

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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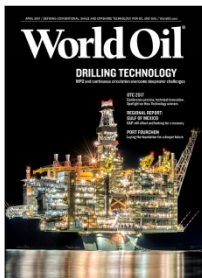
**WORLD OIL** was founded in 1916 and has been published on a monthly basis since that year. The editorial content of World Oil covers the exploration, drilling, completion and production segments of the worldwide oil and gas industry, both onshore and offshore. Each issue of World Oil includes technical 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 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.

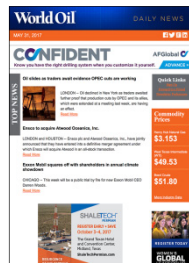
## CHANNELS

### WORLD OIL MAGAZINE



6 Issues in the period  
40,100 average circulation

### WORLD OIL E-NEWSLETTER



130 issued in the period  
55,069 average per occurrence

### WORLD OIL WEBSITE



131,551 average users

### WORLD OIL SOCIAL MEDIA



98,313 Twitter followers  
71,207 World Oil Facebook likes  
14,439 ShaleTech Facebook likes

## 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)                      | 39,704   | 396  | 40,100  |
| a. Print  | 27,018   | 360  | 27,378  |
| b. Digital  | 12,686   | 36   | 12,722  |
| 1. Requested  | 12,686   | 36   | 12,722  |
| 2. Non-Requested  | -        | -    | -       |
| <b>WORLD OIL E-NEWSLETTER</b> (130 issued in the period)                | 55,069   | -    | 55,069  |
| <b>WORLD OIL WEBSITE</b> (Monthly Users with 326,772 average Pageviews) | 131,551  | -    | 131,551 |
| <b>WORLD OIL SOCIAL MEDIA</b>   |          |      |         |
| a. World Oil Twitter followers  | *98,313  | -    | *98,313 |
| b. World Oil Facebook Likes   | *71,207  | -    | *71,207 |
| c. ShaleTech Facebook like  | *14,439  | -    | *14,439 |

\*Social Media claims are cumulative figures, not averages.

**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<br>Not Included Elsewhere      | Copies       |
|--|--------------|
| Other Paid Circulation                       | -            |
| Advertiser and Agency                        | 2,320        |
| Allocated for Trade Shows<br>and Conventions | 530          |
| All Other                                    | 1,251        |
| <b>TOTAL</b>                                 | <b>4,100</b> |

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

| QUALIFIED<br>CIRCULATION               | Total Qualified |              | Qualified Non-Paid |             | Qualified Paid |            |
|--|-----------------|--------------|--------------------|-------------|----------------|------------|
|  | Copies          | Percent      | Copies             | Percent     | Copies         | Percent    |
| Individual                             | 40,044          | 99.9         | 39,704             | 99.0        | 340            | 0.9        |
| Sponsored<br>Individually<br>Addressed | -               | -            | -                  | -           | -              | -          |
| Membership Benefit                     | -               | -            | -                  | -           | -              | -          |
| *Multi-Copy Same<br>Addressee          | 56              | 0.1          | -                  | -           | 56             | 0.1        |
| Single Copy Sales                      | -               | -            | -                  | -           | -              | -          |
| <b>TOTAL QUALIFIED<br/>CIRCULATION</b> | <b>40,100</b>   | <b>100.0</b> | <b>39,704</b>      | <b>99.0</b> | <b>396</b>     | <b>1.0</b> |

\*See Additional Data

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

| 2017 Issue | Print  | Digital | Total<br>Qualified |
|------------|--------|---------|--------------------|
| January    | 27,468 | 12,646  | 40,114             |
| *February  | 27,722 | 12,619  | 40,341             |
| March      | 27,475 | 12,561  | 40,036             |
| *April     | 27,270 | 12,757  | 40,027             |
| May        | 27,197 | 12,874  | 40,071             |
| *June      | 27,134 | 12,879  | 40,013             |

\*See Additional Data

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017**

This issue is 0.1% or 35 copies below the average of the other 5 issues reported in Paragraph 2.

| BUSINESS AND INDUSTRY  | TOTAL<br>QUALIFIED | PERCENT<br>OF TOTAL | Print         | Digital       | Company<br>Copies | Company<br>Officials,<br>Presidents,<br>Vice<br>Presidents,<br>Partners,<br>Directors,<br>Managers. | Engineers,<br>Consultants | Super-<br>intendents,<br>Assistant<br>Super-<br>intendents,<br>Toolpushers,<br>Foremen,<br>Assistant<br>Foreman | Geologists,<br>Geo-<br>physicists | Purchasing<br>Agents | Other<br>Operations<br>Personnel |
|--|--------------------|---------------------|---------------|---------------|-------------------|---|---------------------------|---|-----------------------------------|----------------------|----------------------------------|
| Major Integrated, National and<br>State Oil and Gas Companies and<br>Independent Producers Consulting<br>Engineering Firms                                       | 33,621             | 83.9                | 22,678        | 10,943        | 22                | 12,171  | 15,506                    | 1,637   | 2,951                             | 470                  | 864                              |
| Drilling and Workover Contractors  | 4,459              | 11.1                | 3,179         | 1,280         | 3                 | 1,885   | 1,560                     | 647   | 138                               | 109                  | 117                              |
| Service Companies in an alliance or<br>partnering program/project with an<br>E & P Company   | 504                | 1.3                 | 334           | 170           | -                 | 215   | 203                       | 17  | 26                                | 11                   | 32                               |
| <b>SUB-TOTAL</b>   | <b>38,584</b>      | <b>96.3</b>         | <b>26,191</b> | <b>12,393</b> | <b>25</b>         | <b>14,271</b>   | <b>17,269</b>             | <b>2,301</b>  | <b>3,115</b>                      | <b>590</b>           | <b>1,013</b>                     |
| Service, Supply, and Manufacturing<br>Companies  | 1,222              | 3.0                 | 775           | 447           |                   |   |                           |   |                                   |                      |                                  |
| Government Agencies, Educational<br>Institutions; Associations, Libraries,<br>Financial, Insurance, and Legal<br>Institutions, and Others Allied to the<br>Field | 264                | 0.7                 | 230           | 34            |                   |   |                           |   |                                   |                      |                                  |
| Other Paid   | 1                  | -                   | 1             | -             |                   |   |                           |   |                                   |                      |                                  |
| <b>TOTAL QUALIFIED<br/>CIRCULATION</b>   | <b>40,071</b>      | <b>100.0</b>        | <b>27,197</b> | <b>12,874</b> |                   |   |                           |   |                                   |                      |                                  |
| <b>PERCENT</b>   | <b>100.0</b>       |                     | <b>67.9</b>   | <b>32.1</b>   |                   |   |                           |   |                                   |                      |                                  |

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017**

| QUALIFICATION SOURCE  | Qualified Within |              |           |               |               | Total Qualified | Percent      |
|---|------------------|--------------|-----------|---------------|---------------|-----------------|--------------|
|   | 1 Year           | 2 Years      | 3+ Years* | Print         | Digital       |                 |              |
| I. Direct Request:  | <b>31,913</b>    | <b>7,882</b> | <b>19</b> | <b>26,964</b> | <b>12,850</b> | <b>39,814</b>   | <b>99.4</b>  |
| II. Request from recipient's company:   | <b>239</b>       | <b>18</b>    | -         | <b>233</b>    | <b>24</b>     | <b>257</b>      | <b>0.6</b>   |
| III. Membership Benefit:  | -                | -            | -         | -             | -             | -               | -            |
| IV. Communication from recipient or recipient's company (other than request): | -                | -            | -         | -             | -             | -               | -            |
| 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>32,152</b>    | <b>7,900</b> | <b>19</b> | <b>27,197</b> | <b>12,874</b> | <b>40,071</b>   | <b>100.0</b> |
| <b>PERCENT</b>  | <b>80.3</b>      | <b>19.7</b>  | <b>-</b>  | <b>67.9</b>   | <b>32.1</b>   | <b>100.0</b>    |              |

\*See Additional Data

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017**

| MAILING ADDRESS                               | Total Qualified | Percent      |
|---|-----------------|--------------|
| Individuals by name and title and/or function | 39,466          | 98.5         |
| Individuals by name only                      | 391             | 1.0          |
| Titles or functions only                      | 77              | 0.2          |
| Company names only                            | 81              | 0.2          |
| Multi-Copy Same Addressee copies              | 56              | 0.1          |
| Single Copy Sales                             | -               | -            |
| <b>TOTAL QUALIFIED CIRCULATION</b>            | <b>40,071</b>   | <b>100.0</b> |



**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017\***

| Region/Country           | Print | Digital | Total Qualified | Percent | Region/Country                     | Print         | Digital       | Total Qualified | Percent |
|--------------------------|-------|---------|-----------------|---------|------------------------------------|---------------|---------------|-----------------|---------|
| <b>ASIA</b>              |       |         |                 |         | <b>AFRICA</b>                      |               |               |                 |         |
| Afghanistan              | 1     | 4       | 5               |         | Algeria                            | 135           | 38            | 173             |         |
| Azerbaijan               | 25    | 26      | 51              |         | Angola                             | 25            | 30            | 55              |         |
| Bangladesh               | 38    | 9       | 47              |         | Cameroon                           | 9             | 7             | 16              |         |
| Brunei Darussalam        | 18    | 14      | 32              |         | Chad                               | 2             | 2             | 4               |         |
| Cambodia                 | -     | 1       | 1               |         | Congo                              | 3             | 4             | 7               |         |
| China                    | 138   | 118     | 256             |         | Cote D'Ivoire                      | 1             | 4             | 5               |         |
| East Timor (Timor-Leste) | 2     | -       | 2               |         | Egypt                              | 195           | 153           | 348             |         |
| Georgia                  | 3     | 8       | 11              |         | Equatorial Guinea                  | 1             | -             | 1               |         |
| Hong Kong - SAR          | 7     | 7       | 14              |         | Ethiopia                           | 11            | 2             | 13              |         |
| India                    | 1,085 | 770     | 1,855           |         | Gabon                              | 3             | 2             | 5               |         |
| Indonesia                | 213   | 123     | 336             |         | Ghana                              | 48            | 28            | 76              |         |
| Japan                    | 58    | 32      | 90              |         | Kenya                              | 10            | 11            | 21              |         |
| Kazakhstan               | 37    | 45      | 82              |         | Liberia                            | -             | 2             | 2               |         |
| Korea, Republic Of       | 28    | 35      | 63              |         | Libyan Arab Jamahiriya             | 18            | 29            | 47              |         |
| Macao                    | -     | 1       | 1               |         | Madagascar                         | 5             | 3             | 8               |         |
| Malaysia                 | 459   | 274     | 733             |         | Mauritania                         | 2             | -             | 2               |         |
| Mongolia                 | 4     | 1       | 5               |         | Mauritius                          | 1             | -             | 1               |         |
| Myanmar                  | 12    | 7       | 19              |         | Morocco                            | 10            | 2             | 12              |         |
| Nepal                    | -     | 1       | 1               |         | Mozambique                         | 2             | 5             | 7               |         |
| Pakistan                 | 283   | 102     | 385             |         | Namibia                            | 2             | -             | 2               |         |
| Philippines              | 69    | 53      | 122             |         | Niger                              | 3             | -             | 3               |         |
| Singapore                | 176   | 122     | 298             |         | Nigeria                            | 579           | 477           | 1,056           |         |
| Sri Lanka                | 14    | 10      | 24              |         | Reunion                            | 1             | -             | 1               |         |
| Taiwan                   | 4     | 11      | 15              |         | Rwanda                             | 1             | -             | 1               |         |
| Tajikistan               | 1     | 1       | 2               |         | Senegal                            | -             | 1             | 1               |         |
| Thailand                 | 72    | 87      | 159             |         | South Africa                       | 32            | 34            | 66              |         |
| Turkmenistan             | 10    | 6       | 16              |         | Sudan                              | 29            | 35            | 64              |         |
| Uzbekistan               | 1     | 1       | 2               |         | Tanzania                           | 1             | 2             | 3               |         |
| Vietnam                  | 47    | 54      | 101             |         | Tunisia                            | 43            | 7             | 50              |         |
| Subtotal                 | 2,805 | 1,923   | 4,728           | 11.8    | Uganda                             | 7             | 6             | 13              |         |
| <b>MIDDLE EAST</b>       |       |         |                 |         | Zimbabwe                           | -             | 1             | 1               |         |
| Bahrain                  | 18    | 20      | 38              |         | Subtotal                           | 1,179         | 885           | 2,064           | 5.2     |
| Iran                     | 146   | 88      | 234             |         | <b>NORTH AMERICA</b>               |               |               |                 |         |
| Iraq                     | 72    | 74      | 146             |         | Canada                             | 2,131         | 1,121         | 3,252           |         |
| Israel                   | 19    | 18      | 37              |         | Mexico                             | 142           | 198           | 340             |         |
| Jordan                   | 10    | 12      | 22              |         | United States                      | 14,923        | 3,992         | 18,915          |         |
| Kuwait                   | 137   | 105     | 242             |         | Subtotal                           | 17,196        | 5,311         | 22,507          | 56.2    |
| Lebanon                  | 6     | 4       | 10              |         | <b>CARIBBEAN</b>                   |               |               |                 |         |
| Oman                     | 109   | 99      | 208             |         | Barbados                           | 1             | -             | 1               |         |
| Qatar                    | 148   | 125     | 273             |         | Cuba                               | 4             | 1             | 5               |         |
| Saudi Arabia             | 189   | 141     | 330             |         | Dominican Republic                 | 1             | -             | 1               |         |
| Syrian Arab Republic     | 9     | 20      | 29              |         | Jamaica                            | 1             | -             | 1               |         |
| United Arab Emirates     | 461   | 421     | 882             |         | Netherlands Antilles               | -             | 1             | 1               |         |
| Yemen                    | 18    | 31      | 49              |         | Trinidad and Tobago                | 51            | 41            | 92              |         |
| Subtotal                 | 1,342 | 1,158   | 2,500           | 6.2     | Subtotal                           | 58            | 43            | 101             | 0.3     |
| <b>EUROPE</b>            |       |         |                 |         | <b>CENTRAL AMERICA</b>             |               |               |                 |         |
| Albania                  | 10    | 3       | 13              |         | Belize                             | 1             | 1             | 2               |         |
| Andorra                  | 1     | -       | 1               |         | Costa Rica                         | 1             | 2             | 3               |         |
| Austria                  | 46    | 28      | 74              |         | El Salvador                        | -             | 1             | 1               |         |
| Belarus                  | 5     | 2       | 7               |         | Guatemala                          | 1             | 3             | 4               |         |
| Belgium                  | 33    | 12      | 45              |         | Nicaragua                          | -             | 1             | 1               |         |
| Bosnia and Herzegovina   | 1     | -       | 1               |         | Panama                             | 2             | 4             | 6               |         |
| Bulgaria                 | 33    | 22      | 55              |         | Subtotal                           | 5             | 12            | 17              | -       |
| Channel Islands          | 1     | 1       | 2               |         | <b>SOUTH AMERICA</b>               |               |               |                 |         |
| Croatia                  | 65    | 48      | 113             |         | Argentina                          | 154           | 156           | 310             |         |
| Cyprus                   | 20    | 14      | 34              |         | Bolivia                            | 38            | 48            | 86              |         |
| Czech Republic           | 25    | 11      | 36              |         | Brazil                             | 269           | 221           | 490             |         |
| Denmark                  | 57    | 59      | 116             |         | Chile                              | 17            | 15            | 32              |         |
| Estonia                  | 3     | -       | 3               |         | Colombia                           | 158           | 168           | 326             |         |
| Faroe Islands            | 2     | -       | 2               |         | Ecuador                            | 43            | 35            | 78              |         |
| Finland                  | 16    | 7       | 23              |         | Guyana                             | 3             | 2             | 5               |         |
| France                   | 240   | 130     | 370             |         | Paraguay                           | -             | 1             | 1               |         |
| Germany                  | 121   | 65      | 186             |         | Peru                               | 76            | 79            | 155             |         |
| Greece                   | 50    | 48      | 98              |         | Suriname                           | 7             | 10            | 17              |         |
| Hungary                  | 65    | 29      | 94              |         | Uruguay                            | 3             | 5             | 8               |         |
| Iceland                  | 3     | 1       | 4               |         | Venezuela                          | 67            | 179           | 246             |         |
| Ireland                  | 37    | 17      | 54              |         | Subtotal                           | 835           | 919           | 1,754           | 4.4     |
| Italy                    | 219   | 197     | 416             |         | <b>ASIA PACIFIC</b>                |               |               |                 |         |
| Latvia                   | 3     | 1       | 4               |         | Australia                          | 303           | 206           | 509             |         |
| Lithuania                | 5     | 2       | 7               |         | New Zealand                        | 40            | 18            | 58              |         |
| Luxembourg               | -     | 1       | 1               |         | Papua New Guinea                   | 2             | 1             | 3               |         |
| Macedonia                | 1     | 4       | 5               |         | Vanuatu                            | 1             | -             | 1               |         |
| Malta                    | 5     | 10      | 15              |         | Subtotal                           | 346           | 225           | 571             | 1.4     |
| Moldova                  | 3     | 2       | 5               |         | <b>TOTAL QUALIFIED CIRCULATION</b> |               |               |                 |         |
| Monaco                   | 1     | 2       | 3               |         | <b>27,197</b>                      | <b>12,874</b> | <b>40,071</b> | <b>100.0</b>    |         |
| Montenegro               | 2     | -       | 2               |         |                                    |               |               |                 |         |
| Netherlands              | 262   | 148     | 410             |         |                                    |               |               |                 |         |
| Norway                   | 377   | 263     | 640             |         |                                    |               |               |                 |         |
| Poland                   | 83    | 52      | 135             |         |                                    |               |               |                 |         |
| Portugal                 | 51    | 40      | 91              |         |                                    |               |               |                 |         |
| Romania                  | 170   | 219     | 389             |         |                                    |               |               |                 |         |
| Russian Federation       | 69    | 92      | 161             |         |                                    |               |               |                 |         |
| Serbia                   | 35    | 21      | 56              |         |                                    |               |               |                 |         |
| Slovakia                 | 13    | 4       | 17              |         |                                    |               |               |                 |         |
| Slovenia                 | 6     | 3       | 9               |         |                                    |               |               |                 |         |
| Spain                    | 136   | 144     | 280             |         |                                    |               |               |                 |         |
| Sweden                   | 20    | 9       | 29              |         |                                    |               |               |                 |         |
| Switzerland              | 25    | 11      | 36              |         |                                    |               |               |                 |         |
| Turkey                   | 125   | 112     | 237             |         |                                    |               |               |                 |         |
| Ukraine                  | 18    | 17      | 35              |         |                                    |               |               |                 |         |
| United Kingdom           | 968   | 547     | 1,515           |         |                                    |               |               |                 |         |
| Subtotal                 | 3,431 | 2,398   | 5,829           | 14.5    |                                    |               |               |                 |         |

\*See Additional Data

| 2017            |        | 2017                   |        |
|-----------------|--------|------------------------|--------|
| World Oil eNews |        | World Oil eNews        |        |
| <b>JANUARY</b>  |        | <b>APRIL</b>           |        |
| January 2       | 55,260 | April 3                | 55,029 |
| January 3       | 55,276 | April 4                | 55,027 |
| January 4       | 55,251 | April 5                | 55,021 |
| January 5       | 55,237 | April 6                | 54,995 |
| January 6       | 55,186 | April 7                | 54,977 |
| January 9       | 55,185 | April 10               | 54,981 |
| January 10      | 55,171 | April 11               | 55,021 |
| January 11      | 55,177 | April 12               | 55,034 |
| January 12      | 55,163 | April 13               | 55,022 |
| January 13      | 55,148 | April 14               | 55,024 |
| January 16      | 55,148 | April 17               | 55,017 |
| January 17      | 33,196 | April 18               | 55,082 |
| January 18      | 55,122 | April 19               | 55,088 |
| January 19      | 55,082 | April 20               | 55,071 |
| January 20      | 55,074 | April 21               | 55,082 |
| January 23      | 55,076 | April 24               | 55,096 |
| January 24      | 55,029 | April 25               | 55,137 |
| January 25      | 55,018 | April 26               | 55,121 |
| January 26      | 54,964 | April 27               | 55,105 |
| January 27      | 54,976 | April 28               | 55,099 |
| January 30      | 54,979 | <b>MAY</b>             |        |
| January 31      | 54,962 | May 1                  | 55,102 |
| <b>FEBRUARY</b> |        | May 2                  | 55,122 |
| February 1      | 54,973 | May 3                  | 55,201 |
| February 2      | 54,971 | May 4                  | 55,213 |
| February 3      | 54,955 | May 5                  | 55,212 |
| February 6      | 54,918 | May 8                  | 55,199 |
| February 7      | 54,904 | May 9                  | 55,176 |
| February 8      | 54,904 | May 10                 | 55,369 |
| February 9      | 54,898 | May 11                 | 55,397 |
| February 10     | 54,870 | May 12                 | 55,417 |
| February 13     | 54,898 | May 15                 | 55,409 |
| February 14     | 54,892 | May 16                 | 55,419 |
| February 15     | 54,868 | May 17                 | 55,418 |
| February 16     | 54,859 | May 18                 | 55,416 |
| February 17     | 54,857 | May 19                 | 55,428 |
| February 20     | 54,872 | May 22                 | 55,433 |
| February 21     | 54,877 | May 23                 | 55,427 |
| February 22     | 54,907 | May 24                 | 55,434 |
| February 23     | 54,918 | May 25                 | 55,459 |
| February 24     | 54,930 | May 26                 | 55,540 |
| February 27     | 54,962 | May 29                 | 55,622 |
| February 28     | 55,173 | May 30                 | 55,669 |
| <b>MARCH</b>    |        | May 31                 | 55,876 |
| March 1         | 55,252 | <b>JUNE</b>            |        |
| March 2         | 55,247 | June 1                 | 55,872 |
| March 3         | 55,277 | June 2                 | 55,833 |
| March 6         | 55,203 | June 5                 | 55,825 |
| March 7         | 55,218 | June 6                 | 55,828 |
| March 8         | 55,145 | June 7                 | 55,831 |
| March 9         | 55,162 | June 8                 | 55,830 |
| March 10        | 55,158 | June 9                 | 55,821 |
| March 13        | 55,156 | June 12                | 55,804 |
| March 14        | 55,134 | June 13                | 55,775 |
| March 15        | 55,140 | June 14                | 55,767 |
| March 16        | 55,121 | June 15                | 55,730 |
| March 17        | 55,105 | June 16                | 55,692 |
| March 20        | 55,086 | June 19                | 55,679 |
| March 21        | 55,225 | June 20                | 55,673 |
| March 22        | 55,229 | June 21                | 55,709 |
| March 23        | 55,207 | June 22                | 55,693 |
| March 24        | 55,107 | June 23                | 55,697 |
| March 27        | 55,037 | June 26                | 55,704 |
| March 28        | 55,046 | June 27                | 55,713 |
| March 29        | 55,000 | June 28                | 55,646 |
| March 30        | 55,035 | June 29                | 55,649 |
| March 31        | 55,030 | June 30                | 55,785 |
|                 |        | <b>AVERAGE: 55,069</b> |        |

World Oil eNews (130 issued in the period)

## WEBSITE CHANNEL

WWW.WORLDOIL.COM

| 2017            | PAGEVIEWS      | SESSIONS       | USERS          | AVERAGE SESSION DURATION |
|-----------------|----------------|----------------|----------------|--------------------------|
| January         | 347,554        | 216,554        | 130,764        | 1:27                     |
| February        | 287,889        | 185,568        | 114,988        | 1:28                     |
| March           | 353,834        | 230,535        | 145,967        | 1:25                     |
| April           | 287,185        | 187,003        | 119,781        | 1:23                     |
| May             | 333,751        | 221,261        | 137,612        | 1:22                     |
| June            | 350,420        | 228,434        | 140,194        | 1:27                     |
| <b>AVERAGE:</b> | <b>326,772</b> | <b>211,559</b> | <b>131,551</b> | <b>1:25</b>              |

January – June 2017 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

### WEBSITE GLOSSARY

**Pageviews:** A Pageview 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.

**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.




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

**Average Session Duration:** The 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

| 2017              |  Twitter followers<br><a href="http://twitter.com/WorldOil">http://twitter.com/WorldOil</a> |  Facebook likes<br><a href="http://facebook.com/WorldOil">http://facebook.com/WorldOil</a> |  Facebook likes<br><a href="http://facebook.com/ShaleTech">http://facebook.com/ShaleTech</a> |
|-------------------|--|---|---|
| Beginning Balance | 91,481   | 53,114  | -   |
| January           | 92,648   | 57,309  | 12,357  |
| February          | 94,021   | 59,664  | 12,858  |
| March             | 95,052   | 65,190  | 13,911  |
| April             | 96,009   | 67,587  | 14,181  |
| May               | 97,061   | 69,798  | 14,297  |
| June              | 98,313   | 71,207  | 14,439  |

## 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 56 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 sent to selected subscribers in February, April, and June. The North American Shale Map supplement was sent to subscribers in North America in June.

#### PARAGRAPH 3b:

Paragraph 3b includes 1 subscription 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 12, 2017

State Texas

County Harris

Received by BPA Worldwide July 12, 2017

Type BJ

ID Number W114B0J7

#### 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.