



# BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED DECEMBER 2019



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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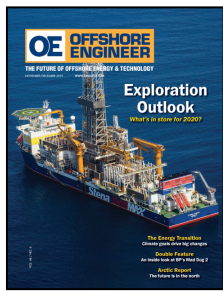
**OE OFFSHORE ENGINEER** is a B2B brand intended for technical professionals who are actively involved in the offshore oil and gas industry. The brand content and scope of the publication includes engineering analysis and data, industry reporting and forecasts, project updates, technological advances, case studies and best practices. OE also provides up-to-date news, live presentations, and exclusive articles via the magazine's website, social media channels and several topical e-newsletters.

### 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.

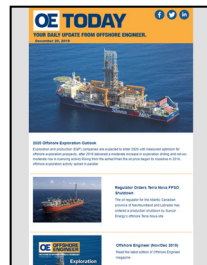
## CHANNELS

### OE OFFSHORE ENGINEER MAGAZINE



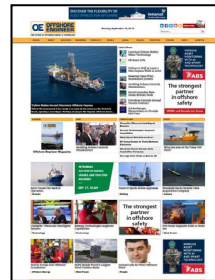
3 issues in the period  
38,595 average circulation

### OE OFFSHORE ENGINEER E-NEWSLETTER



124 issued in the period  
54,714 average per occurrence

### OE OFFSHORE ENGINEER WEBSITE



76,184 average users

## EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
<b>OE OFFSHORE ENGINEER MAGAZINE</b> (3 issues in the period)	38,595	-	38,595
a. Print	18,441	-	18,441
b. Digital	20,154	-	20,154
1. Requested	20,154	-	20,154
2. Non-Requested	-	-	-
<b>OE OFFSHORE ENGINEER E-NEWSLETTER</b> (124 issued in the period)	54,714	-	54,714
<b>OE OFFSHORE ENGINEER WEBSITE</b> (Monthly Users with 148,430 average Pageviews)	76,184	-	76,184

### FIELD SERVED

**OE OFFSHORE ENGINEER** serves the worldwide offshore oil and gas industry including: Oil/Gas Companies, Operators; Drilling Companies, Drilling Contractors; Pipeline/Installation Contractors; EPC, Main Contractors, Subcontractors; Engineering, Consulting; Service, Supply, Manufacturers of Equipment and Engineered Products; Offshore Marine Transportation and Support Services; Ship Builders/Fabrication Yards, FPSO's, Finance, Insurance Companies; Government; Research, Educational Organizations; Industry Associations; and other companies allied to the field.

### DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are: Engineering (including Drilling), Field Professionals (including Geology, Geophysics); Executive & Upper Management/Other Senior/Mid-Level/Management (including Exploration and Production); Consulting and other functions as shown in paragraph 3a.

### AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	308
Allocated for Trade Shows and Conventions	835
All Other	50
<b>TOTAL</b>	<b>1,193</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	38,595	100.0	38,595	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>38,595</b>	<b>100.0</b>	<b>38,595</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

### 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Print	Digital	Total Qualified
July/August	18,063	19,687	37,750
September/October	17,284	20,569	37,853
November/December	19,975	20,206	40,181

### 3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2019

This issue is 6.3% or 2,379 copies above the average of the other 2 issues reported in Paragraph 2.

Primary Business	Total Qualified	Percent of Total	Print	Digital	Job Function				
					Corporate Management & Administration (Note 1)	Engineering & Architecture (Note 2)	Field Professional (Note 3)	Other	
<b>OIL/GAS COMPANY</b>									
Oil/Gas Company, Operator (Major, Independent, National/State)	14,952	37.2	7,148	7,804	8,721	4,798	1,309	124	
<b>CONTRACTOR</b>									
Drilling Company, Drilling Contractor, EPC, Main Contractor and Subcontractor, Pipeline/Installation Contractor, Ship Builder/Fabrication Yard, FPSO	8,568	21.3	4,016	4,552	5,279	2,653	599	37	
<b>ENGINEERING/CONSULTING</b>									
Engineering, Consulting, Subsea, Robotics, ROV and AUV; Marine/Offshore Renewable Energy (offshore wind, wave, tidal), Naval Architecture	7,134	17.8	3,451	3,683	3,024	3,483	596	31	
<b>SERVICE, SUPPLY, MANUFACTURER OF EQUIPMENT AND ENGINEERED PRODUCTS</b>									
Offshore Marine Transportation and Support Services; Service, Supply, Manufacturer of Equipment and Engineered Products	8,182	20.4	4,675	3,507	4,900	2,580	653	49	
<b>ORGANIZATION, ASSOCIATION, GOVERNMENT</b>									
Research, Educational Organization, Industry Association, Insurance, Finance, Legal Services; Government (Federal, State, Local)	976	2.4	528	448	500	267	156	53	
<b>Other Companies Allied to the Field</b>	369	0.9	157	212	268	84	17	-	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,181</b>	<b>100.0</b>	<b>19,975</b>	<b>20,206</b>	<b>22,692</b>	<b>13,865</b>	<b>3,330</b>	<b>294</b>	
<b>PERCENT</b>			<b>49.7</b>	<b>50.3</b>	<b>56.5</b>	<b>34.5</b>	<b>8.3</b>	<b>0.7</b>	

Note 1: Includes Corporate Officer, Chairman, CEO, CFO, CIO, Director, President, Vice President, Partner, General Manager, Other Senior Manager, Mid-level Manager, Production or Exploration Manager, Purchasing/Procurement Manager or Agent, Supply Chain Manager, Buyer, IT Manager and HR/Recruitment Manager  
 Note 2: Includes Engineer (rig, structural, drilling, corrosion, process, project, mechanical, instrumentation, controls, piping), Engineering Consultant and Naval Architect  
 Note 3: Geologist, Geophysicist, Chemist, Scientist (including seismic), GIS Specialist; Superintendent, Foreman, Toolpusher and other Field Professionals

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2019**

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 year	2 year	3 year				
I. Direct Request:	30,422	9,759	-	19,975	20,206	40,181	100.0
II. Request from recipient's company:	-	-	-	-	-	-	-
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:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,422</b>	<b>9,759</b>	<b>-</b>	<b>19,975</b>	<b>20,206</b>	<b>40,181</b>	<b>100.0</b>
<b>PERCENT</b>	<b>75.7</b>	<b>24.3</b>	<b>-</b>	<b>49.7</b>	<b>50.3</b>	<b>100.0</b>	

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE NOVEMBER/DECEMBER 2019**

Mailing Address	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	19,975	20,206	40,181	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>19,975</b>	<b>20,206</b>	<b>40,181</b>	<b>100.0</b>

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2019\***

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	67	3	70		Kentucky	114	10	124	
New Hampshire	47	-	47		Tennessee	83	2	85	
Vermont	9	1	10		Alabama	143	2	145	
Massachusetts	240	7	247		Mississippi	156	5	161	
Rhode Island	61	2	63		EAST SO. CENTRAL	496	19	515	1.3
Connecticut	126	1	127		Arkansas	91	6	97	
NEW ENGLAND	550	14	564	1.4	Louisiana	1,625	113	1,738	
New York	378	32	410		Oklahoma	905	61	966	
New Jersey	226	2	228		Texas	9,172	757	9,929	
Pennsylvania	321	19	340		WEST SO. CENTRAL	11,793	937	12,730	31.7
MIDDLE ATLANTIC	925	53	978	2.4	Montana	43	2	45	
Ohio	270	19	289		Idaho	14	2	16	
Indiana	81	4	85		Wyoming	87	3	90	
Illinois	205	18	223		Colorado	420	32	452	
Michigan	193	5	198		New Mexico	85	5	90	
Wisconsin	93	1	94		Arizona	110	2	112	
EAST NO. CENTRAL	842	47	889	2.2	Utah	89	1	90	
Minnesota	83	1	84		Nevada	31	-	31	
Iowa	32	1	33		MOUNTAIN	879	47	926	2.3
Missouri	83	5	88		Alaska	125	7	132	
North Dakota	41	1	42		Washington	268	2	270	
South Dakota	7	-	7		Oregon	80	3	83	
Nebraska	29	-	29		California	988	51	1,039	
Kansas	167	8	175		Hawaii	33	-	33	
WEST NO. CENTRAL	442	16	458	1.1	PACIFIC	1,494	63	1,557	3.9
Delaware	20	1	21		UNITED STATES	19,028	1,263	20,291	50.5
Maryland	162	10	172		U.S. Territories	14	1	15	
Washington, DC	64	1	65		Canada	19	1,018	1,037	
Virginia	258	13	271		Mexico	52	1,238	1,290	
West Virginia	82	2	84		Other International	862	16,686	17,548	
North Carolina	137	12	149		APO/FPO	-	-	-	
South Carolina	75	3	78		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>19,975</b>	<b>20,206</b>	<b>40,181</b>	<b>100.0</b>
Georgia	133	1	134						
Florida	676	24	700						
SOUTH ATLANTIC	1,607	67	1,674	4.2					

\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2019\***

Region/Country	Print	Digital	Total Qualified	Percent	Region/Country	Print	Digital	Total Qualified	Percent
<b>ASIA</b>					<b>AFRICA</b>				
Azerbaijan	1	24	25		Algeria	2	77	79	
Bangladesh	2	24	26		Angola	2	31	33	
Bhutan	-	1	1		Botswana	-	5	5	
Brunei Darussalam	1	33	34		Burundi	-	1	1	
Cambodia	-	2	2		Cameroon	-	1	1	
China	4	176	180		Congo	-	2	2	
Georgia	-	1	1		Cote D'Ivoire	-	14	14	
Hong Kong - SAR	-	34	34		Egypt	3	136	139	
India	27	1,109	1,136		Gabon	-	6	6	
Indonesia	10	412	422		Ghana	3	29	32	
Japan	3	90	93		Kenya	-	14	14	
Kazakhstan	1	32	33		Liberia	-	2	2	
Korea, Republic Of	2	95	97		Libyan Arab Jamahiriya	-	15	15	
Malaysia	33	988	1,021		Malawi	-	2	2	
Myanmar	-	12	12		Mauritius	-	1	1	
Nepal	-	5	5		Morocco	-	19	19	
Pakistan	2	188	190		Namibia	-	2	2	
Philippines	-	166	166		Niger	-	1	1	
Singapore	25	537	562		Nigeria	5	320	325	
Sri Lanka	-	49	49		Senegal	-	4	4	
Taiwan	1	13	14		Sierra Leone	-	1	1	
Thailand	1	133	134		Somalia	-	1	1	
Turkmenistan	-	1	1		South Africa	2	92	94	
Uzbekistan	-	1	1		Sudan	-	7	7	
Vietnam	1	61	62		Swaziland	-	1	1	
Subtotal	114	4,187	4,301	10.7	Tanzania	-	9	9	
<b>MIDDLE EAST</b>					Tunisia	-	36	36	
Bahrain	-	24	24		Uganda	-	1	1	
Iran	4	256	260		Zambia	-	9	9	
Iraq	-	9	9		Zimbabwe	-	6	6	
Israel	1	32	33		Subtotal	17	845	862	2.2
Jordan	-	17	17		<b>NORTH AMERICA</b>				
Kuwait	-	57	57		Canada	19	1,018	1,037	
Lebanon	-	4	4		Mexico	52	1,238	1,290	
Oman	1	55	56		United States	19,028	1,263	20,291	
Qatar	2	98	100		unspecified North America	-	1	1	
Saudi Arabia	4	132	136		Subtotal	19,099	3,520	22,619	56.3
Syrian Arab Republic	-	3	3		<b>CARIBBEAN</b>				
United Arab Emirates	9	297	306		Aruba	-	1	1	
Yemen	-	14	14		Barbados	-	2	2	
Subtotal	21	998	1,019	2.5	Bermuda	-	5	5	
<b>EUROPE</b>					Cayman Islands	-	1	1	
Albania	-	1	1		Cuba	-	4	4	
Austria	1	38	39		Dominican Republic	-	7	7	
Belarus	-	2	2		Haiti	-	1	1	
Belgium	15	92	107		Jamaica	-	3	3	
Bulgaria	-	20	20		Netherlands Antilles	-	1	1	
Croatia	1	55	56		Puerto Rico	14	-	14	
Cyprus	1	13	14		Saint Lucia	-	1	1	
Czech Republic	3	18	21		Trinidad and Tobago	-	46	46	
Denmark	4	104	108		Subtotal	14	72	86	0.2
Estonia	-	4	4		<b>CENTRAL AMERICA</b>				
Faroe Islands	-	3	3		Costa Rica	-	4	4	
Finland	3	51	54		Guatemala	1	1	2	
France	6	469	475		Honduras	-	1	1	
Germany	76	267	343		Nicaragua	-	1	1	
Greece	1	66	67		Panama	-	8	8	
Hungary	-	16	16		Subtotal	1	15	16	-
Iceland	-	5	5		<b>SOUTH AMERICA</b>				
Ireland	3	78	81		Argentina	5	163	168	
Italy	21	469	490		Bolivia	-	19	19	
Latvia	-	8	8		Brazil	37	1,218	1,255	
Liechtenstein	-	1	1		Chile	1	47	48	
Lithuania	-	19	19		Colombia	2	110	112	
Macedonia	-	3	3		Ecuador	-	30	30	
Malta	1	18	19		Guyana	-	1	1	
Monaco	-	12	12		Paraguay	-	1	1	
Netherlands	175	802	977		Peru	-	61	61	
Norway	37	786	823		Suriname	-	2	2	
Poland	3	97	100		Uruguay	2	18	20	
Portugal	1	78	79		Venezuela	2	74	76	
Romania	3	117	120		Subtotal	49	1,744	1,793	4.5
Russian Federation	3	69	72		<b>ASIA PACIFIC</b>				
Serbia	-	22	22		American Samoa	-	1	1	
Slovakia	1	6	7		Australia	10	526	536	
Slovenia	1	10	11		New Caledonia	-	1	1	
Spain	2	197	199		New Zealand	1	31	32	
Sweden	6	84	90		Papua New Guinea	1	9	10	
Switzerland	2	104	106		Subtotal	12	568	580	1.4
Turkey	1	81	82		<b>TOTAL QUALIFIED CIRCULATION</b>				
Ukraine	1	42	43		<b>19,975</b>	<b>20,206</b>	<b>40,181</b>	<b>100.0</b>	
United Kingdom	276	3,930	4,206						
Subtotal	648	8,257	8,905	22.2					

\*See Additional Data

2019	OE Today	2019	OE Today
<b>JULY</b>		<b>OCTOBER</b>	
July 1	37,953	October 2	63,434
July 2	37,835	October 3	63,099
July 3	37,838	October 4	63,367
July 4	37,860	October 7	63,326
July 5	37,795	October 8	63,039
July 8	37,779	October 9	62,653
July 9	37,755	October 10	62,658
July 10	37,759	October 11	62,900
July 11	37,699	October 14	63,460
July 12	37,613	October 15	63,132
July 15	37,654	October 16	62,902
July 16	37,623	October 17	62,884
July 17	37,708	October 18	61,403
July 18	37,678	October 21	61,377
July 19	37,653	October 22	60,321
July 22	37,641	October 23	60,326
July 23	37,563	October 24	60,363
July 24	37,550	October 28	60,382
July 25	37,547	October 29	60,396
July 26	37,585	October 30	60,188
July 30	37,575	October 31	60,138
July 31	37,550	<b>NOVEMBER</b>	
<b>AUGUST</b>		November 1	59,918
August 1	51,720	November 4	59,978
August 2	50,238	November 5	59,465
August 5	49,943	November 6	59,506
August 6	49,938	November 7	59,403
August 7	47,657	November 8	59,334
August 8	47,661	November 11	59,310
August 9	47,462	November 12	58,983
August 12	47,371	November 13	58,861
August 13	47,329	November 14	58,810
August 14	47,411	November 15	58,806
August 15	47,329	November 18	58,881
August 16	49,000	November 19	58,684
August 19	48,972	November 20	58,588
August 20	48,889	November 21	58,587
August 21	48,807	November 22	58,618
August 22	48,687	November 25	58,656
August 23	48,584	November 26	58,520
August 26	48,722	November 27	58,553
August 27	48,412	November 28	58,488
August 28	48,378	November 29	58,500
August 29	48,555	<b>DECEMBER</b>	
<b>SEPTEMBER</b>		December 2	58,163
September 2	68,241	December 3	57,254
September 3	68,079	December 4	57,147
September 4	68,048	December 6	56,745
September 5	68,261	December 9	56,556
September 6	68,243	December 10	56,503
September 9	68,059	December 11	56,407
September 10	67,719	December 12	56,987
September 11	67,715	December 13	57,038
September 12	67,661	December 16	56,346
September 13	67,177	December 17	56,199
September 16	67,141	December 18	56,167
September 17	67,004	December 19	56,158
September 18	67,242	December 20	56,049
September 19	64,363	December 23	56,126
September 23	63,512	December 24	56,172
September 24	63,546	December 26	56,078
September 25	63,424	December 27	56,118
September 26	63,971	December 30	56,022
September 27	63,912	December 31	56,497
		<b>AVERAGE</b>	<b>54,714</b>

OE Today (124 issued in the period)

# WEBSITE CHANNEL

[HTTPS://WWW.OEDIGITAL.COM/](https://www.oedigital.com/)

2019	Pageviews	Sessions	Users	Average Session Duration
July	139,416	93,855	70,262	1:20
August	145,989	100,595	77,963	1:16
September	130,971	85,930	62,883	1:18
October	142,924	99,296	73,092	1:02
November	123,371	86,468	64,568	1:00
December	207,914	130,150	108,339	0:49
<b>AVERAGE:</b>	<b>148,430</b>	<b>99,382</b>	<b>76,184</b>	<b>1:07</b>

July – December 2019 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'd 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'd Browser that accesses Internet content or advertising during a measurement period.

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

## ADDITIONAL DATA

### MAGAZINE:

#### METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

#### 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.

#### GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter and Website 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 O'Malley, Publisher

Kathleen Hickey, Circulation Manager

(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 31, 2020

State New York

County New York

Received by BPA Worldwide January 31, 2020

Type BJ

ID Number 0237B0D9

#### About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.