

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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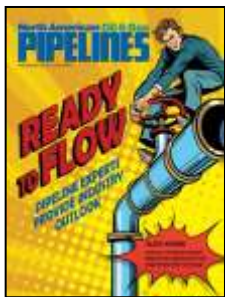
NORTH AMERICAN OIL & GAS PIPELINES is a publication covering the business of oil and gas pipeline construction and maintenance in North America. It is geared toward owners, operators, contractors and service providers. The magazine covers the latest news and market developments that are shaping the industry, from the shale oil and gas development to the Canadian oil sands, including the most efficient methods of pipeline installation, the latest in integrity management and managerial strategies that enhance the company bottom line.

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

NORTH AMERICAN OIL & GAS PIPELINES MAGAZINE



5 issues in the period
17,569 average circulation

NORTH AMERICAN OIL & GAS PIPELINES E-NEWSLETTER



26 issued in the period
7,088 average per occurrence

NORTH AMERICAN OIL & GAS PIPELINES WEBSITE



5,959 average users

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
NORTH AMERICAN OIL & GAS PIPELINES MAGAZINE (5 issues in the period)	17,569	-	17,569
NORTH AMERICAN OIL & GAS PIPELINES E-NEWSLETTER (26 issued in the period)	7,088	-	7,088
NORTH AMERICAN OIL & GAS PIPELINES WEBSITE (Monthly Users with 12,156 average Pageviews)	5,959	-	5,959

FIELD SERVED

NORTH AMERICAN OIL & GAS PIPELINES serves excavation contracting firms, pipeline construction companies, pipeline maintenance companies, pipeline engineering firms, legal/financial consulting firms, government/regulatory agencies, energy transportation and distribution companies: gas utilities-distribution; gas pipelines-transmission; integrated gas utilities & gas pipelines-transmission & distribution, exploration/production companies, equipment manufacturer/suppliers/dealers and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include Owners, Chief Executive Officers, Presidents, Executive Managers, Vice Presidents, Chief Operating Officers, Chief Financial Officers, Financial Managers, Superintendents, Managers, General Managers, Directors, Engineers, Consultants, Supervisors, Foremen, Attorneys and other titled and non-titled personnel allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	623
Allocated for Trade Shows and Conventions	156
All Other	194
TOTAL	973

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	17,569	100.0	17,569	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	17,569	100.0	17,569	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Total Qualified
January/February	17,476
March	17,495
April	17,546
May	17,640
June	17,690

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

This issue is 0.5% or 88 copies above the average of the other 4 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total
Excavation Contracting Firms	2,616	14.8
Pipeline Construction Companies	3,186	18.1
Pipeline Maintenance Companies	994	5.6
Pipeline Engineering Firms	2,268	12.9
Legal/Financial Consulting Firms	830	4.7
Government/Regulatory Agencies	573	3.2
Energy Transportation and Distribution Companies: Gas Utilities-Distribution; Gas Pipelines-Transmission; Integrated Gas Utilities & Gas Pipelines-Transmission & Distribution	2,254	12.8
Exploration/Production Companies	1,499	8.5
Equipment Mfg/Suppliers/Dealers	2,208	12.5
Others allied to field	1,212	6.9
TOTAL QUALIFIED CIRCULATION	17,640	100.0
PERCENT	100.0	

Classification by Title	Total Qualified	Percent of Total
Owner/CEO/President	7,014	39.8
Executive Mgmt/VP/COO/CFO	1,587	9.0
Financial Manager	102	0.6
Superintendent	235	1.3
Manager	3,814	21.6
General Manager	477	2.7
Director	696	3.9
Engineer/Consultant	1,922	10.9
Supervisor/Foreman	602	3.4
Attorney	33	0.2
Other	1,158	6.6
TOTAL QUALIFIED CIRCULATION	17,640	100.0
PERCENT	100.0	

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	6,944	4,706	3,347	14,997	85.0
II. Request from recipient's company:	1	1	-	2	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	1,178	1,359	104	2,641	15.0
*Association rosters and directories	3	61	104	168	1.0
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	1,175	1,298	-	2,473	14.0
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	8,123	6,066	3,451	17,640	100.0
PERCENT	46.0	34.4	19.6	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	68		Kentucky	186	
New Hampshire	69		Tennessee	183	
Vermont	40		Alabama	196	
Massachusetts	250		Mississippi	137	
Rhode Island	37		EAST SO. CENTRAL	702	4.0
Connecticut	122		Arkansas	91	
NEW ENGLAND	586	3.3	Louisiana	559	
New York	526		Oklahoma	547	
New Jersey	269		Texas	3,021	
Pennsylvania	943		WEST SO. CENTRAL	4,218	23.9
MIDDLE ATLANTIC	1,738	9.9	Montana	98	
Ohio	677		Idaho	74	
Indiana	263		Wyoming	167	
Illinois	587		Colorado	540	
Michigan	415		New Mexico	178	
Wisconsin	351		Arizona	173	
EAST NO. CENTRAL	2,293	13.0	Utah	143	
Minnesota	349		Nevada	76	
Iowa	167		MOUNTAIN	1,449	8.2
Missouri	315		Alaska	68	
North Dakota	108		Washington	212	
South Dakota	44		Oregon	142	
Nebraska	132		California	931	
Kansas	175		Hawaii	26	
WEST NO. CENTRAL	1,290	7.3	PACIFIC	1,379	7.8
Delaware	33		UNITED STATES	15,625	88.6
Maryland	182		U.S. Territories	18	
Washington, DC	56		Canada	1,981	
Virginia	242		Mexico	12	
West Virginia	201		Other International	4	
North Carolina	327		APO/FPO	-	
South Carolina	105				
Georgia	265		TOTAL QUALIFIED CIRCULATION	17,640	100.0
Florida	559				
SOUTH ATLANTIC	1,970	11.2			

*See Additional Data

2018

North American Oil & Gas Pipelines

2018		North American Oil & Gas Pipelines
JANUARY		
January 2		6,892
January 9		6,903
January 16		6,907
January 23		6,927
January 30		6,941
FEBRUARY		
February 6		6,944
February 13		6,943
February 20		6,940
February 27		6,932
MARCH		
March 6		6,964
March 13		6,961
March 20		6,919
March 27		6,982
APRIL		
April 3		6,992
April 10		7,002
April 17		7,020
April 24		7,219
MAY		
May 1		7,306
May 8		7,316
May 15		7,317
May 22		7,321
May 29		7,319
JUNE		
June 5		7,325
June 12		7,334
June 19		7,333
June 26		7,335
AVERAGE:		7,088

North American Oil & Gas Pipelines (26 issued in the period)

WEBSITE CHANNEL

WWW.NAPIPELINES.COM

2018	Pageviews	Sessions	Users	Average Session Duration
January	12,932	7,193	5,866	1:26
February	11,663	6,657	5,548	1:21
March	12,097	7,067	5,831	1:15
April	12,571	7,668	6,458	1:10
May	12,828	7,829	6,513	1:06
June	10,845	6,619	5,542	1:08
AVERAGE:	12,156	7,172	5,959	1:14

January - June 2018 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:

CHANGE IN FREQUENCY:

Effective with the November/December 2017 issue, NORTH AMERICAN OIL & GAS PIPELINES changed its frequency from 10 to 9 issues per year.

PARAGRAPH 3b:

Association rosters and directories include 3 sources of circulation for quantities of 10 copies or 0.1% to 104 copies or 0.6%. Other Sources include 2 sources of circulation for quantities of 1,175 copies or 6.7% to 1,298 copies or 7.3%.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter and Website 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.

Rob Krzys, President

Mark Gorman, Director of Web / Audience Development

(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 12, 2018
State	Ohio
County	Cuyahoga
Received by BPA Worldwide	July 12, 2018
Type	BJ
ID Number	N239B0J8

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.bpawww.com for the latest audit reports, membership information and publishing and advertising industry news.