

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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OE OFFSHORE ENGINEER is a B2B brand intended for technical professionals who are actively involved in the offshore oil and gas industry. The brand content and scope of the publication includes engineering analysis and data, industry reporting and forecasts, project updates, technological advances, case studies and best practices. OE also provides up-to-date news, live presentations, and exclusive articles via the brand's website, social media channels and several topical e-newsletters.

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

OE OFFSHORE ENGINEER E-NEWSLETTER



OE OFFSHORE ENGINEER WEBSITE



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
OE OFFSHORE ENGINEER E-NEWSLETTER (123 issued in the period)	55,868	-	55,868
OE OFFSHORE ENGINEER WEBSITE (Monthly Users with 537,743 average Pageviews)	241,954	-	241,954

2021		OE Today	2021		OE Today
JANUARY			APRIL		
January 4		53,196	April 1		57,876
January 5		53,172	April 5		57,792
January 6		53,188	April 6		57,857
January 7		53,297	April 7		57,893
January 8		53,323	April 8		57,936
January 11		53,349	April 9		57,917
January 12		53,323	April 12		57,785
January 13		53,500	April 13		57,318
January 14		52,673	April 14		57,348
January 15		52,718	April 15		57,349
January 18		52,533	April 16		57,254
January 19		52,564	April 19		57,258
January 20		52,507	April 20		57,216
January 21		58,458	April 21		57,248
January 22		59,129	April 22		57,201
January 25		59,115	April 23		57,146
January 26		59,093	April 26		56,959
January 27		59,045	April 27		57,046
January 28		58,484	April 28		56,910
January 29		58,501	April 29		56,795
			April 30		56,773
FEBRUARY			MAY		
February 1		58,366	May 4		56,740
February 2		58,448	May 5		56,612
February 3		58,402	May 6		54,661
February 4		58,379	May 7		52,372
February 5		58,310	May 10		52,403
February 8		58,378	May 11		52,286
February 9		58,189	May 12		52,372
February 10		58,181	May 13		52,345
February 11		58,198	May 14		52,300
February 12		58,296	May 17		52,326
February 15		58,227	May 18		52,288
February 16		58,161	May 19		52,253
February 17		58,550	May 20		52,183
February 18		58,931	May 21		52,242
February 19		59,043	May 24		52,052
February 22		58,991	May 25		52,115
February 23		59,228	May 26		52,052
February 24		59,027	May 27		52,004
February 25		58,943	May 28		52,032
February 26		58,999	May 31		51,997
MARCH			JUNE		
March 1		58,930	June 1		51,974
March 2		58,914	June 2		51,927
March 3		58,612	June 3		51,931
March 4		58,834	June 7		50,947
March 5		58,770	June 8		51,871
March 8		58,703	June 9		51,808
March 9		58,172	June 10		51,800
March 10		58,763	June 11		51,791
March 11		58,666	June 14		51,710
March 12		58,647	June 15		51,738
March 15		58,607	June 17		52,118
March 16		58,560	June 18		52,399
March 17		58,445	June 21		52,803
March 18		58,423	June 22		52,770
March 19		58,230	June 23		52,776
March 22		58,411	June 24		52,751
March 23		58,188	June 25		52,690
March 24		59,673	June 28		53,134
March 25		59,253	June 29		53,176
March 26		58,150			
March 29		57,931			
March 30		57,929			
March 31		57,906			
			AVERAGE		55,868

OE Today (123 issued in the period)

WEBSITE CHANNEL

[HTTPS://WWW.OEDIGITAL.COM/](https://www.oedigital.com/)

2021	Pageviews	Sessions	Users	Average Session Duration
January	720,287	399,659	285,070	1:34
February	715,336	399,032	268,560	1:32
March	498,599	340,638	264,123	0:55
April	474,316	277,953	214,987	0:56
May	329,328	243,275	188,328	0:56
June	488,594	277,850	230,658	0:54
AVERAGE:	537,743	323,067	241,954	1:07

January – June 2021 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 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 Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.

ADDITIONAL DATA

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter and Website 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.

John O'Malley, Publisher

Kathleen Hickey, Circulation Manager

(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 August 9, 2021

State New York

County New York

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Type BJ

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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.