


# Industry Information Central



The industry's journey in recent years has had more than a few surprising turns and included key milestone markers for AOGR's readers, America's oil and gas producers and operators. With every step along the way, technology has incrementally adapted and evolved to create an ever-sharper cutting edge. The push into deep offshore waters was certainly one of those defining moments that spawned an entirely new set of technical capabilities. More recently, the development of shale plays has completely reimaged onshore activity, driving progressive step changes in drilling, completion, and production technologies and methodologies.

Is a new era now on the American energy horizon and is a new mile marker in industry innovation fast approaching? There are clear indicators that the path forward is encouraging. There is a new ball game in resource plays. After consolidation, many players have emerged bigger and stronger than ever. Of course, during every such cycle, subsequent divestitures open new doors of opportunities for brand new companies, most often led by industry veterans. At the same time, the core technologies pioneered in shale plays are now being applied in all types of fields, including mature conventional properties.

The oil and gas business has always been high tech but learning from the lessons of first deepwater and then shale development, operators are seeking to reach new heights by relentlessly honing the tip of the technology spear. Regardless of the type of operation or reservoir target, "continuous improvement" is not merely a slogan or aspirational goal, but an absolute necessity in a marketplace that is continuously transforming. Business intelligence and smart technologies are both essential requirements to success.

That is where The American Oil & Gas Reporter comes in. Like its readers, AOGR strives to continuously enhance its editorial product by providing actionable insights and "real" intelligence on technology trends, best practices, market dynamics, and regulatory/legislative issues that producers/operators cannot find elsewhere. The combination of exclusive content from the regional and state independent producer/operator associations AOGR serves as official publication along with real-world applications of advanced technologies and techniques in monthly special reports give readers trusted micro information to help them formulate macro big-picture strategies.

AOGR's Schedule of Issues provides a road map to achieving improved business performance in 2026. Content keeps operators informed about the latest developments across the board. For advertisers, AOGR presents high-value opportunities to deliver tailored messaging to help industry decision makers, geoscientists, and petroleum engineers improve performance and guide their companies' journeys through 2026 and beyond.

***Continuously Improving, Constantly Evolving***

THE AMERICAN OIL & GAS  
**REPORTER**  
Elevating Industry Intel



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## serves the nation's producer/operator associations

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## THE AMERICAN OIL & GAS REPORTER<sup>®</sup>

The American Oil & Gas Reporter's editorial integrity is respected the world over as being unique and original. Content sets the bar of editorial excellence with traditional journalism that readers and advertisers trust and respect. AOGR is designed for oil and gas producers and operators, their allied geophysical, drilling and well fracturing contractors, and the equipment manufacturing, service and supply firms that serve them. The "Better Business" publication of the industry, AOGR is especially tailored for U.S.-based independent producers.

Content reflects the interests of C-suite executives and operations managers in the legislative, regulatory, and financial market trends and developments that shape the economics of all operations. It also reflects their interests in new technology and its economic implications, as well as overall geophysical, geological and engineering innovations in the fields of exploration, drilling, completions and production of oil and gas, both as to methodology and equipment.





## **AOGR Also Works With These National Associations And Professional Societies:**

American Association of Drilling Engineers  
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American Association of Petroleum Landmen  
American Exploration & Production Council  
American Gas Association  
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## And AOGR Tracks Developments In Academia And R&D Organizations, Including:

Advanced Energy Consortium, University of Texas at Austin

Artificial Lift R&D Council

Bureau of Economic Geology at the  
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Colorado School of Mines/Reservoir Characterization Project

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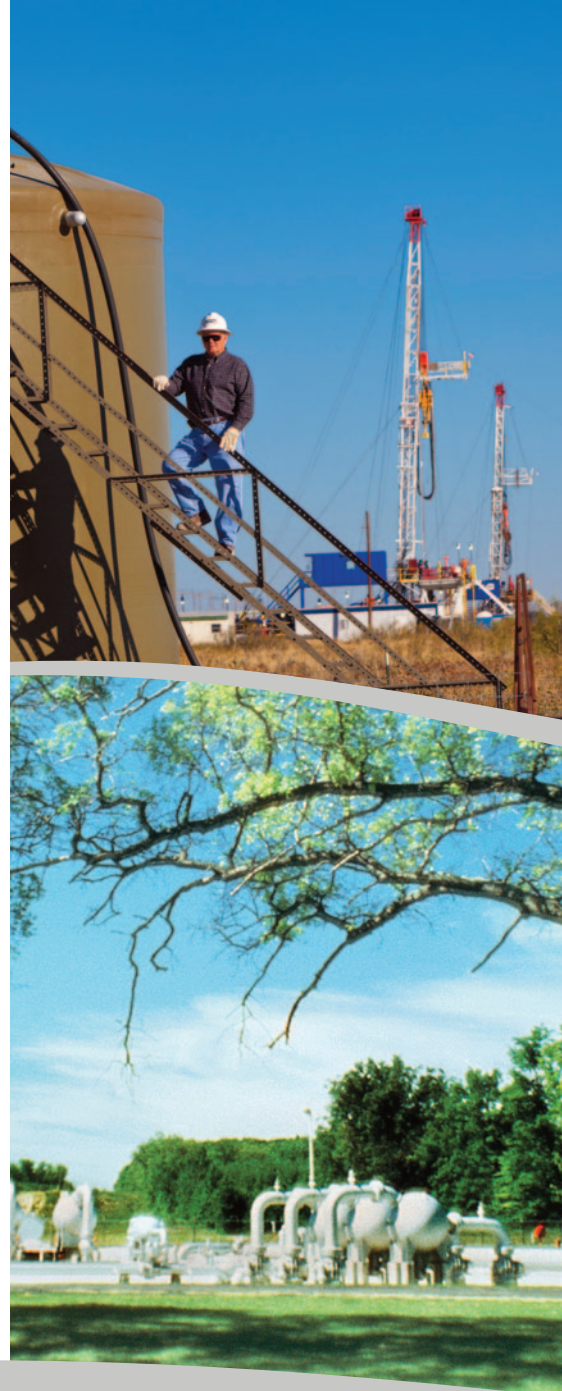
Produced Water Society

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## Circulation Numbers

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