

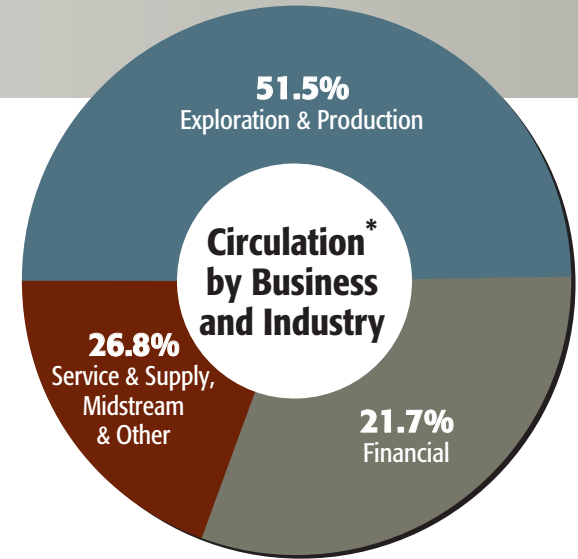
2010 READERSHIP/CIRCULATION

6,858 Circulation

BPA Circulation Statement June 2009.
Avg. qualified 5405, Avg.non-qualified 1453*

27,432 Total Audience

4 Readers per copy**



27% of our readers purchased the stock of a company featured in an ad or article.**

84% subscription renewal rate**

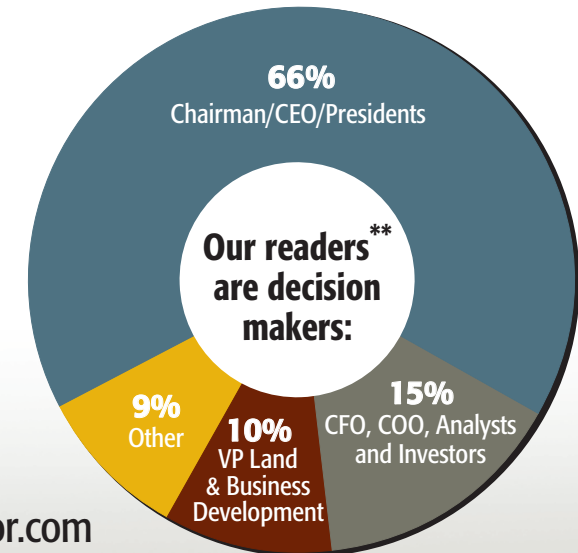
6.5 Years, average subscription length**

78 minutes, average time spent reading each issue**

50+ number of industry and investor conferences where *Oil and Gas Investor* has bonus distribution

\$297 Yearly subscription price, 12 issues

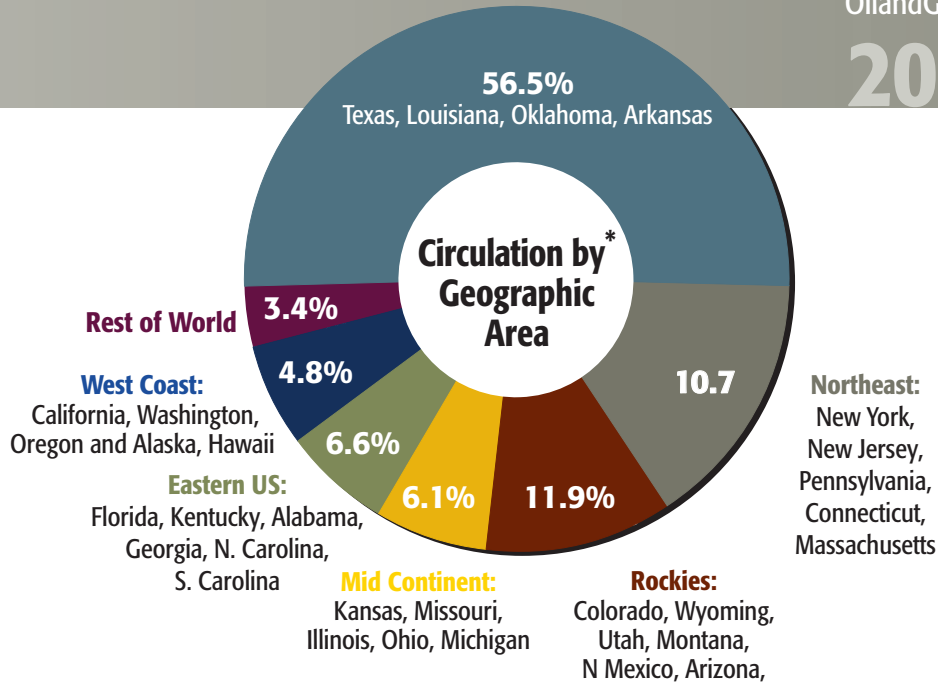
\$997 Annual online subscription to OilandGasInvestor.com



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** Sources: April 2007 Signet Ad Study, March 2006 *Oil and Gas Investor* Subscriber Survey, Media Research Corp of America, BPA Circulation Statement June 2008, Publishers Own Data, Sept.2005, The Marketing Experience, Inc. 2005, 2005 Yahoo!, J.S. Herold 2005, MarketMotion 2005 and Morningstar, *Oil and Gas Investor* NAPIA survey 2005.

2010 READERSHIP/CIRCULATION



* BPA Circulation Statement - June 2009

Oil and Gas Investor's Market Penetration**

- 71%** reach into private independent producers
- 97%** reach into public E&P companies
- 77%** reach into the service and supply sector
- 96%** reach into commercial banks with energy lending and investment banking teams
- 100%** of buy-side companies with funds holding > 10% in energy

Why Energy Companies should advertise in *Oil and Gas Investor***

To improve shareholder value and obtain analyst coverage:

83% of analysts surveyed turn to *Oil and Gas Investor* magazine for information about public E&P companies

And as a result of reading *Oil and Gas Investor* analysts took the following actions:

- 33%** added a stock to their research list
- 69%** discussed an ad or article with a colleague
- 44%** sought additional company information
- 60%** forwarded information to a colleague

To partner with E&P firms, readers took the following actions:

91% actively looked for E&P opportunities

Why Capital Providers, Arrangers and M&A firms should advertise in *Oil and Gas Investor***

Of the Executives who reach *Oil and Gas Investor*:

- 42%** are actively looking to raise capital
- 65%** are actively looking for merger and acquisition advice
- 73%** are actively looking for better business strategies
- 59%** are actively looking for new companies of interest for investment

** Sources: April 2007 Signet Ad Study, March 2006 *Oil and Gas Investor* Subscriber Survey, Media Research Corp of America, BPA Circulation Statement June 2008, Publishers Own Data, Sept. 2005, The Marketing Experience, Inc. 2005, 2005 Yahoo!, J.S. Herold 2005, MarketMotion 2005 and Morningstar, *Oil and Gas Investor* NAPIA survey 2005.