

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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Scan for Publisher's contact information

NATIONAL DRILLER is a B2B brand intended for professionals in the drilling and water supply industries. The editorial scope of the brand is to help the industry succeed through coverage of new business opportunities, technologies and better business practices. Each issue features classified ads for buying/selling used equipment.

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

NATIONAL DRILLER MAGAZINE



6 issues in the period
20,000 average circulation

NATIONAL DRILLER E-NEWSLETTER



12 issued in the period
9,755 average per occurrence

NATIONAL DRILLER WEBSITE



19,963 average users

NATIONAL DRILLER SOCIAL MEDIA



4,582 Facebook likes
1,806 Twitter followers
1,042 LinkedIn group members

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
NATIONAL DRILLER MAGAZINE (6 issues in the period)	19,983	17	20,000
a. Print	17,343	16	17,359
b. Digital	2,640	1	2,641
1. Requested	2,634	1	2,635
2. Non-Requested	6	-	6
NATIONAL DRILLER E-NEWSLETTER			
National Driller E-Newsletter (12 issued in the period)	9,755	-	9,755
NATIONAL DRILLER WEBSITE (Monthly Users with 54,994 average Pageviews)	19,963	-	19,963
NATIONAL DRILLER SOCIAL MEDIA			
a. Facebook likes	*4,582	-	*4,582
b. Twitter followers	*1,806	-	*1,806
c. LinkedIn group members	*1,042	-	*1,042

*Social Media claims are cumulative figures, not averages.

FIELD SERVED

NATIONAL DRILLER serves the following industries: drilling contracting/well services firms, pump installation contracting firms, other contracting firms, consulting engineering firms, other engineering firms, wholesalers/distributors, manufacturers, manufacturers reps and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include corporate/executive management (owners, partners, presidents, vice-presidents and C-level officers), general management (general managers, branch managers, supervisors, foremen, other managers), operations, engineering, estimating, technicians/mechanics/installers/journeymen and other functions and functions not available.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	9
Advertiser and Agency	582
Allocated for Trade Shows and Conventions	-
All Other	796
TOTAL	1,387

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	20,000	100.0	19,983	99.9	17	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,000	100.0	19,983	99.9	17	0.1

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018	Print	Digital	Total Qualified
January	17,373	2,627	20,000
February	17,342	2,658	20,000
March	17,362	2,638	20,000
April	17,295	2,705	20,000
May	17,472	2,528	20,000
June	17,308	2,692	20,000

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

This issue is equal to the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Print	Digital	Classification by Job Function							
					Corporate/Executive Management		General Management			Other Functions and Functions not Available		
					Owner, Partner, President, Vice-President, C-level Officer	Supervisor, Foreman, Other Manager	General Manager, Branch Manager	Operations	Engineering	Estimating	Technician/Mechanic/Installer/Journeyman	Other Functions and Functions not Available
Drilling Contracting/Well Services Firm	12,361	61.8	11,247	1,114	8,933	1,796	962	153	87	430	-	
Pump Installation Contracting Firm	2,243	11.2	2,001	242	1,496	363	157	29	30	168	-	
Other Contracting Firm	1,678	8.4	1,410	268	1,046	390	122	42	39	39	-	
Consulting Engineering Firm	2,335	11.7	1,740	595	1,006	437	142	681	25	44	-	
Sub-Total Contracting, Well Services and Consulting Engineering Firm	18,617	93.1	16,398	2,219	12,481	2,986	1,383	905	181	681	-	
Other Engineering Firm	248	1.2	179	69	96	56	17	65	5	9	-	
Wholesaler/Distributor	623	3.1	519	104	328	207	53	10	18	7	-	
Manufacturer	414	2.1	300	114	195	130	19	55	4	11	-	
Manufacturers Rep	98	0.5	76	22	64	21	4	6	1	2	-	
Others Allied to the Field	-	-	-	-	-	-	-	-	-	-	-	
TOTAL QUALIFIED CIRCULATION	20,000	100.0	17,472	2,528	13,164	3,400	1,476	1,041	209	710	-	
PERCENT	100.0		87.4	12.6	65.8	17.0	7.4	5.2	1.0	3.6	-	

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Year	3 Year				
I. Direct Request:	12,678	5,000	-	15,152	2,526	17,678	88.4
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	2,322	-	-	2,320	2	2,322	11.6
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,000	5,000	-	17,472	2,528	20,000	100.0
PERCENT	75.0	25.0	-	87.4	12.6	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	113	12	125		Kentucky	225	24	249	
New Hampshire	113	16	129		Tennessee	227	27	254	
Vermont	51	4	55		Alabama	165	24	189	
Massachusetts	216	23	239		Mississippi	136	21	157	
Rhode Island	41	8	49		EAST SO. CENTRAL	753	96	849	4.2
Connecticut	180	24	204		Arkansas	161	22	183	
NEW ENGLAND	714	87	801	4.0	Louisiana	273	34	307	
New York	681	99	780		Oklahoma	379	35	414	
New Jersey	360	51	411		Texas	2,321	211	2,532	
Pennsylvania	804	96	900		WEST SO. CENTRAL	3,134	302	3,436	17.2
MIDDLE ATLANTIC	1,845	246	2,091	10.5	Montana	216	23	239	
Ohio	577	71	648		Idaho	198	22	220	
Indiana	400	46	446		Wyoming	157	15	172	
Illinois	475	88	563		Colorado	420	58	478	
Michigan	616	61	677		New Mexico	239	20	259	
Wisconsin	382	32	414		Arizona	297	30	327	
EAST NO. CENTRAL	2,450	298	2,748	13.7	Utah	163	29	192	
Minnesota	375	40	415		Nevada	150	21	171	
Iowa	162	24	186		MOUNTAIN	1,840	218	2,058	10.3
Missouri	352	43	395		Alaska	83	17	100	
North Dakota	77	11	88		Washington	332	48	380	
South Dakota	69	11	80		Oregon	222	26	248	
Nebraska	216	20	236		California	1,331	165	1,496	
Kansas	247	34	281		Hawaii	34	6	40	
WEST NO. CENTRAL	1,498	183	1,681	8.4	PACIFIC	2,002	262	2,264	11.3
Delaware	47	5	52		UNITED STATES	17,100	2,064	19,164	95.8
Maryland	220	26	246		U.S. Territories	22	10	32	
Washington, DC	13	8	21		Canada	339	141	480	
Virginia	370	47	417		Mexico	1	27	28	
West Virginia	126	11	137		Other International	10	286	296	
North Carolina	486	64	550		APO/FPO	-	-	-	
South Carolina	194	28	222						
Georgia	406	41	447						
Florida	1,002	142	1,144						
SOUTH ATLANTIC	2,864	372	3,236	16.2					
					TOTAL QUALIFIED CIRCULATION	17,472	2,528	20,000	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2018	National Driller E-Newsletter
JANUARY	
January 9	8,737
January 23	8,850
FEBRUARY	
February 6	9,000
February 20	9,289
MARCH	
March 6	9,507
March 20	9,999
APRIL	
April 3	10,189
April 17	10,293
MAY	
May 1	10,255
May 15	10,321
JUNE	
June 5	10,282
June 19	10,332
AVERAGE:	9,755

National Driller E-Newsletter (12 issued in the period)

WEBSITE CHANNEL

WWW.NATIONALDRILLER.COM

2018	Pageviews	Sessions	Users	Average Session Duration
January	55,383	23,910	19,616	1:51
February	55,537	23,301	19,482	1:44
March	60,160	26,041	21,607	1:43
April	56,878	24,758	20,738	1:42
May	54,448	24,085	20,109	1:39
June	47,556	21,670	18,223	1:33
AVERAGE:	54,994	23,961	19,963	1:42

January - June 2018 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.

SOCIAL MEDIA CHANNEL

National Driller Social Media

	 Facebook likes*	 Twitter followers	 LinkedIn group members
2018	https://www.facebook.com/NationalDriller	https://twitter.com/NationalDriller	https://www.linkedin.com/groups/4735644/profile
Beginning Balance:	4,505	1,699	1,012
January	4,546	1,712	1,020
February	4,546	1,724	1,028
March	4,574	1,739	1,031
April	4,578	1,758	1,033
May	4,578	1,778	1,037
June	4,582	1,806	1,042

*Due to a technical issue, May 2018 data for Facebook repeats April 2018.

ADDITIONAL DATA

MAGAZINE:

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the Field Served and Definition of Recipient Qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

PARAGRAPH 3b:

Business directories include 2 sources of circulation for quantities of 916 copies or 4.6% to 1,406 copies or 7.0%, including Dun & Bradstreet & Info Group.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters, Website and Social Media 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.

Caronal Bieniek, Audience Audit Coordinator

Rita M. Foumia, Corporate Strategy Director

(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 3, 2018

State Michigan

County Oakland

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Type BJ

ID Number N165B0J8

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.