

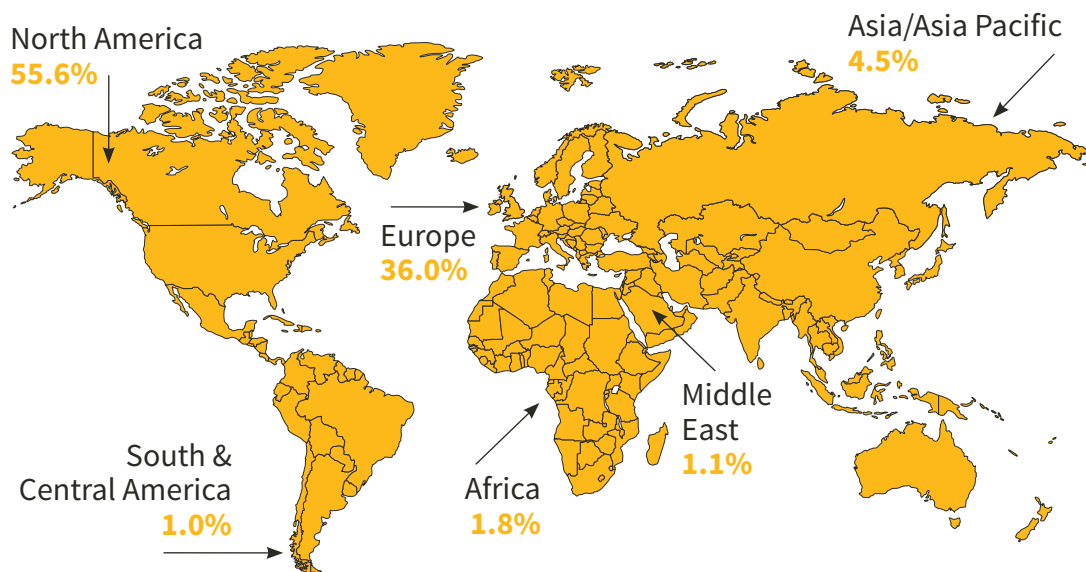
# AUDIENCE INSIGHTS

**113,812\***



Oil & Gas Journal, Total Qualified Circulation

## GEOGRAPHIC BREAKDOWN\*



\*AAM Audit Statement, June 2020  
Job function percentages reported are for the 38,440 qualified individual subscribers.

## BUSINESS/INDUSTRY\*

Oil/Gas Company-Integrated, State-Owned, Independent: **69.9%**

Consulting Company engaged in projects or providing services for an oil and/or gas company: **5.7%**

Engineering/Construction: **3.1%**

Contractor: **2.2%**

Government/Library/Education: **10.0%**

Service/Supply: **3.7%**

Financial: **1.4%**

Others Allied to the Field: **4.0%**

## PRIMARY JOB FUNCTION\*

Company Management (CEO, Pres, VP, Partner, Director, Manager, etc.): **42.0%**

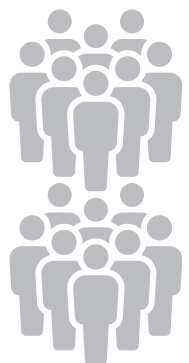
Engineering/Technical/Geoscience: **35.0%**

Purchasing/Consulting: **7.8%**

Superintendent/Field Professional/Foreman: **6.7%**

Others Allied to the Field: **8.5%**

# AUDIENCE INSIGHTS



**752,354**

Total Audience Reach

**113,812**

Oil & Gas Journal Audience

*There was no attempt made to eliminate any duplication that may exist between these data channels.*

## WEBSITE TRAFFIC\*\*

\*\*Google Analytics, 4-month average: 4/1/20 – 7/31/20



**239,904**

Avg Monthly Sessions (Visits)



**147,594**

Avg Monthly Users (Visitors)



**561,628**

Average Monthly Page Views

## NEWSLETTER RECIPIENTS

AS OF 7/31/20



**180,073**

Newsletter Audience

OGJ Daily Update 54,193

Washington Pulse 43,292

Exploration, Drilling & Production Report 31,809

Pipeline Report 27,940

Refining Report 22,839

## SOCIAL MEDIA AUDIENCE

**312,718**



**92,411\***

Facebook Likes



**211,610\***

Twitter Followers



**2,433\***

LinkedIn Members for Oil & Gas Journal

**6,264\***

LinkedIn Members for OGJ and Offshore Events

\*AAM Audit Statement, June 2020