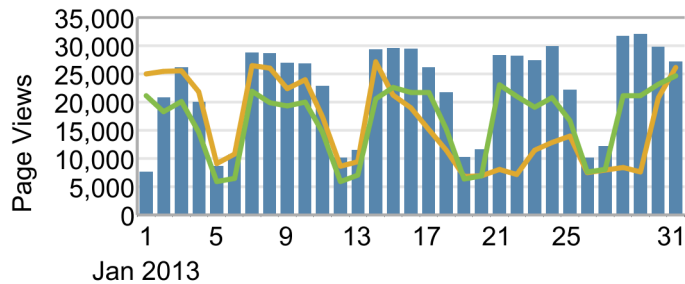


Page Views

Oil and Gas Journal -
January 2013

■ Selected Month ■ 4 weeks prior ■ 52 weeks prior

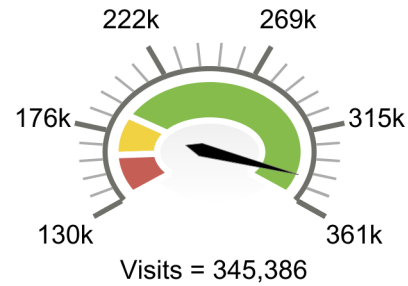


Date	Selected Month	4 weeks prior
Jan 1, 2013	7,621	24,964
Jan 2, 2013	20,798	25,449
Jan 3, 2013	26,139	25,524
Jan 4, 2013	20,011	21,804
Jan 5, 2013	8,637	9,079
Jan 6, 2013	10,632	10,769
Jan 7, 2013	28,726	26,439
Jan 8, 2013	28,658	26,068
Jan 9, 2013	26,907	22,421
Jan 10, 2013	26,822	23,943
Jan 11, 2013	22,862	17,349
Jan 12, 2013	10,139	8,688
Jan 13, 2013	11,454	9,417
Jan 14, 2013	29,373	27,172
Jan 15, 2013	29,544	21,294
Jan 16, 2013	29,474	18,962
Jan 17, 2013	26,139	15,110
Jan 18, 2013	21,671	11,480
Jan 19, 2013	10,228	6,774
Jan 20, 2013	11,587	6,887
Jan 21, 2013	28,288	8,022
Jan 22, 2013	28,187	7,129
Jan 23, 2013	27,386	11,465
Jan 24, 2013	29,841	12,879
Jan 25, 2013	22,194	13,994
Jan 26, 2013	10,142	7,510
Jan 27, 2013	12,210	7,934
Jan 28, 2013	31,730	8,367
Jan 29, 2013	32,024	7,621
Total	686,339	491,451

Visits

Oil and Gas Journal -
January 2013

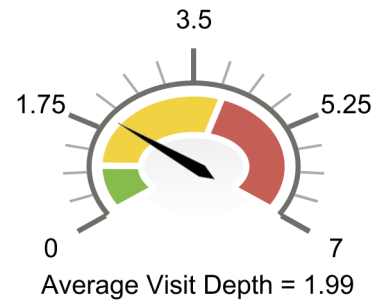
■ Low ■ Medium ■ High



Average Visit Depth

Oil and Gas Journal -
January 2013

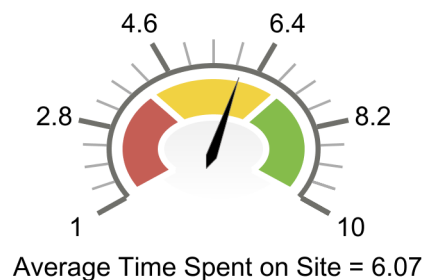
■ Low ■ Medium ■ High



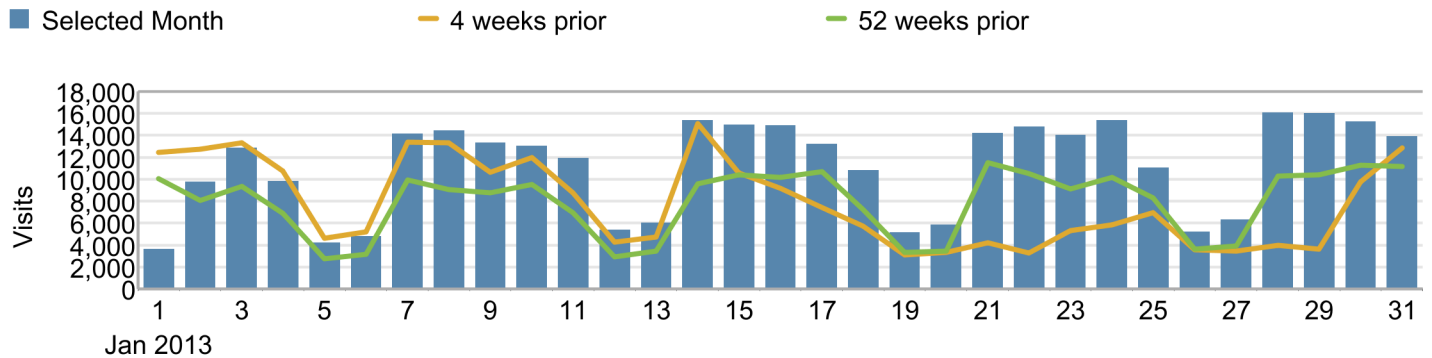
Average Time Spent on Site

Oil and Gas Journal -
January 2013

■ Low ■ Medium ■ High



Visits

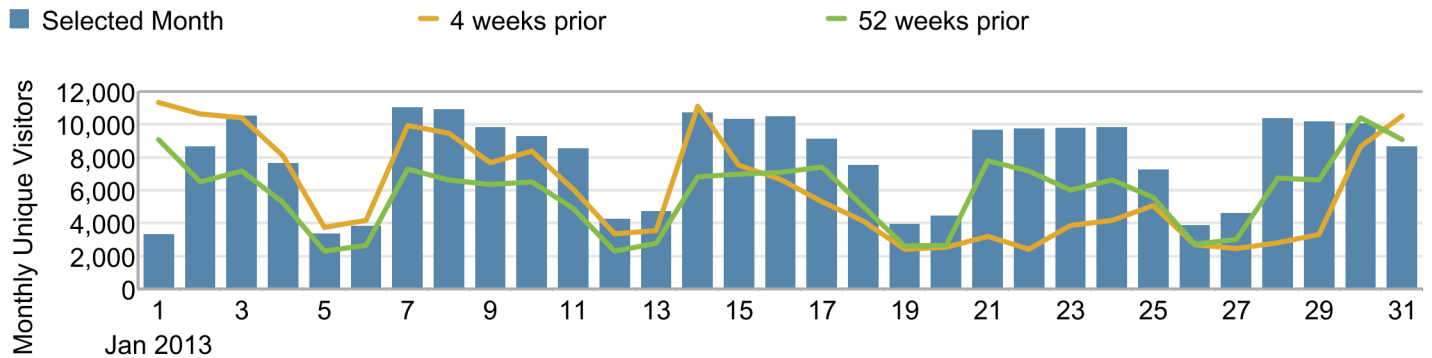
Oil and Gas Journal -
January 2013

Totals	January 2013	December 2012	January 2012
Total Visits	345,386	240,912	230,346

Date	Selected Month	4 weeks prior	52 weeks prior
Jan 1, 2013	3,636	12,467	10,074
Jan 2, 2013	9,769	12,766	8,036
Jan 3, 2013	12,858	13,321	9,330
Jan 4, 2013	9,808	10,733	6,890
Jan 5, 2013	4,192	4,596	2,742
Jan 6, 2013	4,776	5,218	3,178
Jan 7, 2013	14,119	13,364	9,932
Jan 8, 2013	14,436	13,312	9,082
Jan 9, 2013	13,308	10,664	8,778
Jan 10, 2013	13,019	11,958	9,540
Jan 11, 2013	11,893	8,750	6,947
Jan 12, 2013	5,365	4,290	2,930
Jan 13, 2013	6,033	4,722	3,476
Jan 14, 2013	15,384	15,063	9,603
Jan 15, 2013	14,977	10,588	10,384
Jan 16, 2013	14,918	9,162	10,154
Jan 17, 2013	13,219	7,403	10,701
Jan 18, 2013	10,811	5,735	7,262
Jan 19, 2013	5,152	3,096	3,312
Jan 20, 2013	5,845	3,308	3,430
Jan 21, 2013	14,177	4,181	11,528
Jan 22, 2013	14,803	3,293	10,547
Jan 23, 2013	14,006	5,327	9,105
Jan 24, 2013	15,369	5,817	10,150
Jan 25, 2013	11,032	6,933	8,306
Jan 26, 2013	5,224	3,571	3,630
Jan 27, 2013	6,307	3,423	3,913
Total	345,386	243,063	245,900

Monthly Unique Visitors

Oil and Gas Journal -
January 2013



Date	Selected Month	4 weeks prior	52 weeks prior
Jan 1, 2013	3,318	11,325	9,067
Jan 2, 2013	8,636	10,653	6,511
Jan 3, 2013	10,518	10,400	7,162
Jan 4, 2013	7,618	8,116	5,263
Jan 5, 2013	3,354	3,729	2,304
Jan 6, 2013	3,813	4,187	2,654
Jan 7, 2013	11,037	9,936	7,290
Jan 8, 2013	10,919	9,462	6,618
Jan 9, 2013	9,806	7,661	6,336
Jan 10, 2013	9,254	8,374	6,502
Jan 11, 2013	8,542	6,091	4,894
Jan 12, 2013	4,245	3,344	2,308
Jan 13, 2013	4,713	3,546	2,758
Jan 14, 2013	10,718	11,101	6,833
Jan 15, 2013	10,335	7,515	6,964
Jan 16, 2013	10,462	6,662	7,072
Jan 17, 2013	9,123	5,311	7,392
Jan 18, 2013	7,534	4,147	5,037
Jan 19, 2013	3,946	2,400	2,605
Jan 20, 2013	4,434	2,514	2,651
Jan 21, 2013	9,674	3,188	7,777
Jan 22, 2013	9,722	2,433	7,155
Jan 23, 2013	9,762	3,864	6,014
Jan 24, 2013	9,811	4,170	6,619
Jan 25, 2013	7,250	5,065	5,584
Jan 26, 2013	3,859	2,683	2,709
Jan 27, 2013	4,612	2,458	2,984
Jan 28, 2013	10,370	2,800	6,734
Jan 29, 2013	10,164	3,318	6,637
Total	246,233	185,607	179,916

Topic Traffic

Oil and Gas Journal -
January 2013

Topic	Page Views	
1. general-interest	101,155	29.9%
2. exploration_development	79,373	23.4%
3. drilling_production	49,778	14.7%
4. transportation	43,190	12.7%
5. processing	43,163	12.7%
Total	338,858	

Pages

Oil and Gas Journal -
January 2013

Page	Page Views	
1. OGJ_Home	86,214	12.6%
2. login	49,593	7.2%
3. index search	29,682	4.3%
4. past-issues	10,953	1.6%
5. iPhone Latest News Listings	8,477	1.2%
6. unconventional-resources	5,355	0.8%
7. home.html	5,315	0.8%
8. oil-exploration-and-development discoveries	5,127	0.7%
Total	686,339	

SubTopic Traffic

Oil and Gas Journal -
January 2013

SubTopic	Page Views	
1. drilling_production/production_operations	16,063	13.0%
2. general-interest/companies	12,243	9.9%
3. processing/refining	11,746	9.5%
4. exploration_development/discoveries	10,996	8.9%
5. processing/gas-processing	10,058	8.1%
6. exploration_development/area_drilling	7,903	6.4%
7. transportation/lng	6,901	5.6%
8. transportation/pipelines	6,844	5.5%
9. general-interest/government	6,083	4.9%
10. general-interest/economics_markets	5,653	4.6%
11. drilling_production/drilling_operations	5,142	4.1%
12. processing/petrochemicals	4,761	3.8%
13. exploration_development/reserves	4,422	3.6%
14. general-interest/people	2,805	2.3%
15. general-interest/hse	2,651	2.1%
16. transportation/tankers	2,238	1.8%
17. unconventional_resources/bakken_shale	1,460	1.2%
18. unconventional_resources/utica	1,048	0.8%
19. unconventional_resources/oil_sands	966	0.8%
20. unconventional_resources/barnett_shale	950	0.8%
21. unconventional_resources/eagle_ford	688	0.6%
22. unconventional_resources/marcellus_shale	395	0.3%
23. unconventional_reso...ther_unconventional	380	0.3%
24. unconventional_resources/piceance_uinta	278	0.2%
25. unconventional_reso...onal_unconventional	269	0.2%
Total	124,032	

Most Read Articles

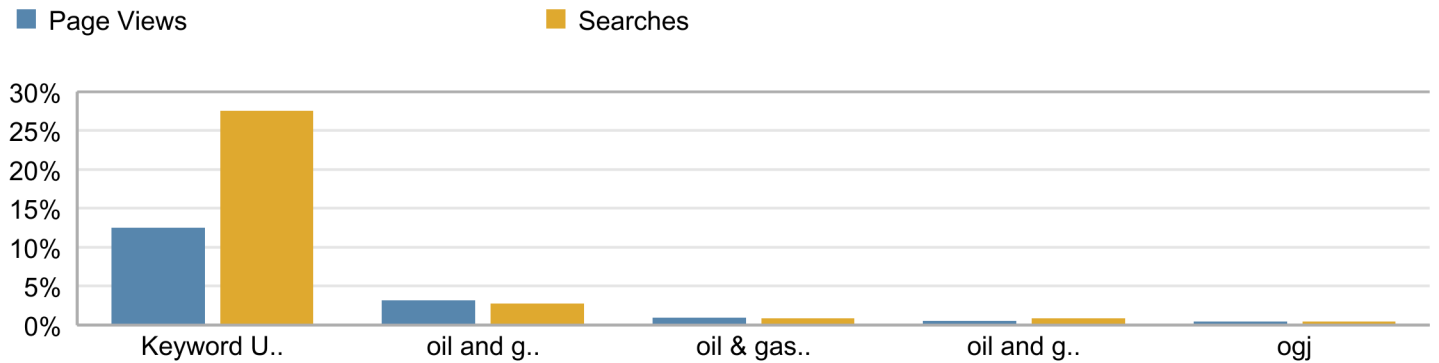
Oil and Gas Journal -
January 2013

Correlation Summary	Instances
Total	17,751
Site Section = /articles	87 0.49%

Page Names	Instances
1. TransCanada begins Ke...deliveries to Cushing	7 8.0%
2. Repsol plans multiyear North Slope exploration	7 8.0%
3. Alaska: North Slope-Be...sales set for October	7 8.0%
4. House committee pas...romote NPR-A access	7 8.0%
5. reef%2Bmounds%2Bindi...%2Boff%2Bseychelles	6 6.9%
6. OTC: Alaska would restore oil pipeline volumes	3 3.4%
7. obamas%2Bproposed...as%2Btax%2Bbreaks	3 3.4%
8. ipaa%3A%2Bunconvent...%2Bsupply%2Bpicture	3 3.4%
9. Block B-17 in Malaysia...ears production phase	2 2.3%
10. OGJ100 group posts lower 2009 earnings, output	1 1.1%
11. Newfield sees big Uinta oil potential in new plays	1 1.1%
12. algorithm%2Bhelps%2...2Bsurvey%2Bpolygon	1 1.1%
13. Tuscaloosa marine shal...ed Gulf Coast oil play	1 1.1%
14. McMoRan deploys more rigs to ultradeep gulf	1 1.1%
15. BIOREMEDIATION ...CANADIAN WINTER	1 1.1%
16. FOCUS: UNCONVENTIO...Ford shale output	1 1.1%
17. Tuscaloosa marine shale ...r liftoff in Mississippi	1 1.1%
18. Chevron starts U.S. g...ower Cretaceous flow	1 1.1%
19. Improved technology d...s success in Bakken	1 1.1%
20. Satellite data can cost ...field thermal anomalies	1 1.1%
21. Petrolina postpones com...ing of product pipeline	1 1.1%
Total	87

Search Keywords

Oil and Gas Journal -
January 2013

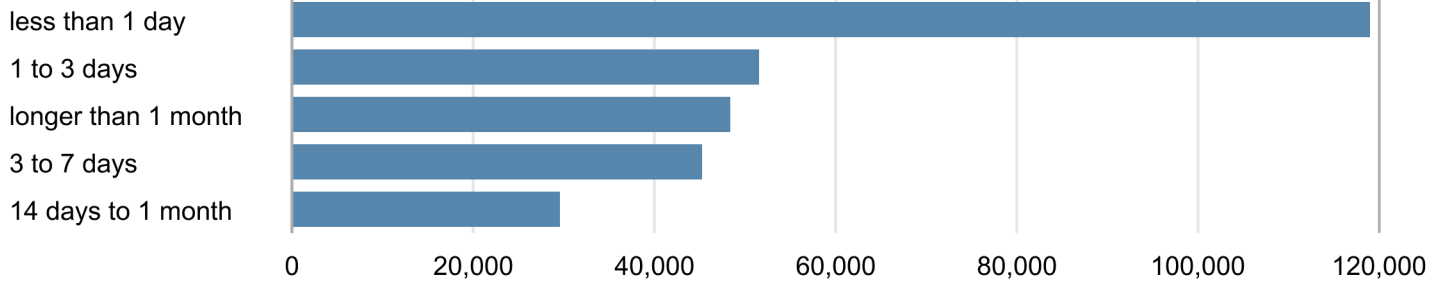


Search Keywords - All	Page Views		Searches	
1. None	358,092	55.0%	0	0.0%
2. Keyword Unavailable	80,998	12.4%	52,545	27.5%
3. oil and gas journal	20,202	3.1%	5,225	2.7%
4. oil & gas journal	6,123	0.9%	1,605	0.8%
5. oil and gas news	3,434	0.5%	1,546	0.8%
6. ogj	2,716	0.4%	767	0.4%
7. oil and gas	2,042	0.3%	937	0.5%
8. oil gas journal	1,172	0.2%	314	0.2%
9. oil & gas	766	0.1%	406	0.2%
10. oil and gas magazine	747	0.1%	224	0.1%
11. oil news	576	0.1%	307	0.2%
12. oil & gas news	507	0.1%	251	0.1%
13. oil gas news	402	0.1%	223	0.1%
14. oil and gas industry	381	0.1%	194	0.1%
15. oil&gas journal	364	0.1%	62	0.0%
16. oil and gas journal magazine	362	0.1%	87	0.0%
17. oil and gas conferences 2013	337	0.1%	202	0.1%
18. marble falls formation	334	0.1%	332	0.2%
19. ogj.com	321	0.0%	113	0.1%
20. www.ogj.com	296	0.0%	101	0.1%
21. chk	295	0.0%	273	0.1%
22. oil industry news	274	0.0%	118	0.1%
23. cline shale	262	0.0%	227	0.1%
24. oil and gas journal online	242	0.0%	41	0.0%
25. lng news	221	0.0%	102	0.1%
26. oil and gas journal archives	218	0.0%	24	0.0%
27. oil and gas industry news	214	0.0%	97	0.1%
28. utica shale	213	0.0%	141	0.1%
29. petroworld india	207	0.0%	73	0.0%
Total	650,797		191,113	

Return Frequency

Oil and Gas Journal -
January 2013

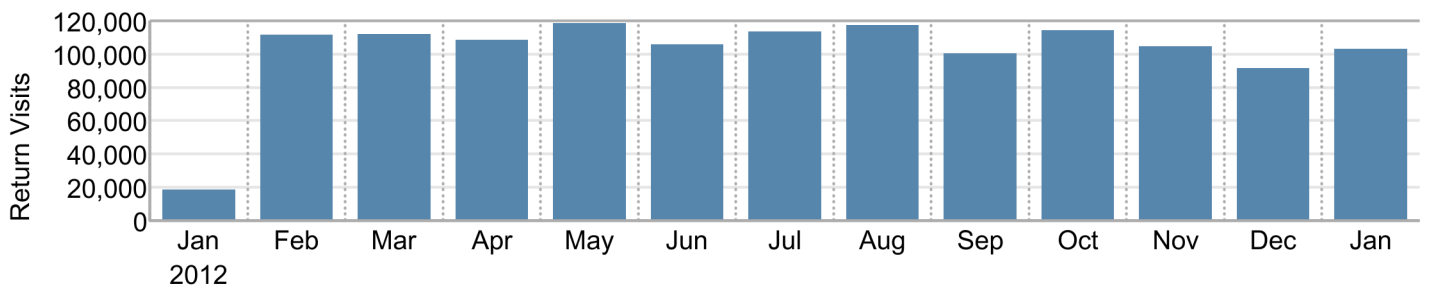
■ Page Views



Return Visits

Oil and Gas Journal -
Thu. 26 Jan. 2012 - Thu. 24 Jan. 2013

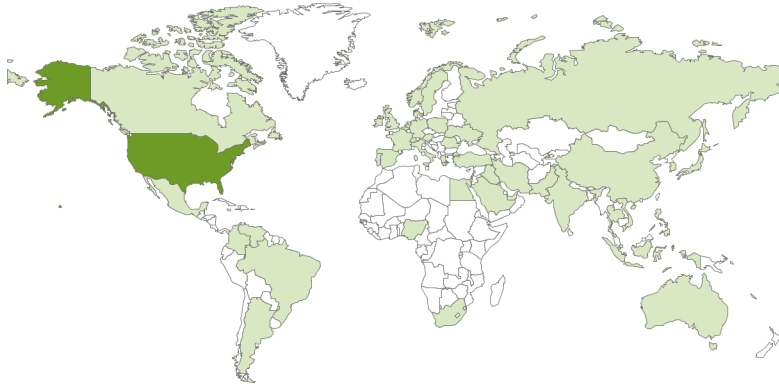
■ Selected Period



Date	Selected Period
Jan 2012	18,522
Feb 2012	111,660
Mar 2012	112,012
Apr 2012	108,398
May 2012	118,339
Jun 2012	105,709
Jul 2012	113,412
Aug 2012	117,377
Sep 2012	100,293
Oct 2012	114,178
Nov 2012	104,600
Dec 2012	91,405

Countries

Oil and Gas Journal -
January 2013



Page Views

Referring Domains

Oil and Gas Journal -
January 2013

Referring Domains	Page Views		Instances	
1. Typed/Bookmarked	214,342	32.9%	116,245	28.5%
2. google.com	143,699	22.1%	97,936	24.0%
3. email.campaign	44,437	6.8%	39,072	9.6%
4. google.co.uk	23,827	3.7%	16,743	4.1%
5. yahoo.com	18,721	2.9%	13,241	3.2%
6. google.ca	16,375	2.5%	11,689	2.9%
7. bing.com	15,427	2.4%	9,617	2.4%
8. google.co.in	13,659	2.1%	10,244	2.5%
9. google.com.au	4,468	0.7%	3,340	0.8%
10. google.fr	4,133	0.6%	2,896	0.7%
11. google.com.my	4,010	0.6%	3,096	0.8%
12. google.de	3,618	0.6%	2,232	0.5%
13. google.it	3,379	0.5%	2,216	0.5%
14. oilsandstechnologies.com	3,376	0.5%	2,833	0.7%
15. google.com.sg	3,089	0.5%	2,339	0.6%
16. google.co.kr	2,867	0.4%	1,881	0.5%
17. google.co.jp	2,704	0.4%	1,549	0.4%
18. t.co	2,689	0.4%	2,410	0.6%
19. google.nl	2,649	0.4%	1,909	0.5%
20. google.com.hk	2,618	0.4%	1,718	0.4%
21. google.ae	2,292	0.4%	1,789	0.4%
22. smartbrief.com	2,203	0.3%	1,809	0.4%
23. google.ru	2,169	0.3%	1,393	0.3%
24. petroworldindia.com	2,110	0.3%	1,825	0.4%
25. google.com.br	2,098	0.3%	1,362	0.3%
Total	650,797		407,730	

Subscribe Fallout - Header Link

Oil and Gas Journal -
January 2013

Checkpoint Analysis			Visits		Process	
1.	2,858	100.0%			home.html	
					0% Continued	
					100% Lost	
2.	0	0.0%			effort	
					0% Continued	
					100% Lost	
3.	0	0.0%			paidver	
					0% Continued	
					100% Lost	
4.	0	0.0%			login	
Total Conversion = 0(0.0%)			Total Fallout = 2,858(100.0%)			

Subscribe Fallout - Renew, Yes

Oil and Gas Journal -
January 2013

Checkpoint Analysis			Visits		Process	
1.	2,858	100.0%			home.html	
					1% Continued	
					99% Lost	
2.	23	0.8%			mag/acctnum	
					52% Continued	
					48% Lost	
3.	12	0.4%			addrver	
					92% Continued	
					8% Lost	
4.	11	0.4%			paid/renew	
					64% Continued	
					36% Lost	
5.	7	0.2%			paidver	
					0% Continued	
					100% Lost	
6.	0	0.0%			login	
Total Conversion = 0(0.0%)			Total Fallout = 2,858(100.0%)			

Subscribe Fallout - Renew - Yes, COA

Oil and Gas Journal -
January 2013

Checkpoint Analysis			Visits		Process	
1.	2,858	100.0%			home.html	
					1% Continued	
					99% Lost	
2.	23	0.8%			mag/acctnum	
					52% Continued	
					48% Lost	
3.	12	0.4%			addrver	
					17% Continued	
					83% Lost	
4.	2	0.1%			paid/coa	
					50% Continued	
					50% Lost	
5.	1	0.0%			paidver	
					0% Continued	
					100% Lost	
6.	0	0.0%			login	
Total Conversion = 0(0.0%)			Total Fallout = 2,858(100.0%)			

Subscribe Fallout - Renew, No, not me

Oil and Gas Journal -
January 2013

Checkpoint Analysis			Visits		Process	
1.	2,858	100.0%			home.html	
					1% Continued	
					99% Lost	
2.	23	0.8%			mag/acctnum	
					52% Continued	
					48% Lost	
3.	12	0.4%			addrver	
					0% Continued	
					100% Lost	
4.	0	0.0%			paid/add	
					0% Continued	
					100% Lost	
5.	0	0.0%			paidver	
					0% Continued	
					100% Lost	
6.	0	0.0%			login	
Total Conversion = 0(0.0%)			Total Fallout = 2,858(100.0%)			