

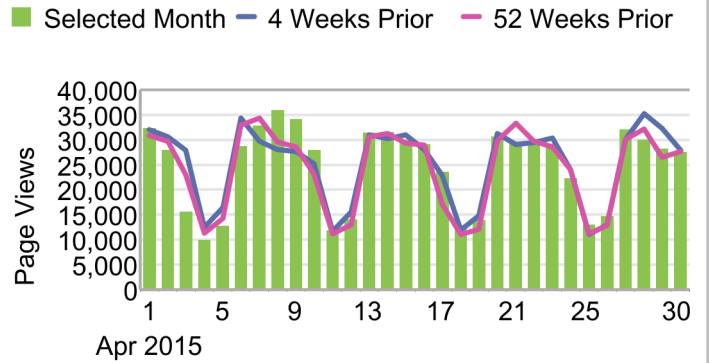
Page Views

Oil and Gas Journal - No Digital Editions
April 2015

Date	Selected Month	4 Weeks Prior
Apr 1, 2015	32,267	32,021
Apr 2, 2015	27,898	30,669
Apr 3, 2015	15,614	27,879
Apr 4, 2015	9,962	12,535
Apr 5, 2015	12,752	16,527
Apr 6, 2015	28,649	34,365
Apr 7, 2015	32,831	29,700
Apr 8, 2015	35,875	28,024
Apr 9, 2015	34,137	27,644
Apr 10, 2015	27,904	25,269
Apr 11, 2015	11,863	11,699
Apr 12, 2015	13,992	15,526
Apr 13, 2015	31,446	31,047
Apr 14, 2015	31,475	30,223
Apr 15, 2015	29,957	30,944
Apr 16, 2015	29,011	28,067
Apr 17, 2015	23,498	22,870
Apr 18, 2015	12,708	11,978
Apr 19, 2015	13,919	14,835
Apr 20, 2015	30,618	31,275
Apr 21, 2015	29,513	29,103
Apr 22, 2015	29,734	29,473
Apr 23, 2015	29,132	30,358
Apr 24, 2015	22,203	24,052
Apr 25, 2015	12,968	11,051
Apr 26, 2015	14,713	13,033
Apr 27, 2015	32,065	30,150
Apr 28, 2015	29,922	35,234
Apr 29, 2015	28,219	32,267
Apr 30, 2015	27,518	27,898
Total	742,363	755,716

Page Views

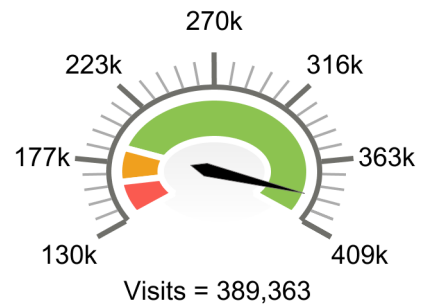
Oil and Gas Journal - No Digital Editions
April 2015



Visits

Oil and Gas Journal - No Digital Editions
April 2015

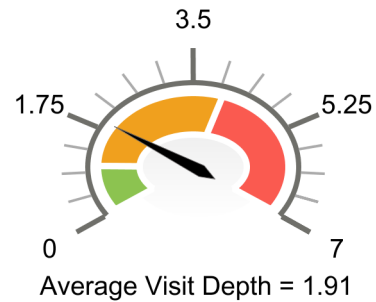
Low (Red), Medium (Orange), High (Green)



Average Visit Depth

Oil and Gas Journal - No Digital Editions
April 2015

Low (Green), Medium (Orange), High (Red)



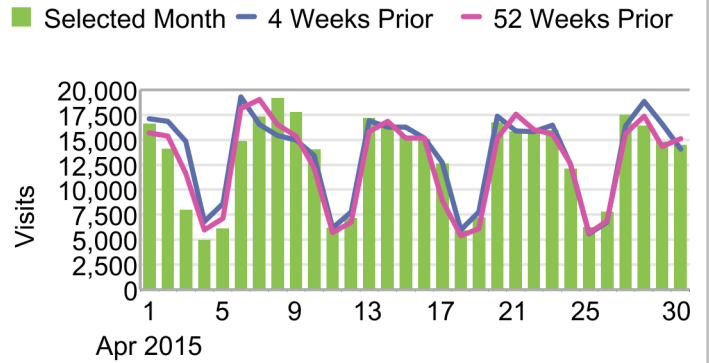
Visits

Oil and Gas Journal - No Digital Editions
April 2015

Date	Selected Month	4 Weeks Prior
Apr 1, 2015	16,577	17,132
Apr 2, 2015	14,054	16,871
Apr 3, 2015	7,957	14,883
Apr 4, 2015	4,977	6,820
Apr 5, 2015	6,085	8,640
Apr 6, 2015	14,857	19,263
Apr 7, 2015	17,307	16,554
Apr 8, 2015	19,136	15,424
Apr 9, 2015	17,720	15,010
Apr 10, 2015	14,029	13,420
Apr 11, 2015	6,200	6,146
Apr 12, 2015	7,124	7,774
Apr 13, 2015	17,192	16,929
Apr 14, 2015	16,658	16,282
Apr 15, 2015	15,400	16,284
Apr 16, 2015	15,039	15,205
Apr 17, 2015	12,617	12,742
Apr 18, 2015	5,944	6,007
Apr 19, 2015	7,209	7,761
Apr 20, 2015	16,720	17,361
Apr 21, 2015	15,796	15,877
Apr 22, 2015	15,936	15,795
Apr 23, 2015	15,949	16,487
Apr 24, 2015	12,090	12,571
Apr 25, 2015	6,210	5,579
Apr 26, 2015	7,758	6,781
Apr 27, 2015	17,510	16,384
Apr 28, 2015	16,367	18,855
Apr 29, 2015	14,805	16,577
Apr 30, 2015	14,471	14,054
Total	389,363	405,183

Visits

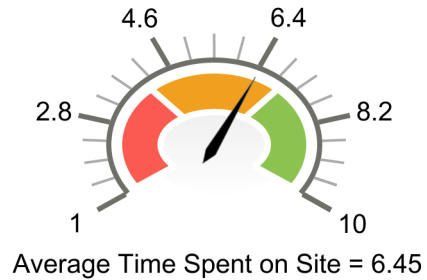
Oil and Gas Journal - No Digital Editions
April 2015



Average Time Spent on Site

Oil and Gas Journal - No Digital Editions
April 2015

■ Low ■ Medium ■ High



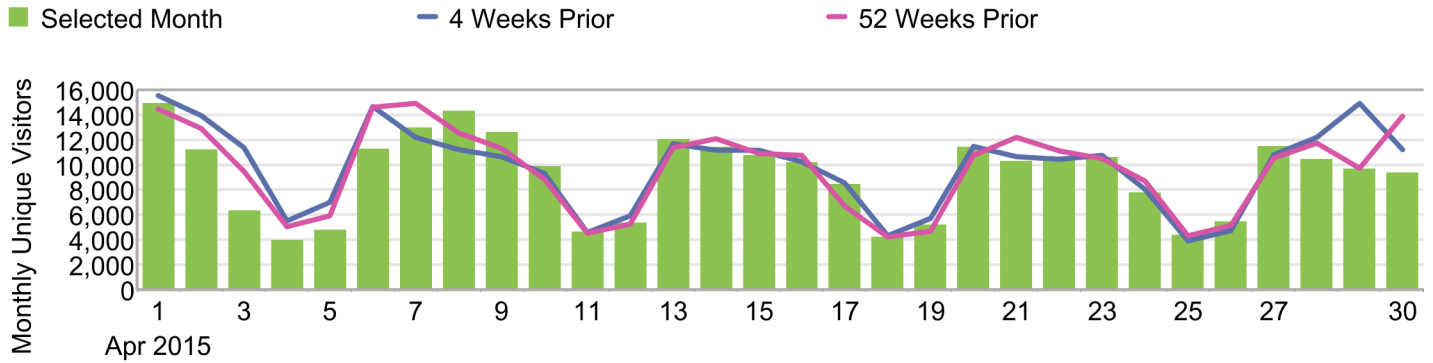
Topic Traffic

Oil and Gas Journal - No Digital Editions
April 2015

Topic	Page Views	
1. general-interest	106,619	27.5%
2. drilling_production	63,998	16.5%
3. processing	58,207	15.0%
4. Search	45,096	11.6%
5. exploration_development	40,812	10.5%
6. transportation	29,313	7.6%
7. ramp topics	18,704	4.8%
8. unconventional_resources	15,083	3.9%
9. Financial Content	7,043	1.8%
Total	387,573	

Monthly Unique Visitors

Oil and Gas Journal - No Digital Editions
April 2015

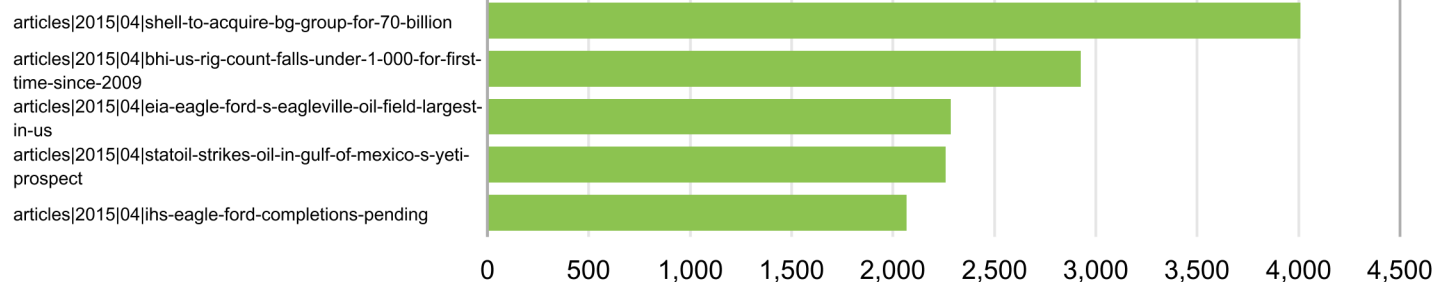


Date	Selected Month	4 Weeks Prior	52 Weeks Prior
Apr 1, 2015	14,895	15,551	14,465
Apr 2, 2015	11,203	13,937	12,899
Apr 3, 2015	6,315	11,371	9,452
Apr 4, 2015	3,938	5,500	5,063
Apr 5, 2015	4,771	7,022	5,905
Apr 6, 2015	11,265	14,665	14,615
Apr 7, 2015	12,948	12,182	14,928
Apr 8, 2015	14,296	11,193	12,541
Apr 9, 2015	12,596	10,666	11,340
Apr 10, 2015	9,876	9,318	8,869
Apr 11, 2015	4,630	4,556	4,536
Apr 12, 2015	5,333	5,906	5,248
Apr 13, 2015	12,027	11,684	11,375
Apr 14, 2015	11,397	11,186	12,084
Apr 15, 2015	10,756	11,176	10,910
Apr 16, 2015	10,164	10,230	10,731
Apr 17, 2015	8,423	8,527	6,698
Apr 18, 2015	4,206	4,303	4,204
Apr 19, 2015	5,191	5,699	4,704
Apr 20, 2015	11,408	11,491	10,767
Apr 21, 2015	10,285	10,636	12,169
Apr 22, 2015	10,610	10,462	11,090
Apr 23, 2015	10,605	10,728	10,510
Apr 24, 2015	7,783	8,028	8,694
Apr 25, 2015	4,359	3,911	4,303
Apr 26, 2015	5,452	4,744	5,133
Apr 27, 2015	11,491	10,784	10,542
Apr 28, 2015	10,437	12,218	11,726
Apr 29, 2015	9,649	14,895	9,702
Apr 30, 2015	9,359	11,203	13,915
Total	275,668	293,772	289,118

Most Read Articles

Oil and Gas Journal - April 2015

■ Page Views



Page	Article Title	Page Views	Percentage
1.	articles 2015 04 shell-to-acquire-bg-group-for-70-billion	4,011	1.3%
2.	articles 2015 04 bhi-us-rig-count-falls-under-1-000-for-first-time-since-2009	2,928	0.9%
3.	articles 2015 04 eia-eagle-ford-s-eagleuille-oil-field-largest-in-us	2,287	0.7%
4.	articles 2015 04 statoil-strikes-oil-in-gulf-of-mexico-s-yeti-prospect	2,260	0.7%
5.	articles 2015 04 ihs-eagle-ford-completions-pending	2,069	0.6%
6.	articles 2015 04 swaps-may-be-a-way-around-us-crude-export-impasse-csis-forum-told	1,899	0.6%
7.	articles 2015 04 market-watch-nymex-brent-crude-oil-prices-surge	1,873	0.6%
8.	articles 2015 04 us-held-spot-as-world-s-largest-producer-of-petroleum-gas-in-2014	1,820	0.6%
9.	articles 2014 08 petronas-details-rapid-project-contract-awards	1,679	0.5%
10.	articles 2015 04 ceraweek-regulatory-hurdles-still-threaten-us-shale-ceos-say	1,557	0.5%
11.	articles 2015 04 iea-forecasts-higher-2015-global-oil-demand	1,472	0.5%
12.	articles 2015 04 one-dead-45-injured-after-pemex-platform-explodes-in-bay-of-campeche	1,468	0.5%
13.	articles 2015 04 market-watch-nymex-brent-crude-oil-prices-reach-2015-highs-on-yemen-strife	1,410	0.4%
14.	articles 2015 04 bhi-us-rig-count-continues-downward-slide	1,360	0.4%
15.	articles 2015 03 bhi-us-rig-count-decline-slows-production-increases	1,353	0.4%
16.	articles 2015 04 newfield-exploration-to-close-two-regional-offices	1,344	0.4%
17.	articles 2015 04 market-watch-oil-prices-rise-on-iea-demand-forecast	1,255	0.4%
18.	articles 2015 04 market-watch-crude-oil-price...e-on-robust-us-inventory-record-saudi-output	1,230	0.4%
19.	articles 2015 04 ceraweek-executives-emphasize-innovation-during-oil-price-downturn	1,224	0.4%
20.	articles 2015 04 woodmac-us-record-crude-stocks-set-to-decline	1,191	0.4%
21.	articles 2015 04 conocophillips-reports-dry-holes-off-angola-deepwater-gulf	1,180	0.4%
22.	articles 2015 04 eia-global-oil-inventories-continue-to-build	1,155	0.4%
23.	articles 2015 04 market-watch-crude-oil-prices-climbing-on-new-york-london-markets	1,135	0.4%
24.	articles 2015 04 woodmac-industry-cash-flow...own-by-20-bbl-with-rapid-strategic-response	1,132	0.4%
25.	articles 2015 04 eia-opeac-s-net-oil-export-revenues-declined-11-in-2014	1,101	0.3%
26.	articles 2015 04 more-rig-day-rate-fleet-use-declines-seen	1,091	0.3%
27.	articles 2015 04 market-watch-crude-oil-prices-rebound-on-volatile-new-york-london-markets	1,089	0.3%
28.	articles 2015 04 bhi-us-rig-count-drops-22-units-in-20th-straight-week-of-losses	1,088	0.3%
29.	articles 2015 04 gulfport-energy-to-acquire-paloma-partners-iii	1,081	0.3%
30.	articles 2015 04 flint-hills-advances-texas-refinery-expansion	1,058	0.3%
31.	articles 2015 04 lng-export-limits-violate-us-free-trade-tradition-exxonmobil-executive-says	1,056	0.3%
32.	articles 2015 03 analyst-cost-key-variable-in-crude-price-scenarios	1,020	0.3%
Total		320,862	37.0%

SubTopic Traffic

Oil and Gas Journal - No Digital Editions
April 2015

SubTopic	Page Views	
1. general-interest/companies	23,352	20.8%
2. drilling_prod...on_operations	11,382	10.2%
3. processing/refining	9,399	8.4%
4. processing/gas-processing	8,511	7.6%
5. Financial Con...ncial Content	7,034	6.3%
6. transportation/pipelines	5,464	4.9%
7. processing/petrochemicals	5,451	4.9%
8. general-inter...mics_markets	5,039	4.5%
9. exploration_d...t/discoveries	4,934	4.4%
10. drilling_prod...ng_operations	4,538	4.0%
11. transportation/lng	3,418	3.0%
12. unconvention...rmian_basin	2,806	2.5%
13. exploration_d...ent/reserves	2,631	2.3%
14. unconvention...bakken_shale	2,362	2.1%
15. general-interest/hse	2,351	2.1%
16. transportation/tankers	2,195	2.0%
17. exploration_de.../area_drilling	2,162	1.9%
18. general-interest/government	1,744	1.6%
19. general-interest/people	1,696	1.5%
20. unconventiona...es/oil_sands	863	0.8%
21. unconventiona...es/eagle_ford	845	0.8%
22. unconventiona...arnett_shale	686	0.6%
23. unconventiona...cellus_shale	629	0.6%
24. unconvention...odford_shale	490	0.4%
25. unconventiona...es/tight_gas	403	0.4%
26. unconvention...conventional	283	0.3%
27. unconventional_resources/cbm	265	0.2%
28. unconvention...ceance_uinta	256	0.2%
29. unconventiona...ources/utica	207	0.2%
30. unconventiona...sville_shale	158	0.1%
31. unconventiona.../cline_shale	129	0.1%
32. unconvention...granite_wash	110	0.1%
33. unconvention...ces/niobrara	95	0.1%
34. unconventiona...otton_valley	74	0.1%
35. unconvention...s/horn_river	41	0.0%
36. unconvention...conventional	28	0.0%
37. market_connec...nal_services	25	0.0%
38. petroleum/pip...ansportation	5	0.0%
39. unconventiona...teville_shale	1	0.0%
40. market_connec...pportunities	1	0.0%
41. market_connec...pportunities	1	0.0%
42. market_connec...ent_products	1	0.0%
43. petroleum/exp...n_production	1	0.0%
Total	112,066	

Pages

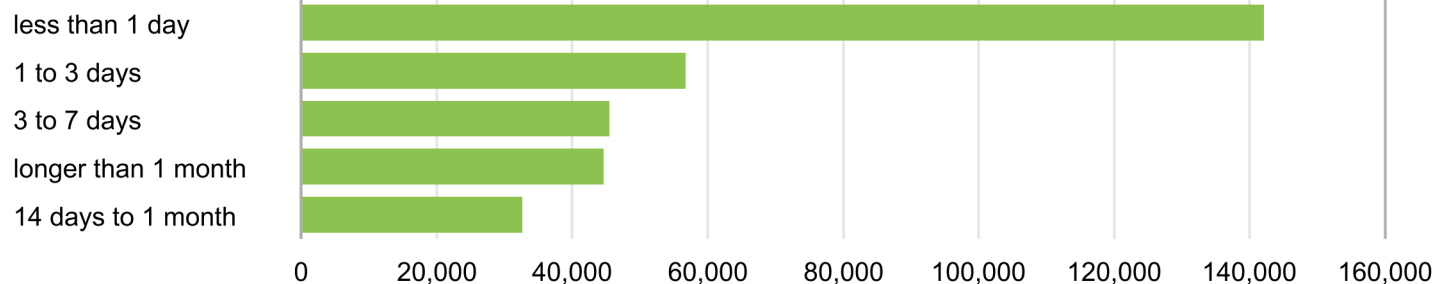
Oil and Gas Journal - No Digital Editions
April 2015

Page	Page Views	
1. OGJ_Home	87,447	11.8%
2. login	40,034	5.4%
3. iPhone Latest News Listings	25,676	3.5%
4. Search for	20,525	2.8%
5. iPhone Splash	12,676	1.7%
6. Oil & Gas Journal-LatestNews	10,772	1.5%
7. all-articles	9,441	1.3%
8. past-issues	7,212	1.0%
9. video-gallery login-spotlight	6,169	0.8%
10. event-listing...oleum-events	5,025	0.7%
11. hallmark reg ...bscriber info	4,743	0.6%
12. articles 2015 ...for-70-billion	4,011	0.5%
13. iPhone Most Viewed Listings	3,992	0.5%
14. unconventional-resources	3,953	0.5%
15. event-listing	3,752	0.5%
16. oil-general-i...mics-markets	3,671	0.5%
17. index current-issues	3,426	0.5%
18. articles	3,262	0.4%
19. oil-explorati...d-development	3,115	0.4%
20. articles 2015...me-since-2009	2,928	0.4%
21. subscribe	2,904	0.4%
22. oil-drilling-and-production	2,825	0.4%
23. oil-transportation pipelines	2,715	0.4%
24. oil-drilling-a...ing-operations	2,575	0.3%
25. Stock Market S... Content - Oi	2,472	0.3%
26. oil-processing	2,423	0.3%
27. oil-general-interest	2,379	0.3%
28. articles 2015 ...largest-in-us	2,287	0.3%
29. articles 2015 ...yeti-prospect	2,260	0.3%
30. video-gallery	2,192	0.3%
31. oil-exploratio...nt discoveries	2,182	0.3%
32. oil-transportation	2,153	0.3%
33. articles 2015...tions-pending	2,069	0.3%
34. newsletter	2,064	0.3%
35. articles 2015 ...is-forum-told	1,899	0.3%
36. articles 2015 ...-prices-surge	1,873	0.3%
37. articles 2015 ...-gas-in-2014	1,820	0.2%
38. articles 2014 ...ntract-awards	1,679	0.2%
39. articles 2015 ...hale-ceos-say	1,557	0.2%
40. ogj-survey-downloads	1,524	0.2%
41. articles 2015 ...al-oil-demand	1,472	0.2%
42. articles 2015 ...y-of-campeche	1,468	0.2%
43. oil-exploratio... area-drilling	1,457	0.2%
44. articles 2015 ...yemen-strife	1,410	0.2%
Total	742,363	

Return Frequency

Oil and Gas Journal - No Digital Editions
April 2015

■ Page Views



Search Keywords

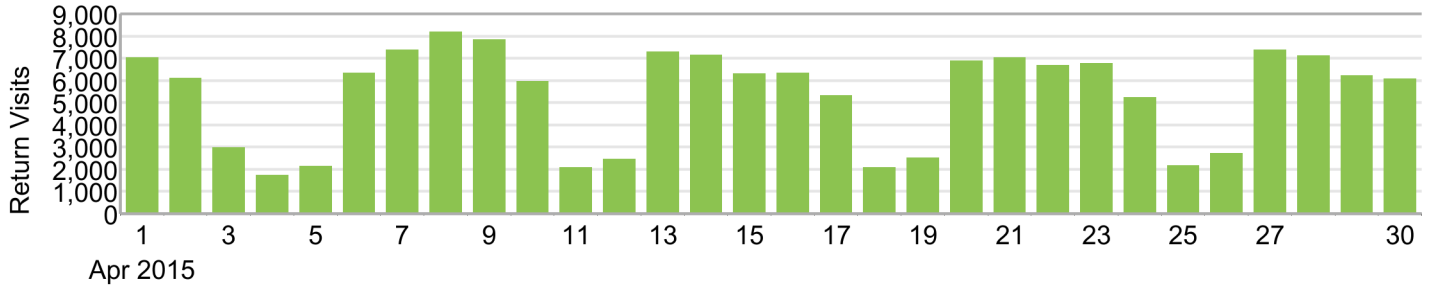
Oil and Gas Journal - No Digital Editions
April 2015

Search Keywords - All	Page Views (event2)		Searches	
1. Unspecified	321,639	48.5%	0	0.0%
2. Keyword Unavailable	309,491	46.7%	226,604	91.5%
3. oil and gas journal	2,507	0.4%	761	0.3%
4. oil & gas journal	941	0.1%	211	0.1%
5. oil and gas news	788	0.1%	420	0.2%
6. oil and gas	253	0.0%	164	0.1%
7. ogj	251	0.0%	107	0.0%
8. oil news	237	0.0%	151	0.1%
9. oil gas journal	178	0.0%	85	0.0%
10. oil prices	119	0.0%	68	0.0%
11. oil and gas industry	107	0.0%	55	0.0%
12. oil industry news	87	0.0%	47	0.0%
13. o&g journal	85	0.0%	69	0.0%
14. ogjonline	83	0.0%	6	0.0%
15. oil field news	67	0.0%	28	0.0%
16. http://www.ogj.com/oil-processing/more-processing.html	67	0.0%	19	0.0%
17. oil & gas news	64	0.0%	35	0.0%
18. crude oil prices	58	0.0%	54	0.0%
19. oil & gas	54	0.0%	27	0.0%
20. oil&gas journal	52	0.0%	12	0.0%
21. oil and gas magazine	50	0.0%	21	0.0%
22. oil gas news	49	0.0%	28	0.0%
23. june 10, 2003 oil & gas journal article mexico	49	0.0%	1	0.0%
24. rig count	45	0.0%	25	0.0%
25. oil drilling	43	0.0%	30	0.0%
26. oil gas	42	0.0%	21	0.0%
27. gulfport energy utica shale	42	0.0%	1	0.0%
Total	662,802		247,647	

Return Visits

Oil and Gas Journal - No Digital Editions
April 2015

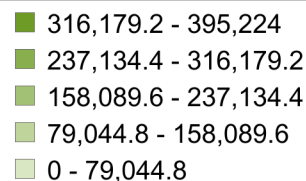
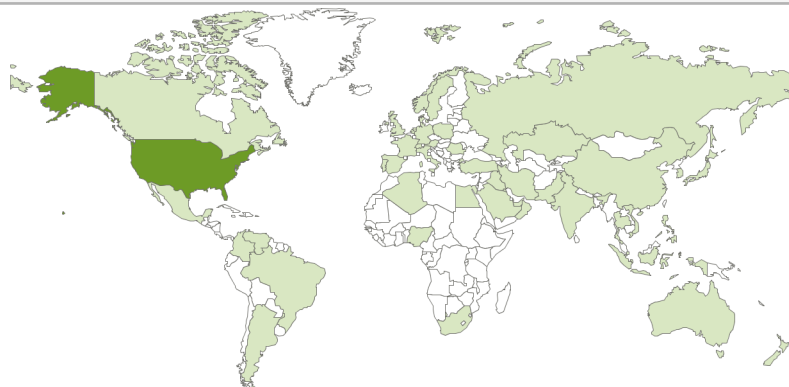
■ Selected Month



Date	Selected Month
Apr 1, 2015	7,031
Apr 2, 2015	6,117
Apr 3, 2015	2,972
Apr 4, 2015	1,734
Apr 5, 2015	2,132
Apr 6, 2015	6,349
Apr 7, 2015	7,375
Apr 8, 2015	8,181
Apr 9, 2015	7,843
Apr 10, 2015	5,968
Apr 11, 2015	2,089
Apr 12, 2015	2,461
Apr 13, 2015	7,302
Apr 14, 2015	7,157
Apr 15, 2015	6,308
Apr 16, 2015	6,324
Apr 17, 2015	5,339
Apr 18, 2015	2,093
Apr 19, 2015	2,510
Apr 20, 2015	6,898
Apr 21, 2015	7,034
Apr 22, 2015	6,673
Apr 23, 2015	6,766
Apr 24, 2015	5,239
Apr 25, 2015	2,166
Apr 26, 2015	2,732
Apr 27, 2015	7,375
Apr 28, 2015	7,129
Apr 29, 2015	6,208
Apr 30, 2015	6,069

Countries

Oil and Gas Journal - No Digital Editions
April 2015



Page Views

Referring Domains

Oil and Gas Journal - No Digital Editions
April 2015

Referring Domains	Page Views (event2)		Instances	
1. Typed/Bookmarked	191,279	28.9%	109,664	24.9%
2. google.com	152,326	23.0%	110,401	25.0%
3. email.campaign	56,007	8.5%	50,802	11.5%
4. google.co.uk	26,363	4.0%	20,283	4.6%
5. google.co.in	18,540	2.8%	14,172	3.2%
6. bing.com	15,102	2.3%	10,304	2.3%
7. google.ca	13,708	2.1%	10,912	2.5%
8. yahoo.com	10,212	1.5%	6,929	1.6%
9. google.fr	6,411	1.0%	4,964	1.1%
10. google.com.sg	5,895	0.9%	4,567	1.0%
11. google.com.au	5,645	0.9%	4,471	1.0%
12. google.co.kr	4,467	0.7%	3,496	0.8%
13. sub-forms.com	4,388	0.7%	2,463	0.6%
14. google.de	4,227	0.6%	3,155	0.7%
15. google.ae	4,138	0.6%	3,442	0.8%
16. google.ru	3,976	0.6%	2,607	0.6%
17. t.co	3,898	0.6%	3,538	0.8%
18. google.com.my	3,877	0.6%	2,995	0.7%
19. google.nl	3,594	0.5%	2,636	0.6%
20. google.it	3,446	0.5%	2,608	0.6%
21. google.no	2,874	0.4%	2,358	0.5%
22. google.co.jp	2,818	0.4%	1,945	0.4%
23. google.com.mx	2,662	0.4%	1,841	0.4%
24. google.co.id	2,584	0.4%	2,039	0.5%
25. google.com.br	2,579	0.4%	1,898	0.4%
26. google.com.sa	2,344	0.4%	1,852	0.4%
27. google.com.pk	2,134	0.3%	1,624	0.4%
Total	662,802		440,783	