

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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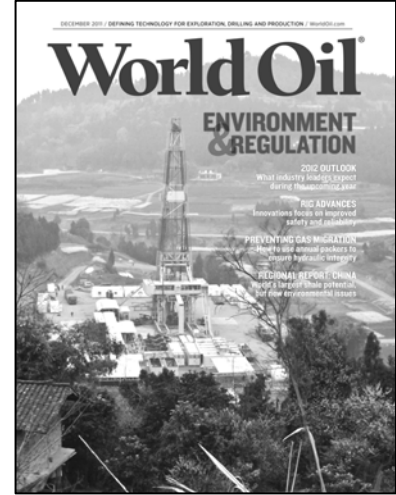
A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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World Oil

Gulf Publishing Company
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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 companies and consulting engineering companies in an alliance or partnering program/project with an E & P company, service, supply and manufacturing companies, 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, drillers, 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 _____	2,289
Rotated or Occasional _____	3
Allocated for Trade Shows and Conventions _____	572
Digital _____	-
All Other _____	963
TOTAL	3,827

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	38,740	99.8	37,805	97.4	935	2.4
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
*Multi-Copy Same Addressee _____	66	0.2	-	-	66	0.2
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	38,806	100.0	37,805	97.4	1,001	2.6

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2011 Issue	Print Version Only (A)	Digital Version Only (B)	Total Qualified
July _____	28,699	9,051	37,750
August _____	28,885	9,154	38,039
September _____	29,155	9,157	38,312
October _____	29,511	9,146	38,657
*November _____	30,799	9,211	40,010
December _____	30,909	9,158	40,067

*See Additional Data

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011

This issue is 3.7% or 1,445 copies above the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	Company Copies	Company Officials, Directors, Managers	Engineers	Super-intendents, Assistant Super-intendents, Toolpushers, Foremen, Assistant Foremen	Geologists, Geophysicists	Purchasing Agents	Other Operations Personnel
Major Integrated, National and State Oil and Gas Companies, and Independent Producers, Consulting Engineering Firms _____	31,793	79.5	24,303	7,490	48	9,144	15,692	2,226	4,035	615	33
Drilling and Workover Contractors _____	7,085	17.7	5,525	1,560	5	2,407	2,989	1,234	229	214	7
SUB-TOTAL	38,878	97.2	29,828	9,050	53	11,551	18,681	3,460	4,264	829	40
Service, Supply, and Manufacturing Companies, including Service Companies in an Alliance with E&P Companies _____	574	1.4	462	112							
Government Agencies, Educational Institutions also Associations, Libraries, Financial, Insurance, and Legal Institutions, and Others Allied to the Field _____	550	1.4	501	49							
Other Paid _____	8	-	8	-							
TOTAL QUALIFIED CIRCULATION	40,010	100.0	30,799	9,211							
PERCENT	100.0		77.0	23.0							

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 Year	2 Years	3+ Years				
I. Direct Request: _____	28,874	7,040	1,535	28,828	8,621	37,449	93.6
II. Request from recipient's company: _____	1,974	482	105	1,971	590	2,561	6.4
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
V. TOTAL - 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: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	30,848	7,522	1,640	30,799	9,211	40,010	100.0
PERCENT	77.1	18.8	4.1	77.0	23.0	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	30,425	9,140	39,565	98.9
Individuals by name only _____	140	70	210	0.5
Titles or functions only _____	133	-	133	0.3
Company names only _____	35	1	36	0.1
Multi-Copy Same Addressee copies _____	66	-	66	0.2
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	30,799	9,211	40,010	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011

State/Region/Country	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine	16	3	19	
New Hampshire	15	2	17	
Vermont	4	2	6	
Massachusetts	55	7	62	
Rhode Island	10	2	12	
Connecticut	29	4	33	
NEW ENGLAND	129	20	149	0.4
New York	154	27	181	
New Jersey	118	17	135	
Pennsylvania	317	57	374	
MIDDLE ATLANTIC	589	101	690	1.7
Ohio	205	24	229	
Indiana	82	7	89	
Illinois	238	22	260	
Michigan	166	22	188	
Wisconsin	28	4	32	
EAST NO. CENTRAL	719	79	798	2.0
Minnesota	48	8	56	
Iowa	16	-	16	
Missouri	50	7	57	
North Dakota	87	8	95	
South Dakota	20	-	20	
Nebraska	28	3	31	
Kansas	280	29	309	
WEST NO. CENTRAL	529	55	584	1.4
Delaware	8	3	11	
Maryland	39	7	46	
Washington, DC	13	5	18	
Virginia	96	12	108	
West Virginia	112	13	125	
North Carolina	53	8	61	
South Carolina	28	3	31	
Georgia	57	8	65	
Florida	194	44	238	
SOUTH ATLANTIC	600	103	703	1.8
Kentucky	117	8	125	
Tennessee	58	10	68	
Alabama	93	7	100	
Mississippi	187	21	208	
EAST SO. CENTRAL	455	46	501	1.3
Arkansas	116	13	129	
Louisiana	764	110	874	
Oklahoma	1,083	137	1,220	
Texas	6,869	1,482	8,351	
WEST SO. CENTRAL	8,832	1,742	10,574	26.4
Montana	114	11	125	
Idaho	27	4	31	
Wyoming	247	36	283	
Colorado	841	165	1,006	
New Mexico	199	29	228	
Arizona	56	14	70	
Utah	122	17	139	
Nevada	50	10	60	
MOUNTAIN	1,656	286	1,942	4.9
Alaska	136	40	176	
Washington	65	22	87	
Oregon	37	8	45	
California	897	184	1,081	
Hawaii	8	2	10	
PACIFIC	1,143	256	1,399	3.5
UNITED STATES	14,652	2,688	17,340	43.4
U.S. Territories	5	1	6	
ASIA				
Afghanistan	-	4	4	
Azerbaijan	28	16	44	
Bangladesh	44	3	47	
Brunei Darussalam	59	25	84	
Cambodia	2	1	3	
China	297	155	452	
Georgia	1	6	7	
Hong Kong - SAR	9	5	14	
India	1,384	448	1,832	
Indonesia	548	116	664	
Japan	78	23	101	
Kazakhstan	50	42	92	
Korea, Republic Of	42	15	57	
Malaysia	597	201	798	
Mongolia	6	5	11	
Myanmar	38	8	46	
Pakistan	341	80	421	
Philippines	117	48	165	
Singapore	227	105	332	
Sri Lanka	17	2	19	
Taiwan	23	5	28	
Thailand	124	64	188	
Turkmenistan	16	4	20	
Uzbekistan	6	3	9	
Vietnam	104	39	143	
Subtotal	4,157	1,424	5,581	14.0
MIDDLE EAST				
Bahrain	29	18	47	
Iran	159	57	216	
Iraq	78	31	109	
Israel	14	6	20	
Jordan	30	13	43	
Kuwait	194	81	275	
Lebanon	4	4	8	
Oman	168	85	253	
Qatar	268	116	384	
Saudi Arabia	267	150	417	
Syrian Arab Republic	52	23	75	
United Arab Emirates	482	238	720	
Yemen	71	28	99	
Subtotal	1,816	850	2,666	6.7
EUROPE				
Albania	14	4	18	
Austria	43	28	71	
Belarus	5	7	12	
Belgium	20	11	31	
Bosnia and Herzegovina	2	1	3	
Bulgaria	64	13	77	
Canary Islands	-	1	1	
Channel Islands	-	1	1	
Croatia	57	31	88	
Cyprus	7	5	12	
Czech Republic	26	19	45	
Denmark	119	44	163	
Estonia	2	1	3	
Faroe Islands	2	1	3	
Finland	11	2	13	

State/Region/Country	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
France	281	139	420	
Germany	169	56	225	
Greece	40	24	64	
Greenland	2	2	4	
Hungary	104	34	138	
Iceland	6	2	8	
Italy	237	164	401	
Latvia	3	-	3	
Lithuania	5	1	6	
Malta	4	1	5	
Macedonia	11	2	13	
Moldova	6	2	8	
Monaco	2	2	4	
Montenegro	-	2	2	
Netherlands	352	125	477	
Norway	448	183	631	
Poland	106	52	158	
Portugal	42	22	64	
Ireland	29	14	43	
Romania	209	156	365	
Russian Federation	88	68	156	
Serbia	60	20	80	
Slovakia	14	1	15	
Slovenia	4	-	4	
Spain	164	84	248	
Sweden	33	6	39	
Switzerland	32	19	51	
Turkey	234	70	304	
Ukraine	21	9	30	
United Kingdom	1,123	519	1,642	
Subtotal	4,203	1,946	6,149	15.4
AFRICA				
Algeria	297	87	384	
Angola	45	35	80	
Benin	1	-	1	
Botswana	1	-	1	
Burundi	1	-	1	
Cameroon	14	2	16	
Chad	4	-	4	
Comoros	-	1	1	
Congo	9	4	13	
Cote D'Ivoire	12	7	19	
Egypt	485	135	620	
Eritrea	8	1	9	
Ethiopia	16	2	18	
Gabon	3	-	3	
Ghana	78	13	91	
Kenya	6	3	9	
Liberia	2	1	3	
Libyan Arab Jamahiriya	96	41	137	
Madagascar	9	2	11	
Mauritania	1	-	1	
Morocco	17	3	20	
Mozambique	2	-	2	
Namibia	1	1	2	
Nigeria	573	162	735	
Reunion	-	-	-	
Senegal	-	2	2	
South Africa	47	21	68	
Sudan	75	25	100	
Tanzania	-	3	3	
Gambia	-	1	1	
Togo	2	-	2	
Tunisia	98	28	126	
Uganda	4	-	4	
Zambia	5	2	7	
Zimbabwe	1	1	2	
Subtotal	1,914	584	2,498	6.2
NORTH AMERICA				
Canada	1,505	527	2,032	
Mexico	255	170	425	
Subtotal	1,760	697	2,457	6.1
CARIBBEAN				
Barbados	1	-	1	
Cayman Islands	-	1	1	
Cuba	35	8	43	
Bahamas	1	-	1	
Trinidad and Tobago	55	31	86	
Subtotal	92	40	132	0.3
CENTRAL AMERICA				
Belize	2	1	3	
Costa Rica	4	4	8	
El Salvador	5	2	7	
Guatemala	1	1	2	
Nicaragua	-	4	4	
Panama	1	1	2	
Subtotal	13	13	26	0.1
SOUTH AMERICA				
Argentina	331	104	435	
Bolivia	94	36	130	
Brazil	551	223	774	
Chile	27	14	41	
Colombia	258	120	378	
Ecuador	113	53	166	
Falkland Islands (Malvinas)	-	1	1	
Guyana	3	2	5	
Paraguay	3	-	3	
Peru	201	84	285	
Suriname	9	4	13	
Uruguay	7	5	12	
Venezuela	165	127	292	
Subtotal	1,762	773	2,535	6.3
ASIA PACIFIC				
American Samoa	-	1	1	
Australia	376	174	550	
Fiji	2	-	2	
Guam	3	-	3	
New Zealand	40	18	58	
Papua New Guinea	4	2	6	
Subtotal	425	195	620	1.5
TOTAL QUALIFIED CIRCULATION	30,799	9,211	40,010	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January-June 2009	July-December 2009	January-June 2010	July-December 2010	January-June 2011	July-December 2011*
Total Audit Average Qualified	35,780	37,125	37,317	37,385	37,589	38,806
Qualified Non-Paid Total	34,713	36,063	36,269	36,333	36,556	37,805
Print Version Only	32,809	30,984	29,408	28,325	28,052	28,746
Digital Version Only	1,904	5,079	6,861	8,008	8,504	9,059
Qualified Paid Total	1,067	1,062	1,048	1,052	1,033	1,001
Print Version Only	1,058	1,022	986	956	979	914
Digital Version Only	9	40	62	96	54	87
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 - December 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

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

STATEMENT OF CONTENT PLATFORM:

Replica - Editorial and design are unchanged from the original print edition.

PARAGRAPH 1:

Qualified paid multi-copy same addressee subscriptions averaging 66 copies were sold to qualified recipients at reduced subscription prices in quantities of 2 to 66 copies.

PARAGRAPH 2:

2011 Tubing Reference Tables supplement was mailed to all U.S. and International subscribers in November.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	29,594	99.8	28,746	96.9	848	2.9
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	66	0.2	-	-	66	0.2
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	29,660	100.0	28,746	96.9	914	3.1

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	9,146	100.0	9,059	99.0	87	1.0
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	9,146	100.0	9,059	99.0	87	1.0

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

Suzanne McGehee, Director - Circulation

(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 circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed January 14, 2012

State Texas

County Harris

Received by BPA Worldwide January 14, 2012

Type PJ

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