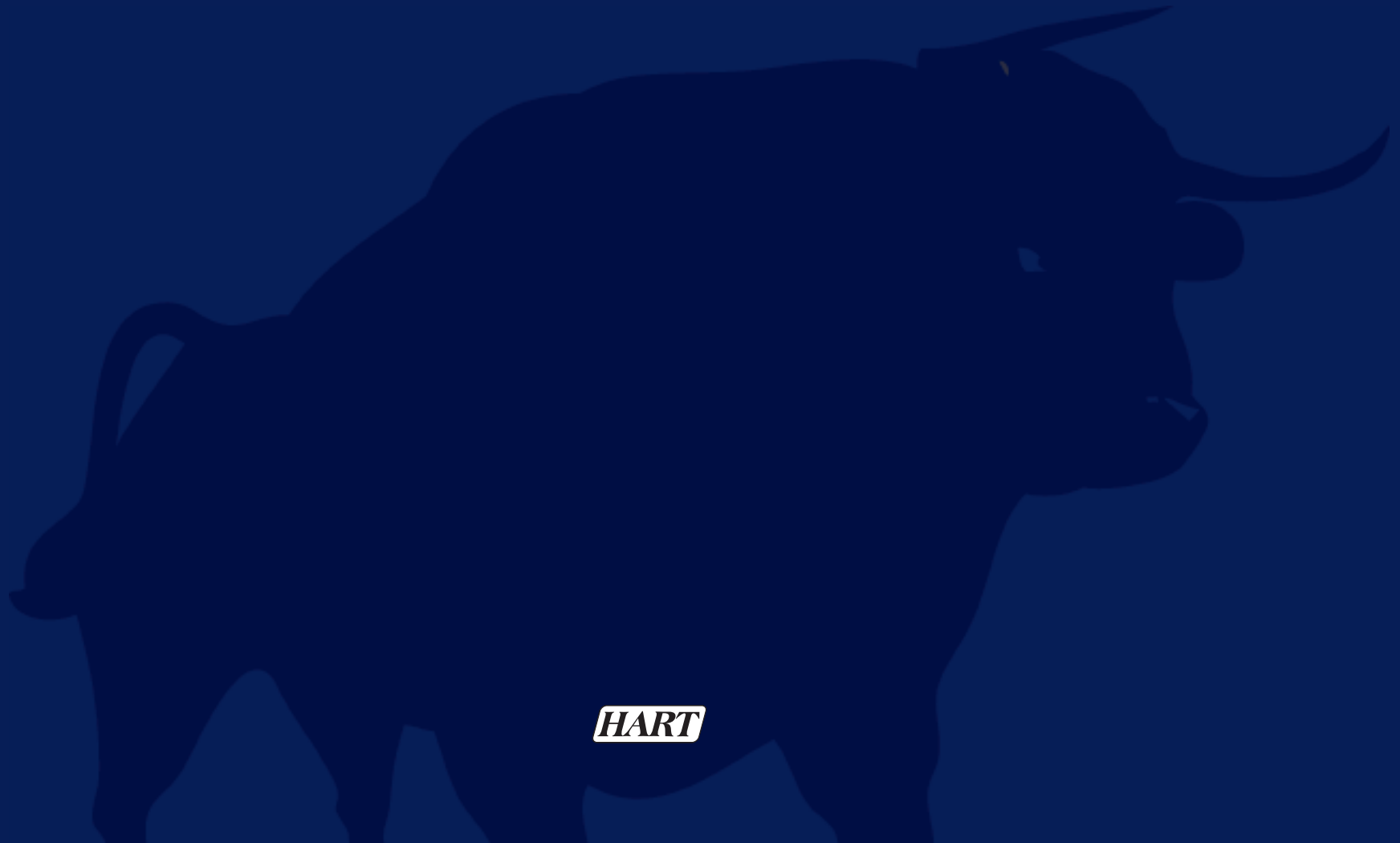


Oil and Gas Investor



2009 Integrated Media Guide



HART



“Market Dynamics”

What is going on in the market?

***Oil and Gas Investor* is at the forefront of the North American oil and gas industry every month and on-demand at OilandGasInvestor.com**

For nearly 30 years oil and gas executives—and their investors and capital providers—have relied on *Oil and Gas Investor* for timely and insightful analysis of hot exploration plays, drilling results, CEO profiles, finance and investing ideas, and much more. Our seasoned editors report on and provide analysis of the people, the deals, the trends and all the latest developments shaping the North American oil and gas industry.

A Snapshot of the North American Oil and Gas Production Outlook

“We believe that current crude oil and natural gas prices are attractive and should result in continued growth. We continue to believe that the current upcycle will continue for several more years. We expect average year/year earnings growth of 18% and 25% for companies under our coverage universe in 2008 and 2009.”

—***Calyon Securities (USA) Inc.***

A Snapshot of North American Oil and Gas Capital Access and Deployment

“Fluctuating prices create opportunities on both sides of the table for A&D activity in oil and gas.”

—***The Oil & Gas Asset Clearinghouse***

A Snapshot of North American Oil and Gas Drilling Activity

“The U.S. rig count is at a 20-year high. More than 250 newly built land rigs have entered the fleet in the past two years to meet demand.”

—***Oil and Gas Investor***

Why Advertise in **Oil and Gas Investor** ?

The velocity of opportunities to arrange deals and make money in the oil and gas industry will continue to accelerate. New exploration and production (E&P) firms keep emerging. New investors continue to move into the sector. New dynamics continue to affect prices.

Is your marketing program positioning your company to take advantage of these market dynamics?

Oil and Gas Investor does the work for you. For more than 27 years, we have consistently delivered to our advertisers the most exclusive audience of energy executives and the investors who back them. We accomplish this by providing unique content and market intelligence, both in print and online, that our readers depend on to stay ahead of the competition.

In every monthly issue – and online at **OilandGasInvestor.com** – our loyal subscribers get the who, what, where, how and why behind the North American oil and gas industry – who's drilling where, who's making acquisitions, what start-up management teams are getting funded and more.

- **Oil and Gas Investor** focuses on the people, deal-makers, financiers and E&P executives who shape this industry. We write about their successes and failures, how they make decisions, what they are doing to grow, where they are drilling and their likely future plans.
- **Oil and Gas Investor** spotlights important exploration and production activity, complete with well summaries and maps for both the U.S. and international regions. We emphasize the economics for North American independents, from shale plays to tight gas to deep water.
- **Oil and Gas Investor** analyzes and interprets industry trends important to oil and gas executives: finding/raising capital, E&P investment opportunities, successful business management and merger and acquisition strategies, how to make more money while minimizing risk and more.

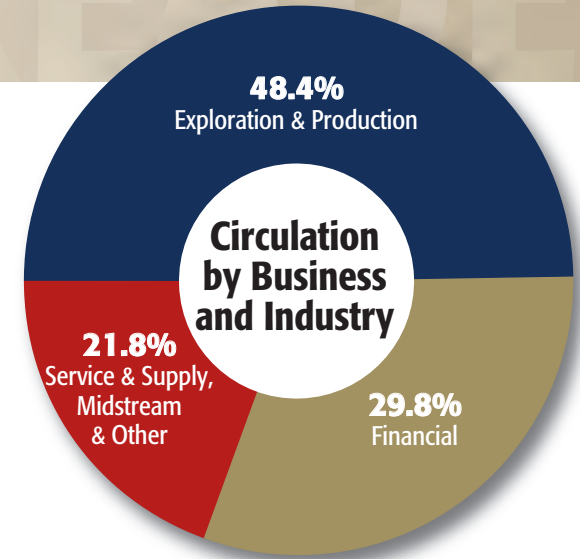
With our integrated print, online, and event-marketing packages, reaching your advertising goals in the oil and gas sector and the investment community has never been easier.

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An Integrated Media Company

7,725 Circulation / 30,900 Total Audience
4 Readers per copy

BPA Circulation Statement June 2008.
 Avg. qualified 5789, Avg.non-qualified 1936

4

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

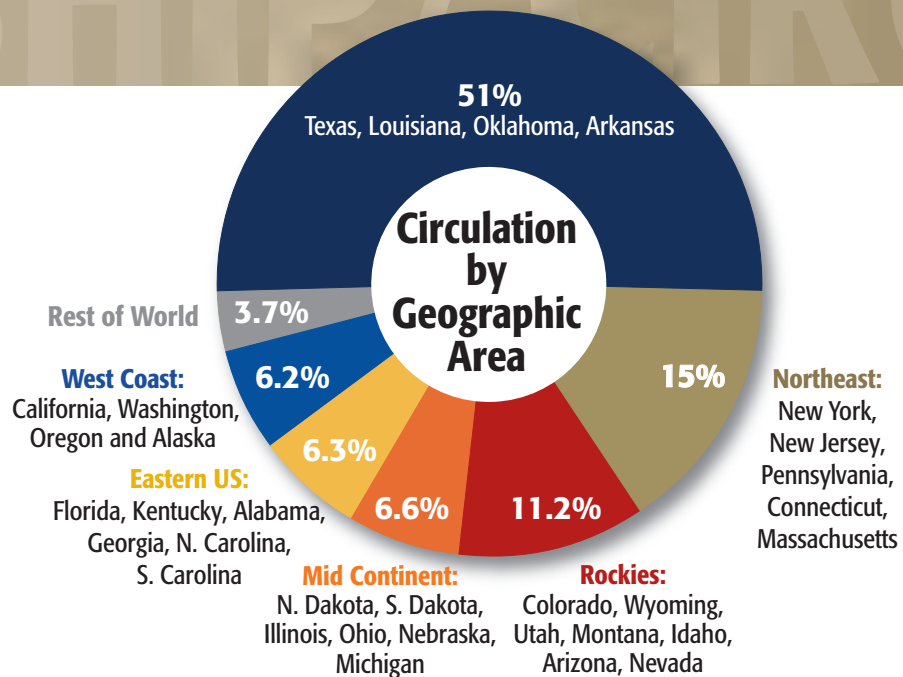
78 minutes, average time spent reading each issue

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

\$297 Yearly subscription price, 12 issues



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.



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