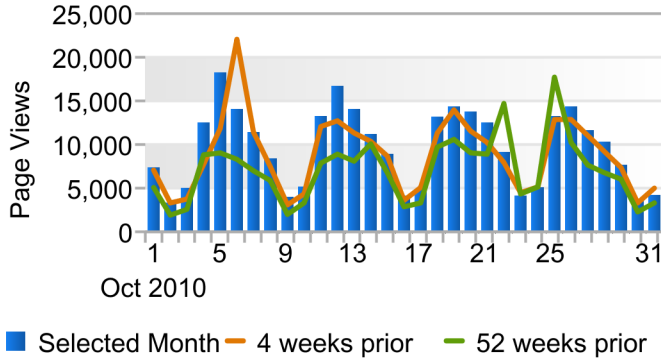


**Page Views**

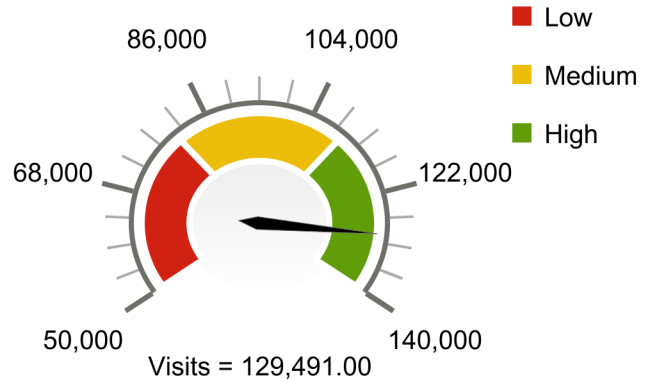
OffShore  
October 2010



Date	Selected Month	4 weeks prior
1. Oct 1, 2010	7,330	7,074
2. Oct 2, 2010	3,298	3,275
3. Oct 3, 2010	5,020	3,760
4. Oct 4, 2010	12,500	7,733
5. Oct 5, 2010	18,260	11,867
6. Oct 6, 2010	14,028	22,045
7. Oct 7, 2010	11,383	11,379
8. Oct 8, 2010	8,404	7,527
9. Oct 9, 2010	3,958	3,061
10. Oct 10, 2010	5,148	4,338
11. Oct 11, 2010	13,224	12,052
12. Oct 12, 2010	16,725	12,727
13. Oct 13, 2010	14,031	11,327
14. Oct 14, 2010	11,194	10,386
15. Oct 15, 2010	8,932	8,680
16. Oct 16, 2010	4,144	3,638
17. Oct 17, 2010	4,833	5,044
18. Oct 18, 2010	13,125	11,296
19. Oct 19, 2010	14,345	13,979
20. Oct 20, 2010	13,731	11,576
21. Oct 21, 2010	12,477	10,207
22. Oct 22, 2010	9,108	7,924
23. Oct 23, 2010	4,154	4,490
24. Oct 24, 2010	5,085	5,126
25. Oct 25, 2010	13,241	12,893
26. Oct 26, 2010	14,304	12,885
27. Oct 27, 2010	11,611	10,994
28. Oct 28, 2010	10,319	9,184
29. Oct 29, 2010	7,666	7,330
30. Oct 30, 2010	3,577	3,298
31. Oct 31, 2010	4,199	5,020
<b>Total</b>	<b>299,354</b>	<b>276,225</b>

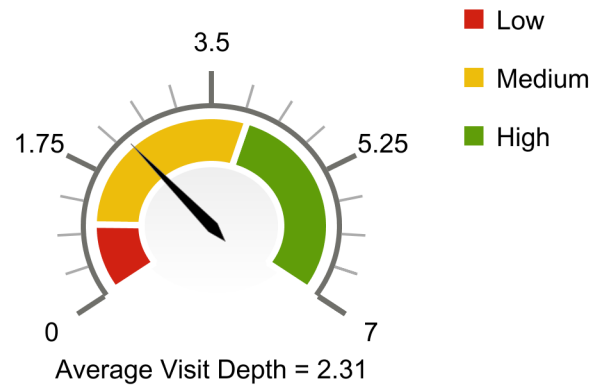
**Visits**

OffShore  
October 2010



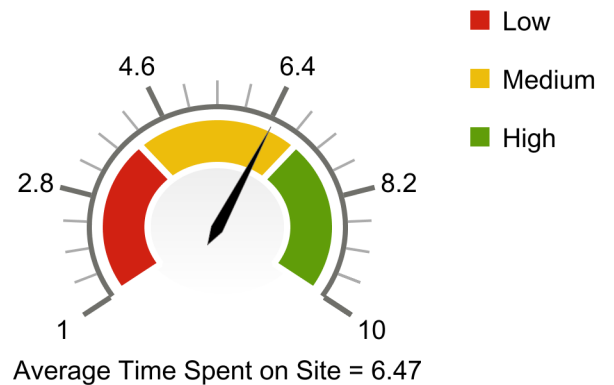
**Average Visit Depth**

OffShore  
October 2010



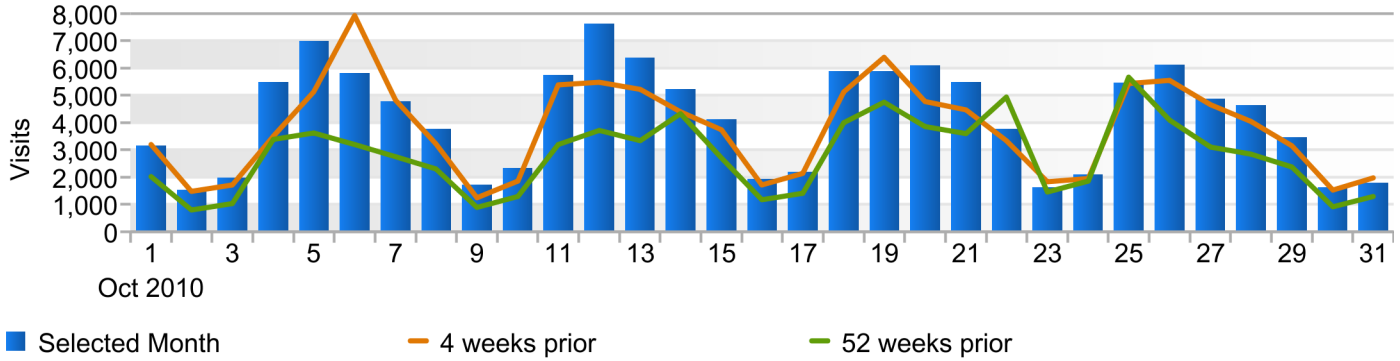
**Average Time Spent on Site**

OffShore  
October 2010



**Visits**

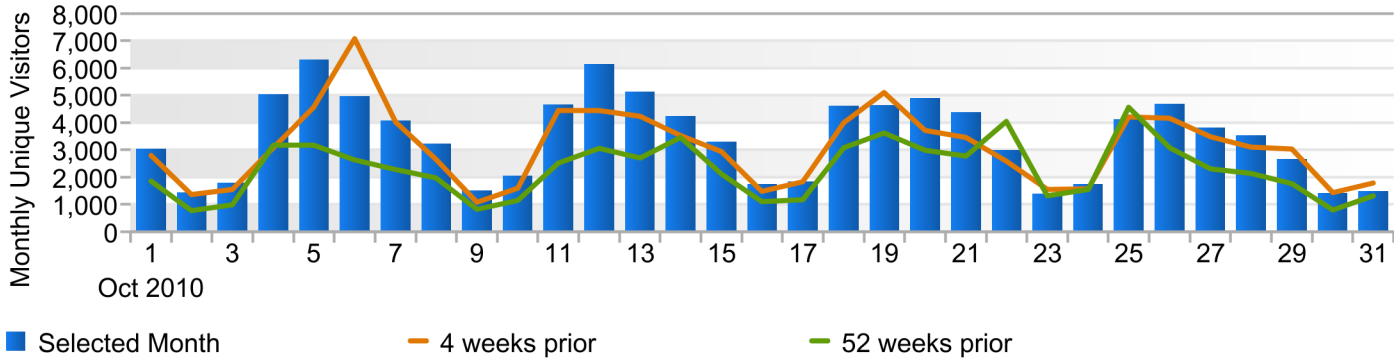
OffShore  
October 2010



<b>Totals</b>		<b>Forecast</b>	<b>October 2010</b>	<b>September 2010</b>	<b>October 2009</b>
Total Visits		129,491	129,491	118,904	87,327
<b>Date</b>		<b>Selected Month</b>	<b>4 weeks prior</b>	<b>52 weeks prior</b>	
1.	Oct 1, 2010	3,149	3,194	2,032	
2.	Oct 2, 2010	1,520	1,482	800	
3.	Oct 3, 2010	1,983	1,708	1,044	
4.	Oct 4, 2010	5,488	3,513	3,383	
5.	Oct 5, 2010	6,985	5,137	3,620	
6.	Oct 6, 2010	5,813	7,928	3,202	
7.	Oct 7, 2010	4,770	4,819	2,758	
8.	Oct 8, 2010	3,765	3,213	2,317	
9.	Oct 9, 2010	1,711	1,236	894	
10.	Oct 10, 2010	2,321	1,869	1,290	
11.	Oct 11, 2010	5,752	5,393	3,191	
12.	Oct 12, 2010	7,618	5,472	3,714	
13.	Oct 13, 2010	6,385	5,218	3,336	
14.	Oct 14, 2010	5,232	4,394	4,341	
15.	Oct 15, 2010	4,112	3,738	2,715	
16.	Oct 16, 2010	1,926	1,719	1,187	
17.	Oct 17, 2010	2,188	2,143	1,404	
18.	Oct 18, 2010	5,886	5,132	3,995	
19.	Oct 19, 2010	5,874	6,394	4,744	
20.	Oct 20, 2010	6,094	4,784	3,859	
21.	Oct 21, 2010	5,489	4,477	3,589	
22.	Oct 22, 2010	3,755	3,340	4,940	
23.	Oct 23, 2010	1,628	1,840	1,467	
24.	Oct 24, 2010	2,092	1,945	1,864	
25.	Oct 25, 2010	5,459	5,429	5,679	
26.	Oct 26, 2010	6,125	5,545	4,096	
27.	Oct 27, 2010	4,877	4,652	3,096	
28.	Oct 28, 2010	4,631	4,050	2,839	
29.	Oct 29, 2010	3,450	3,149	2,386	
30.	Oct 30, 2010	1,632	1,520	920	
31.	Oct 31, 2010	1,781	1,983	1,286	
<b>Total</b>		<b>129,491</b>	<b>118,904</b>	<b>87,327</b>	

**Monthly Unique Visitors**

OffShore  
October 2010



Date	Selected Month	4 weeks prior	52 weeks prior
1. Oct 1, 2010	3,025	2,790	1,865
2. Oct 2, 2010	1,431	1,354	775
3. Oct 3, 2010	1,791	1,564	982
4. Oct 4, 2010	5,042	3,071	3,169
5. Oct 5, 2010	6,296	4,563	3,177
6. Oct 6, 2010	4,960	7,077	2,631
7. Oct 7, 2010	4,062	4,023	2,293
8. Oct 8, 2010	3,230	2,652	1,968
9. Oct 9, 2010	1,510	1,083	814
10. Oct 10, 2010	2,051	1,601	1,142
11. Oct 11, 2010	4,661	4,454	2,519
12. Oct 12, 2010	6,135	4,454	3,052
13. Oct 13, 2010	5,126	4,238	2,711
14. Oct 14, 2010	4,245	3,520	3,453
15. Oct 15, 2010	3,284	2,946	2,112
16. Oct 16, 2010	1,732	1,484	1,100
17. Oct 17, 2010	1,838	1,833	1,179
18. Oct 18, 2010	4,607	4,001	3,084
19. Oct 19, 2010	4,629	5,115	3,628
20. Oct 20, 2010	4,889	3,723	2,979
21. Oct 21, 2010	4,377	3,452	2,783
22. Oct 22, 2010	2,977	2,584	4,045
23. Oct 23, 2010	1,383	1,564	1,324
24. Oct 24, 2010	1,745	1,588	1,562
25. Oct 25, 2010	4,109	4,217	4,572
26. Oct 26, 2010	4,676	4,156	3,071
27. Oct 27, 2010	3,816	3,476	2,312
28. Oct 28, 2010	3,539	3,111	2,148
29. Oct 29, 2010	2,660	3,025	1,774
30. Oct 30, 2010	1,421	1,431	811
31. Oct 31, 2010	1,488	1,791	1,308
<b>Total</b>	<b>106,735</b>	<b>95,941</b>	<b>70,343</b>

**Topic Traffic**

OffShore  
October 2010

Topic	Page Views	
1. /OFFSHO...ETION	22,432	20.2%
2. /VESSELS	18,660	16.8%
3. /REGION...PORTS	15,296	13.8%
4. /OILFIEL...OPMENT	14,812	13.3%
5. /SUBSEA	12,319	11.1%
<b>Total</b>	<b>111,031</b>	

**Pages**

OffShore  
October 2010

Page	Page Views	
1. OS Home	28,962	9.7%
2. search	9,759	3.3%
3. index	7,769	2.6%
4. article_list	7,079	2.4%
5. exhibition...formation	4,306	1.4%
6. mag/confirm	4,111	1.4%
7. maps-posters	4,028	1.3%
8. add	3,791	1.3%
9. current-issue	3,634	1.2%
10. addver	3,240	1.1%
11. conferenc...ormation	3,177	1.1%
<b>Total</b>	<b>299,356</b>	

**SubTopic Traffic**

OffShore  
October 2010

SubTopic	Page Views	
1. /SUBSEA/	6,551	5.9%
2. /REGION...EXICO	5,440	4.9%
3. /REGION...UROPE	4,144	3.7%
4. /OFFSHO...EXICO	4,062	3.7%
5. /OFFSHO...ETION/	3,830	3.4%
6. /VESSELS/ASIA	3,631	3.3%
7. /VESSELS/	3,353	3.0%
8. /OFFSHO...N/ASIA	3,344	3.0%
9. /OIL-PRODUCTION/	3,337	3.0%
10. /OFFSHO...UROPE	3,136	2.8%
11. /OILFIEL...EUROPE	3,131	2.8%
12. /VESSEL...EUROPE	3,032	2.7%
13. /OFFSHO...AFRICA	2,933	2.6%
14. /OFFSHO...ERICA	2,724	2.5%
15. /OILFIEL...DLEEAST	2,684	2.4%
16. /GEOLOG...YSICS/	2,456	2.2%
17. /REGION...AFRICA	2,427	2.2%
18. /VESSEL...MEXICO	2,154	1.9%
19. /OILFIEL...OPMENT/	2,074	1.9%
20. /VESSEL...EEAST	2,008	1.8%
21. /PIPELI...EUROPE	1,975	1.8%
22. /OILFIEL...NT/ASIA	1,971	1.8%
23. /GEOLOG...AFRICA	1,830	1.6%
24. /PIPELIN...ATION/	1,777	1.6%
25. /OIL-PR...UROPE	1,752	1.6%
26. /OILFIEL.../AFRICA	1,687	1.5%
27. /GEOLOG...ERICA	1,544	1.4%
28. /SUBSEA/AFRICA	1,507	1.4%
29. /SUBSEA/...MEXICO	1,398	1.3%
30. /GEOLOG...UROPE	1,336	1.2%
31. /VESSEL...MERICA	1,317	1.2%
<b>Total</b>	<b>111,032</b>	

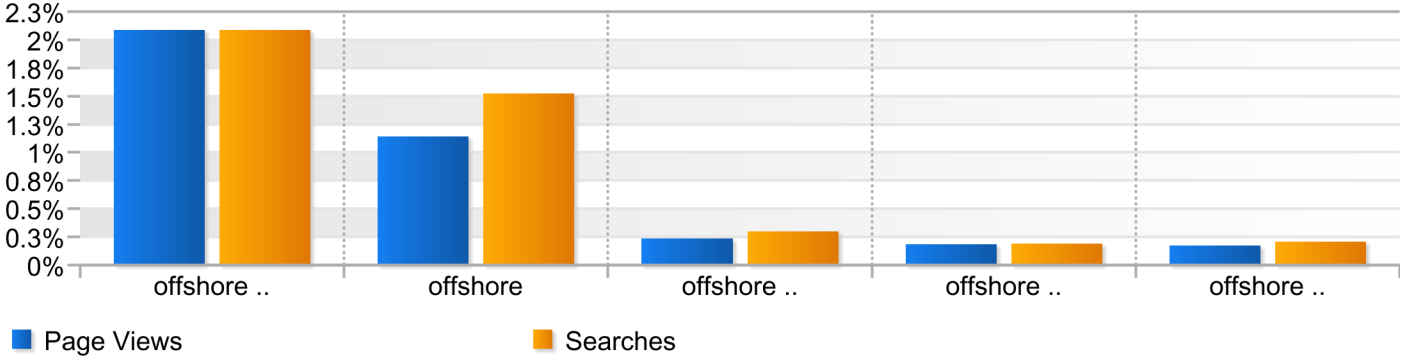
**Most Read Articles**

OffShore  
October 2010

Correlation Summary	Page Views	
Total	296,856	
Page Names	Page Views	
1. article_list	7,073	4.5%
2. Secretary ...lling ban	2,714	1.7%
3. New GoM ...leased	1,661	1.1%
4. ONLINE EX...ot spot	1,645	1.0%
5. GULF OF MEXICO	1,447	0.9%
6. Europe re...ratorium	1,189	0.8%
7. SUBSEA SYSTEMS	1,136	0.7%
8. Technip a... program	890	0.6%
9. BUSINESS BRIEFS	795	0.5%
10. DRILLING...UCTION	689	0.4%
11. Shell con... in GoM	670	0.4%
12. VESSEL...STEMS	658	0.4%
13. OFFSHOR...UROPE	652	0.4%
14. New repor... market	641	0.4%
15. Total clai...unei well	619	0.4%
16. Polarcus ...America	529	0.3%
17. Geological...o Africa	468	0.3%
18. ConocoPh...Jasmine	456	0.3%
19. Total rep...iscovery	432	0.3%
20. Shell cont...rom Aker	411	0.3%
21. GLOBAL E&P	406	0.3%
22. Total to ...from FMC	370	0.2%
23. McDermott... Gorgon	365	0.2%
24. Statoil re...ff Angola	363	0.2%
25. Dry Falkla...de track	361	0.2%
26. GEOSCIENCES	355	0.2%
27. GLOBAL E&P	350	0.2%
<b>Total</b>	<b>156,813</b>	

**Search Keywords**

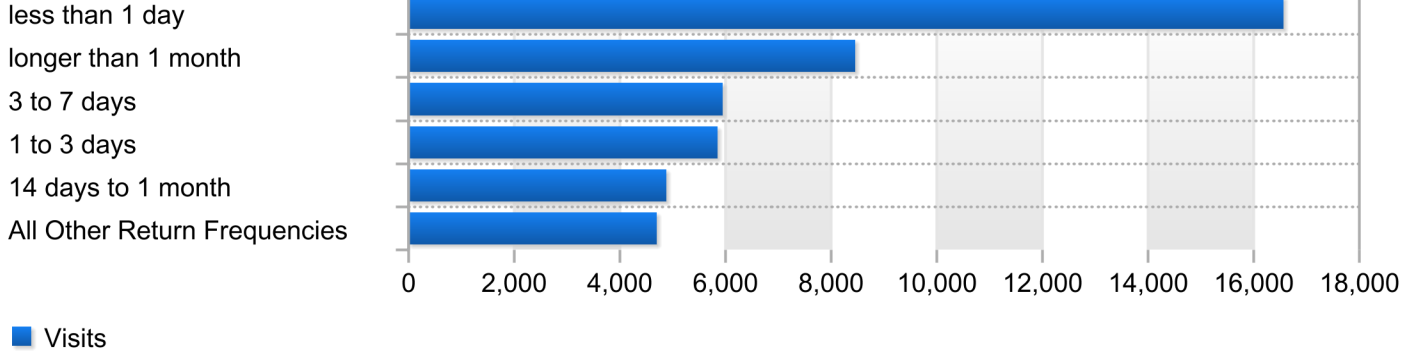
OffShore  
October 2010



Search Keywords - All		Page Views		Searches	
1.	None	165,225	55.7%	0	0.0%
2.	offshore magazine	6,191	2.1%	1,843	2.1%
3.	offshore	3,388	1.1%	1,345	1.5%
4.	offshore news	688	0.2%	264	0.3%
5.	offshore mag	549	0.2%	164	0.2%
6.	offshore middle east	502	0.2%	179	0.2%
7.	www.offshore-mag.com	443	0.1%	63	0.1%
8.	offshore drilling	425	0.1%	221	0.2%
9.	deep offshore technology	411	0.1%	140	0.2%
10.	offshore middle east 2010	358	0.1%	111	0.1%
11.	dot amsterdam	307	0.1%	96	0.1%
12.	deepwater operations 2010	298	0.1%	131	0.1%
13.	dot amsterdam 2010	276	0.1%	70	0.1%
14.	dot 2010	270	0.1%	97	0.1%
15.	offshore-mag.com	269	0.1%	70	0.1%
16.	offshore engineer magazine	264	0.1%	78	0.1%
17.	oil and gas journal	261	0.1%	114	0.1%
18.	forum energy technologies	237	0.1%	184	0.2%
19.	subsea tieback	232	0.1%	97	0.1%
20.	offshore-mag	224	0.1%	52	0.1%
21.	oil and gas magazine	224	0.1%	79	0.1%
22.	deepwater operations conference	219	0.1%	83	0.1%
23.	offshore asia 2011	203	0.1%	96	0.1%
24.	offshore engineering	195	0.1%	76	0.1%
25.	deepwater operations	193	0.1%	75	0.1%
26.	offshore oil and gas	171	0.1%	47	0.1%
27.	offshore journal	169	0.1%	50	0.1%
28.	offshore west africa	161	0.1%	69	0.1%
29.	off shore	156	0.1%	101	0.1%
30.	offshore asia	127	0.0%	62	0.1%
31.	tl offshore	123	0.0%	91	0.1%
32.	offshore vessels	115	0.0%	33	0.0%
33.	offshore oil exploration	113	0.0%	37	0.0%
34.	oil and gas news	112	0.0%	60	0.1%
35.	offshoremagazine	110	0.0%	14	0.0%
36.	offshore middle east qatar	105	0.0%	50	0.1%
37.	offshore engineering magazine	105	0.0%	29	0.0%
<b>Total</b>		<b>296,855</b>		<b>88,486</b>	

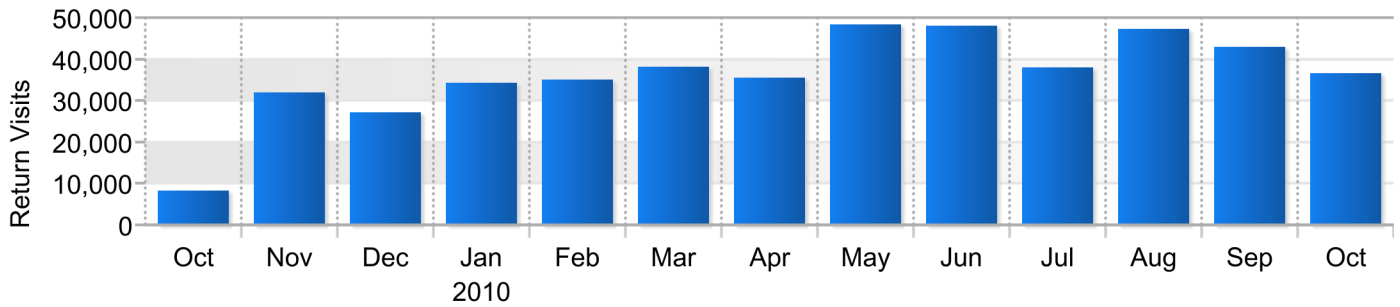
**Return Frequency**

OffShore  
October 2010



**Return Visits**

OffShore  
Sun. 25 Oct. 2009 - Sun. 24 Oct. 2010



Selected Period

Date	Selected Period
1. October 2009	8,192
2. November 2009	31,853
3. December 2009	27,165
4. January 2010	34,274
5. February 2010	35,000
6. March 2010	38,021
7. April 2010	35,407
8. May 2010	48,360
9. June 2010	48,040
10. July 2010	37,862
11. August 2010	47,174
12. September 2010	42,829

**Countries**

OffShore  
October 2010



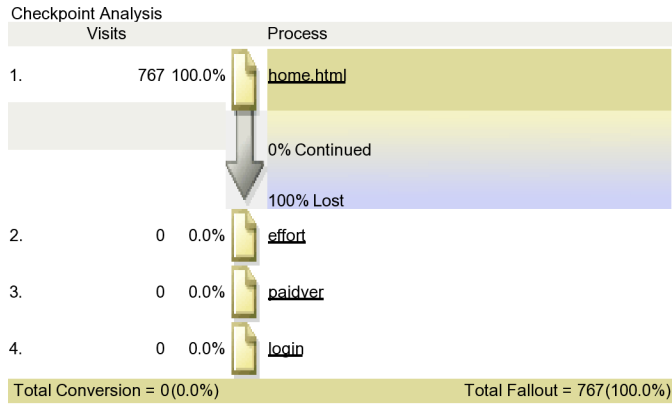
**Referring Domains**

OffShore  
October 2010

Referring Domains	Page Views	Instances
1. Typed/Bookmarked	122,329 41.2%	45,316 24.8%
2. google.com	50,181 16.9%	34,504 18.9%
3. google.co.uk	20,635 7.0%	14,527 8.0%
4. yahoo.com	11,191 3.8%	6,243 3.4%
5. google.co.in	5,809 2.0%	4,213 2.3%
6. google.com.sg	5,439 1.8%	3,671 2.0%
7. google.com.au	4,781 1.6%	3,505 1.9%
8. google.ca	4,649 1.6%	3,455 1.9%
9. google.com.my	4,279 1.4%	3,087 1.7%
10. google.nl	3,780 1.3%	2,464 1.4%
11. google.no	3,442 1.2%	2,678 1.5%
12. google.fr	3,244 1.1%	2,222 1.2%
13. bing.com	3,192 1.1%	1,773 1.0%
14. google.com.br	2,431 0.8%	1,631 0.9%
15. google.co.id	2,098 0.7%	1,410 0.8%
16. live.com	2,019 0.7%	1,216 0.7%
17. google.de	1,975 0.7%	1,386 0.8%
18. google.it	1,737 0.6%	1,191 0.7%
19. google.com.hk	1,537 0.5%	1,073 0.6%
20. google.ae	1,200 0.4%	794 0.4%
21. google.co.kr	1,095 0.4%	787 0.4%
22. google.ru	1,035 0.3%	700 0.4%
23. google.es	916 0.3%	640 0.4%
24. google.com.qa	903 0.3%	462 0.3%
25. google.com.eg	885 0.3%	664 0.4%
26. google.co.th	880 0.3%	586 0.3%
27. pennwell.com	849 0.3%	531 0.3%
28. ogj.com	819 0.3%	449 0.2%
29. facebook.com	815 0.3%	551 0.3%
30. google.com.mx	811 0.3%	552 0.3%
31. google.com.ng	807 0.3%	587 0.3%
<b>Total</b>	<b>296,855</b>	<b>182,477</b>

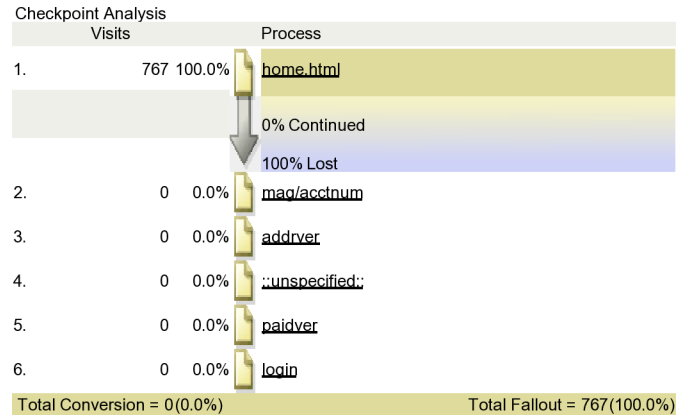
### Subscribe Fallout - Header Link

OffShore  
October 2010



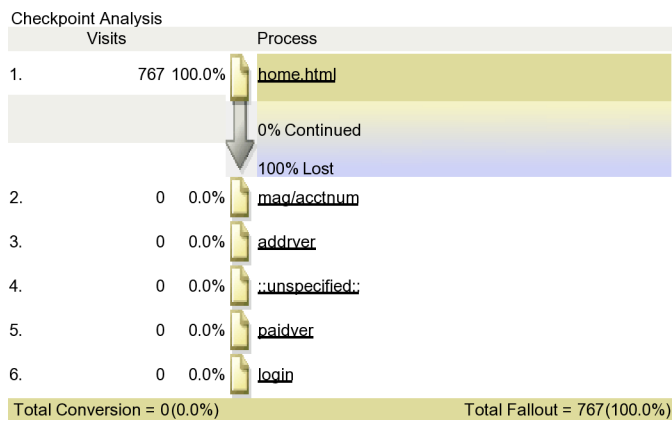
### Subscribe Fallout - Renew, Yes

OffShore  
October 2010



### Subscribe Fallout - Renew - Yes, COA

OffShore  
October 2010



### Subscribe Fallout - Renew, No, not me

OffShore  
October 2010

