

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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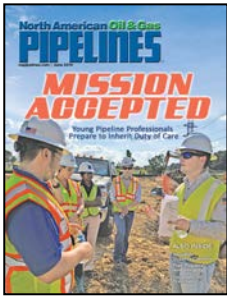
NORTH AMERICAN OIL & GAS PIPELINES is a publication covering the business of oil and gas pipeline construction and maintenance in North America. It is geared toward owners, operators, contractors and service providers. The magazine covers the latest news and market developments that are shaping the industry, 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
17,613 average circulation

NORTH AMERICAN OIL & GAS PIPELINES E-NEWSLETTER



2 E-Newsletters in the period
28 total issued in the period
6,206 average per occurrence
5,152 average per occurrence

NORTH AMERICAN OIL & GAS PIPELINES WEBSITE



14,649 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)	17,613	-	17,613
NORTH AMERICAN OIL & GAS PIPELINES E-NEWSLETTERS			
a. North American Oil & Gas Pipelines (25 issued in the period)	6,206	-	6,206
b. Pipeline Integrity E-Newsletter (3 issued in the period)	5,152	-	5,152
NORTH AMERICAN OIL & GAS PIPELINES WEBSITE (Monthly Users with 23,371 average Pageviews)	14,649	-	14,649

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	873
Allocated for Trade Shows and Conventions	256
All Other	142
TOTAL	1,271

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	17,613	100.0	17,613	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	17,613	100.0	17,613	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Total Qualified
January/February	17,644
March	17,621
April	17,584
May	17,632
June	17,582

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

This issue is s 0.1% or 24 copies above the average of the other 4 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total
Excavation Contracting Firms	4,390	24.9
Pipeline Construction Companies	2,876	16.3
Pipeline Maintenance Companies	864	4.9
Pipeline Engineering Firms	1,957	11.1
Legal/Financial Consulting Firms	642	3.6
Government/Regulatory Agencies	488	2.8
Energy Transportation and Distribution Companies: Gas Utilities-Distribution; Gas Pipelines-Transmission; Integrated Gas Utilities & Gas Pipelines-Transmission & Distribution	2,019	11.5
Exploration/Production Companies	1,303	7.4
Equipment Mfg/Suppliers/Dealers	1,945	11.0
Others allied to field	1,148	6.5
TOTAL QUALIFIED CIRCULATION PERCENT	17,632	100.0
	100.0	

Classification by Title	Total Qualified	Percent of Total
Owner/CEO/President	8,451	47.9
Executive Mgmt/VP/COO/CFO	1,353	7.7
Financial Manager	77	0.4
Superintendent	194	1.1
Manager	3,304	18.7
General Manager	406	2.3
Director	586	3.3
Engineer/Consultant	1,630	9.3
Supervisor/Foreman	512	2.9
Attorney	28	0.2
Other	1,091	6.2
TOTAL QUALIFIED CIRCULATION PERCENT	17,632	100.0
	100.0	-

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	4,900	6,092	2,361	13,353	75.7
II. Request from recipient's company:	-	1	-	1	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	2,336	1,047	895	4,278	24.3
*Association rosters and directories	10	13	40	63	0.4
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	2,326	1,034	855	4,215	23.9
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	7,236	7,140	3,256	17,632	100.0
PERCENT	41.0	40.5	18.5	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	91		Kentucky	189	
New Hampshire	83		Tennessee	193	
Vermont	45		Alabama	210	
Massachusetts	283		Mississippi	142	
Rhode Island	34		EAST SO. CENTRAL	734	4.2
Connecticut	161		Arkansas	119	
NEW ENGLAND	697	3.9	Louisiana	526	
New York	578		Oklahoma	512	
New Jersey	302		Texas	2,656	
Pennsylvania	917		WEST SO. CENTRAL	3,813	21.6
MIDDLE ATLANTIC	1,797	10.2	Montana	102	
Ohio	674		Idaho	101	
Indiana	332		Wyoming	166	
Illinois	586		Colorado	554	
Michigan	485		New Mexico	194	
Wisconsin	373		Arizona	192	
EAST NO. CENTRAL	2,450	13.9	Utah	154	
Minnesota	409		Nevada	86	
Iowa	203		MOUNTAIN	1,549	8.8
Missouri	339		Alaska	76	
North Dakota	125		Washington	219	
South Dakota	51		Oregon	144	
Nebraska	144		California	950	
Kansas	194		Hawaii	32	
WEST NO. CENTRAL	1,465	8.3	PACIFIC	1,421	8.1
Delaware	46		UNITED STATES	15,919	90.3
Maryland	203		U.S. Territories	17	
Washington, DC	49		Canada	1,696	
Virginia	253		Mexico	-	
West Virginia	193		Other International	-	
North Carolina	322		APO/FPO	-	
South Carolina	107				
Georgia	254				
Florida	566				
SOUTH ATLANTIC	1,993	11.3			
			TOTAL QUALIFIED CIRCULATION	17,632	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2019	North American Oil & Gas Pipelines	Pipeline Integrity E-Newsletter
JANUARY		
January 8	6,343	-
January 15	6,365	-
January 22	6,361	-
January 29	6,317	-
FEBRUARY		
February 5	6,305	-
February 12	6,289	-
February 19	6,303	-
February 26	6,292	-
MARCH		
March 5	6,297	-
March 12	6,269	-
March 19	6,248	-
March 26	6,232	-
APRIL		
April 2	6,214	-
April 9	6,206	-
April 16	6,168	-
April 18	-	5,205
April 23	6,110	-
April 30	6,102	-
MAY		
May 7	6,107	-
May 14	6,099	-
May 16	-	5,129
May 21	6,096	-
May 28	6,092	-
JUNE		
June 4	6,094	-
June 11	6,080	-
June 18	6,078	-
June 20	-	5,122
June 25	6,076	-
AVERAGE:	6,206	5,152

North American Oil & Gas Pipelines (25 issued in the period)
 Pipeline Integrity E-newsletter (3 issued in the period)

WEBSITE CHANNEL

WWW.NAPIPELINES.COM

2019	Pageviews	Sessions	Users	Average Session Duration
January	31,678	22,016	19,123	0:43
February	24,316	16,995	14,896	0:47
March	23,225	16,486	14,316	0:50
April	19,628	14,368	12,550	0:48
May	20,540	15,041	13,246	0:46
June	20,842	15,605	13,767	0:45
AVERAGE:	23,371	16,751	14,649	0:46

January – June 2019 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'd 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'd 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:

PARAGRAPH 3b:

Association rosters and directories include 5 sources of circulation for quantities of 1 copy or -% to 37 copies or 0.2%. Other sources include 10 sources of circulation for quantities of 1 copy or -% to 2,326 copies or 13.2%, including InfoUSA.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters 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 15, 2019

State Ohio

County Cuyahoga

Received by BPA Worldwide July 15, 2019

Type BJ

ID Number N239B0J9

About BPA Worldwide:

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.