



INITIAL BRAND AUDIT REPORT

FOR THE 6 MONTH PERIOD ENDED JUNE 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.

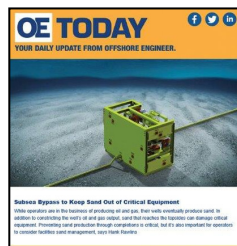
CHANNELS

OE OFFSHORE ENGINEER MAGAZINE



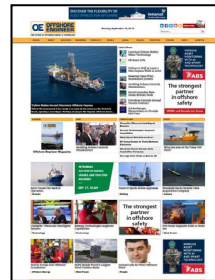
3 issues in the period
35,204 average circulation

OE OFFSHORE ENGINEER E-NEWSLETTER



122 issued in the period
37,866 average per occurrence

OE OFFSHORE ENGINEER WEBSITE



54,045 average users

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
OE OFFSHORE ENGINEER MAGAZINE (3 issues in the period)	35,204	-	35,204
a. Print	17,381	-	17,381
b. Digital	17,823	-	17,823
1. Requested	17,823	-	17,823
2. Non-Requested	-	-	-
OE OFFSHORE ENGINEER E-NEWSLETTER (122 issues in the period)	37,866	-	37,866
OE OFFSHORE ENGINEER WEBSITE (Monthly Users with 111,383 average Pageviews)	54,045	-	54,045

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	304
Allocated for Trade Shows and Conventions	1,220
All Other	50
TOTAL	1,574

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	35,204	100.0	35,204	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	35,204	100.0	35,204	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Print	Digital	Total Qualified
January/February	13,128	20,031	33,159
March/April	19,093	16,289	35,382
May/June	19,921	17,150	37,071

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2019

This issue is 8.2% or 2,800 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	
OIL/GAS COMPANY									
Oil/Gas Company, Operator (Major, Independent, National/State)	13,826	37.3	7,236	6,590	8,139	4,343	1,222	122	
CONTRACTOR									
Drilling Company, Drilling Contractor, EPC, Main Contractor and Subcontractor, Pipeline/Installation Contractor, Ship Builder/Fabrication Yard, FPSO	7,956	21.5	4,024	3,932	4,988	2,365	567	36	
ENGINEERING/CONSULTING									
Engineering, Consulting, Subsea, Robotics, ROV and AUV; Marine/Offshore Renewable Energy (offshore wind, wave, tidal), Naval Architecture	6,491	17.5	3,379	3,112	2,744	3,157	563	27	
SERVICE, SUPPLY, MANUFACTURER OF EQUIPMENT AND ENGINEERED PRODUCTS									
Offshore Marine Transportation and Support Services; Service, Supply, Manufacturer of Equipment and Engineered Products	7,546	20.3	4,611	2,935	4,523	2,344	632	47	
ORGANIZATION, ASSOCIATION, GOVERNMENT									
Research, Educational Organization, Industry Association, Insurance, Finance, Legal Services; Government (Federal, State, Local)	883	2.4	518	365	447	236	151	49	
Other Companies Allied to the Field	369	1.0	153	216	267	85	17	-	
TOTAL QUALIFIED CIRCULATION	37,071	100.0	19,921	17,150	21,108	12,530	3,152	281	
PERCENT	100.0		53.7	46.3	56.9	33.8	8.5	0.8	

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 MAY/JUNE 2019

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 year	2 year	3 year				
I. Direct Request:	27,443	9,628	-	19,921	17,150	37,071	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:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	27,443	9,628	-	19,921	17,150	37,071	100.0
PERCENT	74.0	26.0	-	53.7	46.3	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2019

Mailing Address	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	19,921	17,150	37,071	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	19,921	17,150	37,071	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION

6-Month Period Ended:	Audited Data
	January - June 2019*
Total Audit Average Qualified:	35,204
Qualified Non-Paid:	35,204
Print:	17,381
Digital:	17,823
Qualified Paid:	-
Print:	-
Digital:	-
Post Expire Copies included in Total Qualified Circulation:	**NC
Average Annual Order Price:	**NC

*NOTE: All data through June 2019 is audited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2019*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	69	1	70		Kentucky	119	-	119	
New Hampshire	47	-	47		Tennessee	92	1	93	
Vermont	10	-	10		Alabama	138	4	142	
Massachusetts	249	1	250		Mississippi	163	2	165	
Rhode Island	64	-	64		EAST SO. CENTRAL	512	7	519	1.4
Connecticut	127	3	130		Arkansas	91	4	95	
NEW ENGLAND	566	5	571	1.6	Louisiana	1,649	80	1,729	
New York	388	17	405		Oklahoma	907	54	961	
New Jersey	226	2	228		Texas	8,931	829	9,760	
Pennsylvania	329	7	336		WEST SO. CENTRAL	11,578	967	12,545	33.8
MIDDLE ATLANTIC	943	26	969	2.6	Montana	42	-	42	
Ohio	283	10	293		Idaho	13	-	13	
Indiana	83	-	83		Wyoming	93	-	93	
Illinois	231	5	236		Colorado	436	21	457	
Michigan	198	2	200		New Mexico	89	1	90	
Wisconsin	92	-	92		Arizona	102	9	111	
EAST NO. CENTRAL	887	17	904	2.4	Utah	93	-	93	
Minnesota	81	-	81		Nevada	29	1	30	
Iowa	35	-	35		MOUNTAIN	897	32	929	2.5
Missouri	86	1	87		Alaska	130	3	133	
North Dakota	39	1	40		Washington	264	1	265	
South Dakota	6	-	6		Oregon	83	1	84	
Nebraska	30	-	30		California	1,016	26	1,042	
Kansas	173	4	177		Hawaii	31	-	31	
WEST NO. CENTRAL	450	6	456	1.2	PACIFIC	1,524	31	1,555	4.2
Delaware	21	-	21		UNITED STATES	19,008	1,127	20,135	54.3
Maryland	167	4	171		U.S. Territories	15	-	15	
Washington, DC	65	2	67		Canada	6	965	971	
Virginia	262	12	274		Mexico	13	976	989	
West Virginia	81	1	82		Other International	879	14,082	14,961	
North Carolina	150	1	151		APO/FPO	-	-	-	
South Carolina	80	1	81						
Georgia	136	2	138						
Florida	689	13	702						
SOUTH ATLANTIC	1,651	36	1,687	4.6					
					TOTAL QUALIFIED CIRCULATION	19,921	17,150	37,071	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2019*

Region/Country	Print	Digital	Total Qualified	Percent	Region/Country	Print	Digital	Total Qualified	Percent
ASIA					Slovakia	-	7	7	
Azerbaijan	-	21	21		Slovenia	1	10	11	
Bangladesh	-	18	18		Spain	3	172	175	
Brunei Darussalam	-	31	31		Spitzbergen	6	79	85	
China	2	140	142		Switzerland	-	101	101	
Hong Kong - SAR	-	32	32		Turkey	-	66	66	
India	1	834	835		Ukraine	-	35	35	
Indonesia	-	345	345		United Kingdom	461	3,192	3,653	
Japan	-	78	78		Subtotal	845	7,135	7,980	21.5
Kazakhstan	-	30	30		AFRICA				
Korea, Republic Of	-	82	82		Algeria	-	52	52	
Malaysia	9	795	804		Angola	-	28	28	
Myanmar	-	9	9		Botswana	-	4	4	
Nepal	-	5	5		Cote D'Ivoire	-	11	11	
Pakistan	-	124	124		Egypt	-	95	95	
Philippines	-	127	127		Gabon	-	6	6	
Singapore	8	485	493		Ghana	-	25	25	
Sri Lanka	-	37	37		Kenya	-	10	10	
Taiwan	-	13	13		Libyan Arab Jamahiriya	-	12	12	
Thailand	-	98	98		Morocco	-	14	14	
Vietnam	-	48	48		Nigeria	1	200	201	
Subtotal	20	3,352	3,372	9.1	Senegal	-	4	4	
MIDDLE EAST					South Africa	-	80	80	
Bahrain	-	21	21		Tanzania	-	8	8	
Iran	-	166	166		Tunisia	-	28	28	
Iraq	-	9	9		Zambia	-	7	7	
Israel	-	32	32		Zimbabwe	-	6	6	
Jordan	-	13	13		Subtotal	1	590	591	1.6
Kuwait	-	48	48		NORTH AMERICA				
Oman	-	49	49		Canada	6	965	971	
Qatar	-	89	89		Mexico	13	976	989	
Saudi Arabia	4	106	110		United States	19,008	1,127	20,135	
United Arab Emirates	8	254	262		Subtotal	19,027	3,068	22,095	59.6
Yemen	-	11	11		CARIBBEAN				
Subtotal	12	798	810	2.2	Bermuda	-	5	5	
EUROPE					Cuba	-	4	4	
Austria	1	35	36		Dominican Republic	-	7	7	
Belgium	13	90	103		Jamaica	-	3	3	
Bulgaria	-	17	17		Puerto Rico	15	-	15	
Croatia	-	47	47		Trinidad and Tobago	-	33	33	
Cyprus	1	13	14		Subtotal	15	52	67	0.2
Czech Republic	1	19	20		CENTRAL AMERICA				
Denmark	16	86	102		Costa Rica	-	4	4	
Estonia	-	3	3		Panama	-	7	7	
Faroe Islands	-	3	3		Subtotal	-	11	11	-
Finland	-	52	52		SOUTH AMERICA				
France	3	419	422		Argentina	-	146	146	
Germany	85	253	338		Bolivia	-	15	15	
Greece	-	61	61		Brazil	-	1,214	1,214	
Hungary	-	12	12		Chile	-	41	41	
Iceland	-	5	5		Colombia	-	76	76	
Ireland	1	78	79		Ecuador	-	20	20	
Italy	13	437	450		Peru	-	38	38	
Latvia	-	8	8		Uruguay	-	19	19	
Lithuania	-	17	17		Venezuela	-	50	50	
Malta	-	19	19		Subtotal	-	1,619	1,619	4.4
Monaco	-	9	9		ASIA PACIFIC				
Netherlands	167	726	893		Australia	1	487	488	
Norway	67	728	795		New Zealand	-	30	30	
Poland	1	88	89		Papua New Guinea	-	8	8	
Portugal	1	73	74		Subtotal	1	525	526	1.4
Romania	4	90	94		TOTAL QUALIFIED CIRCULATION				
Russian Federation	-	64	64		19,921	17,150	37,071	100.0	
Serbia	-	21	21						

*See Additional Data

E-NEWSLETTER CHANNEL

2019	OE Today	2019	OE Today
JANUARY		APRIL	
January 2	35,672	April 1	39,385
January 3	35,655	April 2	39,052
January 4	35,695	April 3	39,455
January 7	35,430	April 4	39,449
January 8	35,725	April 5	39,488
January 9	35,588	April 8	41,839
January 10	35,509	April 9	41,820
January 11	34,981	April 10	41,924
January 14	35,106	April 11	42,321
January 15	34,077	April 12	41,739
January 16	33,698	April 15	41,773
January 17	33,164	April 16	41,415
January 18	34,846	April 17	41,376
January 21	34,481	April 22	40,564
January 22	34,439	April 23	40,431
January 23	34,327	April 24	40,471
January 25	34,153	April 25	40,449
January 28	34,129	April 26	40,915
January 29	34,047	April 29	40,762
January 30	34,312	April 30	40,040
January 31	33,745	MAY	
FEBRUARY		May 1	40,126
February 1	34,051	May 2	39,959
February 4	34,205	May 3	39,954
February 5	33,969	May 6	39,496
February 6	33,484	May 7	39,289
February 7	33,832	May 8	39,177
February 8	33,529	May 9	39,410
February 11	33,720	May 10	37,137
February 12	33,759	May 13	39,612
February 13	33,721	May 14	39,476
February 14	33,551	May 15	39,352
February 15	33,390	May 16	39,566
February 18	33,267	May 17	39,577
February 19	33,224	May 20	39,492
February 21	34,542	May 21	38,357
February 22	34,539	May 22	38,625
February 25	34,532	May 23	38,697
February 26	34,518	May 24	38,812
February 27	34,513	May 28	38,607
February 28	34,503	May 29	39,049
MARCH		May 30	38,992
March 1	44,567	May 31	38,728
March 4	44,392	JUNE	
March 6	41,259	June 3	38,686
March 7	41,103	June 4	38,607
March 8	40,170	June 5	38,439
March 11	39,952	June 6	38,481
March 12	40,481	June 7	38,468
March 13	40,341	June 10	38,481
March 14	40,221	June 11	38,210
March 15	39,823	June 12	38,379
March 18	39,930	June 13	38,292
March 19	38,631	June 14	38,310
March 20	38,956	June 17	38,278
March 21	38,978	June 18	38,213
March 22	38,409	June 19	38,260
March 25	38,708	June 20	38,185
March 26	39,697	June 21	38,180
March 27	39,797	June 24	38,201
March 28	39,361	June 25	38,091
March 29	39,077	June 26	38,042
		June 27	38,092
		June 28	38,093
		AVERAGE	37,866

OE Today (122 issued in the period)

WEBSITE CHANNEL

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

2019	Pageviews	Sessions	Users	Average Session Duration
January	97,209	65,348	46,215	1:19
February	95,263	66,927	48,860	1:12
March	119,103	81,218	58,860	1:13
April	117,378	78,801	56,224	1:14
May	119,329	76,585	55,156	1:23
June	120,018	79,733	58,955	1:25
AVERAGE:	111,383	74,768	54,045	1:17

January – June 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 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.

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.

The data found within this Brand Report has been audited and certified by BPA Worldwide. All claims in the Brand Report are the responsibility of the media company's management. It is the responsibility of BPA Worldwide to express an opinion on the data reported based upon audit results.

The audit was conducted in accordance with generally accepted industry audit standards. Accordingly, the audit included testing of all demographic qualifications claimed, age/source of audience, proof of manufacture and distribution, confirmation of selected recipients of each channel and such other auditing procedures that were considered necessary at the time of audit.

In the opinion of BPA Worldwide, the media owner's claims set forth in this report present objectively and accurately the composition of the brand's database(s) as reported herein.

BPA Worldwide

Shelton, CT

November 5, 2019

TYPE: BI

ID Number: 0237BIJ9

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.