

**Oil & Gas Financial Journal  
Competitive Analysis**

	Oil & Gas Financial Journal		Oil & Gas Investor	
	Quantity	%	Quantity	%
<b>Business Activity</b>				
Oil & gas company	7,522	51.8%	-	0.0%
Exploration & production (includes tech & geo consulting)	-	0.0%	3,141	56.0%
Financial & consulting services	4,422	30.4%	1,501	26.8%
Service and/or supply company	2,580	17.8%	369	6.6%
Mid & downstream including pipelining, refining, gas processing, gas or oil trader/marketer	-	0.0%	346	6.2%
Other	-	0.0%	249	4.4%
Total Qualified Circulation	14,524	100.0%	5,606	100.0%
<b>Circulation Type</b>				
Controlled	14,524	100.0%	1,084	19.3%
Paid	0	0.0%	4,522	80.7%
Total Qualified Circulation	14,524	100.0%	5,606	100.0%
<b>Qualification Date</b>				
1 Year	14,524	100.0%	5,606	100.0%
2 Year	0	0.0%	0	0.0%
3 Year	0	0.0%	0	0.0%
Total Qualified Circulation	14,524	100.0%	5,606	100.0%
<b>Magazine Version</b>				
Print	5,223	36.0%	5,606	100.0%
Digital	9,301	64.0%	0	0.0%
Total Qualified Circulation	14,524	100.0%	5,606	100.0%
<b>Request / Non-request</b>				
Request	14,398	99.1%	4,522	80.7%
Non-request	126	0.9%	1,084	19.3%
Total Qualified Circulation	14,524	100.0%	5,606	100.0%
<b>Mailing Address</b>				
Name & title/function	14,524	100.0%	4,625	82.5%
Name only	0	0.0%	802	14.3%
Title/function only	0	0.0%	34	0.6%
Company name only	0	0.0%	88	1.6%
Multi-copy	0	0.0%	57	1.0%
Single copy sales	0	0.0%	0	0.0%
Total Qualified Circulation	14,524	100.0%	5,606	100.0%
<b>Geographic Analysis</b>				
United States	9,040	62.2%	5,478	97.7%
Canada	483	3.3%	71	1.3%
Mexico	132	0.9%	1	0.0%
APO/FPO	1	0.0%	0	0.0%
<b>Total North America</b>	9,656	66.5%	5,550	99.0%
Asia	1,656	11.4%	0	0.0%
Middle East	412	2.8%	0	0.0%
Europe	1,690	11.6%	0	0.0%
Africa	417	2.9%	0	0.0%
Caribbean	34	0.2%	0	0.0%
Central America	12	0.1%	0	0.0%
South America	480	3.3%	0	0.0%
Asia Pacific	167	1.1%	0	0.0%
Other International (Not designated by region)	0	0.0%	56	1.0%
<b>Total International</b>	4,868	33.5%	56	1.0%
<b>Total Qualified Circulation</b>	14,524	100.0%	5,606	100.0%

Source: June 2011 BPA circulation statements