THE DRILLER



DIGITAL AUDIENCE PROFILE

ADVERTISE WITH *THE DRILLER*

The Driller is the No. 1 media platform for drilling and water supply professionals, and widely read across the drilling industry. We cover the people, equipment and techniques in water well, geotechnical, environmental, geothermal, foundations, mining, energy and other drilling markets, as well as manufacturers and distributors.

www.thedriller.com

550 W Merrill St, Suite 200, Birmingham, MI 48009

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Accreditation Letter

Alliance for Audited Media

BNP Media Inc.
Birmingham, MI

Alliance for Audited Media has reviewed the BNP Media audience and media management technology platform and Digital Audience Profile reporting solution for conformance to generally accepted information security management and reporting standards.

Our examination was performed in accordance with generally accepted information security management and reporting standards. Our examination included reviews of Platform Technology, Data Life Cycle Management, System Monitoring, Access Controls, Software Development Life Cycle, Media Production, Media Distribution, Audience Data, Documentation, Reporting, and Disclosures. The examination included those procedures we considered necessary in the circumstances to obtain a reasonable basis for rendering our opinion.

Based on our review, we are not aware of any material modifications that should be made to the BNP Media audience and media management platform and Digital Audience Profile reporting solution for recording, processing, and reporting audience and media data.

The accreditation of the BNP Media audience and media management technology platform and Digital Audience Profile reporting solution is as of April 30, 2026.

This report is intended solely for use by the management of BNP Media and its customers.

Alliance for Audited Media

Alliance for Audited Media
May 29, 2026



Audience Profile

The Driller
As of September 2026

Total Audience

THE DRILLER is for professionals in the drilling and water supply industries, including those working in water wells, geothermal, foundations, mining, energy, and the manufacturers and distributors that serve them.

28,853	8,873	81%
Total Audience Reach	Unique Active Audience	Engaged

Core Channels

	Total Channel Audience	Unique to Channel
Website	12,601	1,551
Newsletter	5,381	3,511



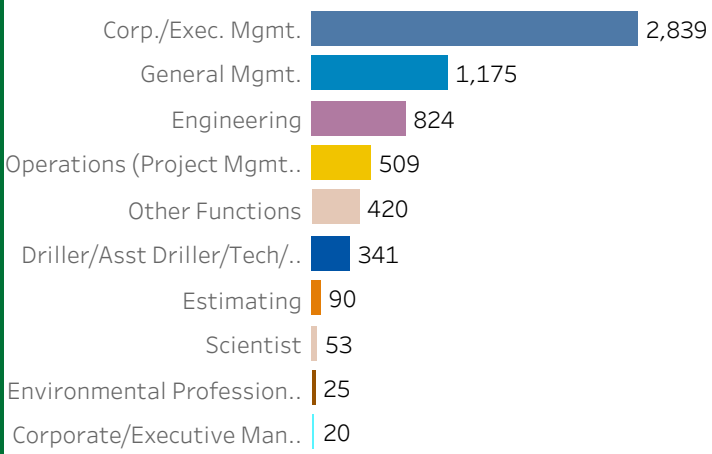
Additional Channels

327	4,111	10,871
Unique Event Registrants	Standard eBlast Delivery	Social Media Total Followers

Demographics

Job Function

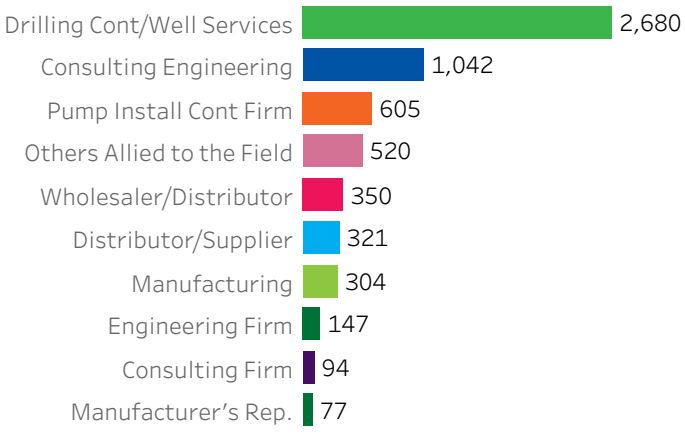
Top 10 shown



6,306 responses

Business Industry

Top 10 shown



6,277 responses

Audience Profile Glossary

UNDERSTANDING AUDIENCE PROFILE DASHBOARD

Time Frame *- As of Last day of Month shown*

- ***Total Audience:***
  Total Audience Reach: Reflects the combined exposure across Website, Newsletter, Social Media Followers, and eMagazine channels. Counts are cumulative and may include overlap between platforms. Only where applicable, also includes Continuing Education user counts.
- ***Unique Active Audience:*** Number of unique active customers with known first-party data active within product specific time frames for all products.
  Engaged: Number of engaged customers with known first-party data within product specific time frames for all products.
  ** Product-specific time frames for each Channel may be found in Table A.*

Core Channels

The three core channels are Website, Newsletter, and eMagazine.

- ***Total Channel Audience:*** Total number of customers for specified product.
- ***Unique to Channel:*** Number of unique customers active only in specified channel.
- ***Active in 2 Channels:*** Number of unique customers active in two channels. Examples: A customer is active within Website and Newsletter channels but not eMagazine. Or a customer is active within Newsletter and eMagazine channels but not the Website.
- ***Active in all 3 Channels:*** Number of unique customers active in all three channels.
- ***Website Unknown Users:*** Number of total users who visited the website within the specified time frame who are not accounted for in the BNP Media database. The number of Unique Website Users may be higher than shown due to the number of unknown users.

Additional Channels

Additional channels may include Webinars, Events, Continuing Education (CE), eBlast, Social Media.

- ***Webinar Average Registrants*** *(if applicable)**:*** Average registrants per webinar.
- ***Unique Event Registrants*** *(if applicable)**:*** Average registrants per event.
- ***CE Active Registered Users*** *(if applicable)**:*** Total active registered users for the Continuing Education Center.
- ***Standard eBlast Delivery*** *(sponsored only)**:*** Delivery count of a typical eBlast within the last 3 months.
- ***Social Media Total Followers*** *(if applicable)**:*** Follower counts by channel for the most recent month.

Demographics

- ***Job Function:*** Top job functions of the Unique Active Audience.
- ***Business Industry:*** Top business industries of the Unique Active Audience.

Table A

** BNP Media uses a proprietary algorithm to calculate the number of active and engaged users for each channel based on the time frames listed in the table below.*

	Active Criteria	***Engaged Criteria***
Website	6 Months	6 Months
Newsletter	Included in most recent list	6 Months
eMagazine	Included in most recent list	12 Months
Webinar	12 Months	18 Months
Event	18 Months	18 Months
Continuing Education	13 Months	13 Months
eBlast	Included in most recent list	6 Months



Newsletters

The Driller
July 2026 - September 2026

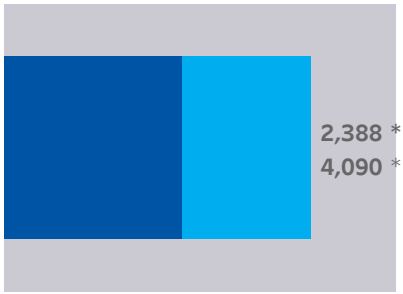
Active Unique Recipients
5,381

% of Recipients Engaged
78%

Sends per Month
4

Recipient Activity by Newsletter Over the Last 3 Months

Newsletter Name	Average Delivered
The Driller Debrief	5,212



2,388 * Unique Opens - Single Send Avg *(46%)*
4,090 * Total Engaged Recipients *(78%)*

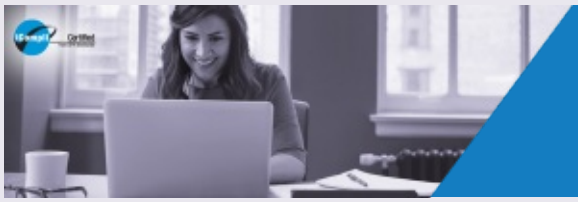
Engaged Recipient: Any recipient who opened at least one email of this type in the report time frame.

Unique Opens - Single Send Avg Unique Opens - All Sends Delivered

Newsletter Activity Averages

Newsletter Name	Monthly Sends	Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
The Driller Debrief	4.3	5,212	2,388	45.8%	81	1.6%

* Due to Apple Mail Privacy enabled on user devices, open rates may be inflated as of November 2021. Clicks are not impacted.



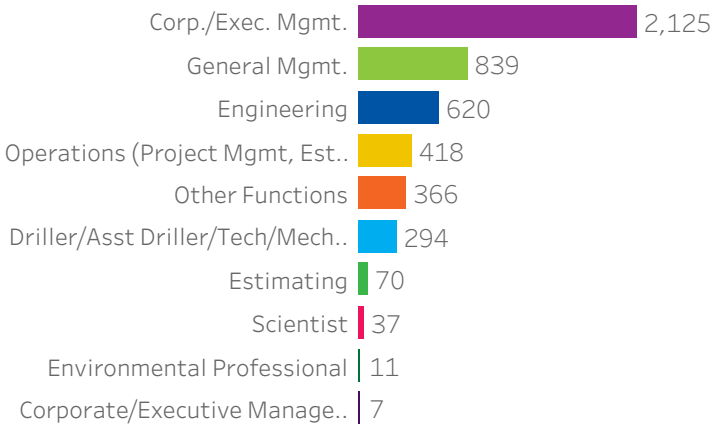
The Driller

July 2026 - September 2026

Newsletters - *Recipient Demographics & Locations*

Demographic - Job Function

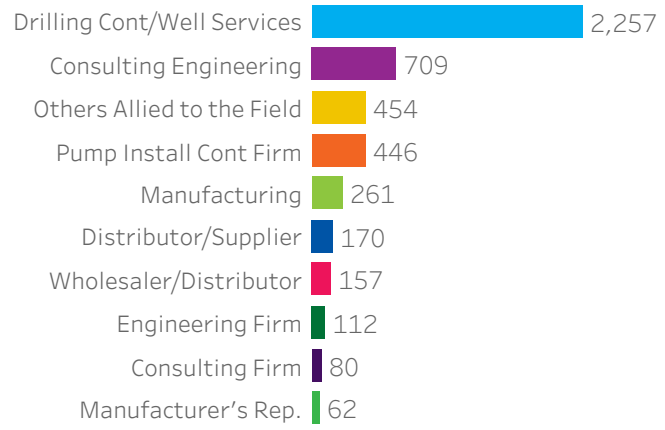
Top 10 Shown



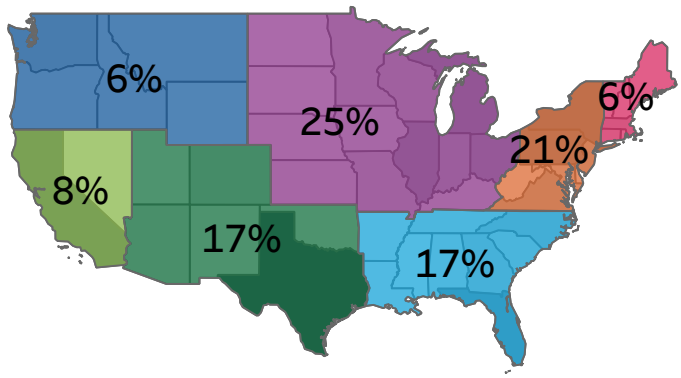
4,789 recipients with responses

Demographic - Business/Industry

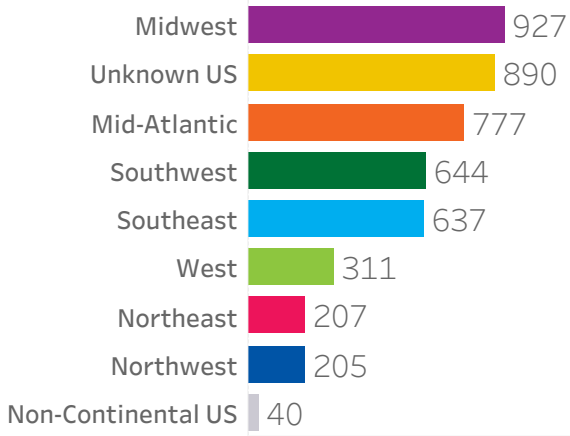
Top 10 Shown



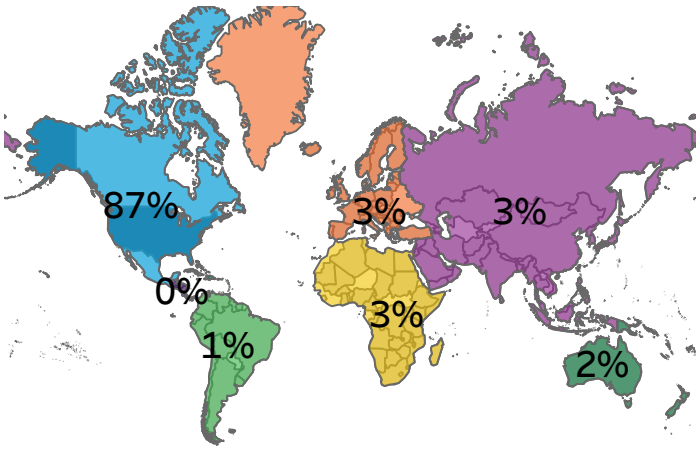
4,774 recipients with responses



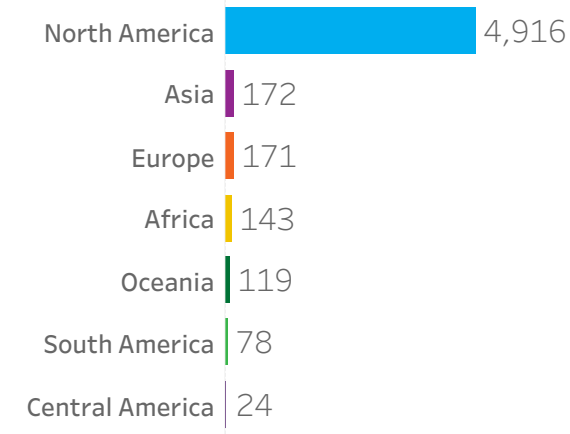
Unique Recipients by Region



82% of recipients are located in the US



Unique Recipients by Region



18% of recipients are located internationally

Newsletter Audience Glossary

UNDERSTANDING NEWSLETTER AUDIENCE DASHBOARD

Time Frame

3 Months

KPIs

- ***Active Unique Recipients:*** Number of unique email addresses that received any brand Newsletter in the 3-month period.
- ***% of Recipients Engaged:*** Percent of recipients who opened* any Newsletter.
- ***Sends / Month:*** Total Newsletters sent per month.

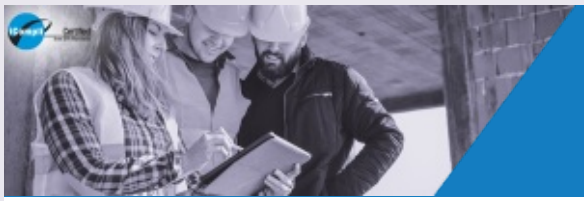
Recipient Activity by Newsletter

- ***Average Delivered:*** The average number of emails delivered per Newsletter.
- ***Unique Opens, Single Send Avg:*** Average unique opens* (uniqueness calculated for each email sent) for all emails sent.
- ***Total Engaged Recipients:*** Number of unique Recipients who have opened* one or more of the delivered emails.

Newsletter Activity Averages

- ***Monthly Sends:*** Total number of Newsletters deployed per month.
- ***Delivered:*** Average number of eMails, per Newsletter, deployed per month.
- ***Unique Opens:*** Average number of unique Recipients (delivered) who opened* a particular Newsletter.
- ***Open Rate:*** The ratio of Unique Opens* to Delivered.
- ***Total Clicks:*** Average number of recipients who clicked a link within a particular Newsletter.
- ***CTR:*** Click Through Rate is the percentage of recipients who click on a link within the Newsletter.

**Due to Apple Mail Privacy enabled on user devices, opens/open rates may be inflated as of November 2021. Clicks are not impacted.*



The Driller

July 2026 - September 2026

Website - *www.thedriller.com*

Average Monthly Users

17,250

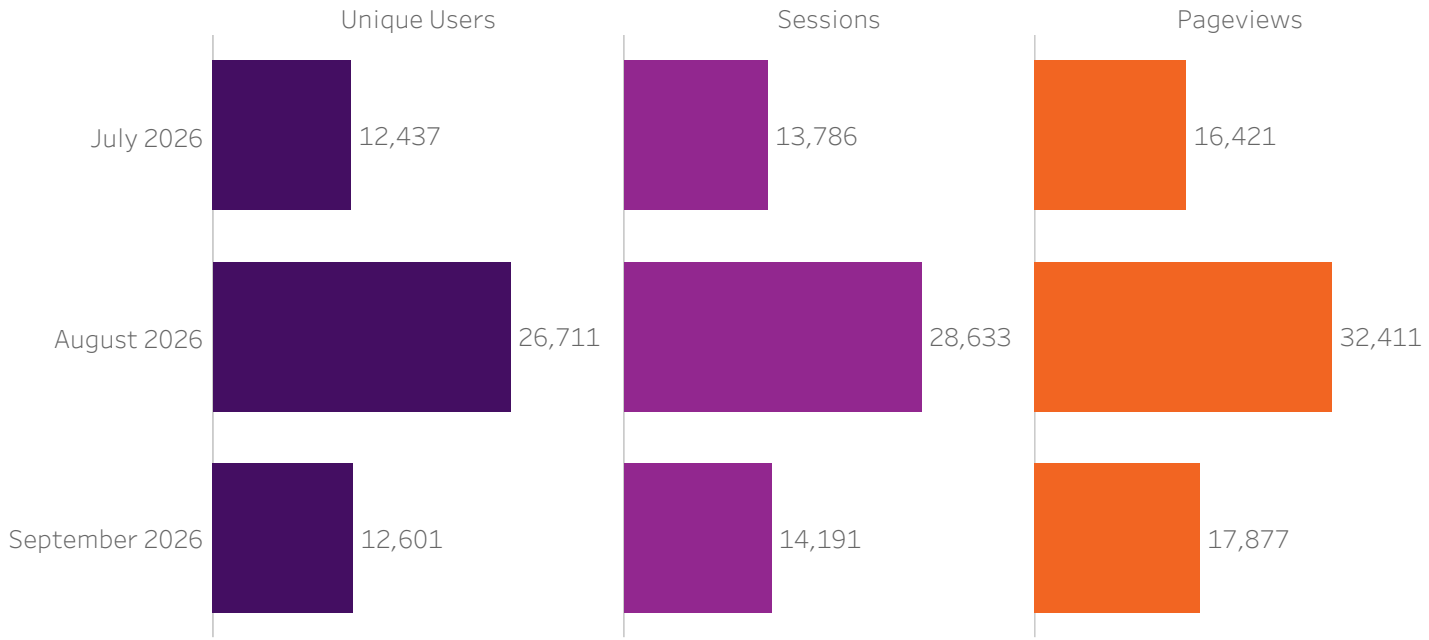
Average Monthly Sessions

18,870

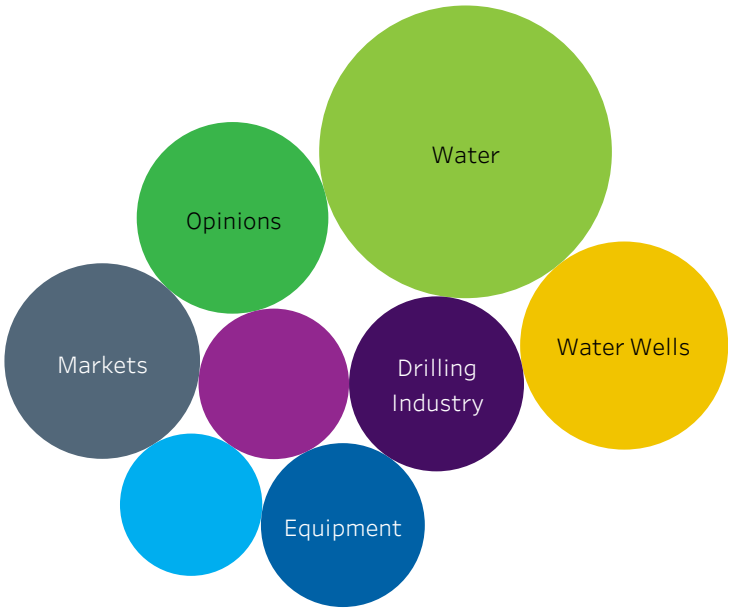
Average Monthly Pageviews

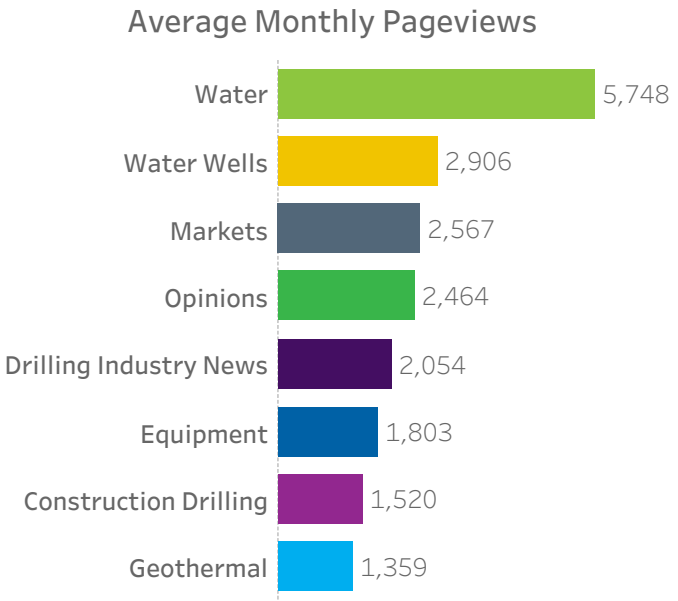
22,236

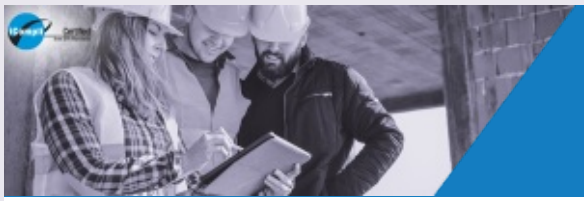
Monthly Website Statistics



Top 8 Content Topics Viewed







The Driller

July 2026 - September 2026

Website - *Known User Activity*

Active Registered Users

854

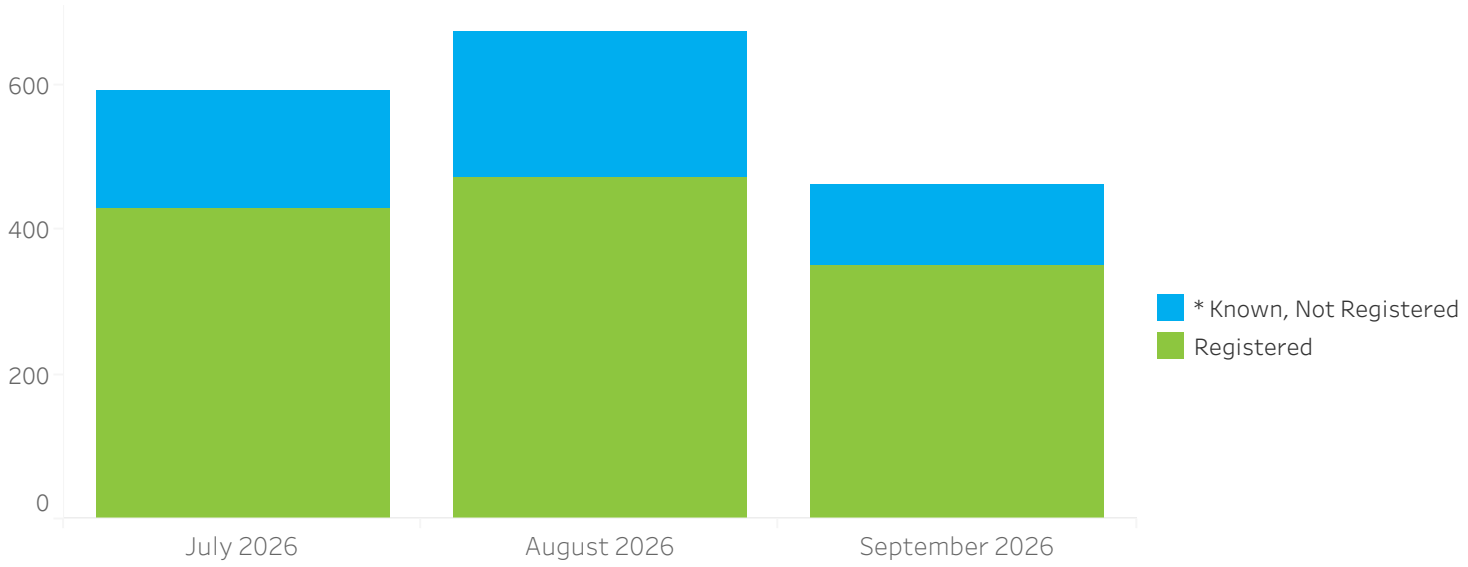
Active Known Users

1,204

Average Visits per User

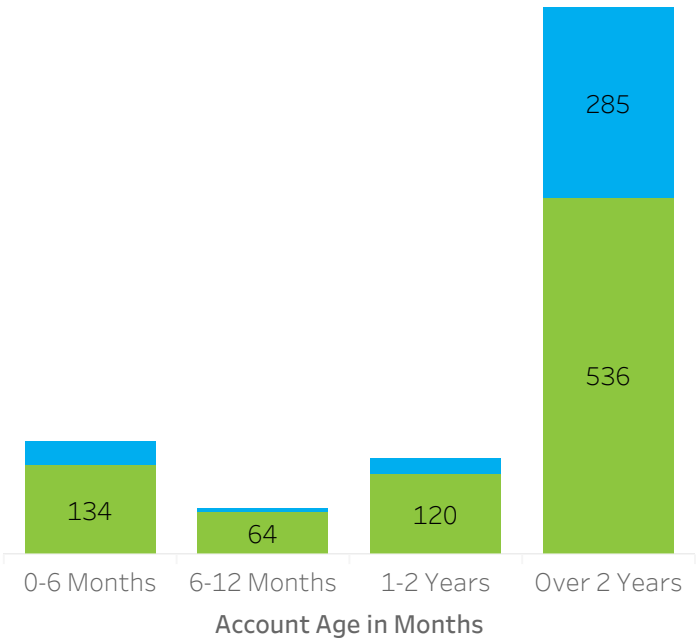
12.9

Website Users

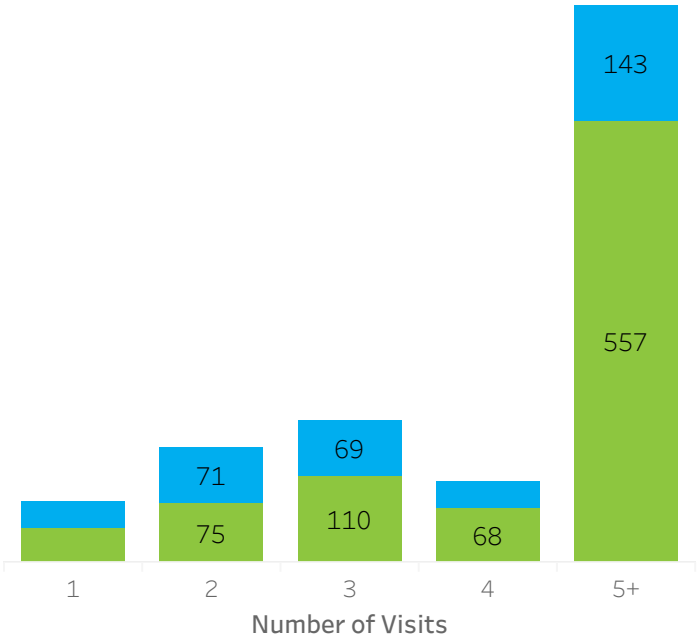


* Users that are identified in the BNP Media database but are not registered with this website

Known Users by Account Age



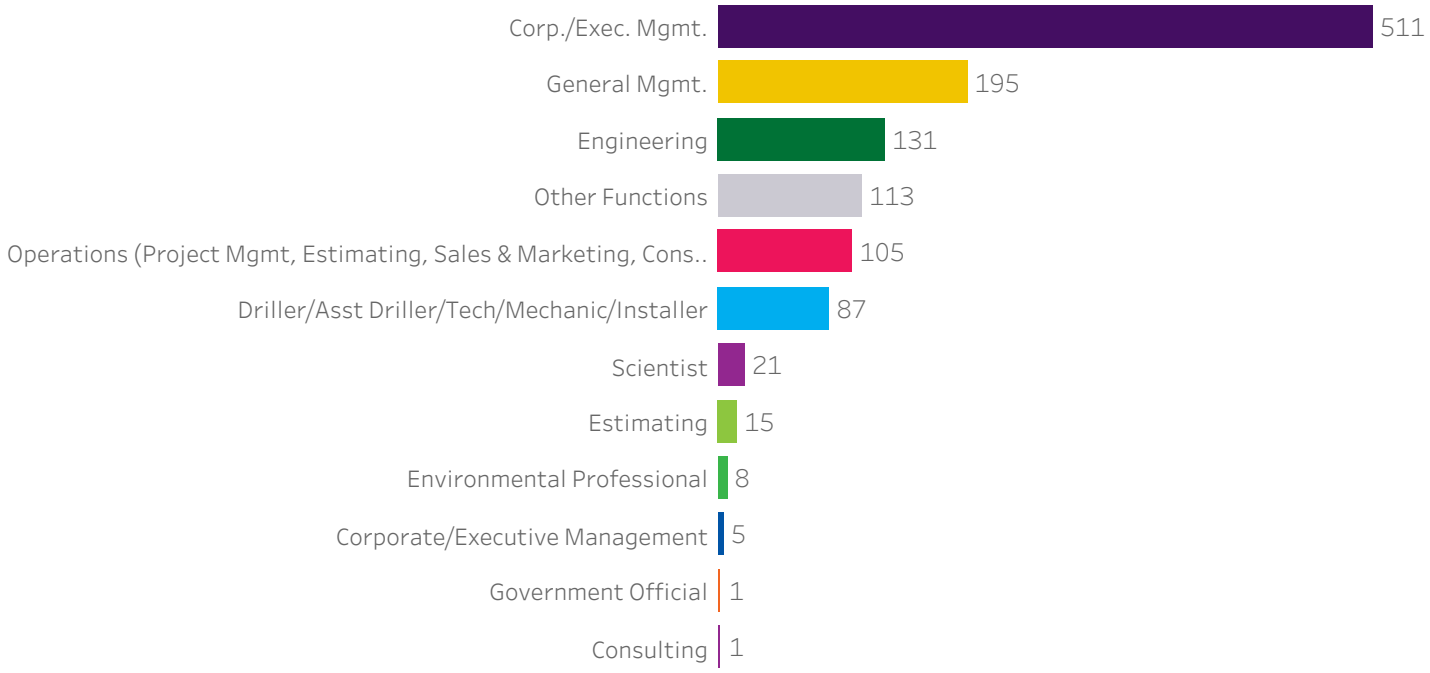
Known Users by Visit Frequency





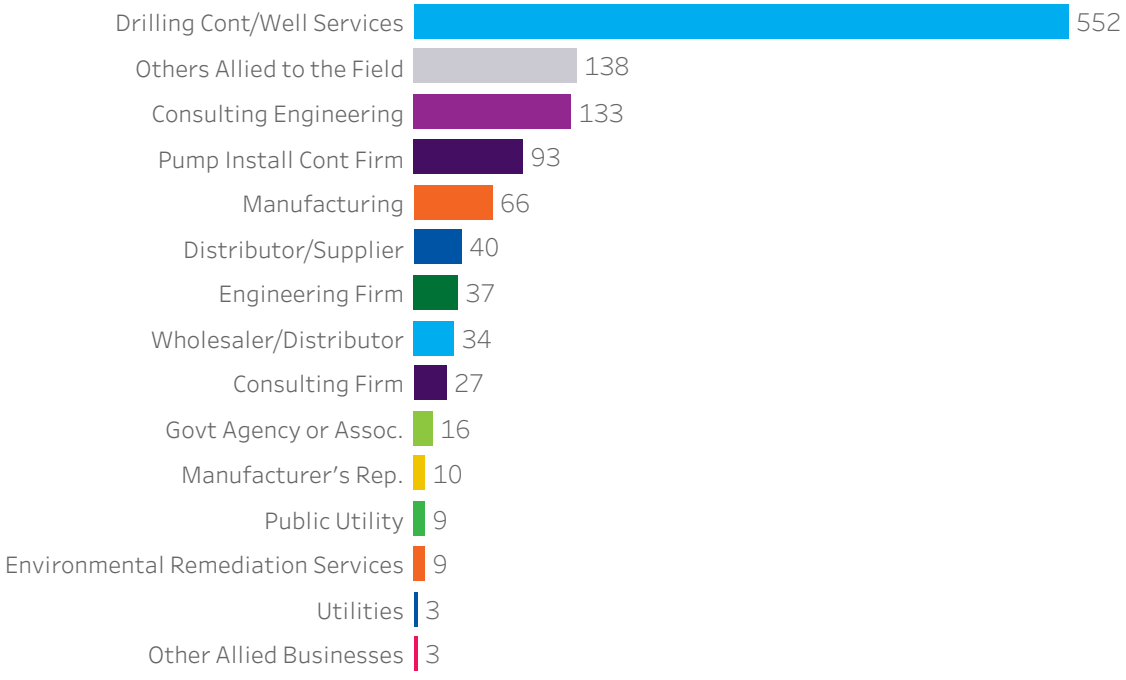
Website - *User Demographics*

Demographic - Job Function *Top 12 Shown*

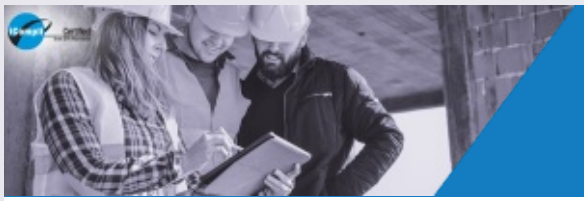


1,193 or 99% of users with responses

Demographic - Business/Industry *Top 15 Shown*



1,176 or 98% of users with responses



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July 2026 - September 2026

Website *- User Locations*

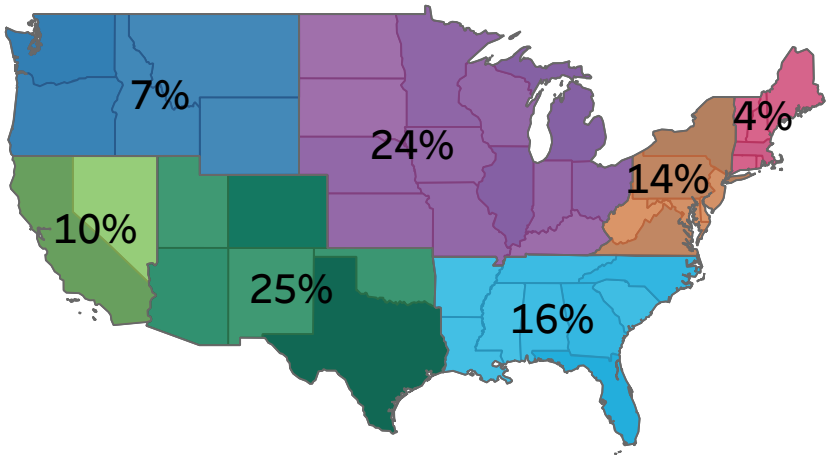
% of Users Based in US

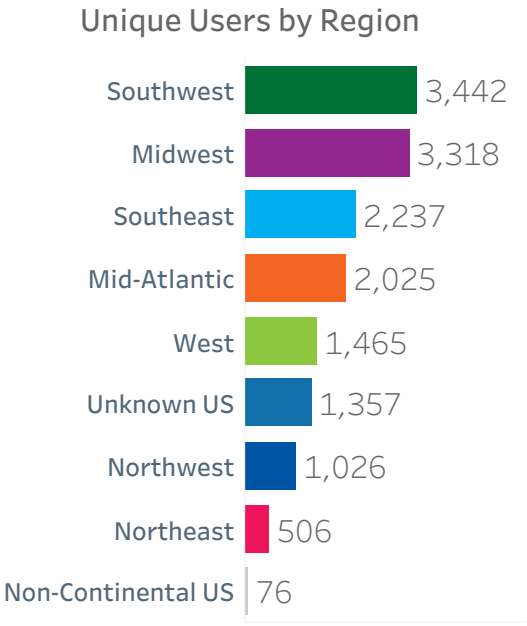
87%

Average Monthly Users Based in US

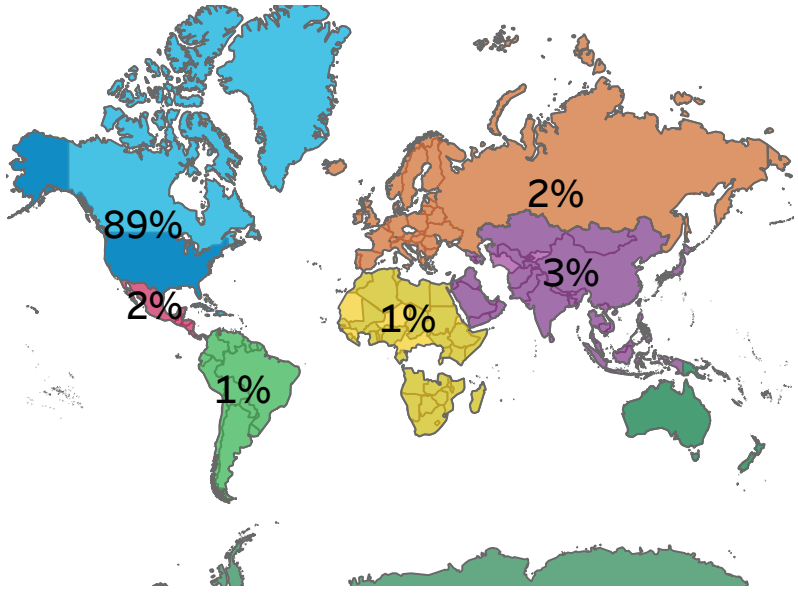
15,452

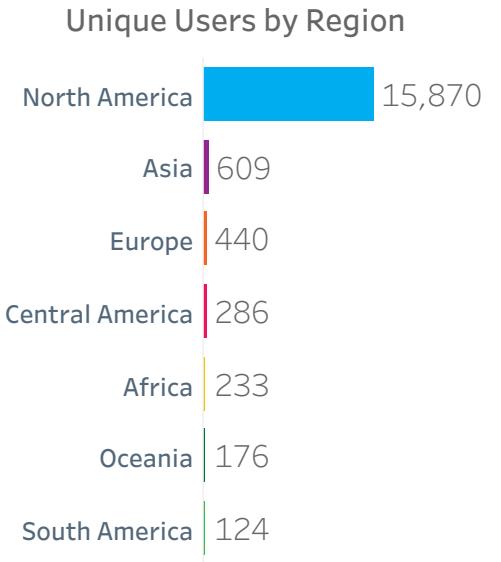
Geographic - US Regions





Geographic - World Regions





Website Audience Glossary

UNDERSTANDING WEBSITE AUDIENCE DASHBOARD

Time Frame

3-months

User Classifications

- ***Registered:*** Users that have completed the registration form for this website.
- ***Known, Not Registered:*** Users that are identified in the BNP Media database but are not registered with this website.

KPIs

- ***Active Registered Users:*** Number of unique users who registered on the website, at any time, and visited the website within the 3-month time frame.
- ***Active Known Users:*** Number of unique users with known first-party data, regardless of website registration status, who visited the website within the 3-month time frame.
- ***Average Visits per User:*** The ratio of visits, by known users, to the number of known users.

Web Users

- Number of users who were active on the website each month, colored by user classification.

Known Users by Account Age

- Number of users who visited the website within the 3-month time frame and have been in the BNP Media database for the account age listed, colored by user classification.

Known Users by Visit Frequency

- Number of times users visited the website within the 3-month time frame, colored by user classification.

Website Audience Glossary

UNDERSTANDING WEBSITE KNOWN USERS DASHBOARD

Time Frame

3-months

KPIs

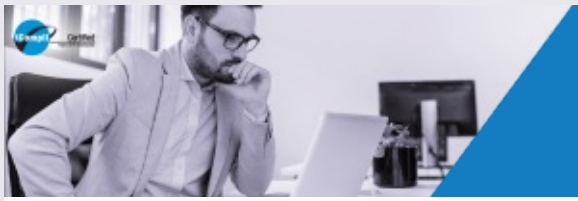
- ***Average Monthly Users:*** Average number of monthly users who have had at least one session on the website.
- ***Average Monthly Sessions:*** Average number of monthly sessions on the website. A session is anytime a user has interacted with the website.
- ***Average Monthly Pageviews:*** Average number of total monthly pageviews on the website.

Web Visitors

- ***Users:*** Number of Users per month.
- ***Sessions:*** Number of times users interacted with the digital edition. Sessions are terminated after 30 minutes of inactivity.
- ***Pageviews:*** Number of Pageviews per month.

Top 8 Content Topics

- Average monthly pageviews for the top 8 content topics on the website.



The Driller

July 2026 - September 2026

Sponsored eBlasts

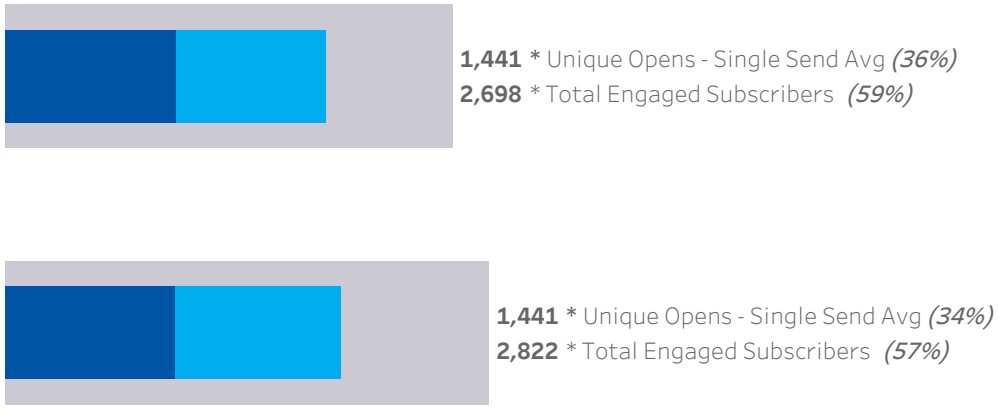
Total Average Delivered
4,110

% of Recipients Engaged
66%

Sends per Month
5

Activity by eBlast

Sponsorship Type	Avg Delivered
Exclusive	4,025
Multi-Sponsored	4,219



Engaged Subscriber: Any subscriber who opened at least one email of this type in the report time frame.

Unique Recipients | Unique Opens - Single Send Avg | Unique Opens - All Sends

eBlast Activity Averages

eBlast Name	Sponsorship Type	Monthly Sends	Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
The Driller	Multi-Sponsored	2.3	4,219	1,441	34.1%	85	2.0%
	Exclusive	3.0	4,025	1,441	35.8%	64	1.6%

* Due to Apple Mail Privacy enabled on user devices, opens/open rates may be inflated as of November 2021. Clicks are not impacted.



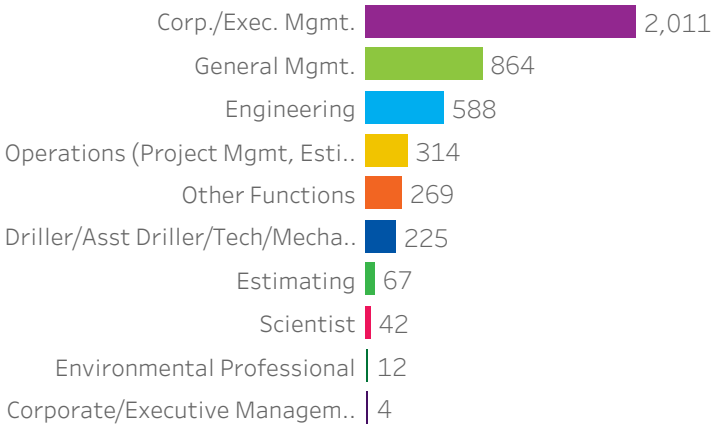
The Driller

July 2026 - September 2026

Sponsored eBlasts *- Recipient Demographics & Locations*

Demographic - Job Function

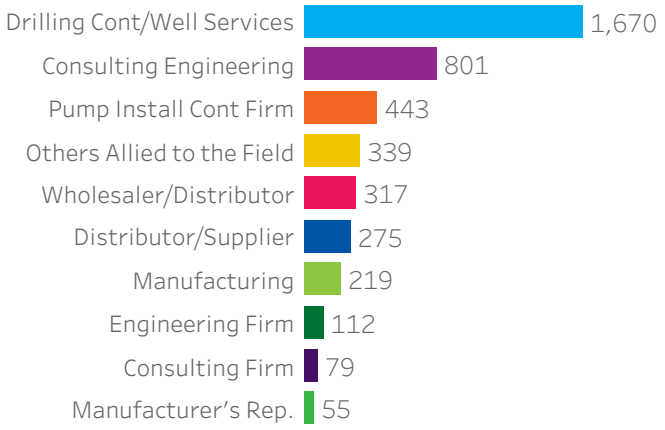
Top 10 Shown



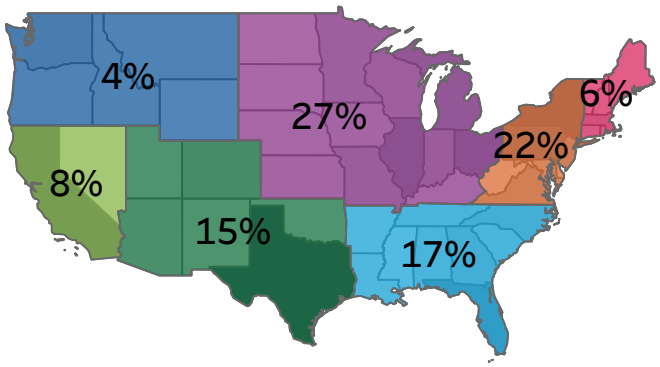
4,398 or 88% of recipients with responses

Demographic - Business/Industry

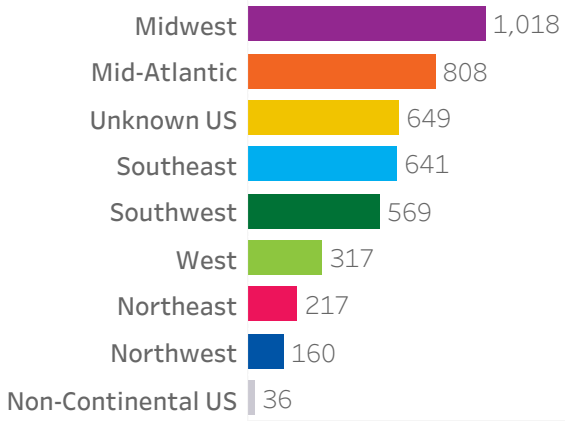
Top 10 Shown



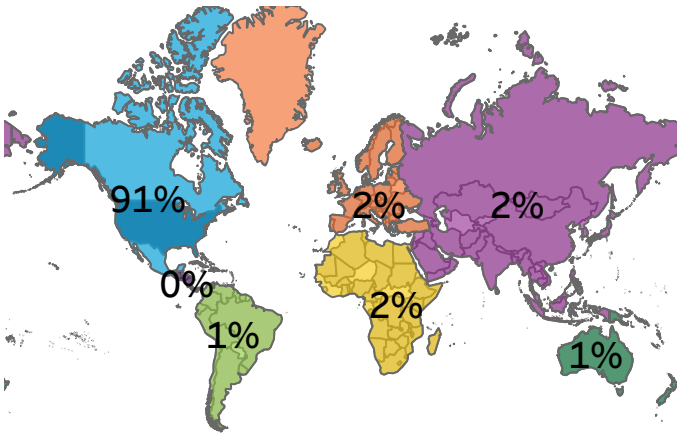
4,384 or 88% of recipients with responses



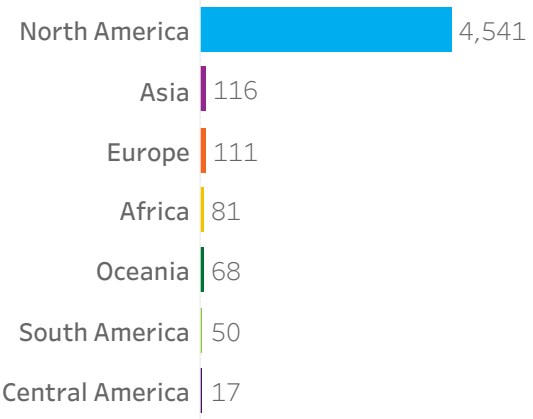
Unique Recipients by Region



89% of recipients are located in the US



Unique Recipients by Region



11% of recipients are located internationally

eBlast Audience Glossary

UNDERSTANDING eBLAST AUDIENCE DASHBOARD

Time Frame

3 Months

KPIs

- ***Total Average Delivered:*** The number of eBlasts (Advertising emails) delivered, excluding bounces.
- ***% of Recipients Engaged:*** The percentage of recipients who have opened* an eBlast.
- ***Sends per Month:*** The average number of delivered Advertising eBlasts per month.

Activity by eBlast

- ***Exclusive Sponsorship Type:*** Single advertiser.
- ***Multi-Sponsored Sponsorship Type:*** Multiple advertisers.
- ***Average Delivered:*** The average number of emails delivered per eBlast.
- ***Unique Opens, Single Send Avg:*** The average unique opens* (uniqueness calculated for each email sent) for all emails sent.
- ***Total Engaged Subscribers:*** The number of unique recipients who have opened* one or more of the delivered emails.

eBlast Activity Averages

- ***Monthly Sends:*** Total number of eBlasts deployed per month.
- ***Delivered:*** Average number of eMails, per eBlast, deployed per month.
- ***Unique Opens:*** The average number of unique recipients (delivered) who opened* a particular eBlast.
- ***Open Rate:*** The ratio of Unique Opens* to Delivered.
- ***Total Clicks:*** Average number of recipients who clicked a link within a particular eBlast.
- ***CTR:*** Click Through Rate is the percentage of recipients who click on a link within the eBlast.

**Due to Apple Mail Privacy enabled on user devices, opens/open rates may be inflated as of November 2021. Clicks are not impacted.*



Social Media

The Driller

July 2026 - September 2026

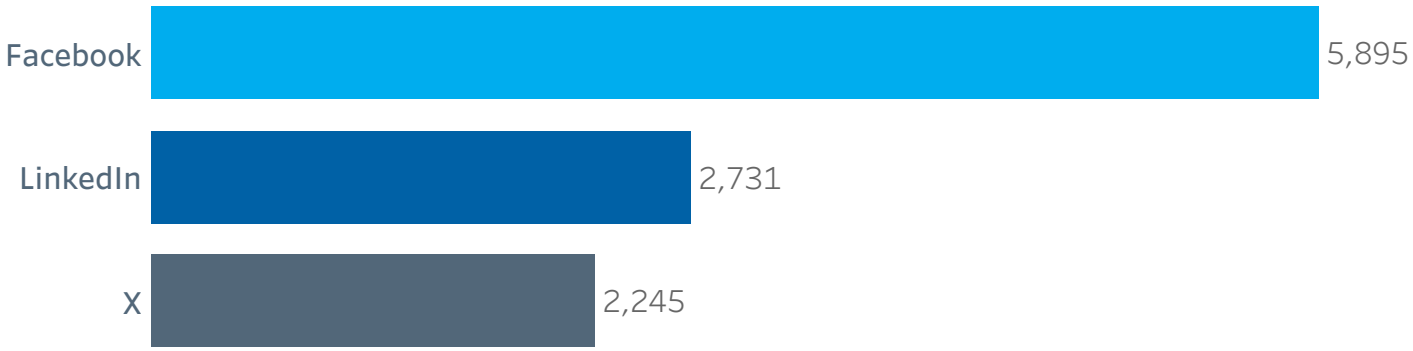
Total Social Media Followers

10,871

Engagements

323

Followers by Channel



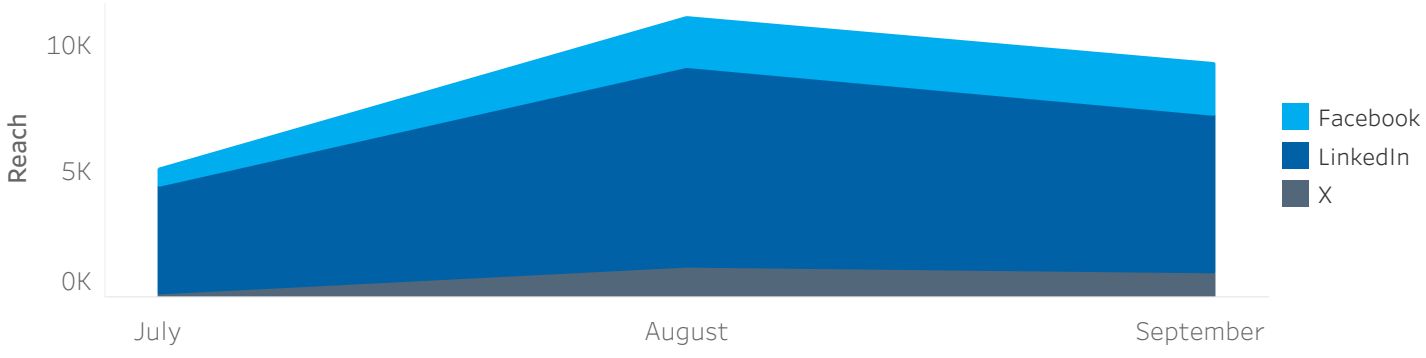
Total Engagements

49

9

265

Reach by Month



Social Media Audience Glossary

UNDERSTANDING SOCIAL MEDIA AUDIENCE DASHBOARD

Time Frame

3 Months

KPIs

- ***Total Social Media Followers:*** The total number of social media followers per brand, as of the report date (not unique across all channels).
- ***Engagements:*** The reactions, comments, and shares on a post. Clicks are not included.

Followers by Channel

- Breakdown of followers by the specific social network.
- Followers is the total number who have followed the brand.

Total Engagements

- Total engagements by social network.

Reach by Month

- Breakdown by social network of the total reach by month.
- Reach is the number of individual users a post reached.



Events

Total Registrants

321

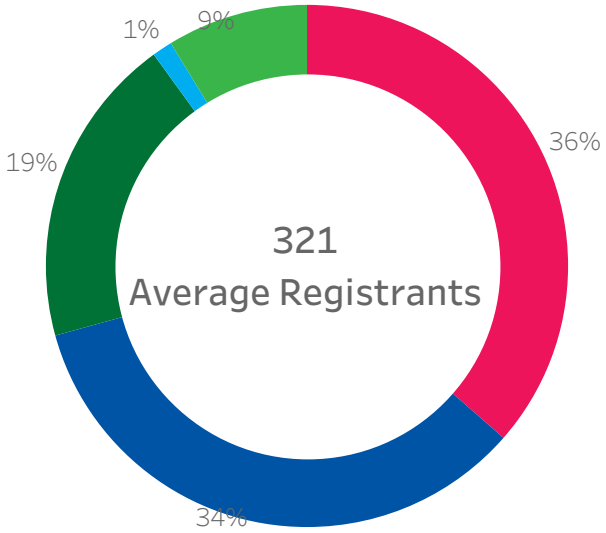
Total Events Annually

1

Average Registrants per Event

321

Registrant Types



Attendee
Speaker
Student
Exhibitor/Sponsor
Staff

Event Registration

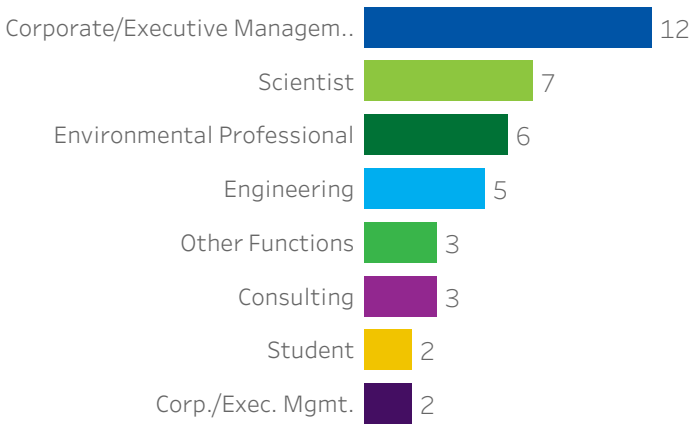




Events - Registrant Demographics & Locations

Demographic - Job Function

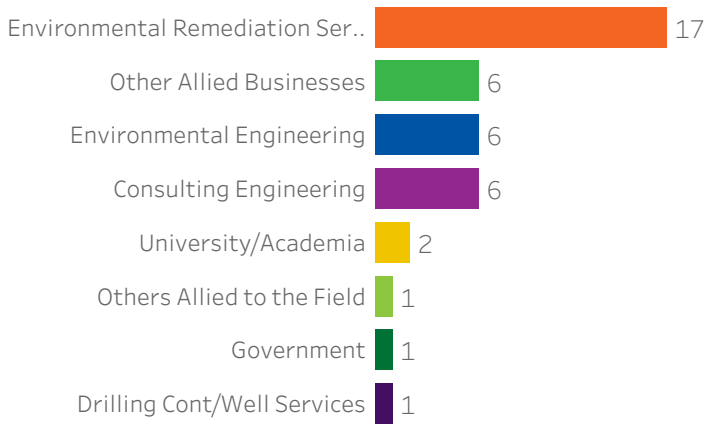
Top 8 Shown



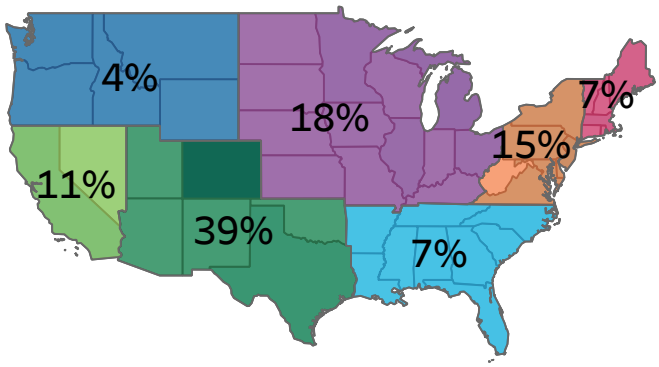
40 or 12% of registrants with responses

Demographic - Business/Industry

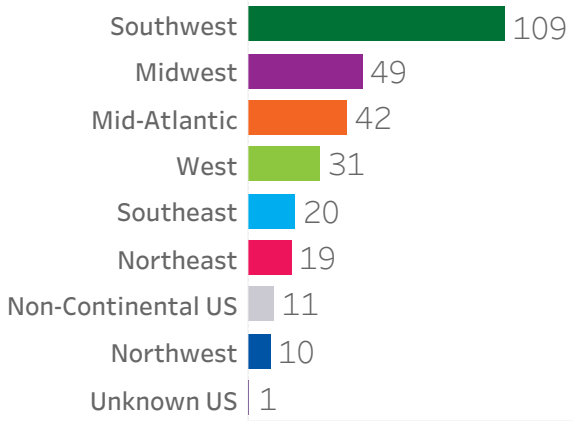
Top 8 Shown



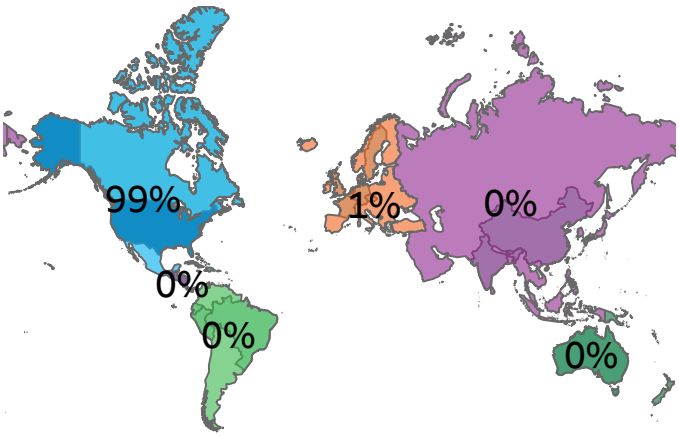
40 or 12% of registrants with responses



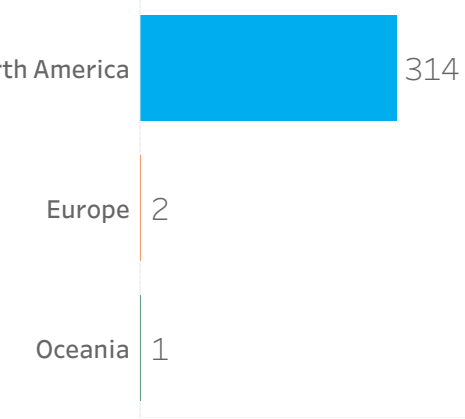
Unique Registrants by Region



92% of registrants are located in the US



Unique Registrants by Region



8% of registrants are located internationally

Event Audience Glossary

UNDERSTANDING EVENT AUDIENCE DASHBOARD

Time Frame

Annual

KPIs

- ***Unique Registrant:*** The number of unique registrants across all events.
- ***Total Events Annually:*** The number of events held annually per brand.
- ***Average Registrants per Event:*** The average number of registrants per event.

Registrant Types

- ***Average Registrants:*** Average number of registrants per event.
- ***Attendee:*** Average percentage of registrants who registered as an attendee only.
- ***Speaker:*** Average percentage of registrants who registered as a speaker.
- ***Exhibitor/Sponsor:*** Average percentage of registrants who registered as an exhibitor/sponsor.

Event Registration

- ***Events:*** Annual Events listed by date.
- ***Registrants:*** Total Registrants listed per Event.

Audience Profile Glossary

UNDERSTANDING AUDIENCE PROFILE DASHBOARD DEMOGRAPHICS & LOCATIONS

Time Frame

See product specific glossary page

Demographic - Job Function

- Number of customers identified by Job Functions reported.

Demographic - Business/Industry

- Number of customers identified by Business & Industry reported.

Geographic - US Regions

- ***Mid-Atlantic:*** Delaware, Maryland, New Jersey, New York, Pennsylvania, Virginia, Washington D.C. and West Virginia
- ***Midwest:*** Indiana, Illinois, Wisconsin, Minnesota, Iowa, Kansas, Kentucky, Michigan, Missouri, Nebraska, North Dakota, Ohio and South Dakota
- ***West:*** California and Nevada
- ***Southeast:*** Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee
- ***Southwest:*** Arizona, Colorado, New Mexico, Oklahoma, Texas and Utah
- ***Northeast:*** Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont
- ***Northwest:*** Idaho, Montana, Oregon, Washington and Wyoming
- ***Non-Continental US:*** Alaska, American Samoa, APO/FPO, Guam, Hawaii, Northern Mariana Island, Puerto Rico and U.S. Virgin Islands

Geographic - World Regional

- ***North America:*** Canada, Mexico and U.S.A.
- ***Asia:*** Continent of Asia, including Asia minor and Middle East
- ***Europe:*** Continental European nations (including United Kingdom and Ireland)
- ***Oceana:*** Australia, New Zealand and surrounding Pacific Island nations
- ***South America:*** Continental South American nations
- ***Africa:*** Continental African nations
- ***Central America:*** Costa Rica, Guatemala, Honduras, Panama and Nicaragua

Audience Profile Glossary

DEMOGRAPHICS APPENDIX (JOB FUNCTION)

Display Name	Included Demographics
Consulting	Consulting
Corp./Exec. Mgmt.	Corp/Exec Mgmt
Corporate/Executive Management	Corporate/Executive Management
Driller/Asst Driller/Tech/Mechanic/Installer	Driller/Assistant Driller/Tech/Mechanic/Installer
Engineering	Engineering
	Other Engineering
Environmental Professional	Environmental Professional
Estimating	Estimating
General Mgmt.	General Management
Government Official	Government Official
Operations (Project Mgmt, Estimating, Sales & Marketing, Consulting, etc.)	Operations
Other Functions	Consulting
	Must Pay
	Need More
	Other
	Other(Please Specify)
	Purchasing
	Sales & Marketing
Scientist	Scientist
Student	Student

Audience Profile Glossary

DEMOGRAPHICS APPENDIX (BUSINESS INDUSTRY)

Display Name	Included Demographics
Consulting Engineering	Consulting Engineering Consulting Engineering Firm
Consulting Firm	Consulting Firm
Distributor/Supplier	Distributor/Supplier
Drilling Cont/Well Services	Drilling/Contracting/Well Services
Engineering Firm	Engineering Firm
Environmental Engineering	Environmental Engineering
Environmental Remediation Services	Environmental Remediation Services
Government	Government
Govt Agency or Assoc.	Government Agency or Associations
Manufacturer's Rep.	Manufacturers Rep
Manufacturing	Manufacturing
Other Allied Businesses	Other
Other Contracting Firm	HVACR Other Contracting Firm (specify) Plumbing Solar/Thermal
Other Engineering	Facility Engineering/In-House Eng Other Engineering Firm (specify)
Others Allied to the Field	Architectural/Design Firm Mechanical Must Pay Need More Other
Public Utility	Public Utility
Pump Install Cont Firm	Pump Installation
Restoration Contracting Firm	Restoration Contracting Firm
University/Academia	University / Academia
Utilities	Utilities
Wholesaler/Distributor	Wholesaler

BNP Customer Database - *omeda.com*

Primary source of record for all first party customer data and activities including: Subscriber Registrations, Demographics, Physical Addresses, Business & Job Function Demographic responses, Product Subscriptions, Email Deployments, Website Visits, eMagazine Visits, Digital Edition Visits.

Usage by Report Section

Audience Profile

- ***Unique Active Customers***
- ***Print Magazine, Digital Edition, eMagazine:*** Subscriber Counts
- ***Newsletter:*** Recipients, Engagement, Sends
- ***eBlasts:*** Delivered, Engagement, Sends
- ***Website:*** Active Registrants
- ***Demographics:*** Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- ***Locations:*** Locations of known customers with first party address data

Magazine/eMagazine

- ***Magazine Summary:*** All data
- ***eMagazine/Digital Edition Summary:*** Total Qualified Subscribers, Notification eMail Metrics
- ***Demographics:*** Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- ***Locations:*** Locations of known customers with first party address data

Newsletters

- ***All Pages:*** All data

Website

- ***Known User Activity:*** All data
- ***User Demographics:*** Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*

eBlasts

- ***All Pages:*** All data

Continuing Education

- ***Websites & Newsletter:*** Newsletter Delivery, Activity by Newsletter
- ***Demographics:*** Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- ***Locations:*** Locations of known customers with first party address data

CONTINUED ON NEXT PAGE

Events
- ***Demographics:*** Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- ***Locations:*** Locations of known customers with first party address data

Webinars
- ***Demographics:*** Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- ***Locations:*** Locations of known customers with first party address data

Google Analytics - *google.com/analytics*
Web Analytics service offered by Google that tracks and reports website traffic. Used to track all usage (known & anonymous) across websites, eMagazines, Digital Editions, Continuing Education.

Usage by Report Section

Audience Profile
- ***Website:*** Average Monthly Users, Average Monthly Pageviews
- ***Continuing Education:*** Monthly Website Pageviews

eMagazine/Magazine
- ***eMagazine/Digital Edition Summary:*** Issue Pageviews, Sessions, Session Duration

Website
- ***Website Overview:*** Website Users, Sessions, Pageviews, Top Content Topics
- ***User Locations:*** Website User Locations

Continuing Education
- ***Websites & Newsletter:*** Monthly Website Pageviews, All Website Visitors data

Falcon Social Media Platform - *falcon.io*
Single platform management and analytics for Facebook, Twitter, Instagram, LinkedIN accounts. falcon.io

Usage by Report Section

Audience Profile
- ***Social Media:*** Follower Count by Channel

CONTINUED ON NEXT PAGE

Social Media

- ***All Pages:*** All data

Building Media Inc. - *buildingmedia.com*

Developer of innovative online learning management programs and e-Learning courseware built exclusively for the construction community. Hosts and manages Continuing Education Centers.

Usage by Report Section

Audience Profile

- ***Continuing Education:*** Active Registered Users

Continuing Education

- ***Websites & Newsleter:*** Active Registered Users
- ***CE Courses & Tests:*** All data

Aventri - *aventri.com*

Event Management Platform used to process registration and administration of in person, virtual and hybrid events.

Usage by Report Section

Audience Profile

- ***Events:*** Average Attendees per Event

Events

- ***Event Overview:*** All data

Intrado - *intrado.com*

Webinar and interactive media platform. Technology and administration of Webinars.

Usage by Report Section

Audience Profile

- ***Webinars:*** Average Registrants, Average Attendees

Webinars

- ***Webinars Overview:*** All data