

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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THE AMERICAN OIL & GAS REPORTER is the "Better Business" publication of the exploration, drilling, and production industry. AOG is an independent industrial trade publication that also serves as the Official Publication for 28 oil and gas associations.

FIELD SERVED

THE AMERICAN OIL & GAS REPORTER serves the exploration, drilling, completion and production segments of the oil and gas industry. These include independent, diversified, and major integrated oil and gas producers and operators; geophysical, drilling, and well servicing contractors; service, supply, midstream and manufacturing companies; landman, consulting, and engineering firms; as well as others allied to the field. Also qualified are independent oil and gas association members.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are company officials including chairmen, CEO's, COO's, CFO's, presidents, and owners; vice presidents and managers of exploration, drilling, completion and production operations; other vice presidents and senior managers; geophysicists, geologists, and engineers; superintendents and foremen; and other titled and non-titled personnel.

CHANNELS

THE AMERICAN OIL & GAS REPORTER MAGAZINE



6 issues in the period
10,255 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
THE AMERICAN OIL & GAS REPORTER MAGAZINE (6 issues in the period)	170	10,085	10,255

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	121
*Allocated for Trade Shows and Conventions	692
All Other	2,432
TOTAL	3,245

*See Additional Data

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	901	8.8	170	1.7	731	7.1
*Sponsored Individually Addressed	9,314	90.8	-	-	9,314	90.8
Membership Benefit	-	-	-	-	-	-
*Multi-Copy Same Addressee	40	0.4	-	-	40	0.4
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,255	100.0	170	1.7	10,085	98.3

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Number Removed	Number Added	Non-Paid	Paid	Total Qualified
July	114	158	166	10,179	10,345
August	42	82	168	10,217	10,385
September	264	81	171	10,031	10,202
October	21	5	170	10,016	10,186
November	100	143	170	10,059	10,229
December	81	35	173	10,010	10,183
TOTAL	622	504			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2019

This issue is 0.3% or 31 copies below the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Qualified Non-Paid	Qualified Paid	Chairman, CEO, COO, CFO President, or Owner	VP or Mgr of Exploration, Drilling or Production	Other VP or Senior Manager	Geophysicist Geologist or Engineer	Superintendent or Foreman	Other Operations Personnel
Independent, Diversified, or Major Integrated Oil and Gas Producer and/or Operator	350	3.4	20	330	234	26	26	14	6	44
Geophysical, Drilling or Well Servicing Contractor	26	0.3	12	14	15	2	3	-	-	6
Service, Supply, Midstream or Manufacturing Company	188	1.8	86	102	85	8	46	2	1	46
Landman, Consultant, or Engineering Firm	93	0.9	9	84	69	5	5	8	-	6
Other Allied to the Field	277	2.7	43	234	85	8	19	3	1	161
Sub-Total	934	9.1	170	764	488	49	99	27	8	263
Independent Oil & Gas Association Members	9,295	90.9								
TOTAL QUALIFIED CIRCULATION	10,229	100.0								
PERCENT		100.0								

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2019

Qualification Source	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. *Direct Request:	122	291	480	170	723	893	8.7
II. Request from recipient's company:	37	4	-	-	41	41	0.4
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	9,295	-	-	-	9,295	9,295	90.9
*Association rosters and directories	9,295	-	-	-	9,295	9,295	90.9
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	9,454	295	480	170	10,059	10,229	100.0
PERCENT	92.4	2.9	4.7	1.7	98.3	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2019

Mailing Address	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	-	-	-	-
Individuals by name only	170	9,849	10,019	97.9
Titles or functions only	-	-	-	-
Company names only	-	170	170	1.7
Multi-Copy Same Addressee copies	-	40	40	0.4
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	170	10,059	10,229	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January - June 2017	July - December 2017	January - June 2018	July - December 2018	January - June 2019	July - December 2019*
Total Audit Average Qualified:	11,466	10,701	10,563	10,465	10,186	10,255
Qualified Non-Paid:	250	210	210	199	170	170
Qualified Paid:	11,216	10,491	10,353	10,266	10,016	10,085
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$6.25	\$7.39	\$6.27	\$7.51	\$8.05	\$5.54

*NOTE: July - December 2019 data is unaudited.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2019

State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Maine	-	-	-		Kentucky	-	40	40	
New Hampshire	-	1	1		Tennessee	-	31	31	
Vermont	-	1	1		Alabama	1	18	19	
Massachusetts	-	6	6		Mississippi	3	70	73	
Rhode Island	-	-	-		EAST SO. CENTRAL	4	159	163	1.6
Connecticut	-	1	1		Arkansas	1	57	58	
NEW ENGLAND	-	9	9	0.1	Louisiana	9	673	682	
New York	-	89	89		Oklahoma	12	1,734	1,746	
New Jersey	1	15	16		Texas	86	2,974	3,060	
Pennsylvania	5	488	493		WEST SO. CENTRAL	108	5,438	5,546	54.2
MIDDLE ATLANTIC	6	592	598	5.8	Montana	-	32	32	
Ohio	8	933	941		Idaho	-	4	4	
Indiana	-	74	74		Wyoming	4	89	93	
Illinois	-	257	257		Colorado	8	589	597	
Michigan	1	27	28		New Mexico	1	213	214	
Wisconsin	1	7	8		Arizona	-	17	17	
EAST NO. CENTRAL	10	1,298	1,308	12.8	Utah	-	20	20	
Minnesota	2	28	30		Nevada	-	6	6	
Iowa	1	3	4		MOUNTAIN	13	970	983	9.6
Missouri	1	34	35		Alaska	1	2	3	
North Dakota	-	258	258		Washington	-	8	8	
South Dakota	-	4	4		Oregon	-	6	6	
Nebraska	-	8	8		California	5	128	133	
Kansas	9	754	763		Hawaii	-	-	-	
WEST NO. CENTRAL	13	1,089	1,102	10.8	PACIFIC	6	144	150	1.5
Delaware	1	7	8		UNITED STATES	168	10,048	10,216	99.9
Maryland	-	5	5		U.S. Territories	-	-	-	
Washington, DC	3	14	17		Canada	2	9	11	
Virginia	-	105	105		Mexico	-	-	-	
West Virginia	1	177	178		Other International	-	2	2	
North Carolina	2	11	13		APO/FPO	-	-	-	
South Carolina	-	3	3						
Georgia	-	7	7						
Florida	1	20	21						
SOUTH ATLANTIC	8	349	357	3.5					
					TOTAL QUALIFIED CIRCULATION	170	10,059	10,229	100.0

ADDITIONAL DATA

OFFICIAL PUBLICATION:

The American Oil and Gas Reporter serves as the official publication of 28 oil and gas associations and for the Permian Basin International Oil Show.

Arkansas Independent Producers & Royalty Owners Association
 California Independent Petroleum Association
 Colorado Oil & Gas Association
 Eastern Kansas Oil & Gas Association
 Illinois Oil & Gas Association
 Independent Oil & Gas Association of New York
 Independent Oil & Gas Association of West Virginia
 Independent Petroleum Association of New Mexico
 Indiana Oil & Gas Association
 Kansas Independent Oil & Gas Association
 Kentucky Oil & Gas Association
 Liaison Committee of Cooperating Oil & Gas Associations
 Louisiana Oil & Gas Association
 Mississippi Independent Producers & Royalty Owners Association
 New Mexico Oil & Gas Association
 North Dakota Petroleum Council
 Ohio Oil & Gas Association
 Pennsylvania Independent Oil & Gas Association
 Permian Basin Petroleum Association
 Petroleum Alliance of Oklahoma
 Petroleum Association of Wyoming
 South Carolina Oil & Gas Association
 Southeastern Ohio Oil & Gas Association
 Tennessee Oil & Gas Association
 Texas Alliance of Energy Producers
 Texas Independent Producers & Royalty Owners Association
 Virginia Oil & Gas Association
 Western Energy Alliance

BASIC SUBSCRIPTION PRICE:

The basic annual subscription price is \$5 for members of the above associations and \$100.00 for non-members.

CHANGE IN FREQUENCY:

THE AMERICAN OIL & GAS REPORTER is a monthly publication mailing 12 issues per year with permission to mail a 13th issue in October for the Permian Basin International Oil Show on even numbered years

PARAGRAPH 1:

Qualified Paid Sponsored Individually Addressed subscriptions averaging 9,314 copies were sold to qualified recipients at \$5 subscription prices, in quantities of 3 to 1,858.
 Sponsored copies were purchased by the oil and gas associations listed above for their members.
 Qualified Paid Multi-Copy Same Addressee subscriptions averaging 40 copies were sold to qualified recipients at \$100 subscription prices, in quantities of 2 to 11.

PARAGRAPH 3b:

Association rosters and directories include 28 sources of circulation for quantities of 3 copies or -% to 1,858 copies or 18.2%.
 723 copies or 7.1% of the Total Qualified circulation are Paid Direct Request: Electronic copies that consist of individual requests for which payment is provided through an association sponsorship.

AVERAGE NON-QUALIFIED CIRCULATION:

ALLOCATED FOR TRADE SHOWS AND CONVENTIONS:

Additional distribution for trade shows, conventions and seminars, July through December 2019, totaled 3,920 copies. These events with extra circulation include:

Issue	Show	Copies
July	Unconventional Resources Technology Conference	400
	IPANM Annual Convention	50
	Permian Basin Completions Optimization & Interwell	100
	2019 Congress	
	IOGA-WV Summer Meeting	50
August	TIPRO Summer Meeting	50
	NAPE Summer	200
	The Energy Summit	100
	KIOGA Annual Convention & Expo	125
	PAW Annual Convention & Trade Show	50
	Machine Learning & AI Upstream Onshore Oil & Gas	100
	Congress	
	EKOGA Annual Convention	50
	Society of Exploration Geophysicists Annual Meeting	200
	American School of Gas Measurement	100
September	North Dakota Petroleum Council Annual Meeting	50
	Cost Effective Well Site Facilities Onshore 2019	100
	Congress	
	GASTECH 2019	50
	SOOGA Fall Trade Show	30
	SPE Annual Technical Conference & Exhibition	500
	Louisiana Gulf Coast Oil Exposition	500
	Results Driven Analytics Infrastructure Oil & Gas 2019	70
	Conference	
	AIPRO Annual Convention	50
October	OCTG and Line Pipe Forecast Summit	35
	NMOGA Annual Convention	50
	INOGA Annual Convention	35
	OKC Oil & Gas Trade Expo	200
	PBPA Annual Convention	75
	Petroleum Alliance of Oklahoma Fall Conference	50
	Tight Oil Water Management Rocky Mountains 2019	50
	SPE Liquids-Rich Basins Conference	100
	IPAA Annual Meeting	100
	COGA Annual Meeting	50
November	Henry Resources Event	200
	Upstream & Midstream Water Management/	
	SCOOP STACK 2019	50

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Charles E. Cookson, Board Chairman & CEO

Del Torkelson, Managing Editor

(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	February 24, 2020
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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.