

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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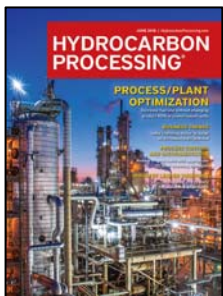
Since 1922, **HYDROCARBON PROCESSING** has been committed to providing clear and concise technical content and information for the global refining, petrochemical, gas processing and LNG industries. Hydrocarbon Processing recipients comprise a global network of professionals engaged in designing, engineering, constructing, managing, operating and maintaining HPI plants. Each monthly issue of Hydrocarbon Processing provides in-depth technical articles, industry trends, news and data.

### 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

### HYDROCARBON PROCESSING MAGAZINE



6 Issues in the period  
30,184 average circulation

### HYDROCARBON PROCESSING E-NEWSLETTER



127 issued in the period  
48,017 average per occurrence

### HYDROCARBON PROCESSING WEBSITE



50,443 average unique browsers

### HYDROCARBON PROCESSING SOCIAL MEDIA



4,373 Twitter followers  
23,871 Facebook likes

## EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
<b>HYDROCARBON PROCESSING MAGAZINE</b> (6 issues in the period)	28,872	1,312	30,184
a. Print	17,065	1,183	18,248
b. Digital	11,806	128	11,934
1. Requested	11,806	128	11,934
2. Non-Requested	-	-	-
<b>HYDROCARBON PROCESSING E-NEWSLETTER</b>			
a. HP News Brief (127 issued in the period)	48,017	-	48,017
<b>HYDROCARBON PROCESSING WEBSITE</b> (Monthly Unique Browsers with 182,544 average Page Impressions - Note 1)	50,443	-	50,443
<b>HYDROCARBON PROCESSING SOCIAL MEDIA</b>			
a. Twitter followers	*4,373	-	*4,373
b. Facebook likes	*23,871	-	*23,871

\*Social Media claims are a cumulative figure, not an average.

**FIELD SERVED**

**HYDROCARBON PROCESSING** serves companies in refining, engineering/construction, consultants, petrochemical, chemical and natural gas processing. Also served are others allied to the field as shown in paragraph 3a.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are company officials, managers, engineers, consultants, superintendents, foremen, chemists, purchasing agents, operators and other titled and non-titled personnel, including company copies.

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	2
Advertiser and Agency	2,212
Allocated for Trade Shows and Conventions	459
All Other	981
<b>TOTAL</b>	<b>3,655</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	30,116	99.8	28,872	95.7	1,244	4.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
*Multi-Copy Same Addressee	68	0.2	-	-	68	0.2
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,184</b>	<b>100.0</b>	<b>28,872</b>	<b>95.7</b>	<b>1,312</b>	<b>4.3</b>

\*See Additional Data

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2016 Issue	Print	Digital	Total Qualified
January	17,867	12,368	30,235
*February	17,870	12,343	30,213
March	17,541	12,658	30,199
*April	17,563	12,596	30,159
May	19,383	10,775	30,158
*June	19,268	10,869	30,137

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016**  
This issue is 0.1% or 31 copies below the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY JOB FUNCTION							
			Print	Digital	Company Officials, Managers	Engineers & Consultants	Super- intendents & Foremen or Operators	Chemists	Purchasing Agents	Other Titled and Non-Titled Personnel, including Company Copies
Refining, Engineering/Construction, Consultants	18,975	62.9	12,002	6,973	5,148	11,847	883	329	141	627
Petrochemicals, Chemicals	6,542	21.7	4,176	2,366	2,225	3,320	366	361	62	208
Natural Gas Processing	3,960	13.1	2,605	1,355	1,149	2,211	406	66	40	88
<b>SUB TOTAL</b>	<b>29,477</b>	<b>97.7</b>	<b>18,783</b>	<b>10,694</b>	<b>8,522</b>	<b>17,378</b>	<b>1,655</b>	<b>756</b>	<b>243</b>	<b>923</b>
Service, Supply and Equipment Manufacturing Companies	230	0.8	211	19						
Association, Libraries, Government Agencies, Education, Legal and Miscellaneous	446	1.5	385	61						
<b>SUB TOTAL</b>	<b>676</b>	<b>2.2</b>	<b>596</b>	<b>80</b>						
Other Paid	5	-	4	1						
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,158</b>	<b>100.0</b>	<b>19,383</b>	<b>10,775</b>						

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016**

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3+ Years*				
I. Direct Request:	23,254	5,929	61	18,491	10,753	29,244	97.0
II. Request from recipient's company:	514	27	-	519	22	541	1.8
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	373	-	-	373	-	373	1.2
V. Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>24,141</b>	<b>5,956</b>	<b>61</b>	<b>19,383</b>	<b>10,775</b>	<b>30,158</b>	<b>100.0</b>
<b>PERCENT</b>	<b>80.1</b>	<b>19.7</b>	<b>0.2</b>	<b>64.3</b>	<b>35.7</b>	<b>100.0</b>	

\*See Additional Data

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016**

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	28,975	96.0
Individuals by name only	664	2.2
Titles or functions only	114	0.4
Company names only	324	1.1
Multi-Copy Same Addressee copies	81	0.3
Single Copy Sales	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,158</b>	<b>100.0</b>

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016\***

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	8	2	10		Kentucky	92	29	121	
New Hampshire	9	1	10		Tennessee	90	23	113	
Vermont	5	1	6		Alabama	143	23	166	
Massachusetts	109	38	147		Mississippi	44	11	55	
Rhode Island	6	3	9		<b>EAST SO. CENTRAL</b>	<b>369</b>	<b>86</b>	<b>455</b>	<b>1.5</b>
Connecticut	40	12	52		Arkansas	28	6	34	
<b>NEW ENGLAND</b>	<b>177</b>	<b>57</b>	<b>234</b>	<b>0.8</b>	Louisiana	349	135	484	
New York	215	54	269		Oklahoma	245	90	335	
New Jersey	340	66	406		Texas	2,936	1,400	4,336	
Pennsylvania	327	112	439		<b>WEST SO. CENTRAL</b>	<b>3,558</b>	<b>1,631</b>	<b>5,189</b>	<b>17.2</b>
<b>MIDDLE ATLANTIC</b>	<b>882</b>	<b>232</b>	<b>1,114</b>	<b>3.7</b>	Montana	51	15	66	
Ohio	238	71	309		Idaho	13	4	17	
Indiana	93	18	111		Wyoming	51	10	61	
Illinois	388	142	530		Colorado	201	77	278	
Michigan	123	33	156		New Mexico	47	15	62	
Wisconsin	61	27	88		Arizona	46	15	61	
<b>EAST NO. CENTRAL</b>	<b>903</b>	<b>291</b>	<b>1,194</b>	<b>4.0</b>	Utah	66	22	88	
Minnesota	91	19	110		Nevada	26	7	33	
Iowa	41	20	61		<b>MOUNTAIN</b>	<b>501</b>	<b>165</b>	<b>666</b>	<b>2.2</b>
Missouri	96	33	129		Alaska	37	17	54	
North Dakota	43	12	55		Washington	125	40	165	
South Dakota	10	1	11		Oregon	38	9	47	
Nebraska	35	6	41		California	646	231	877	
Kansas	123	35	158		Hawaii	12	6	18	
<b>WEST NO. CENTRAL</b>	<b>439</b>	<b>126</b>	<b>565</b>	<b>1.9</b>	<b>PACIFIC</b>	<b>858</b>	<b>303</b>	<b>1,161</b>	<b>3.8</b>
Delaware	40	23	63		<b>UNITED STATES</b>	<b>8,386</b>	<b>3,135</b>	<b>11,521</b>	<b>38.2</b>
Maryland	65	17	82		U.S. Territories	7	7	14	
Washington, DC	9	5	14		Canada	947	407	1,354	
Virginia	85	27	112		Mexico	248	275	523	
West Virginia	46	16	62		Other International	9,795	6,951	16,746	
North Carolina	98	30	128		APO/FPO	-	-	-	
South Carolina	80	32	112						
Georgia	102	30	132						
Florida	174	64	238						
<b>SOUTH ATLANTIC</b>	<b>699</b>	<b>244</b>	<b>943</b>	<b>3.1</b>					
					<b>TOTAL QUALIFIED CIRCULATION</b>	<b>19,383</b>	<b>10,775</b>	<b>30,158</b>	<b>100.0</b>

\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016\***

Region/Country	Print	Digital	Total Qualified	Percent	Region/Country	Print	Digital	Total Qualified	Percent
<b>ASIA</b>					<b>AFRICA</b>				
Armenia	2	-	2		Algeria	107	35	142	
Azerbaijan	11	8	19		Angola	2	13	15	
Bangladesh	25	9	34		Cameroon	8	-	8	
Brunei Darussalam	8	9	17		Chad	2	-	2	
China	116	106	222		Congo	2	-	2	
Hong Kong - SAR	3	-	3		Cote D'Ivoire	3	-	3	
India	1,454	926	2,380		Egypt	161	90	251	
Indonesia	174	115	289		Equatorial Guinea	2	-	2	
Japan	96	47	143		Eritrea	3	1	4	
Kazakhstan	6	9	15		Ethiopia	4	-	4	
Korea, Republic Of	92	109	201		Gabon	2	-	2	
Malaysia	191	153	344		Ghana	14	5	19	
Myanmar	2	2	4		Kenya	10	3	13	
Nepal	-	1	1		Liberia	1	-	1	
Pakistan	210	76	286		Libyan Arab Jamahiriya	7	8	15	
Philippines	93	49	142		Mauritius	1	1	2	
Singapore	233	135	368		Morocco	13	3	16	
Sri Lanka	18	-	18		Mozambique	2	-	2	
Taiwan	65	35	100		Namibia	2	-	2	
Thailand	124	104	228		Niger	1	1	2	
Uzbekistan	-	3	3		Nigeria	202	105	307	
Vietnam	23	26	49		South Africa	60	75	135	
Subtotal	2,946	1,922	4,868	16.1	Sudan	14	7	21	
<b>MIDDLE EAST</b>					Swaziland	2	2	4	
Bahrain	36	13	49		Tanzania	3	1	4	
Iran	97	121	218		Tunisia	21	7	28	
Iraq	20	22	42		Uganda	3	3	6	
Israel	47	25	72		Zambia	5	1	6	
Jordan	18	12	30		Zimbabwe	2	-	2	
Kuwait	95	97	192		Subtotal	659	361	1,020	3.4
Lebanon	5	3	8		<b>NORTH AMERICA</b>				
Oman	71	83	154		Canada	947	407	1,354	
Qatar	251	153	404		Mexico	248	275	523	
Saudi Arabia	302	235	537		United States	8,393	3,142	11,535	
Syrian Arab Republic	6	6	12		Subtotal	9,588	3,824	13,412	44.4
United Arab Emirates	441	294	735		<b>CARIBBEAN</b>				
Yemen	7	3	10		Aruba	3	1	4	
Subtotal	1,396	1,067	2,463	8.2	Cuba	1	3	4	
<b>EUROPE</b>					Dominican Republic	-	3	3	
Albania	-	1	1		Jamaica	2	1	3	
Austria	33	24	57		Martinique	-	1	1	
Belarus	4	1	5		Netherlands Antilles	5	7	12	
Belgium	92	50	142		Trinidad and Tobago	75	64	139	
Bosnia and Herzegovina	5	1	6		Subtotal	86	80	166	0.6
Bulgaria	12	6	18		<b>CENTRAL AMERICA</b>				
Croatia	50	40	90		Costa Rica	3	-	3	
Cyprus	9	5	14		Guatemala	1	1	2	
Czech Republic	39	21	60		Nicaragua	1	2	3	
Denmark	64	28	92		Panama	-	2	2	
Estonia	3	4	7		Subtotal	5	5	10	-
Finland	35	28	63		<b>SOUTH AMERICA</b>				
France	207	112	319		Argentina	164	178	342	
Germany	225	120	345		Bolivia	30	37	67	
Greece	95	61	156		Brazil	190	164	354	
Hungary	43	23	66		Chile	51	42	93	
Ireland	27	12	39		Colombia	148	165	313	
Italy	333	259	592		Ecuador	28	34	62	
Latvia	2	3	5		French Guiana	1	-	1	
Lithuania	7	2	9		Guyana	1	-	1	
Luxembourg	3	-	3		Peru	101	102	203	
Macedonia	1	-	1		Suriname	2	8	10	
Malta	3	-	3		Uruguay	14	13	27	
Moldova	2	1	3		Venezuela	83	244	327	
Monaco	1	4	5		Subtotal	813	987	1,800	6.0
Netherlands	356	214	570		<b>ASIA PACIFIC</b>				
Norway	40	46	86		Australia	249	185	434	
Poland	102	53	155		New Zealand	23	18	41	
Portugal	118	69	187		Papua New Guinea	5	4	9	
Romania	134	115	249		Subtotal	277	207	484	1.6
Russian Federation	53	77	130						
Serbia	52	24	76						
Slovakia	28	9	37						
Slovenia	7	3	10						
Spain	389	306	695						
Sweden	42	20	62						
Switzerland	26	25	51						
Turkey	137	88	225						
Ukraine	14	14	28						
United Kingdom	820	453	1,273						
Subtotal	3,613	2,322	5,935	19.7					
					<b>TOTAL QUALIFIED CIRCULATION</b>	<b>19,383</b>	<b>10,775</b>	<b>30,158</b>	<b>100.0</b>

\*See Additional Data

2016		HP News Brief	2016		HP News Brief
<b>JANUARY</b>			<b>APRIL</b>		
January 4		48,001	April 1		47,564
January 5		47,996	April 4		47,599
January 6		47,966	April 5		47,598
January 7		47,959	April 6		47,593
January 8		47,909	April 7		47,577
January 11		48,083	April 8		48,295
January 12		48,052	April 11		48,296
January 13		48,037	April 12		48,294
January 14		48,015	April 13		48,277
January 15		48,006	April 14		48,266
January 18		47,945	April 15		48,254
January 19		47,980	April 18		48,246
January 20		47,850	April 19		48,225
January 21		47,841	April 20		48,208
January 22		47,839	April 21		48,207
January 25		47,829	April 22		48,174
January 26		47,823	April 25		48,158
January 27		47,792	April 26		48,134
January 28		47,757	April 27		48,122
January 29		47,799	April 28		48,108
<b>FEBRUARY</b>			April 29		48,094
February 1		47,785	<b>MAY</b>		
February 2		47,697	May 2		48,074
February 3		47,729	May 3		48,076
February 4		47,696	May 4		48,040
February 5		47,629	May 5		48,033
February 8		48,106	May 6		47,998
February 9		48,167	May 9		47,983
February 10		48,158	May 10		47,973
February 11		48,014	May 11		47,958
February 12		48,003	May 12		47,854
February 15		47,993	May 13		47,885
February 16		48,043	May 16		47,899
February 17		48,028	May 17		47,872
February 18		47,930	May 18		47,489
February 19		48,012	May 19		47,726
February 22		48,011	May 20		47,437
February 23		47,995	May 23		47,575
February 24		47,980	May 24		47,742
February 25		47,971	May 25		47,869
February 26		47,973	May 26		47,854
February 29		47,959	May 31		47,852
<b>MARCH</b>			<b>JUNE</b>		
March 1		47,890	June 1		47,838
March 2		47,879	June 2		48,789
March 3		47,871	June 3		48,769
March 4		47,865	June 6		48,735
March 7		47,855	June 7		48,700
March 8		47,852	June 8		48,675
March 9		47,845	June 9		48,563
March 10		47,842	June 10		48,560
March 11		47,828	June 13		48,514
March 14		47,822	June 14		48,503
March 15		47,813	June 15		48,472
March 16		47,804	June 16		48,454
March 17		47,792	June 17		48,446
March 18		47,786	June 20		48,591
March 21		47,009	June 21		48,573
March 22		47,754	June 22		48,441
March 23		47,290	June 23		48,721
March 24		47,720	June 24		48,722
March 25		47,707	June 27		48,675
March 28		47,694	June 28		48,646
March 29		47,674	June 29		48,636
March 30		47,588	June 30		48,598
March 31		47,581			
			<b>AVERAGE: 48,017</b>		

HP News Brief (127 issued in the period)

# WEBSITE CHANNEL

## WWW.HYDROCARBONPROCESSING.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	206,002	101,281	55,152	1.84	02:20	02:25
February	196,732	97,046	54,601	1.78	02:17	02:21
March	200,121	97,398	51,910	1.88	02:19	02:27
April	182,220	96,453	52,233	1.85	02:37	02:20
May	161,660	84,387	46,360	1.82	02:28	02:16
June	148,530	78,417	42,402	1.85	02:29	02:14
<b>AVERAGE:</b>	<b>182,544</b>	<b>92,497</b>	<b>50,443</b>	<b>1.84</b>	<b>02:25</b>	<b>02:20</b>

January – June 2016 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

### WEBSITE GLOSSARY

**Page Impressions:** A Page Impression 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.

**User 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.

**Unique Browsers:** An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

**Unique Browser Frequency:** Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

**Page Duration:** The average time spent viewing any page on a web site.

**User Session Duration:** The average time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit [www.adicompli.com](http://www.adicompli.com)

# SOCIAL MEDIA CHANNEL

## Hydrocarbon Processing Social Media



Twitter followers

<http://twitter.com/Hydrocarbon Processing>



Facebook likes

<http://facebook.com/Hydrocarbon Processing>

2016

2016	Twitter followers	Facebook likes
Beginning Balance	-	-
January	-	21,440
February	4,098	22,590
March	4,159	22,884
April	4,222	23,187
May	4,314	23,674
June	4,373	23,871

# ADDITIONAL DATA

### METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipients' qualification, as reported. Copies are distributed via the US Postal Service under Periodicals class permit for the print version. Recipients of the digital version are notified by email when the Version is delivered.

### STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

### MAGAZINE:

#### PARAGRAPH 1:

Qualified Paid Multi-Copy Same Addressee subscriptions averaging 68 copies were sold to qualified recipients at reduced prices in quantities of 2 to 34 copies.

#### PARAGRAPH 2:

Gas Processing: Technology and Business Information for the Global Gas Processing Industry supplement was mailed to selected subscribers in February, April, and June.

#### PARAGRAPH 3b:

Paragraph 3b includes 5 paid subscriptions older than three years.

### AVERAGE ANNUAL ORDER PRICE: \$231.46

### GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter, Website, and Social Media 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 T. Royall, President & Chief Executive Officer

Catherine Watkins, Publisher

(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

July 8, 2016

State

Texas

County

Harris

Received by BPA Worldwide

July 8, 2016

Type

BJ

ID Number

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### About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.