



# BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JUNE 2014  
(Including Supplementary Data)



No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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**OIL, GAS & PETROCHEM EQUIPMENT** is offered in print and digitally to qualified oil and gas professionals involved in upstream, midstream, and downstream operations, design, engineering, construction, and maintenance. In its lead-generation and web traffic-directing formats, OG&PE / OGPE.com covers the newest or improved onshore and offshore equipment, products, systems, and services.

### FIELD SERVED

**OIL, GAS & PETROCHEM EQUIPMENT** serves operating oil, gas & petrochemical companies, consulting, engineering, design & construction firms, contractors, equipment manufacturers, supply & service companies, and others allied to the field.

### DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are operating management including company officials, operating managers, engineering, field and plant professionals including, superintendents, supervisors, foremen, toolpushers, purchasing including purchasing managers and purchasing agents and others

### PURPOSE

Included herein is a supplemental analysis of the number of recipients/respondents who specify, recommend, approve, or purchase equipment or services.

## CHANNELS

### OIL, GAS & PETROCHEM EQUIPMENT MAGAZINE



5 Issues in the period  
34,224 average circulation

## EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
<b>OIL, GAS &amp; PETROCHEM EQUIPMENT MAGAZINE</b> (5 issues in the period)	34,224	-	34,224
a. Print	9,524	-	9,524
b. Digital	24,700	-	24,700
1. Requested	24,700	-	24,700
2. Non-Requested	-	-	-

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	38
Advertiser and Agency Allocated for Trade Shows and Conventions	265
	100
All Other	419
<b>TOTAL</b>	<b>822</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	34,224	100.0	34,224	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>34,224</b>	<b>100.0</b>	<b>34,224</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**1a. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - PRINT**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	9,524	100.0	9,524	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>9,524</b>	<b>100.0</b>	<b>9,524</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**1b. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - DIGITAL**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	24,700	100.0	24,700	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>24,700</b>	<b>100.0</b>	<b>24,700</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

	2014 Issue	Print	Digital	Total Qualified
January/February		8,823	21,177	30,000
March		9,745	20,346	30,091
April		9,887	27,120	37,007
May		9,591	27,419	37,010
June		9,574	27,438	37,012

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014**  
 This issue is 10.4% or 3,482 copies above the average of the other 4 issues reported in Paragraph 2. (See Additional Data)

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	Operating Management & Purchasing (Note 1)	Engineering	Field/Plant Professionals (Superintendent, Supervisor, Foreman, Toolpusher)	Other
Operating Oil, Gas & Petrochemical Companies, Consulting (Note 2)	29,329	79.3	7,785	21,544	16,375	9,208	1,712	2,034
Engineering, Design & Construction Firms, Contractors (Note3)	2,716	7.3	489	2,227	1,125	1,397	144	50
Equipment Manufacturing, Supply & Service Companies, and others allied to the field (Note 4)	4,965	13.4	1,317	3,648	2,759	1,177	185	844
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>37,010</b>	<b>100.0</b>	<b>9,591</b>	<b>27,419</b>	<b>20,259</b>	<b>11,782</b>	<b>2,041</b>	<b>2,928</b>
<b>PERCENT</b>	<b>100.0</b>		<b>25.9</b>	<b>74.1</b>	<b>54.8</b>	<b>31.8</b>	<b>5.5</b>	<b>7.9</b>

Note 1: Includes Company Officials, Operating Managers, Presidents, Owners, VPs, Managing Directors, Purchasing Managers, Purchasing Agents.  
 Note 2: Includes Petrochemical Manufacturing, Producing, Drilling/Drilling Contractor, Exploration, Refining, Pipeline, Natural Gas Processing, Consulting Company engaged in projects or providing services to oil and/or gas companies.  
 Note 3: Includes Processing Plant Contractor (including design, engineering, construction), Pipeline Contractor (including design, engineering, construction)  
 Note 4: Includes Equipment Manufacturing Company, Oil Field Supply Co., Well Service Co., and Others

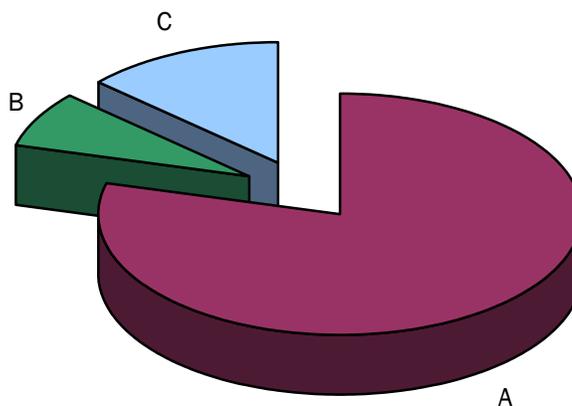
**SUPPLEMENTARY DATA FOR THE ISSUE OF MAY 2014**

This is an analysis of 31,333 or 84.7% of respondents who specify, recommend, approve or purchase equipment or services. Since any one respondent may have checked more than one response, the totals for each of these types of equipment or services should not be added together as the total may exceed the total circulation. These data are presented for statistical and marketing purposes.

	Total Respondents	Percent of Total Qualified
Specify	20,914	56.5
Recommend	25,542	69.0
Approve	18,399	49.7
Purchase	12,748	34.4
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>37,010</b>	<b>100.0</b>

**3a. Breakout of Qualified Circulation of Business and Industry**

	BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A	Operating Oil, Gas & Petrochemical Companies, Consulting (Note 2)	29,329	79.3
B	Engineering, Design & Construction Firms, Contractors (Note 3)	2,716	7.3
C	Equipment Manufacturing, Supply & Service Companies, and others allied to the field (Note 4)	4,965	13.4



### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	24,927	5,318	-	9,590	20,655	30,245	81.7
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request):	5,356	1,409	-	1	6,764	6,765	18.3
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	-	-	-	-	-	-	-
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,283</b>	<b>6,727</b>	<b>-</b>	<b>9,591</b>	<b>27,419</b>	<b>37,010</b>	<b>100.0</b>
<b>PERCENT</b>	<b>81.8</b>	<b>18.2</b>	<b>-</b>	<b>25.9</b>	<b>74.1</b>	<b>100.0</b>	

\*See Additional Data

### 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014

MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	9,590	27,346	36,936	99.8
Individuals by name only	-	-	-	-
Titles or functions only	1	66	67	0.2
Company names only	-	7	7	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>9,591</b>	<b>27,419</b>	<b>37,010</b>	<b>100.0</b>

### AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July – December 2011	January – June 2012	July – December 2012	January – June 2013	July – December 2013*	January – June 2014*
Total Audit Average Qualified:	30,035	30,023	30,030	30,022	30,020	34,224
Qualified Non-Paid:	30,035	30,023	30,030	30,022	30,020	34,224
Print:	10,077	9,737	9,354	9,762	9,912	9,524
Digital:	19,958	20,286	20,676	20,260	20,108	24,700
Qualified Paid:	-	-	-	-	-	-
Print:	-	-	-	-	-	-
Digital:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

\*NOTE: July 2013 – June 2014 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014**

Region/Country	Print	Digital	Total Qualified	Percent	Region/Country	Print	Digital	Total Qualified	Percent
<b>ASIA</b>					Turkey	-	85	85	
Afghanistan	-	3	3		Ukraine	-	19	19	
Armenia	-	1	1		United Kingdom	-	799	799	
Azerbaijan	-	12	12		Subtotal	2	2,353	2,355	6.4
Bangladesh	-	47	47		<b>AFRICA</b>				
Brunei Darussalam	-	48	48		Algeria	-	76	76	
Cambodia	-	1	1		Angola	-	26	26	
China	-	135	135		Benin	-	1	1	
East Timor (Timor-Leste)	-	3	3		Botswana	-	5	5	
Georgia	-	4	4		Cameroon	-	10	10	
Hong Kong - SAR	-	27	27		Congo	-	9	9	
India	-	908	908		Cote D'Ivoire	-	11	11	
Indonesia	1	404	405		Egypt	-	204	204	
Japan	1	53	54		Eritrea	-	2	2	
Kazakhstan	-	29	29		Ethiopia	-	5	5	
Korea, Democratic People's	-	1	1		Gabon	-	3	3	
Korea, Republic Of	-	126	126		Gambia	-	1	1	
Kyrgyzstan	-	1	1		Ghana	-	74	74	
Malaysia	-	792	792		Kenya	-	28	28	
Maldives	-	2	2		Libyan Arab Jamahiriya	-	36	36	
Mongolia	-	2	2		Madagascar	-	3	3	
Myanmar	-	12	12		Mali	-	1	1	
Nepal	-	2	2		Mauritius	-	4	4	
Pakistan	-	116	116		Morocco	-	11	11	
Philippines	-	125	125		Mozambique	-	7	7	
Singapore	-	532	532		Namibia	-	9	9	
Sri Lanka	-	27	27		Niger	-	2	2	
Taiwan	-	27	27		Nigeria	-	31	31	
Thailand	-	125	125		Seychelles	-	1	1	
Turkmenistan	-	2	2		Sierra Leone	-	2	2	
Uzbekistan	-	1	1		South Africa	-	164	164	
Vietnam	-	53	53		Sudan	-	31	31	
Subtotal	2	3,621	3,623	9.8	Swaziland	-	1	1	
<b>MIDDLE EAST</b>					Tanzania	-	10	10	
Bahrain	-	31	31		Togo	-	2	2	
Iran	-	24	24		Tunisia	-	53	53	
Iraq	-	1	1		Uganda	-	15	15	
Israel	-	67	67		Zambia	-	9	9	
Jordan	-	26	26		Zimbabwe	-	7	7	
Kuwait	-	86	86		Subtotal	-	854	854	2.3
Lebanon	-	18	18		<b>NORTH AMERICA</b>				
Oman	-	108	108		Canada	634	1,503	2,137	
Qatar	-	189	189		Mexico	-	342	342	
Saudi Arabia	-	199	199		United States	8,953	15,838	24,791	
Syrian Arab Republic	-	12	12		Subtotal	9,587	17,683	27,270	73.7
United Arab Emirates	-	541	541		<b>CARIBBEAN</b>				
Yemen	-	15	15		Antigua and Barbuda	-	1	1	
Subtotal	-	1,317	1,317	3.6	Bahamas	-	1	1	
<b>EUROPE</b>					Cuba	-	11	11	
Albania	-	3	3		Grenada	-	1	1	
Austria	-	13	13		Jamaica	-	2	2	
Belarus	-	2	2		Netherlands Antilles	-	2	2	
Belgium	-	26	26		Saint Vincent and the	-	1	1	
Bosnia and Herzegovina	-	6	6		Trinidad and Tobago	-	34	34	
Bulgaria	-	12	12		Subtotal	-			
Croatia	-	44	44		<b>CENTRAL AMERICA</b>				
Cyprus	-	15	15		Belize	-	1	1	
Czech Republic	-	2	2		Costa Rica	-	5	5	
Denmark	-	39	39		Guatemala	-	9	9	
Estonia	-	6	6		Honduras	-	4	4	
Finland	-	10	10		Panama	-	11	11	
France	-	146	146		Subtotal	-	30	30	0.1
Germany	-	88	88		<b>SOUTH AMERICA</b>				
Gibraltar	-	1	1		Argentina	-	163	163	
Greece	1	71	72		Bolivia	-	37	37	
Hungary	-	12	12		Brazil	-	380	380	
Iceland	-	4	4		Chile	-	38	38	
Ireland	-	22	22		Colombia	-	193	193	
Italy	1	205	206		Ecuador	-	54	54	
Latvia	-	3	3		Guyana	-	2	2	
Liechtenstein	-	1	1		Paraguay	-	2	2	
Lithuania	-	4	4		Peru	-	108	108	
Luxembourg	-	1	1		Suriname	-	7	7	
Macedonia	-	2	2		Uruguay	-	9	9	
Malta	-	4	4		Venezuela	-	149	149	
Moldova	-	1	1		Subtotal	-	1,142	1,142	3.1
Monaco	-	3	3		<b>ASIA PACIFIC</b>				
Netherlands	-	151	151		Australia	-	314	314	
Norway	-	124	124		Fiji	-	1	1	
Poland	-	38	38		New Zealand	-	34	34	
Portugal	-	47	47		Papua New Guinea	-	15	15	
Romania	-	88	88		Solomon Islands	-	1	1	
Russian Federation	-	55	55		Western Samoa	-	1	1	
Serbia	-	24	24		Subtotal	-	366	366	1.0
Slovakia	-	9	9						
Slovenia	-	5	5						
Spain	-	112	112						
Sweden	-	23	23						
Switzerland	-	28	28						
					<b>TOTAL QUALIFIED CIRCULATION</b>	<b>9,591</b>	<b>27,419</b>	<b>37,010</b>	<b>100.0</b>

