

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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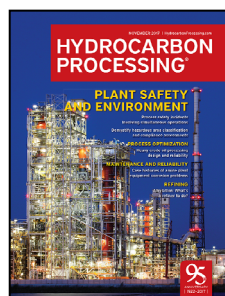
Since 1922, **HYDROCARBON PROCESSING** has been committed to providing clear and concise technical content and information for the global refining, petrochemical, gas processing and LNG industries. Hydrocarbon Processing recipients comprise a global network of professionals engaged in designing, engineering, 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
30,160 average circulation

HYDROCARBON PROCESSING E-NEWSLETTER



129 issued in the period
46,607 average per occurrence

HYDROCARBON PROCESSING WEBSITE



73,872 average users

HYDROCARBON PROCESSING SOCIAL MEDIA



5,440 Twitter followers
29,809 Facebook likes

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
HYDROCARBON PROCESSING MAGAZINE (6 issues in the period)	29,142	1,018	30,160
a. Print	16,742	837	17,579
b. Digital	12,400	181	12,581
1. Requested	12,400	181	12,581
2. Non-Requested	-	-	-
HYDROCARBON PROCESSING E-NEWSLETTER			
a. HP News Brief (129 issued in the period)	46,607	-	46,607
HYDROCARBON PROCESSING WEBSITE (Monthly Users with 200,124 average Pageviews)	73,872	-	73,872
HYDROCARBON PROCESSING SOCIAL MEDIA			
a. Twitter followers	*5,440	-	*5,440
b. Facebook likes	*29,809	-	*29,809

*Social Media claims are cumulative figures, not averages.

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, other operations personnel, and company copies.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	3
Advertiser and Agency	2,187
Allocated for Trade Shows and Conventions	379
All Other	1,099
TOTAL	3,668

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	30,069	99.7	29,142	96.6	927	3.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
*Multi-Copy Same Addressee	91	0.3	-	-	91	0.3
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	30,160	100.0	29,142	96.6	1,018	3.4

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Print	Digital	Total Qualified
July	17,707	12,499	30,206
*August	17,679	12,527	30,206
*September	17,587	12,559	30,146
*October	17,459	12,668	30,127
November	17,512	12,652	30,164
*December	17,525	12,581	30,106

*See Additional Data

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017

This issue is -% or 6 copies above the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	CLASSIFICATION BY JOB FUNCTION							
					Company Officials, Managers	Engineers & Consultants	Super- intendents & Foremen or Operators	Chemists	Purchasing Agents	Other Operations Personnel	Company Copies	
Refining, Engineering/Construction, Consultants	19,306	64.0	10,888	8,418	5,927	11,809	684	243	110	469	64	
Petrochemicals, Chemicals	6,629	22.0	3,907	2,722	2,528	3,186	303	289	76	217	30	
Natural Gas Processing	3,761	12.4	2,301	1,460	1,305	1,981	314	38	29	91	3	
SUB TOTAL	29,696	98.4	17,096	12,600	9,760	16,976	1,301	570	215	777	97	
Service, Supply and Equipment Manufacturing Companies	106	0.4	98	8								
Association, Libraries, Government Agencies, Education, Legal and Miscellaneous	341	1.1	303	38								
SUB TOTAL	447	1.5	401	46								
Other Paid	21	0.1	15	6								
TOTAL QUALIFIED CIRCULATION	30,164	100.0	17,512	12,652								

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3+ Years*				
I. Direct Request:	23,573	5,659	88	17,023	12,297	29,320	97.2
II. Request from recipient's company:	678	163	3	489	355	844	2.8
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
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:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	24,251	5,822	91	17,512	12,652	30,164	100.0
PERCENT	80.4	19.3	0.3	58.1	41.9	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	29,382	97.4
Individuals by name only	326	1.1
Titles or functions only	69	0.2
Company names only	295	1.0
Multi-Copy Same Addressee copies	92	0.3
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	30,164	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	10	4	14		Kentucky	105	33	138	
New Hampshire	13	5	18		Tennessee	112	33	145	
Vermont	5	2	7		Alabama	161	40	201	
Massachusetts	126	43	169		Mississippi	63	23	86	
Rhode Island	8	1	9		EAST SO. CENTRAL	441	129	570	1.9
Connecticut	68	15	83		Arkansas	27	18	45	
NEW ENGLAND	230	70	300	1.0	Louisiana	365	130	495	
New York	236	95	331		Oklahoma	246	88	334	
New Jersey	318	98	416		Texas	2,691	1,506	4,197	
Pennsylvania	370	135	505		WEST SO. CENTRAL	3,329	1,742	5,071	16.8
MIDDLE ATLANTIC	924	328	1,252	4.2	Montana	44	18	62	
Ohio	287	99	386		Idaho	19	10	29	
Indiana	114	35	149		Wyoming	49	10	59	
Illinois	333	187	520		Colorado	192	77	269	
Michigan	136	44	180		New Mexico	50	13	63	
Wisconsin	103	20	123		Arizona	56	17	73	
EAST NO. CENTRAL	973	385	1,358	4.5	Utah	51	22	73	
Minnesota	107	31	138		Nevada	21	9	30	
Iowa	71	21	92		MOUNTAIN	482	176	658	2.2
Missouri	128	37	165		Alaska	30	17	47	
North Dakota	45	13	58		Washington	103	52	155	
South Dakota	25	2	27		Oregon	55	12	67	
Nebraska	36	9	45		California	633	284	917	
Kansas	128	49	177		Hawaii	20	7	27	
WEST NO. CENTRAL	540	162	702	2.3	PACIFIC	841	372	1,213	4.0
Delaware	29	20	49		UNITED STATES	8,591	3,685	12,276	40.7
Maryland	82	35	117		U.S. Territories	5	1	6	
Washington, DC	8	7	15		Canada	924	564	1,488	
Virginia	98	35	133		Mexico	191	246	437	
West Virginia	59	21	80		Other International	7,800	8,156	15,956	
North Carolina	161	27	188		APO/FPO	1	-	1	
South Carolina	81	37	118						
Georgia	105	42	147						
Florida	208	97	305						
SOUTH ATLANTIC	831	321	1,152	3.8					
					TOTAL QUALIFIED CIRCULATION	17,512	12,652	30,164	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017*

Region/Country	Print	Digital	Total Qualified	Percent	Region/Country	Print	Digital	Total Qualified	Percent
ASIA					Turkey	95	98	193	
Afghanistan	1	-	1		Ukraine	10	14	24	
Azerbaijan	8	8	16		United Kingdom	579	468	1,047	
Bangladesh	24	14	38		Subtotal	2,720	2,496	5,216	17.3
Brunei Darussalam	4	8	12		AFRICA				
China	111	102	213		Algeria	75	39	114	
East Timor (Timor-Leste)	1	-	1		Angola	1	8	9	
Hong Kong - SAR	4	3	7		Cameroon	7	1	8	
India	1,237	1,355	2,592		Congo	1	1	2	
Indonesia	122	117	239		Cote D'Ivoire	-	5	5	
Japan	69	67	136		Egypt	125	107	232	
Kazakhstan	7	13	20		Equatorial Guinea	-	1	1	
Korea, Republic Of	83	127	210		Eritrea	1	-	1	
Macao	1	-	1		Ethiopia	2	3	5	
Malaysia	144	177	321		Gabon	2	-	2	
Mongolia	-	1	1		Ghana	13	12	25	
Myanmar	1	-	1		Kenya	10	3	13	
Pakistan	184	88	272		Libyan Arab Jamahiriya	6	9	15	
Philippines	78	56	134		Mauritius	2	1	3	
Singapore	192	164	356		Morocco	7	2	9	
Sri Lanka	12	1	13		Mozambique	1	-	1	
Taiwan	47	35	82		Namibia	1	1	2	
Thailand	87	122	209		Niger	1	1	2	
Turkmenistan	1	2	3		Nigeria	289	213	502	
Uzbekistan	-	1	1		Senegal	-	1	1	
Vietnam	21	31	52		South Africa	41	107	148	
Subtotal	2,439	2,492	4,931	16.4	Sudan	10	9	19	
MIDDLE EAST					Swaziland	2	1	3	
Bahrain	41	24	65		Tanzania	2	-	2	
Iran	109	128	237		Tunisia	15	7	22	
Iraq	16	30	46		Uganda	8	3	11	
Israel	37	36	73		Zambia	5	-	5	
Jordan	15	10	25		Zimbabwe	3	-	3	
Kuwait	76	120	196		Subtotal	630	535	1,165	3.9
Lebanon	6	7	13		NORTH AMERICA				
Oman	67	90	157		Canada	924	564	1,488	
Qatar	190	180	370		Mexico	191	246	437	
Saudi Arabia	232	268	500		United States	8,597	3,686	12,283	
Syrian Arab Republic	3	7	10		Subtotal	9,712	4,496	14,208	47.1
United Arab Emirates	405	439	844		CARIBBEAN				
Yemen	2	7	9		Aruba	1	1	2	
Subtotal	1,199	1,346	2,545	8.4	Cayman Islands	1	1	2	
EUROPE					Cuba	4	3	7	
Albania	-	1	1		Dominican Republic	1	1	2	
Austria	27	19	46		Jamaica	2	1	3	
Belarus	4	3	7		Martinique	2	-	2	
Belgium	76	57	133		Netherlands Antilles	4	7	11	
Bosnia and Herzegovina	2	1	3		Trinidad and Tobago	47	59	106	
Bulgaria	13	4	17		Subtotal	62	73	135	0.4
Croatia	49	39	88		CENTRAL AMERICA				
Cyprus	7	5	12		Belize	-	1	1	
Czech Republic	36	22	58		Costa Rica	3	-	3	
Denmark	34	36	70		El Salvador	1	-	1	
Estonia	2	3	5		Guatemala	1	1	2	
Finland	32	28	60		Nicaragua	-	2	2	
France	172	115	287		Panama	-	2	2	
Germany	180	148	328		Subtotal	5	6	11	-
Greece	79	71	150		SOUTH AMERICA				
Hungary	39	25	64		Argentina	122	174	296	
Ireland	17	15	32		Bolivia	18	40	58	
Italy	265	274	539		Brazil	134	192	326	
Latvia	1	3	4		Chile	35	54	89	
Lithuania	3	2	5		Colombia	101	178	279	
Luxembourg	5	-	5		Ecuador	19	28	47	
Macedonia	1	-	1		Guyana	1	-	1	
Moldova	1	1	2		Peru	66	112	178	
Monaco	2	3	5		Suriname	2	6	8	
Netherlands	242	245	487		Uruguay	8	6	14	
Norway	31	54	85		Venezuela	62	216	278	
Poland	83	50	133		Subtotal	568	1,006	1,574	5.2
Portugal	96	73	169		ASIA PACIFIC				
Romania	108	107	215		Australia	159	183	342	
Russian Federation	38	79	117		New Zealand	17	16	33	
Serbia	39	25	64		Papua New Guinea	1	3	4	
Slovakia	21	4	25		Subtotal	177	202	379	1.3
Slovenia	6	5	11		TOTAL QUALIFIED CIRCULATION				
Spain	271	358	629			17,512	12,652	30,164	100.0
Sweden	33	22	55						
Switzerland	21	19	40						

*See Additional Data

2017	HP News Brief	2017	HP News Brief
JULY		OCTOBER	
July 3	45,105	October 2	46,288
July 4	45,091	October 3	46,259
July 5	45,072	October 4	46,251
July 6	45,063	October 5	46,234
July 7	44,777	October 6	46,235
July 10	45,078	October 9	46,247
July 11	45,080	October 10	46,237
July 12	46,855	October 11	46,223
July 13	46,779	October 12	46,199
July 14	46,788	October 13	46,208
July 17	46,781	October 16	46,198
July 18	46,758	October 17	46,187
July 19	46,751	October 18	46,200
July 20	46,737	October 19	46,200
July 21	46,720	October 20	46,187
July 24	46,708	October 23	46,177
July 25	46,698	October 24	46,181
July 26	46,702	October 25	46,137
July 27	46,673	October 26	46,118
July 28	46,671	October 27	46,115
July 31	46,668	October 30	46,082
AUGUST		October 31	46,100
August 1	46,656	NOVEMBER	
August 2	46,651	November 1	46,072
August 3	46,639	November 2	46,044
August 4	46,630	November 3	46,039
August 7	46,630	November 6	46,168
August 8	46,614	November 7	46,069
August 9	46,626	November 8	46,051
August 10	46,614	November 9	46,055
August 11	46,609	November 10	46,043
August 14	46,583	November 13	46,019
August 15	46,575	November 14	45,995
August 16	46,571	November 15	45,998
August 17	46,564	November 16	45,980
August 18	46,548	November 17	45,968
August 21	46,541	November 20	45,961
August 22	46,535	November 21	45,957
August 23	46,546	November 22	45,943
August 24	46,546	November 23	45,929
August 25	46,475	November 24	45,921
August 28	46,440	November 27	45,919
August 29	46,450	November 28	45,903
August 30	46,441	November 29	48,511
August 31	46,446	November 30	48,492
SEPTEMBER		DECEMBER	
September 1	46,429	December 1	48,460
September 4	46,414	December 4	48,410
September 5	46,410	December 5	48,393
September 6	46,412	December 6	48,378
September 7	46,400	December 7	48,368
September 8	46,396	December 8	48,352
September 11	46,389	December 11	48,335
September 12	46,373	December 12	48,326
September 13	46,376	December 13	48,295
September 14	46,355	December 14	48,287
September 15	46,366	December 15	48,268
September 18	46,368	December 18	48,226
September 19	46,365	December 19	48,190
September 20	46,357	December 20	48,174
September 21	46,340	December 21	48,079
September 22	46,326	December 22	48,099
September 25	46,313	December 26	48,074
September 26	46,316	December 27	48,064
September 27	46,317	December 28	48,059
September 28	46,293	December 29	48,057
September 29	46,296		
		AVERAGE:	46,607

HP News Brief (129 issued in the period)

WEBSITE CHANNEL

WWW.HYDROCARBONPROCESSING.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
July	197,956	113,433	72,380	2:18
August	235,505	135,108	84,259	2:12
September	202,963	117,515	75,887	2:09
October	208,346	125,619	83,230	1:47
November	194,188	112,579	71,362	1:44
December	161,790	91,046	56,117	1:49
AVERAGE:	200,124	115,883	73,872	1:59

July – December 2017 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.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

SOCIAL MEDIA CHANNEL

Hydrocarbon Processing Social Media



Twitter followers

<http://twitter.com/HydrocarbonProc>



Facebook likes

<http://facebook.com/HydrocarbonProc>

2017

Beginning Balance	5,079	27,571
July	5,166	27,982
August	5,262	28,788
September	5,289	29,027
October	5,334	29,262
November	5,375	29,609
December	5,440	29,809

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient 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:

Replica plus – If a print edition exists, "plus" is editorial that is retained from the original edition and is redesigned and/or supplemented. Each issue's content is primarily taken (but not necessarily replicated in its entirety) from the original edition (whether in print or digital). 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 91 copies were sold to qualified recipients at reduced prices in quantities of 2 to 51.

PARAGRAPH 2:

Gas Processing: Technology and Business Information for the Global Gas Processing Industry supplement was mailed to selected subscribers in August, October, and December. Global Refining Map supplement was mailed to all subscribers in September. Shell Global Solutions: Preparing for the disruptions that lie ahead supplement was mailed to all subscribers in December.

PARAGRAPH 3b:

Paragraph 3b includes 21 subscriptions older than three years.

AVERAGE ANNUAL ORDER PRICE: \$445.20

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

January 15, 2018

State

Texas

County

Harris

Received by BPA Worldwide

January 15, 2018

Type

BJ

ID Number

H183B0D7

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 for the latest audit reports, membership information and publishing and advertising industry news.