



Audit Bureau of Circulations

**BUSINESS PUBLICATION
PUBLISHER'S STATEMENT**
Subject to Audit
For the 6 month period ending
June 30, 2009

OIL & GAS JOURNAL

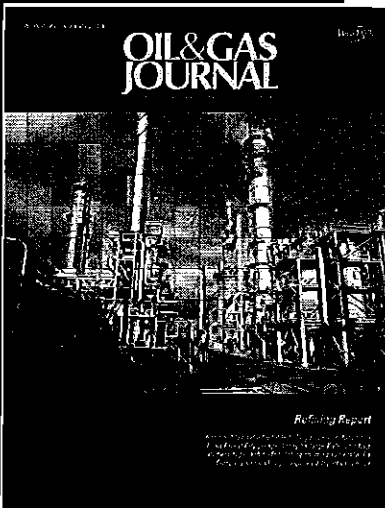
Field Served:

The Worldwide Petroleum Industry: Exploration, Drilling, Producing, Engineering, Refining, Natural Gas Processing, Liquefied Natural Gas, Synfuels, Petrochemical Manufacturing, Oil and Gas Pipelines, Marketing, Engineer - Constructor firms, Manufacturers serving the petroleum industry, and Well Servicing and Workover operators, Geophysical Service companies and consultants.

This is an independent publication not directly related to or affiliated with any association.

TOTAL AVERAGE QUALIFIED PAID CIRCULATION

104,903



1A

AVERAGE QUALIFIED PAID CIRCULATION

Print Only, See Par. 11(a)	19,834
Digital Only, See Par. 11(b)	5,475
Print & Digital (Unduplicated)	
Total Individual	<u>25,309</u>
Association	
Sponsored Individually Addressed	
Multi-Copy Same Addressee - Print Only, See Par. 11(c)	427
Multi-Copy Same Addressee - Digital Only, See Par. 11(d)	79,167
Multi-Copy Same Addressee - Print & Digital (Unduplicated)	
Total Multi-Copy Same Addressee	<u>79,594</u>
Single Copy Sales	
Total Average Qualified Paid Circulation	<u>104,903</u>

1B

AVERAGE QUALIFIED NON-PAID CIRCULATION

None Claimed

1C

AVERAGE NON-QUALIFIED CIRCULATION

Non-Continuous Market Coverage Copies	
Allocated For Shows & Conventions	324
Miscellaneous, Including Staff Copies, See Par. 11(e)	<u>2,194</u>
Total Average Non-Qualified Circulation	2,518

1D

AVERAGE QUALIFIED PAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS

None

2

QUALIFIED PAID CIRCULATION BY ISSUES

2009 Issue	Total Paid	Print Only	Digital Only	Print & Digital (Unduplicated)	2009 Issue	Total Paid	Print Only	Digital Only	Print & Digital (Unduplicated)
Jan. 5	110,898	20,626	90,272		Apr. 6	103,701	20,233	83,468	
12	110,959	20,697	90,262		13	103,622	20,189	83,433	
19	111,007	20,701	90,306		20	103,548	20,120	83,428	
26	111,052	20,649	90,403		27	103,499	20,040	83,459	
Feb. 2	104,153	20,639	83,514		May 4	103,420	19,895	83,525	
9	104,192	20,664	83,528		11	103,445	19,854	83,591	
16	104,186	20,651	83,535		18	103,604	20,055	83,549	
23	103,989	20,522	83,467		25	103,631	20,069	83,562	
Mar. 2	103,835	20,340	83,495		June 1	103,552	19,982	83,570	
9	103,832	20,332	83,500		8	103,505	19,910	83,595	
16	103,821	20,341	83,480		15	103,340	19,823	83,517	
23	103,719	20,278	83,441		22	103,161	19,671	83,490	



THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE MAY 25, 2009 ISSUE IN WHICH:
 • QUALIFIED PAID CIRCULATION WAS 1.2% LESS THAN THE PERIOD AVERAGE

3A BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Total Paid	%	Print Only	Digital Only	Classification by Title & Occupation				
					Print & Digital (Unduplicated)	Company Officials, Directors & Managers	Land, Lease & Legal Departments, Including Scouts, Contractors-Drilling, Pipe Line & Refinery, Superintendents, Foremen, Independent producers	Engineers, Chemists & Geologists	Field, Plant, Purchasing Agents & Misc. Workers
1. Producing (Including Drilling), Pipeline, Refining (including Petrochemical), Marketing	93,250	90.0	13,790	79,460	9,148	667	4,807	816	77,812
2. Equipment Manufacturers, Supply Dealers & Service Companies	260	0.3	236	24					
3. Financial	4,639	4.5	1,613	3,026					
4. Other (including government agencies, association, libraries, educational institutions and other allied to the field).. Other Paid Circulation	2,846	2.7	2,159	687					
Subscriptions	2,636	2.5	2,271	365					
Single Copy Sales									
Total Qualified Paid Circulation	103,631	100.0	20,069	83,562					

3B AGE OF SOURCE DATA ANALYSIS Optional and not required

3C MAILING ADDRESS ANALYSIS

	Total Paid	%	Print Only	Digital Only	Print & Digital (Unduplicated)
Individual by name and title and/or occupation	22,256	21.5	16,930	5,326	
Individual by name only	819	0.8	638	181	
Title or occupation only	1,837	1.8	1,789	48	
Company name only	305	0.3	298	7	
Multi-Copy Same Addressee	78,414	75.6	414	78,000	
Total Qualified Paid Subscription Circulation	103,631	100.0	20,069	63,562	
Single Copy Sales					
Total Qualified Paid Circulation	103,631				

GEOGRAPHIC ANALYSIS See Par. 11(f)

State & ZIP Code	Total Paid	%	Print Only	Digital Only	Print & Digital (Unduplicated)
New England					
ME 039-049	12		11	1	
NH 030-038	46		42	4	
VT 050-059	7		7		
MA 010-027	2,210		180	2,030	
RI 028-029	15		13	2	
CT 060-069	145		126	19	
New England	2,435	2.4	379	2,056	
Middle Atlantic					
NY 100-149	693		602	91	
NJ 070-089	411		383	28	
PA 150-196	410		365	45	
Middle Atlantic	1,514	1.5	1,350	164	
East N. Central					
OH 430-459	232		201	31	
IN 460-479	99		91	8	
IL 600-629	12,357		314	12,043	
MI 480-499	192		164	28	
WI 530-549	69		66	3	
East N. Central	12,949	12.5	836	12,113	
West N. Central					
MN 550-567	106		95	11	
IA 500-528	24		19	5	
MO 630-658	101		85	16	
ND 580-588	73		66	7	
SD 570-577	13		13		
NE 680-693	28		26	2	
KS 660-679	223		207	16	
West N. Central	568	0.5	511	57	
South Atlantic					
DE 197-199	30		26	4	
MD 206-219	100		90	10	
DC 200, 202-205	195		165	30	
VA 201, 220-246	229		189	40	
WV 247-268	89		79	10	
NC 270-289	70		54	16	
SC 290-299	44		40	4	
GA 300-319	95		78	17	
FL 320-349	293		237	56	
South Atlantic	1,145	1.1	958	187	

State & ZIP Code	Total Paid	%	Print Only	Digital Only	Print & Digital (Unduplicated)
East S. Central					
KY 400-427	88		72	16	
TN 370-385	85		73	12	
AL 350-369	213		207	6	
MS 386-397	112		106	6	
East S. Central	498	0.5	458	40	
West S. Central					
AR 716-729	110		92	18	
LA 700-714	662		582	80	
OK 730-749	6,052		927	5,125	
TX 750-799	33,186		6,130	27,056	
West S. Central	40,010	38.6	7,731	32,279	
Mountain					
MT 590-599	116		110	6	
ID 832-838	27		20	7	
WY 820-831	219		180	39	
CO 800-816	1,018		881	137	
NM 870-884	203		165	38	
AZ 850-865	107		90	17	
UT 840-847	168		148	20	
NV 889-898	42		33	9	
Mountain	1,900	1.8	1,627	273	
Pacific					
AK 995-999	199		137	62	
WA 980-994	154		134	20	
OR 970-979	67		58	9	
CA 900-961	1,352		1,162	190	
HI 967-968	17		12	5	
Pacific	1,789	1.7	1,503	286	
Single Copy Sales					
U.S. Unclassified					
United States	62,808	60.6	15,353	47,455	
Poss. & Other Areas					
004-009, 969	16	0.0	13	3	
U.S. & Poss., etc.	62,824	60.6	15,366	47,458	
Canada	4,656	4.5	857	3,799	
Mexico	79	0.1	52	27	
Military or Civilian Personnel Overseas					
Other International	36,072	34.8	3,794	32,278	
Total International	40,807	39.4	4,703	36,104	
E-Mail Address Only					
Other Unclassified					
Grand Total	103,631	100.0	20,069	83,562	

**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS
Sold During 6 Month Period Ended June 30, 2009**

5 PRICE DATA See Par. 11(g)

	Total Paid	Print Only	Digital Only	Print & Digital (Unduplicated)
Basic Prices: Subscriptions: U.S., 1 yr. \$89.00; 2 yrs. \$150.00; 3 yrs. \$215.00. Canada, 1 yr. \$94.00; 2 yrs. \$160.00; 3 yrs. \$220.00. International, 1 yr. \$139.00; 2 yrs. \$238.00; 3 yrs. \$332.00 Single Copy: \$10.00 Sales include Premium Values				
Basic & higher than basic:	1,795	1,781	14	None
75% - 99% of basic:	1,496	1,493	3	None
50% - 74% of basic:	1,212	478	734	None
25% - 49% of basic:	2,168	1,303	865	None
Less than 25% of basic:	3,316	2,124	1,192	None
Total	9,987	7,179	2,808	None

6 TERM DATA

Three years or more	1,017	915	102	None
Two years or more but less than three	581	390	191	None
One year or more but less than two	6,338	4,135	2,203	None
Less than one year	2,051	1,739	312	None
Total	9,987	7,179	2,808	None

7 SALES CHANNELS

Ordered by mail and/or directly requested by subscriber	8,340	5,571	2,769	None
Ordered through salespeople:				
Catalog agencies and individual agents	None	None	None	None
Publisher's own and other publishers' salespeople	None	None	None	None
Independent agencies' salespeople	1,257	1,218	39	None
Association memberships	None	None	None	None
All other channels, See Par. 11(h)	390	390	None	None
Total	9,987	7,179	2,808	None

8 PREMIUM USAGE

Ordered without premium	9,987	7,179	2,808	None
Ordered with reprinted material from this publication	None	None	None	None
Ordered with other premiums	None	None	None	None
Total	9,987	7,179	2,808	None

ADDITIONAL CIRCULATION INFORMATION

9 POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION

Percentage of paid subscriptions serviced, from 1 issue to 3 months beyond expiration, on the May 25, 2009 issue	8.3%
Average percentage of paid subscriptions serviced, from 1 issue to 3 months beyond expiration, for the period covered by this statement	8.6%

10 RENEWAL ANALYSIS OF PAID CIRCULATION

Total expirations during 12 months November 1, 2007 thru October 31, 2008.....	82,182
Total renewals of those expirations.....	69,012
Renewal percentage	84.0%



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EXPLANATORY

Audit Cycle: December Ending.

(a) Print Only Individual subscriptions, averaging 19,834 copies per issue, represent copies served to individuals receiving the print version only of OIL & GAS JOURNAL.

(b) Digital Only Individual subscriptions, averaging 5,475 copies per issue, represent copies served to individuals receiving the digital version only. The digital version of OIL & GAS JOURNAL is made available to subscribers through a password secure web site wherein an e-mail notice is sent to recipients notifying them of the availability of each issue.

(c) Multi-Copy Same Addressee, Print Only subscriptions, averaging 427 copies per issue, represent copies sold in quantities of 2 to 110 to business concerns at basic prices, receiving the print version only of OIL & GAS JOURNAL. Copies were shipped to purchaser for redistribution.

(d) Multi-Copy Same Addressee, Digital Only subscriptions, averaging 79,167 copies per issue, represent copies served in quantities of 250 to 15,000 to purchasers receiving the digital version only at basic prices. The digital version of OIL & GAS JOURNAL is made available to subscribers through a password-secure web site wherein an e-mail notice is sent to recipients notifying them of the availability of each issue.

(e) Miscellaneous includes checking and promotion copies, averaging 1,506 copies per issue, served to advertisers and agencies.

(f) Countries that equal or exceed 5% of the total circulation:

Brazil	10,445	France	10,337
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(g) Authorized prices with 5% or more of total subscription sales:

1 yr.	\$89.00	3 yrs.	\$99.00
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(h) All other channels represent copies served to subscribers obtained from shows.

(i) It is the practice of the publisher to expire all subscriptions on a monthly basis and therefore, some new subscribers may receive one to four issues more than entitled to, but no offer of this kind is made to subscribers.

Definition of Recipient Qualification:

Qualified recipients are: companies and their officials, directors, managers, engineers, superintendents, supervisors, foremen, tool pushers, drillers, chemists, geologists, geophysicists, lease, land and legal and other operations and maintenance personnel in the field served as well as government agencies, educational institutions, associations, libraries, financial, insurance, legal firms and others allied to the field.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Audit Bureau of Circulations' Bylaws and Rules

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TOMMIE GRIGG

PAUL WESTERVELT

Audience Development Manager

Publisher

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Editor: Bob Tippee