

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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OFFSHORE is a B2B brand intended for professionals in the offshore oil and gas industry. The brand content and editorial scope of the publication includes geology, geophysics, drilling, completion, engineering, construction, pipelines, subsea, and production operations. The content of every issue is also available to subscribers globally via the online digital version.

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

OFFSHORE MAGAZINE

6 Issues in the period
48,014 average circulation

OFFSHORE WEBSITE

147,874 average unique browsers

OFFSHORE SOCIAL MEDIA

See below for Social Media Claims

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
OFFSHORE MAGAZINE (6 issues in the period)	48,014	-	48,014
a. Print	30,015	-	30,015
b. Digital	17,999	-	17,999
1. Requested	17,999	-	17,999
2. Non-Requested	-	-	-
OFFSHORE WEBSITE (Monthly Unique Browsers with 593,125 average Page Impressions)	147,874	-	147,874
OFFSHORE SOCIAL MEDIA**			
a. offshoremgzn Twitter followers	*20,575	-	*20,575
b. offshoremagazine Facebook likes	*37,480	-	*37,480
c. groups?gid=4542757 LinkedIn group members	*3,164	-	*3,164
e. oilgasevents Twitter followers	*8,123	-	*8,123
d. OilGasEvents Facebook likes	*8,660	-	*8,660
f. groups?gid=3881707 LinkedIn group members	*4,998	-	*4,998

*Social Media Claims are a cumulative figure, not an average.

**Shared Media Channels – Include Facebook, Twitter and LinkedIn figures for PennWell Corporation's Oil & Gas, Offshore and Pipeline events that serve multiple brands including Offshore Magazine, Pipeline Week, Deep Offshore Technology International, Deepwater Operations, Offshore Middle East, Offshore West Africa, Toppers, Platforms & Hulls, Subsea Tieback Forum, and Petroleum Network Education Conferences.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2015

QUALIFICATION SOURCE	Qualified Within				Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years					
I. Direct Request:	48,012	-	-	-	30,030	17,982	48,012	100.0
II. Request from recipient's company:	-	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	-	-	-	-	-	-	-	-
Association rosters and directories	-	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	48,012	-	-	-	30,030	17,982	48,012	100.0
PERCENT	100.0	-	-	-	62.5	37.5	100.0	-

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2015

MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	30,030	17,982	48,012	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	30,030	17,982	48,012	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data		Audited Data		Circulation Claim	
	July - December 2012	January - June 2013	July - December 2013	January - June 2014	July - December 2014*	January - June 2015*
Total Audit Average Qualified:	48,026	48,096	48,033	47,601	48,070	48,014
Qualified Non-Paid:	48,026	48,096	48,033	47,601	48,070	48,014
Print:	30,168	30,104	30,418	30,157	30,007	30,015
Digital:	17,858	17,992	17,615	17,444	18,063	17,999
Qualified Paid:	-	-	-	-	-	-
Print:	-	-	-	-	-	-
Digital:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July 2014 - June 2015 data is unaudited. 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 2015*

State	Print	Digital	Total Qualified	Percent
Maine	29	7	36	
New Hampshire	10	6	16	
Vermont	4	1	5	
Massachusetts	98	52	150	
Rhode Island	8	3	11	
Connecticut	38	10	48	
NEW ENGLAND	187	79	266	0.5
New York	203	76	279	
New Jersey	84	41	125	
Pennsylvania	195	65	260	
MIDDLE ATLANTIC	482	182	664	1.4
Ohio	146	49	195	
Indiana	54	16	70	
Illinois	124	65	189	
Michigan	89	32	121	
Wisconsin	41	13	54	
EAST NO. CENTRAL	454	175	629	1.3
Minnesota	36	13	49	
Iowa	6	3	9	
Missouri	33	13	46	
North Dakota	33	5	38	
South Dakota	10	2	12	
Nebraska	8	2	10	
Kansas	80	20	100	
WEST NO. CENTRAL	206	58	264	0.5
Delaware	7	4	11	
Maryland	47	17	64	
Washington, DC	15	16	31	
Virginia	108	49	157	
West Virginia	33	9	42	
North Carolina	63	29	92	
South Carolina	50	19	69	
Georgia	74	32	106	
Florida	269	112	381	
SOUTH ATLANTIC	666	287	953	2.0
Kentucky	47	11	58	
Tennessee	57	18	75	
Alabama	143	29	172	
Mississippi	187	26	213	
EAST SO. CENTRAL	434	84	518	1.1
Arkansas	47	12	59	
Louisiana	1,317	352	1,669	
Oklahoma	321	117	438	
Texas	7,080	3,225	10,305	
WEST SO. CENTRAL	8,765	3,706	12,471	26.0
Montana	42	9	51	
Idaho	12	3	15	
Wyoming	51	19	70	
Colorado	275	138	413	
New Mexico	50	20	70	
Arizona	54	21	75	
Utah	42	19	61	
Nevada	23	16	39	
MOUNTAIN	549	245	794	1.7
Alaska	83	43	126	
Washington	79	25	104	
Oregon	25	10	35	
California	480	195	675	
Hawaii	17	8	25	
PACIFIC	684	281	965	2.0
UNITED STATES	12,427	5,097	17,524	36.5
U.S. Territories	4	1	5	
Canada	829	619	1,448	
Mexico	206	332	538	
Other International	16,564	11,931	28,495	
APO/FPO	-	2	2	
TOTAL QUALIFIED CIRCULATION	30,030	17,982	48,012	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2015*

Region/Country	Print	Digital	Total Qualified	Percent	Region/Country	Print	Digital	Total Qualified	Percent
ASIA					AFRICA				
Afghanistan	3	-	3		Algeria	83	19	102	
Armenia	1	-	1		Angola	34	73	107	
Azerbaijan	21	17	38		Benin	1	2	3	
Bangladesh	25	9	34		Botswana	4	1	5	
Brunei Darussalam	59	39	98		Burkina Faso	2	1	3	
Cambodia	2	1	3		Burundi	1	-	1	
China	90	191	281		Cameroon	19	11	30	
East Timor (Timor-Leste)	1	1	2		Chad	2	2	4	
Georgia	1	3	4		Congo	5	5	10	
Hong Kong - SAR	14	26	40		Cote D'Ivoire	7	7	14	
India	1,819	892	2,711		Egypt	193	122	315	
Indonesia	625	297	922		Ethiopia	8	-	8	
Japan	83	167	250		Gabon	5	10	15	
Kazakhstan	15	26	41		Ghana	86	34	120	
Korea, Republic Of	267	259	526		Guinea	-	2	2	
Macao	1	-	1		Kenya	32	7	39	
Malaysia	1,347	958	2,305		Liberia	4	1	5	
Maldives	-	1	1		Libyan Arab Jamahiriya	13	16	29	
Mongolia	-	1	1		Madagascar	-	3	3	
Myanmar	18	11	29		Malawi	1	-	1	
Nepal	2	-	2		Mali	2	1	3	
Pakistan	205	46	251		Mauritania	-	3	3	
Philippines	145	56	201		Mauritius	7	2	9	
Singapore	950	860	1,810		Morocco	14	2	16	
Sri Lanka	34	4	38		Mozambique	6	6	12	
Taiwan	12	19	31		Namibia	1	5	6	
Tajikistan	-	1	1		Niger	1	-	1	
Thailand	208	197	405		Nigeria	871	525	1,396	
Turkmenistan	5	3	8		Senegal	3	-	3	
Uzbekistan	1	-	1		Seychelles	-	1	1	
Vietnam	62	53	115		Sierra Leone	-	1	1	
Subtotal	6,016	4,138	10,154	21.2	Somalia	2	2	4	
MIDDLE EAST					South Africa	174	133	307	
Bahrain	27	20	47		Sudan	12	9	21	
Iran	434	190	624		Tanzania	14	3	17	
Iraq	15	8	23		Togo	4	-	4	
Israel	40	34	74		Tunisia	56	25	81	
Jordan	11	10	21		Uganda	9	5	14	
Kuwait	51	41	92		Zambia	5	1	6	
Lebanon	7	10	17		Zimbabwe	10	1	11	
Oman	63	45	108		unspecified Africa	-	1	1	
Qatar	232	221	453		Subtotal	1,691	1,042	2,733	5.7
Saudi Arabia	184	129	313		NORTH AMERICA				
Syrian Arab Republic	8	6	14		Canada	829	619	1,448	
United Arab Emirates	560	507	1,067		Mexico	206	332	538	
Yemen	11	7	18		United States	12,427	5,097	17,524	
Subtotal	1,643	1,228	2,871	6.0	unspecified North America	4	3	7	
EUROPE					Subtotal	13,466	6,051	19,517	40.7
Albania	2	3	5		CARIBBEAN				
Austria	23	31	54		Aruba	2	-	2	
Belarus	2	-	2		Bahamas	2	1	3	
Belgium	59	48	107		Barbados	1	-	1	
Bosnia and Herzegovina	2	2	4		Bermuda	-	1	1	
Bulgaria	17	6	23		Cuba	8	4	12	
Croatia	57	60	117		Dominican Republic	1	2	3	
Cyprus	16	11	27		Jamaica	1	2	3	
Czech Republic	4	5	9		Netherlands Antilles	1	1	2	
Denmark	86	79	165		Trinidad and Tobago	39	41	80	
Estonia	5	2	7		Subtotal	55	52	107	0.2
Faroe Islands	1	-	1		CENTRAL AMERICA				
Finland	12	7	19		Belize	-	1	1	
France	433	296	729		Costa Rica	-	1	1	
Germany	133	99	232		El Salvador	2	2	4	
Gibraltar	-	2	2		Guatemala	2	2	4	
Greece	54	50	104		Honduras	1	1	2	
Hungary	16	13	29		Panama	3	7	10	
Iceland	-	2	2		Subtotal	8	14	22	-
Ireland	53	33	86		SOUTH AMERICA				
Italy	313	300	613		Argentina	110	98	208	
Latvia	3	3	6		Bolivia	15	20	35	
Lithuania	8	1	9		Brazil	770	493	1,263	
Luxembourg	1	1	2		Chile	36	40	76	
Macedonia	1	1	2		Colombia	150	160	310	
Malta	5	8	13		Ecuador	18	20	38	
Moldova	3	1	4		Guyana	2	-	2	
Monaco	39	33	72		Paraguay	-	1	1	
Montenegro	1	-	1		Peru	67	56	123	
Netherlands	531	310	841		Suriname	5	5	10	
Norway	412	293	705		Uruguay	9	12	21	
Poland	71	64	135		Venezuela	59	129	188	
Portugal	44	54	98		Subtotal	1,241	1,034	2,275	4.7
Romania	75	87	162		ASIA PACIFIC				
Russian Federation	51	94	145		Australia	713	621	1,334	
Serbia	24	11	35		Federated States Of Micronesia	1	-	1	
Slovakia	2	1	3		Fiji	1	-	1	
Slovenia	2	4	6		New Caledonia	1	-	1	
Spain	168	147	315		New Zealand	50	45	95	
Sweden	36	27	63		Papua New Guinea	10	1	11	
Switzerland	33	38	71		Solomon Islands	1	-	1	
Turkey	95	62	157		Vanuatu	-	1	1	
Ukraine	28	18	46		Subtotal	777	668	1,445	3.0
United Kingdom	2,211	1,448	3,659		TOTAL QUALIFIED CIRCULATION	30,030	17,982	48,012	100.0
unspecified Europe	1	-	1						
Subtotal	5,133	3,755	8,888	18.5					

*See Additional Data

WEBSITE CHANNEL

WWW.OFFSHORE-MAG.COM

2015	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	694,861	231,358	156,333	1.48	01:08	03:26
February	648,534	227,865	155,585	1.46	00:56	02:40
March	559,863	218,549	149,764	1.46	00:52	02:15
April	569,312	211,808	144,487	1.47	00:49	02:12
May	554,534	197,228	138,660	1.42	00:47	02:14
June	531,647	206,141	142,418	1.45	00:52	02:15
AVERAGE:	593,125	215,491	147,874	1.46	00:54	02:30

January – June 2015 data was provided by Omniture. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Page Impressions: A Page Impression 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.

User 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.

Unique Browsers: An identified and unduplicated cookie browser that accesses Internet content or advertising during a measurement period.

Unique Browser Frequency: Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.







Page Duration: The average time spent viewing any page on a web site.

User Session Duration: The average 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

Offshore Social Media

2015	 Twitter followers http://twitter.com/offshoremgzn	 Facebook likes http://facebook.com/offsoremagazine	 LinkedIn group members http://linkedin.com/groups?gid=4542757	 Twitter followers http://twitter.com/oilgasevents	 Facebook likes http://facebook.com/OilGasEvents	 LinkedIn group members http://linkedin.com/groups?gid=3881707
Beginning Balance:	-	-	-	-	-	-
January	16,908	32,018	3,005	6,040	8,503	4,507
February	17,915	35,168	3,043	6,443	8,541	4,625
March	18,988	36,867	3,097	6,923	8,539	4,771
April	19,495	37,047	3,125	7,319	8,587	4,858
May	20,052	37,211	3,135	7,688	8,618	4,929
June	20,575	37,480	3,164	8,123	8,660	4,998

Shared Media Channels – Include Facebook, Twitter and LinkedIn figures for PennWell Corporation's Oil & Gas, Offshore and Pipeline events that serve multiple brands including Offshore Magazine, Pipeline Week, Deep Offshore Technology International, Deepwater Operations, Offshore Middle East, Offshore West Africa, Topsides, Platforms & Hulls, Subsea Tieback Forum, and Petroleum Network Education Conferences.

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient's 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 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.

Mark Peters, Vice President and Group Publisher

Ron Kalusha, Audience Development 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	July 10, 2015
State	Oklahoma
County	Tulsa
Received by BPA Worldwide	July 10, 2015
Type	BSJ
ID Number	0020B0J5

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.

FIELD SERVED

OFFSHORE serves the international oil and gas industry in its marine/offshore operations. Field includes major oil & gas operating companies, independent oil & gas companies, national/state oil companies, drilling/drilling contractors, EPC/main contractors, subcontractors, pipeline/installation contractors, consulting companies engaged in projects/providing services to oil and/or gas companies, engineering companies, seismic companies, supply companies, marine support services, equipment manufacturing companies, service companies, ship/fabrication yards, insurance/financial services, educational institutions/government agencies/research laboratories, and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are Executive Management (CEOs, Presidents, Owners, VPs, Managing Directors), Management (Production Managers, Engineering Managers, Exploration Managers), Engineering, Field Professionals (Superintendents, Foremen, Assistant Foremen, Toolpushers), Purchasing (Purchasing Agents, Purchasing Managers), Consulting, Geology/Geophysics, and other functions allied to the field.

PURPOSE

Included herein is an analysis of respondents who specify, recommend, approve and purchase equipment or services. Also included is an analysis of types of equipment or services that respondents recommend, specify or approve.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	203
Advertiser and Agency	1,658
Allocated for Trade Shows and Conventions	1,296
All Other	593
TOTAL	3,750

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	48,014	100.0	48,014	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	48,014	100.0	48,014	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2015 Issue	Print	Digital	Total Qualified
January	30,011	18,003	48,014
February	30,009	18,007	48,016
March	30,005	18,010	48,015
April	30,030	17,991	48,021
May	30,030	17,982	48,012
June	30,007	17,999	48,006

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2015

This issue is -% or 2 copies below the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE						
			Print	Digital	Executive Management (CEO, President, Owner, VP, Mgr Director), Management (Production/Engineering/Exploration Mgr.), Purchasing (Purchasing Agent & Purchasing Mgr.)	Engineering, Consulting	Field Professional (Superintendent, Foreman, Assistant Foreman, Toolpusher)	Geology, Geophysics, Other	
Oil and Gas Companies including: Major Oil & Gas Operating Companies, Independent, National/State Oil & Gas Companies, Consulting Companies engaged in projects or providing services to Oil and/or Gas Companies	27,826	57.9	16,916	10,910	13,066	10,807	1,900	2,053	
Contracting Companies including: Drilling/Drilling Contractors, EPC/Main Contractors, Seismic Companies, Pipeline/Installation Contractors, Subcontractors, Ship/Fabrication Yards	10,789	22.5	6,915	3,874	4,784	4,346	1,073	586	
Engineering Companies	4,642	9.7	3,096	1,546	1,739	2,645	125	133	
Service and Supply Companies including: Service & Supply Companies, Marine Support Services and Equipment Manufacturing Companies	4,304	9.0	2,797	1,507	2,591	955	326	432	
Others including: Educational Institutions/Government Agencies/Research Laboratories, Insurance or Financial Services, Others	451	0.9	306	145	160	130	21	140	
TOTAL QUALIFIED CIRCULATION	48,012	100.0	30,030	17,982	22,340	18,883	3,445	3,344	
PERCENT			62.5	37.5	46.5	39.3	7.2	7.0	

SUPPLEMENTARY DATA FOR ISSUE OF MAY 2015

This is an analysis of 48,012 or 100.0% of respondents who recommend, specify or approve types of equipment or services (See question #4 on the questionnaire used to elicit these data on the back of this report). Since any one respondent may have checked more than one response, the totals of each of these types of equipment or services should not be added together as the total may exceed the total circulation. These data are presented for statistical and marketing purposes.

SUPPLEMENTARY DATA	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	Total Respondents	Exploration/Seismic/Formation Evaluation Equipment & Services	Drilling Rigs & Rig Equipment	Drilling Contractor Services	Downhole Drilling Tools/Coiled Tubing/Muds & Chemicals/Well Maintenance Equipment	Cementing/Well Completion/Stimulation Equipment & Services	Subsea Production Equipment & Services	Surface Production Equipment & Services	Motors/Engines/Pumps/Compressors/Turbines/Generators	Automation Systems/Instruments & Control/Valves & Accessories/Safety Equipment	Marine Transportation/Construction Equipment & Services	Mooring and Station Keeping Equipment & Services	IT/Computer Hardware/Software Equipment & Services	Financial/Insurance/General Business Services	Other	None of the above
Contracting Companies including: Drilling/Drilling Contractors, EPC/Main Contractors, Seismic Companies, Pipeline/Installation Contractors, Subcontractors, Ship/Fabrication Yards	10,789	22.5	6,915	3,874	10,789	2,346	3,481	2,277	1,925	1,444	3,069	2,639	3,835	3,280	3,198	2,064	1,830	1,032	692	1,438
Engineering Companies	4,642	9.7	3,096	1,546	4,642	1,415	1,634	916	940	693	1,332	1,149	1,543	1,367	969	640	797	329	361	621
Service and Supply Companies including: Service & Supply Companies, Marine Support Services and Equipment Manufacturing Companies	4,304	9.0	2,797	1,507	4,304	570	883	458	793	559	905	789	1,029	1,048	755	409	619	366	402	724
Others including: Educational Institutions/Government Agencies/Research Laboratories, Insurance or Financial Services, Others	451	0.9	306	145	451	80	89	56	55	47	61	51	56	49	53	41	66	122	29	176
TOTAL QUALIFIED CIRCULATION	48,012	100.0	30,030	17,982	48,012	13,357	14,746	10,684	10,700	8,530	13,078	13,490	15,046	13,788	10,858	6,959	9,241	6,084	3,599	6,529

SUPPLEMENTARY DATA FOR ISSUE OF MAY 2015

This is an analysis of 48,012 or 100.0% of respondents who recommend, specify, approve or purchase equipment or services (See question #3 on the questionnaire used to elicit these data on the back of this report). Since any one respondent may have checked more than one response, the totals of each of these types of equipment or services should not be added together as the total may exceed the total circulation. These data are presented for statistical and marketing purposes.

	TOTAL RESPONDENTS	PERCENT OF TOTAL	Print	Digital
Specify	23,351	48.6	15,562	7,789
Recommend	32,998	68.7	21,485	11,513
Approve	19,814	41.3	12,844	6,970
Purchase	10,946	22.8	7,549	3,397
None of the above	8,544	17.8	4,978	3,566
TOTAL QUALIFIED CIRCULATION	48,012	100.0	30,030	17,982