

CIRCULATION

PEERLESS IN THE WORLD OF OFFSHORE OIL AND GAS

Unmatched in **EDITORIAL, READERSHIP,** and **CIRCULATION** for almost 60 years, *Offshore* reports on marine/offshore exploration, drilling, production, engineering and construction operations on a global scale as well as the economics and politics that drive each regions' activities.

Our commitment to maintaining a key focus on providing exceptionally strong content-driven programs is the reason *Offshore* is recognized as the world leader for all water depths in marine/offshore oil and gas operations.

- *Offshore* is the first and only magazine focused exclusively on offshore exploration and production.
- As the leader in providing regular technology and news updates, *Offshore* provides the most editorial and advertising pages addressing the offshore industry.
- *Offshore* is the only oil and gas publication with 100% one year direct request qualified circulation for print and digital issues
- Serving the industry for 58 years, *Offshore* employs the largest editorial staff of any monthly magazine serving the offshore industry.

“As an offshore service company, we recommend products that are advertised in *Offshore* magazine to our customers and potential prospects.” - **Technical Sales and Marketing**

“*Offshore* magazine equips our team with new ideas and market updates that we discuss with clients or advise the engineering team with.” - **Production, Engineering, Exploration Manager**

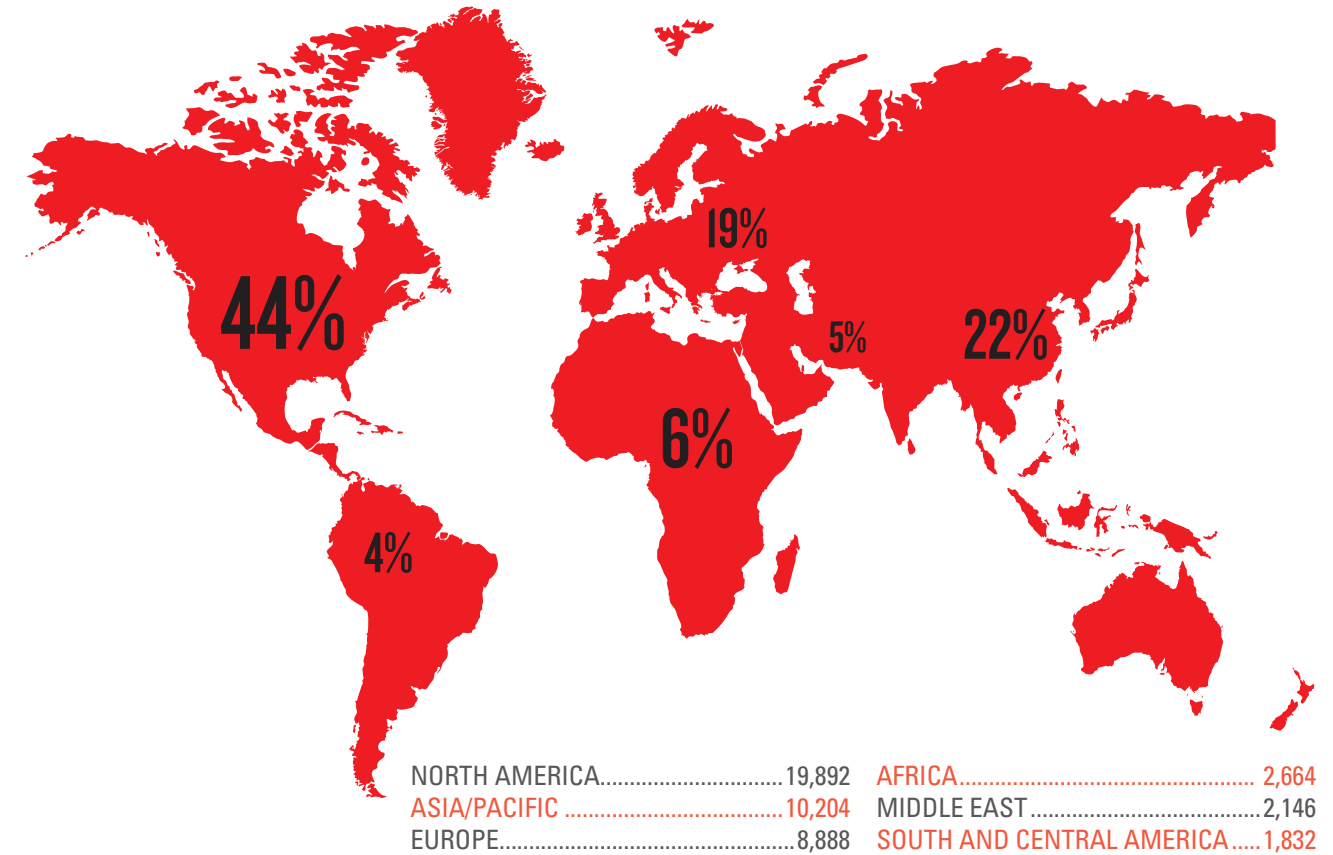
“It keeps me informed of what’s going on in parts of the world where we have interests. I can be on the lookout for evolving technology which could be applicable to our oilfield operations.” - **Production, Engineering, Exploration Manager**

Sources: Signet Readership Study - July 2011 | BPA - June 2011 Circulation Statement

SUBSCRIBER DEMOGRAPHICS

Every month, *Offshore* reaches **45,646** decision-makers working for the industry’s leading oil & gas operating, service, and equipment companies in every corner of the world.

GEOGRAPHIC BREAKDOWN



SUBSCRIBER CLASSIFICATION

OFFSHORE REACHES INFLUENCERS AND DECISION-MAKERS

51%
EXECUTIVE
MANAGEMENT

38%
ENGINEERING/
CONSULTING

6%
GEOLOGY,
GEOPHYSICS,
OTHERS

5%
FIELD
PROFESSIONAL

BUSINESS/INDUSTRY ANALYSIS CHART

REACH COMPANIES THAT PROVIDE PRODUCTS AND SERVICES FOR THE OFFSHORE INDUSTRY

53%
OIL AND GAS
COMPANIES,
CONSULTANTS

20%
CONTRACTING
COMPANIES

16%
SERVICE
& SUPPLY
COMPANIES

10%
ENGINEERING
COMPANIES

1%
ACADEMIA
& RESEARCH
FACILITIES

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