	0.5%
18. oil-general-in...omics-markets	3,462	0.5%
19. oil-exploration-and-development	3,356	0.5%
20. articles 2014 ...wer-oil-prices	3,339	0.5%
21. subscribe	3,062	0.4%
22. oil-drilling-and-production	2,964	0.4%
23. index current-issues	2,927	0.4%
24. oil-transportation pipelines	2,845	0.4%
25. oil-exploratio...nt discoveries	2,833	0.4%
26. articles 2014 1...ystone-xl-bill	2,292	0.3%
27. oil-processing	2,281	0.3%
28. hallmark reg -...subscriber info	2,270	0.3%
29. US HYDROCAR...t 2 — NGLs	2,269	0.3%
30. all-articles	2,221	0.3%
31. oil-drilling-a...ing-operations	2,178	0.3%
32. oil-general-interest	2,151	0.3%
33. oil-transportation	2,115	0.3%
34. articles 2014 ...cess-play-out	1,887	0.3%
35. articles 2014 ...ontract-awards	1,872	0.3%
36. newsletter	1,852	0.3%
37. articles 2014 1...op-514-billion	1,748	0.2%
38. articles 2014 ...ments-not-wti	1,695	0.2%
39. EIA: OPEC's ac...rice forecast	1,650	0.2%
40. articles 2014 1...l-prices-slide	1,581	0.2%
41. articles 2014 1...ficient-in-oil	1,556	0.2%
42. ogj-survey-downloads	1,544	0.2%
43. Worker killed ...ore Louisiana	1,525	0.2%
44. articles 2014 ...bl-oil-or-less	1,491	0.2%
Total	716,040	

Return Frequency

Oil and Gas Journal - No Digital Editions
November 2014

■ Page Views



Search Keywords

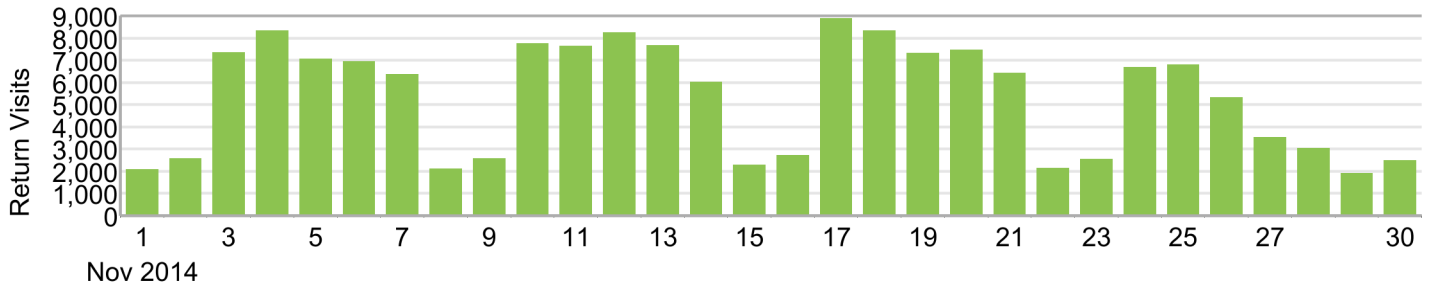
Oil and Gas Journal - No Digital Editions
November 2014

Search Keywords - All	Page Views (event2)		Searches	
1. Keyword Unavailable	313,073	48.2%	227,420	90.8%
2. None	303,375	46.7%	0	0.0%
3. oil and gas journal	2,482	0.4%	800	0.3%
4. oil and gas news	752	0.1%	360	0.1%
5. oil & gas journal	716	0.1%	211	0.1%
6. ogj	327	0.1%	91	0.0%
7. oil and gas	315	0.0%	153	0.1%
8. oil news	202	0.0%	123	0.0%
9. oil gas journal	123	0.0%	45	0.0%
10. oil&gas journal	109	0.0%	32	0.0%
11. oil & gas	104	0.0%	27	0.0%
12. world oil news	89	0.0%	4	0.0%
13. oil and gas magazine	71	0.0%	24	0.0%
14. oil&gas	68	0.0%	13	0.0%
15. oil and gas industry	65	0.0%	39	0.0%
16. vlcc condensate	58	0.0%	4	0.0%
17. oil and gas journals	56	0.0%	19	0.0%
18. www.ogj.com	56	0.0%	11	0.0%
19. oil prices	55	0.0%	41	0.0%
20. oil industry news	54	0.0%	25	0.0%
21. ogj.com	53	0.0%	20	0.0%
22. oil & gas news	52	0.0%	22	0.0%
23. drill rigs in piceance basin	49	0.0%	16	0.0%
24. pipeline news	47	0.0%	17	0.0%
25. oil journal	45	0.0%	16	0.0%
26. calculate torque on a well drillstring	45	0.0%	2	0.0%
27. oil gas news	44	0.0%	33	0.0%
Total	650,179		250,483	

Return Visits

Oil and Gas Journal - No Digital Editions
November 2014

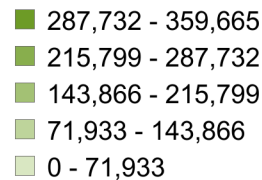
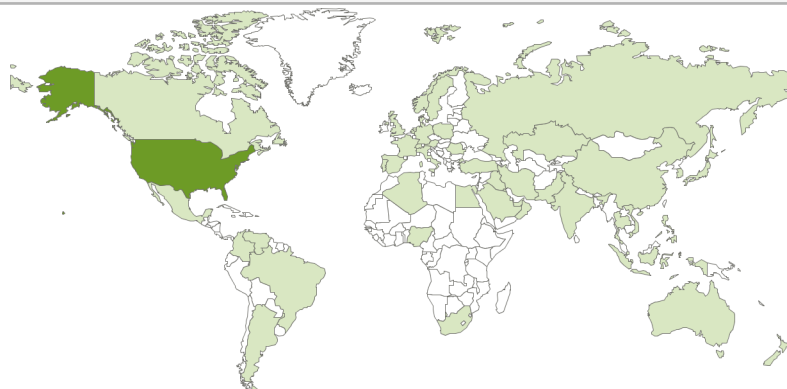
■ Selected Month



Date	Selected Month
Nov 1, 2014	2,072
Nov 2, 2014	2,579
Nov 3, 2014	7,346
Nov 4, 2014	8,332
Nov 5, 2014	7,067
Nov 6, 2014	6,954
Nov 7, 2014	6,363
Nov 8, 2014	2,113
Nov 9, 2014	2,580
Nov 10, 2014	7,769
Nov 11, 2014	7,632
Nov 12, 2014	8,243
Nov 13, 2014	7,681
Nov 14, 2014	6,029
Nov 15, 2014	2,300
Nov 16, 2014	2,711
Nov 17, 2014	8,877
Nov 18, 2014	8,324
Nov 19, 2014	7,323
Nov 20, 2014	7,464
Nov 21, 2014	6,415
Nov 22, 2014	2,144
Nov 23, 2014	2,534
Nov 24, 2014	6,695
Nov 25, 2014	6,796
Nov 26, 2014	5,311
Nov 27, 2014	3,532
Nov 28, 2014	3,046
Nov 29, 2014	1,909
Nov 30, 2014	2,501

Countries

Oil and Gas Journal - No Digital Editions
November 2014



Page Views

Referring Domains

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Referring Domains	Page Views (event2)		Instances	
1. google.com	151,621	23.3%	109,181	24.8%
2. Typed/Bookmarked	142,436	21.9%	90,202	20.5%
3. email.campaign	65,618	10.1%	57,877	13.2%
4. google.co.uk	30,226	4.6%	22,527	5.1%
5. google.co.in	17,573	2.7%	13,900	3.2%
6. google.ca	15,897	2.4%	12,275	2.8%
7. bing.com	14,917	2.3%	10,145	2.3%
8. yahoo.com	8,447	1.3%	5,840	1.3%
9. webcasts.com	7,139	1.1%	6,695	1.5%
10. google.com.my	6,561	1.0%	5,192	1.2%
11. sub-forms.com	6,180	1.0%	4,402	1.0%
12. google.com.sg	5,693	0.9%	4,404	1.0%
13. google.fr	5,532	0.9%	4,389	1.0%
14. google.com.au	5,470	0.8%	4,357	1.0%
15. google.de	4,921	0.8%	3,582	0.8%
16. google.co.kr	4,199	0.6%	3,401	0.8%
17. google.ru	4,139	0.6%	2,445	0.6%
18. google.ae	4,126	0.6%	3,310	0.8%
19. google.it	3,491	0.5%	2,541	0.6%
20. google.nl	3,432	0.5%	2,539	0.6%
21. google.no	3,260	0.5%	2,620	0.6%
22. google.com.br	3,247	0.5%	2,120	0.5%
23. google.co.jp	3,230	0.5%	2,001	0.5%
24. shell.com	2,718	0.4%	2,378	0.5%
25. smartbrief.com	2,697	0.4%	2,241	0.5%
26. t.co	2,623	0.4%	1,956	0.4%
27. google.com.sa	2,437	0.4%	2,007	0.5%
Total	650,179		439,525	