

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



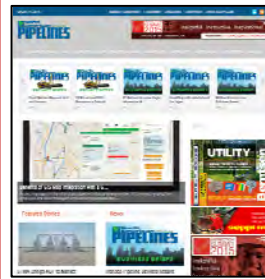
5 Issues in the period
17,510 average circulation

NORTH AMERICAN OIL & GAS PIPELINES E-NEWSLETTER



26 Issued in the period
6,156 average per occurrence

NORTH AMERICAN OIL & GAS PIPELINES WEBSITE



6,645 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)	17,510	-	17,510
NORTH AMERICAN OIL & GAS PIPELINES E-NEWSLETTER			
a. North American Oil & Gas Pipelines (26 issued in the period)	6,156	-	6,156
NORTH AMERICAN OIL & GAS PIPELINES WEBSITE (Monthly Users with 14,379 average Pageviews)	6,645	-	6,645

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	719
Allocated for Trade Shows and Conventions	370
All Other	134
TOTAL	1,223

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	17,510	100.0	17,510	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	17,510	100.0	17,510	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Total Qualified
January	17,518
February	17,500
March	17,508
April	17,500
May/June	17,523

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2017

This issue is 0.1% or 16 copies above the average of the other 4 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
Excavation Contracting Firms	2,983	17.1
Pipeline Construction Companies	2,651	15.1
Pipeline Maintenance Companies	982	5.6
Pipeline Engineering Firms	2,071	11.8
Legal/Financial Consulting Firms	1,126	6.4
Government/Regulatory Agencies	599	3.4
Energy Transportation and Distribution Companies: Gas Utilities-Distribution; Gas Pipelines-Transmission; Integrated Gas Utilities & Gas Pipelines-Transmission & Distribution	2,379	13.6
Exploration/Production Companies	1,662	9.5
Equipment Mfg/Suppliers/Dealers	2,300	13.1
Others allied to field	770	4.4
TOTAL QUALIFIED CIRCULATION	17,523	100.0
PERCENT	100.0	

CLASSIFICATION BY TITLE

CLASSIFICATION BY TITLE	TOTAL QUALIFIED	PERCENT OF TOTAL
Owner/CEO/President	6,875	39.2
Executive Mgmt/VP/COO/CFO	1,734	9.9
Financial Manager	139	0.8
Superintendent	314	1.8
Manager	3,869	22.1
General Manager	557	3.2
Director	746	4.2
Engineer/Consultant	1,964	11.2
Supervisor/Foreman	640	3.7
Attorney	39	0.2
Other	646	3.7
TOTAL QUALIFIED CIRCULATION	17,523	100.0
PERCENT	100.0	

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2017

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	8,199	4,321	3,220	15,740	89.8
II. Request from recipient's company:	2	-	-	2	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	1,643	138	-	1,781	10.2
* Association rosters and directories	76	138	-	214	1.2
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
* Other sources	1,567	-	-	1,567	9.0
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	9,844	4,459	3,220	17,523	100.0
PERCENT	56.2	25.4	18.4	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2017*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	71		Kentucky	198	
New Hampshire	60		Tennessee	186	
Vermont	33		Alabama	187	
Massachusetts	227		Mississippi	136	
Rhode Island	34		EAST SO. CENTRAL	707	4.0
Connecticut	121		Arkansas	87	
NEW ENGLAND	546	3.1	Louisiana	615	
New York	550		Oklahoma	519	
New Jersey	269		Texas	3,221	
Pennsylvania	1,003		WEST SO. CENTRAL	4,442	25.4
MIDDLE ATLANTIC	1,822	10.4	Montana	96	
Ohio	681		Idaho	61	
Indiana	289		Wyoming	162	
Illinois	550		Colorado	527	
Michigan	427		New Mexico	177	
Wisconsin	324		Arizona	169	
EAST NO. CENTRAL	2,271	13.0	Utah	133	
Minnesota	341		Nevada	77	
Iowa	151		MOUNTAIN	1,402	8.0
Missouri	306		Alaska	67	
North Dakota	111		Washington	200	
South Dakota	45		Oregon	130	
Nebraska	117		California	922	
Kansas	174		Hawaii	21	
WEST NO. CENTRAL	1,245	7.1	PACIFIC	1,340	7.6
Delaware	33		UNITED STATES	15,728	89.8
Maryland	174		U.S. Territories	20	
Washington, DC	59		Canada	1,762	
Virginia	236		Mexico	13	
West Virginia	198		Other International	-	
North Carolina	312		APO/FPO	-	
South Carolina	103				
Georgia	271				
Florida	567				
SOUTH ATLANTIC	1,953	11.2			
			TOTAL QUALIFIED CIRCULATION	17,523	100.0

*See Additional Data

2017

North American Oil & Gas Pipelines

2017	North American Oil & Gas Pipelines
JANUARY	
January 3	5,392
January 10	5,393
January 17	5,387
January 24	5,444
January 31	5,455
FEBRUARY	
February 7	5,517
February 14	5,539
February 21	5,768
February 28	5,781
MARCH	
March 7	5,892
March 14	5,990
March 21	6,011
March 28	6,184
APRIL	
April 4	6,468
April 11	6,525
April 18	6,608
April 25	6,630
MAY	
May 2	6,647
May 9	6,653
May 16	6,645
May 23	6,650
May 30	6,686
JUNE	
June 6	6,693
June 13	6,699
June 20	6,706
June 27	6,703
AVERAGE:	6,156

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

WEBSITE CHANNEL

WWW.NAPIPELINES.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
January	19,818	11,578	9,765	1:14
February	15,159	7,795	6,382	1:29
March	13,699	7,672	6,256	1:20
April	13,598	7,502	6,163	1:29
May	13,525	7,664	6,181	1:08
June	10,479	6,282	5,125	1:17
AVERAGE:	14,379	8,082	6,645	1:19

January – June 2017 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.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

ADDITIONAL DATA

CHANGE IN FREQUENCY:

Effective with the November 2016 issue, North American Oil & Gas Pipelines changed its frequency from 12 to 10 issues per year.

PARAGRAPH 3b:

Association rosters and directories include 3 sources of circulation for quantities of 11 copies or 0.1% to 126 copies or 0.7%. Other sources include 1 source of circulation for a quantity of 1,567 copies or 9.0%.

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.

Bernard P. Krzys, Publisher

Kelly Dadich, Director of Marketing

(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 24, 2017
State	Ohio
County	Cuyahoga
Received by BPA Worldwide	July 24, 2017
Type	BJ
ID Number	N239B0J7

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.