

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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**WORLD OIL** was founded in 1916 and has been published on a monthly basis since that year. The editorial content of World Oil covers the exploration, drilling, completion and production segments of the worldwide oil and gas industry, both onshore and offshore. Each issue of World Oil includes technical articles pertaining to the various segments of the upstream oil and gas industry; worldwide oil and gas news; and oil and gas statistical forecast and review information, etc. Our February, August and September issues include worldwide forecast information and data.

### BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

## CHANNELS

### WORLD OIL MAGAZINE



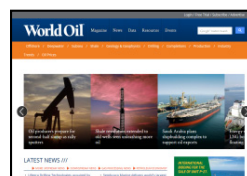
6 Issues in the period  
41,592 average circulation

### WORLD OIL E-NEWSLETTER



129 total issued in the period  
57,043 average per occurrence

### WORLD OIL WEBSITE



159,202 average unique browsers

### WORLD OIL SOCIAL MEDIA



44,166 Facebook likes  
83,464 Twitter followers

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>WORLD OIL MAGAZINE</b> (6 issues in the period)	41,073	519	41,592
a. Print	28,621	483	29,104
b. Digital	12,452	36	12,488
1. Requested	12,452	36	12,488
2. Non-Requested	-	-	-
<b>WORLD OIL E-NEWSLETTER</b> (129 issued in the period)	57,043	-	57,043
<b>WORLD OIL WEBSITE</b> (Monthly Unique Browsers with 420,619 average Page Impressions - Note 1)	159,202	-	159,202
<b>WORLD OIL SOCIAL MEDIA</b>	-	-	-
a. World Oil Facebook likes	*44,166	-	*44,166
b. World Oil Twitter followers	*83,464	-	*83,464

\*Social Media claims are a cumulative figure, not an average.

**FIELD SERVED**

WORLD OIL serves major integrated oil & gas companies, independent producers, national/state oil & gas companies, drilling contractors, workover contractors, consulting engineering firms, service, supply and manufacturing companies (including service companies in an alliance or partnering program/project with an E&P Company), government agencies, educational institutions, associations, libraries, financial, legal, and insurance firms and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are company officials, including presidents, vice presidents, partners, directors, managers; engineers, consultants, superintendents, assistant superintendents, toolpushers, foremen, assistant foremen, geologists, geophysicists, purchasing agents and other titled and non-titled personnel including company copies.

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	2,323
Allocated for Trade Shows and Conventions	642
All Other	1,386
<b>TOTAL</b>	<b>4,352</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	41,540	99.9	41,073	98.8	467	1.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
*Multi-Copy Same Addressee	52	0.1	-	-	52	0.1
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>41,592</b>	<b>100.0</b>	<b>41,073</b>	<b>98.8</b>	<b>519</b>	<b>1.2</b>

\*See Additional Data

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

2016 Issue	Print	Digital	Total Qualified
January	29,180	13,857	43,037
*February	29,434	13,632	43,066
March	29,596	13,481	43,077
*April	28,674	11,368	40,042
May	28,939	11,275	40,214
*June	28,800	11,312	40,112

\*See Additional Data

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016**  
 This issue is 3.9% or 1,653 copies below the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	Company Copies	Company Officials, Presidents, Vice Presidents, Partners, Directors, Managers.	Engineers, Consultants	Super- intendents, Assistant Super- intendents, Foremen, Assistant Foreman	Geologists, Geo- physicists	Purchasing Agents	Other Operations Personnel
Major Integrated, National and State Oil and Gas Companies and Independent Producers Consulting Engineering Firms	33,198	82.6	23,608	9,590	28	11,782	15,027	1,612	3,191	524	1,034
Drilling and Workover Contractors	4,938	12.3	3,736	1,202	4	2,027	1,792	703	178	105	129
Service Companies in an alliance or partnering program/project with an E & P Company	579	1.4	369	210	-	231	240	30	30	11	37
<b>SUB-TOTAL</b>	<b>38,715</b>	<b>96.3</b>	<b>27,713</b>	<b>11,002</b>	<b>32</b>	<b>14,040</b>	<b>17,059</b>	<b>2,345</b>	<b>3,399</b>	<b>640</b>	<b>1,200</b>
Service, Supply, and Manufacturing Companies	1,102	2.7	880	222							
Government Agencies, Educational Institutions; Associations, Libraries, Financial, Insurance, and Legal Institutions, and Others Allied to the Field	395	1.0	346	49							
Other Paid	2	-	-	2							
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,214</b>	<b>100.0</b>	<b>28,939</b>	<b>11,275</b>							
<b>PERCENT</b>	<b>100.0</b>		<b>72.0</b>	<b>28.0</b>							

### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3+ Years*				
I. Direct Request:	31,432	6,523	113	26,800	11,268	38,068	94.7
II. Request from recipient's company:	240	30	-	263	7	270	0.7
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	1,870	6	-	1,876	-	1,876	4.7
Association rosters and directories	1,870	6	-	1,876	-	1,876	4.7
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>33,542</b>	<b>6,559</b>	<b>113</b>	<b>28,939</b>	<b>11,275</b>	<b>40,214</b>	<b>100.0</b>
<b>PERCENT</b>	<b>83.4</b>	<b>16.3</b>	<b>0.3</b>	<b>72.0</b>	<b>28.0</b>	<b>100.0</b>	

\*See Additional Data

### 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	39,800	98.9
Individuals by name only	146	0.4
Titles or functions only	107	0.3
Company names only	106	0.3
Multi-Copy Same Addressee copies	55	0.1
Single Copy Sales	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,214</b>	<b>100.0</b>

### GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016\*

State	Print	Digital	Total Qualified	Percent
Maine	9	2	11	
New Hampshire	6	1	7	
Vermont	3	2	5	
Massachusetts	55	14	69	
Rhode Island	6	-	6	
Connecticut	19	4	23	
NEW ENGLAND	98	23	121	0.3
New York	128	30	158	
New Jersey	81	13	94	
Pennsylvania	361	39	400	
MIDDLE ATLANTIC	570	82	652	1.6
Ohio	185	17	202	
Indiana	65	8	73	
Illinois	167	28	195	
Michigan	133	25	158	
Wisconsin	35	4	39	
EAST NO. CENTRAL	585	82	667	1.7
Minnesota	55	9	64	
Iowa	14	1	15	
Missouri	53	8	61	
North Dakota	108	14	122	
South Dakota	19	-	19	
Nebraska	24	3	27	
Kansas	220	21	241	
WEST NO. CENTRAL	493	56	549	1.4
Delaware	5	3	8	
Maryland	35	5	40	
Washington, DC	28	4	32	
Virginia	83	7	90	
West Virginia	85	14	99	
North Carolina	51	11	62	
South Carolina	18	5	23	
Georgia	56	3	59	
Florida	196	37	233	
SOUTH ATLANTIC	557	89	646	1.6

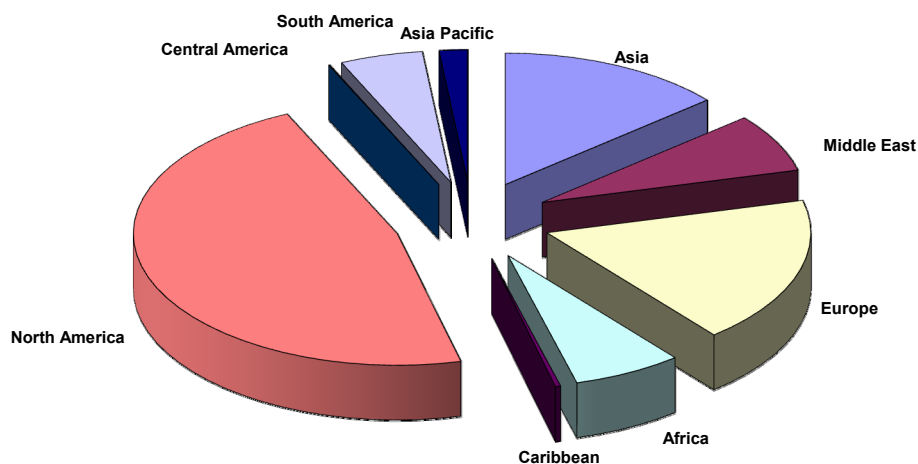
  

State	Print	Digital	Total Qualified	Percent
Kentucky	83	8	91	
Tennessee	48	6	54	
Alabama	84	12	96	
Mississippi	152	17	169	
EAST SO. CENTRAL	367	43	410	1.0
Arkansas	82	13	95	
Louisiana	666	101	767	
Oklahoma	1,056	137	1,193	
Texas	7,468	1,559	9,027	
WEST SO. CENTRAL	9,272	1,810	11,082	27.5
Montana	107	9	116	
Idaho	29	-	29	
Wyoming	194	21	215	
Colorado	968	166	1,134	
New Mexico	166	24	190	
Arizona	80	11	91	
Utah	95	18	113	
Nevada	42	10	52	
MOUNTAIN	1,681	259	1,940	4.8
Alaska	116	30	146	
Washington	63	17	80	
Oregon	34	2	36	
California	748	140	888	
Hawaii	7	1	8	
PACIFIC	968	190	1,158	2.9
UNITED STATES	14,591	2,634	17,225	42.8
U.S. Territories	8	2	10	
Canada	2,148	1,242	3,390	
Mexico	194	193	387	
Other International	11,998	7,201	19,199	
AP0/FPO	-	3	3	
TOTAL QUALIFIED CIRCULATION	28,939	11,275	40,214	100.0

**\*See Additional Data**

## GLOBAL BREAKOUT OF QUALIFIED CIRCULATION

Region	Total Qualified	Percent
North America	21,015	52.2
Europe	6,483	16.1
Middle East	2,675	6.6
Asia	5,222	13.0
Africa	2,279	5.7
South America	1,770	4.4
Asia Pacific	638	1.6
Caribbean	111	0.3
Central America	21	0.1



**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016\***

Region/Country	Print	Digital	Total Qualified	Percent	Region/Country	Print	Digital	Total Qualified	Percent
<b>ASIA</b>					Angola	31	29	60	
Afghanistan	-	4	4		Botswana	1	-	1	
Armenia	-	1	1		Cameroon	11	8	19	
Azerbaijan	33	28	61		Chad	3	1	4	
Bangladesh	35	8	43		Congo	4	4	8	
Brunei Darussalam	27	14	41		Cote D'Ivoire	11	1	12	
Cambodia	1	1	2		Egypt	259	104	363	
China	145	118	263		Equatorial Guinea	-	2	2	
East Timor (Timor-Leste)	2	-	2		Eritrea	1	1	2	
Georgia	4	5	9		Ethiopia	9	3	12	
Hong Kong - SAR	7	5	12		Gabon	3	1	4	
India	1,385	614	1,999		Ghana	57	21	78	
Indonesia	233	137	370		Kenya	13	6	19	
Japan	60	38	98		Liberia	-	2	2	
Kazakhstan	40	39	79		Libyan Arab Jamahiriya	25	20	45	
Korea, Republic Of	47	40	87		Madagascar	5	1	6	
Malaysia	531	286	817		Malawi	-	1	1	
Mongolia	7	1	8		Mauritania	1	1	2	
Myanmar	17	6	23		Mauritius	1	-	1	
Nepal	-	1	1		Morocco	12	1	13	
Pakistan	325	94	419		Mozambique	2	2	4	
Philippines	91	45	136		Namibia	3	2	5	
Singapore	229	154	383		Niger	2	-	2	
Sri Lanka	25	6	31		Nigeria	734	384	1,118	
Taiwan	5	10	15		Reunion	1	-	1	
Tajikistan	1	-	1		Rwanda	1	1	2	
Thailand	86	98	184		Sao Tome & Principe	1	-	1	
Turkmenistan	10	6	16		Senegal	2	-	2	
Uzbekistan	1	2	3		South Africa	42	38	80	
Vietnam	66	48	114		Sudan	27	35	62	
Subtotal	3,413	1,809	5,222	13.0	Swaziland	1	-	1	
<b>MIDDLE EAST</b>					Tanzania	3	1	4	
Bahrain	30	14	44		Togo	1	-	1	
Iran	181	92	273		Tunisia	54	16	70	
Iraq	68	66	134		Uganda	8	7	15	
Israel	23	16	39		Zambia	2	-	2	
Jordan	11	10	21		Zimbabwe	-	1	1	
Kuwait	137	106	243		Subtotal	1,547	732	2,279	5.7
Lebanon	7	5	12		<b>NORTH AMERICA</b>				
Oman	126	92	218		Canada	2,148	1,242	3,390	
Qatar	172	131	303		Mexico	194	193	387	
Saudi Arabia	206	140	346		United States	14,599	2,639	17,238	
Syrian Arab Republic	10	18	28		Subtotal	16,941	4,074	21,015	52.2
United Arab Emirates	556	405	961		<b>CARIBBEAN</b>				
Yemen	28	25	53		Barbados	2	-	2	
Subtotal	1,555	1,120	2,675	6.6	Cuba	2	1	3	
<b>EUROPE</b>					Dominican Republic	1	1	2	
Albania	13	3	16		Jamaica	2	-	2	
Austria	54	23	77		Netherlands Antilles	-	2	2	
Belarus	6	4	10		Trinidad and Tobago	58	42	100	
Belgium	34	13	47		Subtotal	65	46	111	0.3
Bosnia and Herzegovina	1	-	1		<b>CENTRAL AMERICA</b>				
Bulgaria	40	22	62		Belize	3	2	5	
Channel Islands	-	1	1		Costa Rica	3	3	6	
Croatia	71	44	115		El Salvador	-	1	1	
Cyprus	16	8	24		Guatemala	-	3	3	
Czech Republic	32	15	47		Panama	-	6	6	
Denmark	74	58	132		Subtotal	6	15	21	0.1
Estonia	2	2	4		<b>SOUTH AMERICA</b>				
Faroe Islands	2	-	2		Argentina	168	145	313	
Finland	14	8	22		Bolivia	32	45	77	
France	274	124	398		Brazil	303	174	477	
Germany	138	63	201		Chile	18	14	32	
Greece	57	42	99		Colombia	178	152	330	
Hungary	80	31	111		Ecuador	46	37	83	
Iceland	5	2	7		Guyana	7	-	7	
Ireland	51	12	63		Paraguay	-	2	2	
Italy	239	192	431		Peru	82	90	172	
Latvia	4	1	5		Suriname	7	14	21	
Lithuania	7	3	10		Uruguay	2	7	9	
Luxembourg	1	-	1		Venezuela	81	166	247	
Macedonia	5	2	7		Subtotal	924	846	1,770	4.4
Malta	12	5	17		<b>ASIA PACIFIC</b>				
Moldova	9	-	9		American Samoa	-	1	1	
Monaco	4	1	5		Australia	359	212	571	
Montenegro	2	1	3		Guam	1	-	1	
Netherlands	308	128	436		New Zealand	44	18	62	
Norway	468	311	779		Papua New Guinea	1	1	2	
Poland	99	56	155		Vanuatu	-	1	1	
Portugal	53	41	94		Subtotal	405	233	638	1.6
Romania	218	199	417		<b>TOTAL QUALIFIED CIRCULATION</b>				
Russian Federation	78	88	166			28,939	11,275	40,214	100.0
Serbia	39	19	58						
Slovakia	17	2	19						
Slovenia	7	-	7						
Spain	151	129	280						
Sweden	27	14	41						
Switzerland	30	21	51						
Turkey	147	116	263						
Ukraine	23	24	47						
United Kingdom	1,171	572	1,743						
Subtotal	4,083	2,400	6,483	16.1					
<b>AFRICA</b>									
Algeria	216	38	254						

\*See Additional Data

2016	World Oil eNews	2016	World Oil eNews
<b>JANUARY</b>		<b>APRIL</b>	
January 4	55,580	April 1	55,434
January 5	55,582	April 4	56,836
January 6	55,575	April 5	56,836
January 7	55,580	April 6	56,845
January 8	55,587	April 7	56,840
January 11	55,701	April 8	57,987
January 12	55,738	April 11	57,979
January 13	55,733	April 12	57,960
January 14	55,732	April 13	57,959
January 15	55,727	April 14	57,952
January 18	55,733	April 15	57,933
January 19	55,737	April 18	57,928
January 20	55,735	April 19	57,861
January 21	55,732	April 20	57,853
January 22	55,727	April 21	57,848
January 25	55,714	April 22	57,913
January 26	55,697	April 25	57,856
January 27	55,696	April 26	57,847
January 28	55,697	April 27	57,841
January 29	55,702	April 28	57,840
		April 29	57,815
<b>FEBRUARY</b>		<b>MAY</b>	
February 1	55,685	May 2	57,633
February 2	55,659	May 3	57,760
February 3	55,663	May 4	57,442
February 4	55,669	May 5	57,636
February 5	55,677	May 6	57,610
February 8	55,935	May 9	57,340
February 9	55,954	May 10	57,239
February 10	55,948	May 11	57,334
February 11	55,759	May 12	57,190
February 12	55,748	May 13	57,259
February 15	55,746	May 16	57,043
February 16	55,845	May 17	57,038
February 17	55,855	May 18	56,994
February 18	55,843	May 19	57,008
February 19	55,808	May 20	56,954
February 22	56,157	May 23	56,893
February 23	56,157	May 24	56,917
February 24	56,146	May 25	56,906
February 25	56,142	May 26	56,854
February 26	56,147	May 27	56,837
February 29	56,140	May 30	56,801
		May 31	56,788
<b>MARCH</b>		<b>JUNE</b>	
March 1	56,004	June 1	56,744
March 2	56,001	June 2	60,537
March 3	55,997	June 3	60,462
March 4	55,985	June 6	60,408
March 7	55,988	June 7	60,429
March 8	55,990	June 8	60,387
March 9	55,992	June 9	60,366
March 10	55,973	June 10	60,342
March 11	55,960	June 13	60,325
March 14	55,964	June 14	60,268
March 15	55,549	June 15	60,275
March 16	55,542	June 16	60,254
March 17	55,496	June 17	60,249
March 18	55,402	June 20	60,240
March 21	55,962	June 21	60,221
March 22	55,533	June 22	60,034
March 23	55,510	June 23	59,923
March 24	55,717	June 24	59,896
March 25	55,846	June 27	59,804
March 28	55,882	June 28	59,797
March 29	55,894	June 29	59,777
March 30	55,892	June 30	59,772
March 31	55,883		
		<b>AVERAGE:</b>	
		<b>57,043</b>	

World Oil eNews (129 issued in the period)

## WEBSITE CHANNEL

### WWW.WORLDOIL.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	468,622	302,635	186,531	1.62	02:31	01:23
February	462,050	299,391	181,991	1.65	02:36	01:25
March	418,252	268,978	153,874	1.75	02:38	01:28
April	390,805	249,919	142,759	1.75	02:42	01:31
May	412,337	267,077	155,973	1.71	02:43	01:28
June	371,651	240,172	134,084	1.79	02:47	01:31
<b>AVERAGE:</b>	<b>420,619</b>	<b>271,362</b>	<b>159,202</b>	<b>1.71</b>	<b>02:39</b>	<b>01:27</b>

January – June 2016 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

#### WEBSITE GLOSSARY

**Page Impressions:** A Page Impression is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

**User Sessions:** A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

**Unique Browsers:** An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

**Unique Browser Frequency:** Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.



**Page Duration:** The average time spent viewing any page on a web site.

**User Session Duration:** The average time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit [www.adicompli.com](http://www.adicompli.com)

## SOCIAL MEDIA CHANNEL

### World Oil Social Media

2016	 <a href="http://facebook.com/WorldOil">http://facebook.com/WorldOil</a>	 <a href="http://twitter.com/WorldOil">http://twitter.com/WorldOil</a>
Beginning Balance	-	-
January	40,547	-
February	41,729	74,739
March	41,925	77,722
April	42,070	80,502
May	43,076	82,105
June	44,166	83,464

## ADDITIONAL DATA

#### METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. Copies are distributed via the US Postal Service under a Periodicals class permit for the print version. Recipients of the digital version are notified when the version is delivered.

#### STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

#### MAGAZINE

##### PARAGRAPH 1:

Qualified Paid Multi-Copy Same Addressee subscriptions averaging 52 copies were sold to qualified recipients at reduced subscription prices in quantities of 2 to 48 copies.

##### PARAGRAPH 2:

Gas Processing: Technology and Business Information for the Global Gas Processing Industry supplement was mailed to selected subscribers in February, April, and June.

##### PARAGRAPH 3b:

Paragraph 3b includes 2 paid subscribers older than three years.

#### GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter, Website, and Social Media are not reported at the media owner's option.

#### PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

JOHN T. ROYALL, PRESIDENT & CHIEF EXECUTIVE OFFICER  
ANDY MCDOWELL, PUBLISHER

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

#### IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed	July 8, 2016
State	Texas
County	Harris
Received by BPA Worldwide	July 8, 2016
Type	BJ
ID Number	W114B0J6

#### About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.