

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
40,090 average circulation

WORLD OIL E-NEWSLETTER



130 issued in the period
56,733 average per occurrence

WORLD OIL WEBSITE



128,039 average users

WORLD OIL SOCIAL MEDIA



105,762 Twitter followers
73,631 World Oil Facebook likes
14,832 ShaleTech Facebook likes

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
WORLD OIL MAGAZINE (6 issues in the period)	39,745	345	40,090
a. Print	27,370	306	27,676
b. Digital	12,375	39	12,414
1. Requested	12,375	39	12,414
2. Non-Requested	-	-	-
WORLD OIL E-NEWSLETTER (130 issued in the period)	56,733	-	56,733
WORLD OIL WEBSITE (Monthly Users with 314,131 average Pageviews)	128,039	-	128,039
WORLD OIL SOCIAL MEDIA			
a. World Oil Twitter followers	*105,762	-	*105,762
b. World Oil Facebook Likes	*73,631	-	*73,631
c. ShaleTech Facebook like	*14,832	-	*14,832

*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.

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, other operations personnel and company copies.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	2,324
Allocated for Trade Shows and Conventions	404
All Other	1,390
TOTAL	4,118

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	40,036	99.9	39,745	99.1	291	0.8
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
*Multi-Copy Same Addressee	54	0.1	-	-	54	0.1
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	40,090	100.0	39,745	99.1	345	0.9

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Print	Digital	Total Qualified
July	27,766	12,299	40,065
August	27,755	12,344	40,099
*September	27,689	12,370	40,059
October	27,579	12,474	40,053
November	27,641	12,542	40,183
*December	27,628	12,454	40,082

*See Additional Data

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

This issue is 0.3% or 111 copies above the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	Company Officials, Presidents, Vice Presidents, Partners, Directors, Managers.	Engineers, Consultants	Super- intendents, Assistant Super- intendents, Toolpushers, Foremen, Assistant Foreman	Geologists, Geo- physicists	Purchasing Agents	Other Operations Personnel	Company Copies
Major Integrated, National and State Oil and Gas Companies and Independent Producers Consulting Engineering Firms	33,609	83.6	22,963	10,646	12,133	15,560	1,622	2,918	477	879	16
Drilling and Workover Contractors	4,517	11.2	3,272	1,245	1,884	1,607	655	143	108	116	4
Service Companies in an alliance or partnering program/project with an E & P Company	548	1.4	349	199	234	220	18	27	10	39	-
SUB TOTAL	38,674	96.2	26,584	12,090	14,251	17,387	2,295	3,088	595	1,034	20
Service, Supply, and Manufacturing Companies	1,270	3.2	837	433							
Government Agencies, Educational Institutions, Associations, Libraries, Financial, Insurance, and Legal Institutions.	234	0.6	215	19							
Other Paid	5	-	5	-							
TOTAL QUALIFIED CIRCULATION	40,183	100.0	27,641	12,542							
PERCENT	100.0		68.8	31.2							

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

QUALIFICATION SOURCE	Qualified Within					Total Qualified	Percent
	1 Year	2 Years	3+ Years*	Print	Digital		
I. Direct Request:	32,002	7,904	19	27,458	12,467	39,925	99.4
II. Request from recipient's company:	240	18	-	183	75	258	0.6
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	32,242	7,922	19	27,641	12,542	40,183	100.0
PERCENT	80.3	19.7	-	68.8	31.2	100.0	

*See Additional Data

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

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	39,513	98.4
Individuals by name only	457	1.1
Titles or functions only	75	0.2
Company names only	85	0.2
Multi-Copy Same Addressee copies	53	0.1
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	40,183	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017*

Region/Country	Print	Digital	Total Qualified	Percent	Region/Country	Print	Digital	Total Qualified	Percent
ASIA					AFRICA				
Afghanistan	2	3	5		Algeria	140	42	182	
Azerbaijan	27	26	53		Angola	27	28	55	
Bangladesh	37	8	45		Cameroon	7	9	16	
Brunei Darussalam	18	15	33		Chad	1	2	3	
Cambodia	1	1	2		Congo	3	4	7	
China	150	121	271		Cote D'Ivoire	1	4	5	
East Timor (Timor-Leste)	2	-	2		Egypt	205	141	346	
Georgia	3	7	10		Equatorial Guinea	1	-	1	
Hong Kong - SAR	6	7	13		Ethiopia	11	2	13	
India	1,123	775	1,898		Gabon	3	2	5	
Indonesia	222	112	334		Ghana	46	29	75	
Japan	54	36	90		Kenya	10	11	21	
Kazakhstan	38	42	80		Liberia	-	2	2	
Korea, Republic Of	29	32	61		Libyan Arab Jamahiriya	19	30	49	
Macao	-	1	1		Madagascar	7	2	9	
Malaysia	460	279	739		Mauritania	2	-	2	
Mongolia	4	1	5		Mauritius	-	1	1	
Myanmar	12	7	19		Morocco	10	2	12	
Nepal	-	1	1		Mozambique	3	4	7	
Pakistan	293	95	388		Namibia	2	-	2	
Philippines	71	53	124		Niger	2	1	3	
Singapore	185	116	301		Nigeria	607	451	1,058	
Sri Lanka	16	8	24		Reunion	1	-	1	
Taiwan	4	11	15		Rwanda	1	-	1	
Tajikistan	1	1	2		Senegal	-	1	1	
Thailand	69	92	161		South Africa	37	33	70	
Turkmenistan	10	5	15		Sudan	31	32	63	
Uzbekistan	1	1	2		Tanzania	1	2	3	
Vietnam	54	49	103		Tunisia	42	7	49	
Subtotal	2,892	1,905	4,797	11.9	Uganda	7	7	14	
MIDDLE EAST					NORTH AMERICA				
Bahrain	21	19	40		Canada	2,189	1,111	3,300	
Iran	153	88	241		Mexico	150	219	369	
Iraq	79	60	139		United States	14,999	3,815	18,814	
Israel	23	14	37		Subtotal	17,338	5,145	22,483	55.9
Jordan	12	11	23		CARIBBEAN				
Kuwait	147	95	242		Barbados	1	-	1	
Lebanon	6	4	10		Cayman Islands	1	-	1	
Oman	116	94	210		Cuba	4	1	5	
Qatar	155	119	274		Dominican Republic	1	-	1	
Saudi Arabia	197	142	339		Jamaica	1	-	1	
Syrian Arab Republic	11	18	29		Netherlands Antilles	-	1	1	
United Arab Emirates	485	404	889		Trinidad and Tobago	50	41	91	
Yemen	19	31	50		Subtotal	58	43	101	0.3
Subtotal	1,424	1,099	2,523	6.3	CENTRAL AMERICA				
EUROPE					SOUTH AMERICA				
Albania	12	2	14		Belize	1	1	2	
Andorra	1	-	1		Costa Rica	1	2	3	
Austria	42	23	65		El Salvador	-	1	1	
Belarus	6	2	8		Guatemala	1	3	4	
Belgium	29	12	41		Nicaragua	-	1	1	
Bosnia and Herzegovina	2	-	2		Panama	-	5	5	
Bulgaria	35	20	55		Subtotal	3	13	16	-
Channel Islands	1	1	2		ASIA PACIFIC				
Croatia	63	48	111		Australia	313	190	503	
Cyprus	22	12	34		New Zealand	40	16	56	
Czech Republic	25	11	36		Papua New Guinea	2	1	3	
Denmark	57	59	116		Vanuatu	1	-	1	
Estonia	3	-	3		Subtotal	356	207	563	1.4
Faroe Islands	2	-	2		TOTAL QUALIFIED CIRCULATION				
Finland	16	7	23		27,641	12,542	40,183	100.0	
France	240	133	373						
Germany	120	58	178						
Greece	53	47	100						
Hungary	69	24	93						
Iceland	3	1	4						
Ireland	38	15	53						
Italy	224	195	419						
Latvia	3	1	4						
Lithuania	5	2	7						
Luxembourg	-	1	1						
Macedonia	2	3	5						
Malta	6	10	16						
Moldova	3	1	4						
Monaco	1	2	3						
Montenegro	2	-	2						
Netherlands	260	143	403						
Norway	398	245	643						
Poland	88	45	133						
Portugal	48	42	90						
Romania	183	207	390						
Russian Federation	74	94	168						
Serbia	37	21	58						
Slovakia	16	1	17						
Slovenia	8	1	9						
Spain	139	144	283						
Sweden	22	8	30						
Switzerland	24	13	37						
Turkey	132	114	246						
Ukraine	18	20	38						
United Kingdom	962	547	1,509						
Subtotal	3,494	2,335	5,829	14.5					

*See Additional Data

2017		2017	
World Oil Daily News		World Oil Daily News	
JULY		OCTOBER	
July 3	55,860	October 2	54,953
July 4	55,720	October 3	54,936
July 5	55,716	October 4	54,948
July 6	55,695	October 5	54,940
July 7	54,513	October 6	54,931
July 10	55,714	October 9	54,917
July 11	55,692	October 10	54,894
July 12	55,697	October 11	54,900
July 13	55,692	October 12	54,878
July 14	55,667	October 13	54,890
July 17	55,649	October 16	54,867
July 18	55,639	October 17	54,863
July 19	55,643	October 18	54,866
July 20	55,634	October 19	54,861
July 21	55,606	October 20	54,822
July 24	55,605	October 23	54,812
July 25	55,607	October 24	54,800
July 26	55,550	October 25	54,663
July 27	55,539	October 26	54,660
July 28	55,590	October 27	54,659
July 31	55,590	October 30	54,662
		October 31	54,662
AUGUST		NOVEMBER	
August 1	55,583	November 1	54,644
August 2	55,588	November 2	54,615
August 3	55,581	November 3	55,056
August 4	55,576	November 6	54,940
August 7	55,561	November 7	54,928
August 8	55,547	November 8	54,913
August 9	55,562	November 9	54,879
August 10	55,565	November 10	54,865
August 11	55,555	November 13	54,861
August 14	55,550	November 14	55,484
August 15	55,523	November 15	55,462
August 16	55,520	November 16	55,458
August 17	55,506	November 17	55,421
August 18	55,476	November 20	55,390
August 21	55,469	November 21	55,349
August 22	55,467	November 22	55,344
August 23	55,458	November 23	55,292
August 24	55,458	November 24	55,263
August 25	55,359	November 27	55,275
August 28	55,341	November 28	65,596
August 29	55,343	November 29	65,532
August 30	55,330	November 30	65,446
August 31	55,325		
SEPTEMBER		DECEMBER	
September 1	55,321	December 1	65,358
September 4	55,308	December 4	65,284
September 5	55,302	December 5	65,267
September 6	55,308	December 6	64,275
September 7	55,299	December 7	64,244
September 8	55,291	December 8	64,196
September 11	55,272	December 11	64,173
September 12	55,248	December 12	64,062
September 13	55,233	December 13	64,036
September 14	55,219	December 14	64,011
September 15	55,211	December 15	63,911
September 18	55,182	December 18	63,892
September 19	55,196	December 19	41,116
September 20	55,167	December 20	63,878
September 21	55,112	December 21	63,523
September 22	55,114	December 22	63,514
September 25	55,048	December 25	63,499
September 26	55,028	December 26	63,487
September 27	55,039	December 27	63,461
September 28	55,080	December 28	63,444
September 29	55,021	December 29	63,420
		AVERAGE:	56,733

World Oil Daily Newsp (130 issued in the period)

WEBSITE CHANNEL

WWW.WORLDOIL.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
July	336,476	218,297	137,820	1:29
August	332,322	215,614	131,610	1:27
September	283,851	186,337	117,208	1:23
October	321,783	207,531	130,420	1:27
November	335,376	218,800	137,794	1:26
December	274,981	179,744	113,384	1:25
AVERAGE:	314,131	204,387	128,039	1:26

July – December 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

SOCIAL MEDIA CHANNEL

World Oil Social Media

2017	 Twitter followers http://twitter.com/WorldOil	 Facebook likes http://facebook.com/WorldOil	 Facebook likes http://facebook.com/ShaleTech
Beginning Balance	98,313	71,207	14,439
July	99,609	72,170	14,505
August	101,358	72,638	14,583
September	102,452	72,787	14,601
October	103,540	73,035	14,685
November	104,712	73,204	14,788
December	105,762	73,631	14,832

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient 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 54 copies were sold to qualified recipients at reduced subscription prices in quantities of 2 to 48 copies.

PARAGRAPH 2:

2017 Proppant Data: Proppant Materials used in Hydraulic Fracturing Poster supplement was mailed to selected subscribers in the U.S. in September. Permian Basin Map supplement was mailed to selected subscribers in the U.S. in December.

PARAGRAPH 3b:

Paragraph 3b includes 5 subscriptions 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 January 16, 2018

State Texas

County Harris

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Type BJ

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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 for the latest audit reports, membership information and publishing and advertising industry news.