

AUDIENCE INSIGHTS

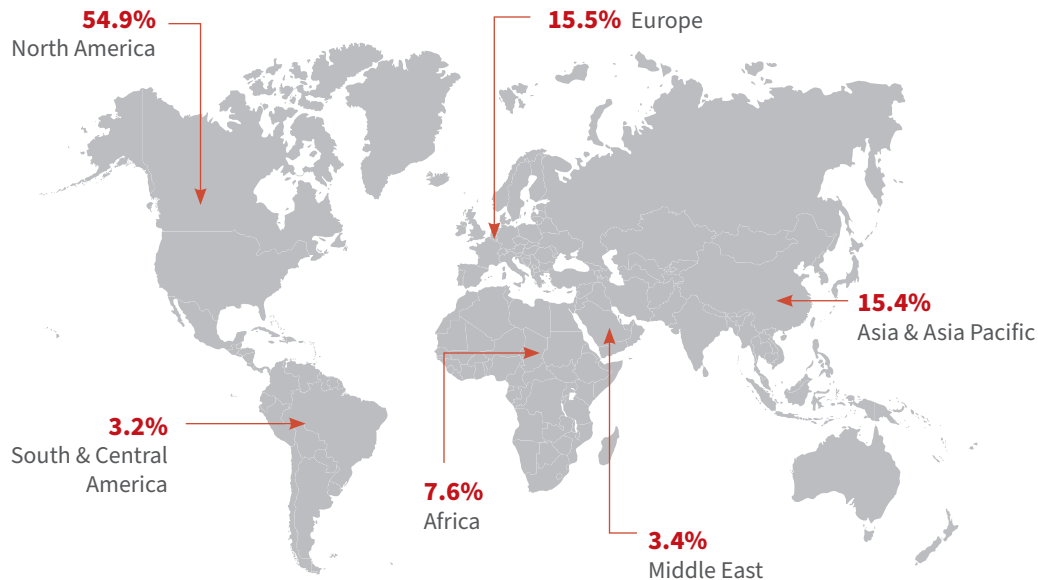
With more than 48,000* qualified subscribers, *Offshore* is published 6 times a year and is available in both print and digital formats. *Offshore* magazine, its website Offshore-mag.com, and its daily and monthly eNewsletters are resources that the marine offshore industry relies on to deliver timely news on trends and technologies that are setting new standards of performance and engineering.



48,004

Total Qualified Circulation*

GEOGRAPHIC BREAKDOWN*



* June 2020 VAC, Publisher's Statement

BUSINESS/INDUSTRY*

Oil & Gas Company or Oil & Gas Consulting Company **69.2%**

Contracting Companies – Drilling, Seismic, Pipeline, Fab Yard Companies **15.2%**

Engineering Companies **9.4%**

Service & Supply Companies **4.5%**

Educational Institutions/Government/Research Labs/Insurance or Financial Services **1.3%**

Others Allied to the Field **0.4%**

JOB FUNCTION*

Executive Management/Management/Purchasing **59.0%**

Engineering, Consulting **31.5%**

Field Professional (Superintendent, Foreman, Tool pusher) **4.8%**

Geology, Geophysics **2.5%**

Others Allied to the Field **2.2%**

AUDIENCE INSIGHTS

Offshore

WEBSITE TRAFFIC**



401,156

Avg Monthly Page Views



121,751

Avg Monthly Users (Visitors)



188,079

Avg Monthly Sessions (Visits)

NEWSLETTER RECIPIENTS

AS OF 7/31/20:



Offshore Daily: **47,974**

Offshore Drilling: **38,364**

Offshore International: **46,337**

Offshore Renewable Energy: **31,229**

Offshore Subsea: **39,732**

SOCIAL MEDIA AUDIENCE

AS OF 7/31/20:



Facebook Likes: **78,403**



Twitter Followers: **42,643**



LinkedIn Members for *Offshore*: **3,346**

LinkedIn Members for *Oil & Gas* and *Offshore Events*: **6,251**

** Google Analytics, 3-month average: 5/1/20 - 7/31/20

