

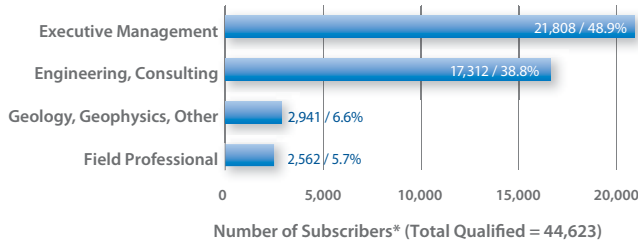
Subscriber Demographics

Offshore has more than 44,600* subscribers

Every month, *Offshore* reaches tens of thousands of decision-makers working for the industry's leading oil operating, service, and equipment companies in every corner of the world.

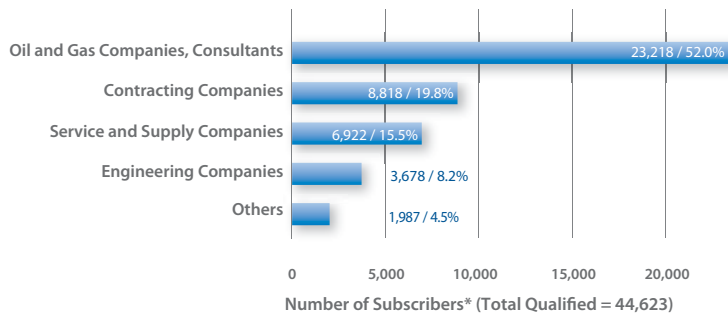
Job Titles

Offshore reaches the titles responsible for buying decisions in the offshore market.



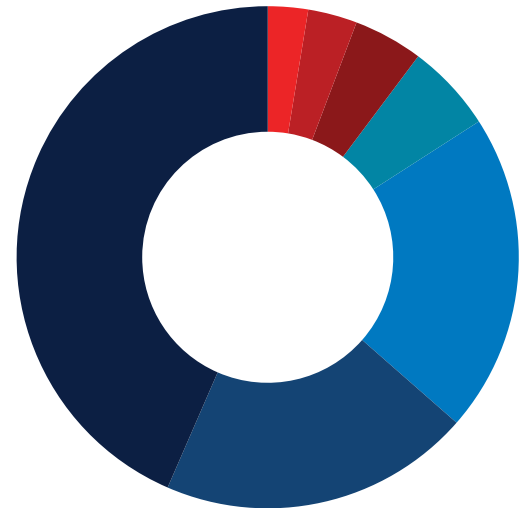
Business Types

Offshore reaches the companies worldwide that make/buy products and services for the offshore industry, with the majority of subscribers at oil operating companies.



Geographic Breakdown*

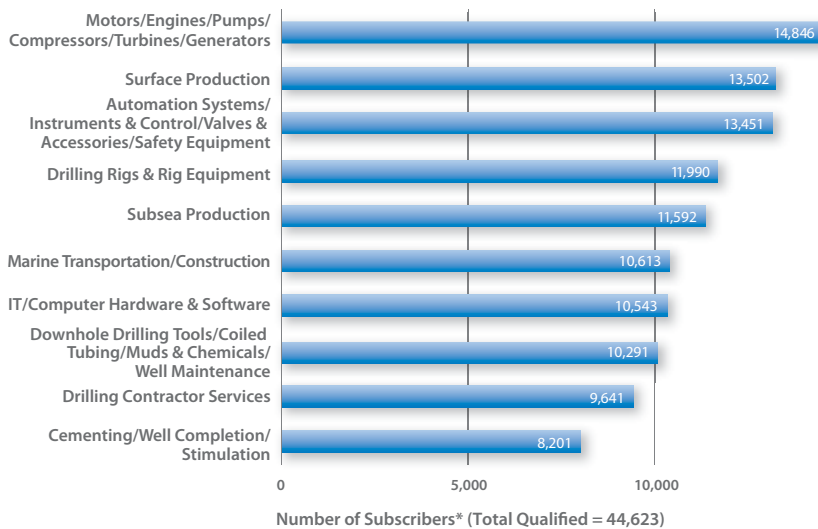
Offshore distribution circles the globe, reaching decision-makers in all of the world's offshore markets.



| Region | Number of Subscribers | Percentage |
|---------------------------|-----------------------|------------|
| North America | 19,399 | 43.5% |
| Asia | 9,168 | 20.5% |
| Europe | 8,959 | 20.1% |
| Africa | 2,532 | 5.7% |
| Middle East | 1,997 | 4.5% |
| South and Central America | 1,414 | 3.1% |
| Other | 1,154 | 2.6% |

Subscribers who Recommend, Specify or Approve the Listed Equipment & Services

Offshore reaches several thousand equipment and services buyers for the oil and gas marine industry.



* Source: BPA – June 2010 Circulation Statement