

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

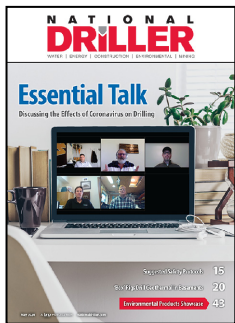
**NATIONAL DRILLER** is a B2B brand intended for professionals in the drilling and water supply industries. The editorial scope of the brand is to help the industry succeed through coverage of new business opportunities, technologies and better business practices. Each issue features classified ads for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



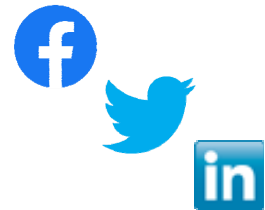
12 issued in the period  
11,499 average per occurrence

### NATIONAL DRILLER WEBSITE



30,093 average users

### NATIONAL DRILLER SOCIAL MEDIA



4,867 Facebook likes  
2,125 Twitter followers  
1,185 LinkedIn group members

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>NATIONAL DRILLER MAGAZINE</b> (6 issues in the period)	19,989	11	20,000
(See Paragraph 3b for Format Type and Source)			
<b>NATIONAL DRILLER E-NEWSLETTER</b>			
National Driller E-Newsletter (12 issued in the period)	11,499	-	11,499
<b>NATIONAL DRILLER WEBSITE</b> (Monthly Users with 66,908 average Pageviews)	30,093	-	30,093
<b>NATIONAL DRILLER SOCIAL MEDIA</b>			
a. Facebook likes	*4,867	-	*4,867
b. Twitter followers	*2,125	-	*2,125
c. LinkedIn group members	*1,185	-	*1,185

\*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.

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	1
Advertiser and Agency	665
Allocated for Trade Shows and Conventions	-
All Other	514
<b>TOTAL</b>	<b>1,180</b>

**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	19,989	99.9	11	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,000</b>	<b>100.0</b>	<b>19,989</b>	<b>99.9</b>	<b>11</b>	<b>0.1</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2020 Issue	Print	Digital	Total Qualified
January	13,695	6,305	20,000
February	13,651	6,349	20,000
March	13,746	6,254	20,000
April	14,023	5,977	20,000
May	6,503	13,497	20,000
June	7,201	12,799	20,000

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020**

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		Operations		Engineering		Estimating	
					Owner, Partner, President, Vice-President, C-level Officer	Supervisor, Foreman, Other Manager	General Manager, Branch Manager, Supervisor, Foreman, Other Manager	Technician/Mechanic/Installer/Journeyman	Other Functions					
Drilling Contracting/Well Services Firm	11,822	59.1	4,484	7,338	8,283	1,743	980	183	86	547	-			
Pump Installation Contracting Firm	2,490	12.5	719	1,771	1,517	475	201	44	25	228	-			
Other Contracting Firm	1,271	6.4	397	874	776	256	105	40	37	57	-			
Consulting Engineering Firm	2,702	13.5	571	2,131	1,095	455	170	886	29	67	-			
<b>Sub-Total Contracting, Well Services and Consulting Engineering Firm</b>	<b>18,285</b>	<b>91.5</b>	<b>6,171</b>	<b>12,114</b>	<b>11,671</b>	<b>2,929</b>	<b>1,456</b>	<b>1,153</b>	<b>177</b>	<b>899</b>	<b>-</b>			
Other Engineering Firm	204	1.0	43	161	66	44	22	63	4	5	-			
Wholesaler/Distributor	1,107	5.5	251	856	487	421	106	31	37	25	-			
Manufacturer	322	1.6	34	288	165	76	24	45	2	10	-			
Manufacturers Rep	82	0.4	4	78	49	20	4	6	1	2	-			
Others Allied to the Field	-	-	-	-	-	-	-	-	-	-	-			
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,000</b>	<b>100.0</b>	<b>6,503</b>	<b>13,497</b>	<b>12,438</b>	<b>3,490</b>	<b>1,612</b>	<b>1,298</b>	<b>221</b>	<b>941</b>	<b>-</b>			
<b>PERCENT</b>	<b>100.0</b>		<b>32.5</b>	<b>67.5</b>	<b>62.2</b>	<b>17.4</b>	<b>8.1</b>	<b>6.5</b>	<b>1.1</b>	<b>4.7</b>	<b>-</b>			

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020**

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Year	3 Year				
I. Direct Request:	12,500	5,250	-	4,882	12,868	17,750	88.8
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication (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:	2,250	-	-	1,621	629	2,250	11.2
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,750</b>	<b>5,250</b>	<b>-</b>	<b>6,503</b>	<b>13,497</b>	<b>20,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>73.8</b>	<b>26.2</b>	<b>-</b>	<b>32.5</b>	<b>67.5</b>	<b>100.0</b>	

\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020\***

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	39	82	121		Kentucky	70	152	222	
New Hampshire	40	102	142		Tennessee	88	213	301	
Vermont	15	37	52		Alabama	61	120	181	
Massachusetts	97	177	274		Mississippi	55	103	158	
Rhode Island	8	33	41		<b>EAST SO. CENTRAL</b>	<b>274</b>	<b>588</b>	<b>862</b>	<b>4.3</b>
Connecticut	72	140	212		Arkansas	59	122	181	
<b>NEW ENGLAND</b>	<b>271</b>	<b>571</b>	<b>842</b>	<b>4.2</b>	Louisiana	111	158	269	
New York	244	570	814		Oklahoma	170	200	370	
New Jersey	103	314	417		Texas	919	1,334	2,253	
Pennsylvania	329	573	902		<b>WEST SO. CENTRAL</b>	<b>1,259</b>	<b>1,814</b>	<b>3,073</b>	<b>15.4</b>
<b>MIDDLE ATLANTIC</b>	<b>676</b>	<b>1,457</b>	<b>2,133</b>	<b>10.7</b>	Montana	69	154	223	
Ohio	220	433	653		Idaho	76	164	240	
Indiana	154	289	443		Wyoming	62	113	175	
Illinois	164	390	554		Colorado	165	292	457	
Michigan	273	464	737		New Mexico	79	198	277	
Wisconsin	141	272	413		Arizona	101	228	329	
<b>EAST NO. CENTRAL</b>	<b>952</b>	<b>1,848</b>	<b>2,800</b>	<b>14.0</b>	Utah	47	121	168	
Minnesota	159	291	450		Nevada	53	130	183	
Iowa	67	129	196		<b>MOUNTAIN</b>	<b>652</b>	<b>1,400</b>	<b>2,052</b>	<b>10.3</b>
Missouri	150	253	403		Alaska	26	74	100	
North Dakota	42	72	114		Washington	134	305	439	
South Dakota	32	61	93		Oregon	68	190	258	
Nebraska	103	155	258		California	418	1,059	1,477	
Kansas	100	173	273		Hawaii	11	31	42	
<b>WEST NO. CENTRAL</b>	<b>653</b>	<b>1,134</b>	<b>1,787</b>	<b>8.9</b>	<b>PACIFIC</b>	<b>657</b>	<b>1,659</b>	<b>2,316</b>	<b>11.6</b>
Delaware	17	33	50		<b>UNITED STATES</b>	<b>6,466</b>	<b>12,709</b>	<b>19,175</b>	<b>96.0</b>
Maryland	85	184	269		U.S. Territories	7	35	42	
Washington, DC	2	12	14		Canada	18	293	311	
Virginia	117	304	421		Mexico	2	38	40	
West Virginia	66	84	150		Other International	10	422	432	
North Carolina	191	368	559		APO/FPO	-	-	-	
South Carolina	91	167	258						
Georgia	154	279	433						
Florida	349	807	1,156						
<b>SOUTH ATLANTIC</b>	<b>1,072</b>	<b>2,238</b>	<b>3,310</b>	<b>16.6</b>					
					<b>TOTAL QUALIFIED CIRCULATION</b>	<b>6,503</b>	<b>13,497</b>	<b>20,000</b>	<b>100.0</b>

\*See Additional Data

## E-NEWSLETTER CHANNEL

2020

National Driller E-Newsletter

2020		National Driller E-Newsletter
<b>JANUARY</b>		
January 7		13,243
January 21		13,303
<b>FEBRUARY</b>		
February 4		13,339
February 18		13,910
<b>MARCH</b>		
March 3		14,070
March 17		14,040
<b>APRIL</b>		
April 7		14,212
April 22		8,020
<b>MAY</b>		
May 5		8,614
May 19		7,055
<b>JUNE</b>		
June 2		8,361
June 16		9,821
<b>AVERAGE:</b>		<b>11,499</b>

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

## WEBSITE CHANNEL

WWW.NATIONALDRILLER.COM

2020	Pageviews	Sessions	Users	Average Session Duration
January	57,421	26,921	22,618	1:34
February	72,321	35,235	29,042	2:32
March	66,862	36,654	30,776	1:41
April	69,622	38,911	32,856	1:36
May	71,334	41,228	34,392	1:36
June	63,888	38,047	30,876	1:39
<b>AVERAGE:</b>	<b>66,908</b>	<b>36,166</b>	<b>30,093</b>	<b>1:46</b>

January – June 2020 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

2020

<https://www.facebook.com/NationalDriller>

<https://twitter.com/NationalDriller>

<https://www.linkedin.com/groups/4735644/profile>

Beginning Balance:	4,825	2,052	1,108
January	4,828	2,061	1,118
February	4,844	2,076	1,137
March	4,862	2,085	1,148
April	4,866	2,099	1,161
May	4,860	2,117	1,180
June	4,867	2,125	1,185

## 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 1,038 copies or 5.2% to 1,212 copies or 6.1%, including InfoGroup and Dun & Bradstreet.

### 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.

Carolann Bieniek, Audience Audit Coordinator

Rita M. Fournia, HR & IT 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 7, 2020

State Michigan

County Oakland

Received by BPA Worldwide July 7, 2020

Type BJ

ID Number N165B0J0

#### About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.