

# COMPRESSOR<sup>tech</sup> BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED DECEMBER 2016



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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**COMPRESSORtech2** targets gas compression products, systems and technologies from the wellhead to city gate. This includes midstream, upstream and downstream gas compression applications. Its subscribership targets the people who operate, design and service the products and systems utilized by the global gas compression industry.

### FIELD SERVED

**COMPRESSORtech2** serves natural gas producing and gathering; processing or refining chemicals or petrochemicals; operating compressors for natural gas processing, transmission or storage; consulting engineers or contractors; distributing, servicing and overhauling engines and compressors; manufacturing compressors; manufacturing or packaging compression sets and systems; manufacturing natural gas or dual-fuel engines; manufacturing gas and steam turbine engines and gas expanders; manufacturing industrial power transmission products and compressor components, accessories and control systems; and others allied to the field.

### DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include engineering, production/purchasing, operating/maintenance, administrative/marketing personnel, company copies and other functions and functions not available.

## CHANNELS

### COMPRESSORtech2 MAGAZINE



4 Issues in the period  
14,387 average circulation

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>COMPRESSORtech2 MAGAZINE</b> Unique Total* (5 issues in the period)	14,355	32	14,387
a. Print	9,463	26	9,489
b. Digital	11,424	6	11,430
1. Requested	10,329	6	10,335
2. Non-Requested	1,095	-	1,095

\*Unique Total represents unique recipients, not the sum of Print and Digital.

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	1,739
Allocated for Trade Shows and Conventions	178
All Other	460
<b>TOTAL</b>	<b>2,377</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	14,387	100.0	14,355	99.8	32	0.2
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,387</b>	<b>100.0</b>	<b>14,355</b>	<b>99.8</b>	<b>32</b>	<b>0.2</b>

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

2016 Issue	Print	Digital	Total Qualified
July	9,059	5,173	14,155
August/September	9,165	13,518	14,086
October	9,192	13,520	14,124
November	9,990	12,944	14,778
December	10,039	11,999	14,791

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016**  
This issue is 3.4% or 489 copies above the average of the other 4 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	*UNIQUE TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	Classification By Function (See Note 1)
Producing and Gathering Natural Gas	943	6.4	664	859	943
Processing or Refining Chemicals or Petrochemicals	857	5.8	573	741	857
Operating Compressors for Natural Gas Processing, Transmission or Storage	1,098	7.4	814	1,039	1,098
Consulting Engineers or Contractors	3,122	21.1	1,806	2,921	3,122
Distributing, Servicing and Overhauling Engines and Compressors	1,429	9.7	998	1,237	1,429
Manufacturing Compressors	1,918	13.0	1,394	1,517	1,918
Manufacturing or Packaging Compression Sets and Systems	1,025	6.9	715	934	1,025
Manufacturing Natural Gas or Dual-Fuel Engines	885	6.0	523	840	885
Manufacturing Gas & Steam Turbine Engines and Gas Expanders	934	6.3	592	762	934
Manufacturing Industrial Power Transmission Products & Compressor Components, Accessories and Control Systems	2,251	15.3	1,672	1,883	2,251
Others Allied to the Field	316	2.1	239	211	316
<b>*UNIQUE TOTAL QUALIFIED CIRCULATION</b>	<b>14,778</b>	<b>100.0</b>	<b>9,990</b>	<b>12,944</b>	<b>14,778</b>

Note 1: Classification by function includes engineering, production/purchasing, operating/maintenance, administration/marketing personnel, company copies, other functions and functions not available.

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

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

QUALIFICATION SOURCE	Qualified Within						*Unique Total Qualified	Percent
	1 Year	2 Years	3 Years	Print	Digital			
I. Direct Request:	5,263	2,962	767	5,670	8,708	8,992	60.8	
II. Request from recipient's company:	170	198	-	235	336	368	2.5	
III. Membership Benefit:	-	-	-	-	-	-	-	
IV. **Communication from recipient or recipient's company (other than request):	1,317	1,545	-	1,529	2,805	2,862	19.4	
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	1,512	1,044	-	2,556	1,095	2,556	17.3	
**Association rosters and directories	-	144	-	144	142	144	1.0	
Business directories	-	-	-	-	-	-	-	
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-	
**Other sources	1,512	900	-	2,412	953	2,412	16.3	
VI. Single Copy Sales:	-	-	-	-	-	-	-	
<b>*UNIQUE TOTAL QUALIFIED CIRCULATION</b>	<b>8,262</b>	<b>5,749</b>	<b>767</b>	<b>9,990</b>	<b>12,944</b>	<b>14,778</b>	<b>100.0</b>	
<b>PERCENT</b>	<b>55.9</b>	<b>38.9</b>	<b>5.2</b>	<b>67.6</b>	<b>87.6</b>	<b>100.0</b>		

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

\*\*See Additional Data

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### 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

MAILING ADDRESS	Print	Digital	*Unique Total Qualified	Percent
Individuals by name and title and/or function	9,152	12,439	13,928	94.3
Individuals by name only	834	503	845	5.7
Titles or functions only	1	2	2	-
Company names only	3	-	3	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
<b>*UNIQUE TOTAL QUALIFIED CIRCULATION</b>	<b>9,990</b>	<b>12,944</b>	<b>14,778</b>	<b>100.0</b>

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

### GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

Region/Country	Print	Digital	*Unique Total Qualified	Percent	Region/Country	Print	Digital	*Unique Total Qualified	Percent
<b>ASIA</b>					Romania	18	42	42	
Azerbaijan	-	1	1		Russian Federation	12	62	63	
Bangladesh	-	3	3		Serbia	10	16	16	
Brunei Darussalam	-	3	3		Slovakia	3	8	8	
China	73	106	131		Slovenia	-	1	1	
Georgia	-	1	1		Spain	38	89	89	
Hong Kong - SAR	-	3	3		Sweden	28	57	57	
India	321	515	526		Switzerland	120	151	181	
Indonesia	71	106	107		Turkey	1	17	17	
Japan	115	158	189		Ukraine	6	7	7	
Kazakhstan	-	4	4		United Kingdom	290	541	566	
Korea, Republic Of	10	66	67		Subtotal	1,595	2,707	2,912	19.7
Malaysia	83	137	139		<b>AFRICA</b>				
Myanmar	-	1	1		Algeria	-	10	10	
Pakistan	3	9	9		Cameroon	-	1	1	
Philippines	8	21	21		Egypt	28	52	52	
Singapore	68	137	138		Nigeria	49	68	70	
Sri Lanka	-	2	2		Senegal	-	1	1	
Taiwan	2	16	16		South Africa	1	14	15	
Thailand	3	63	63		Sudan	-	1	1	
Vietnam	-	8	8		Swaziland	-	1	1	
Subtotal	757	1,360	1,432	9.7	Tunisia	-	3	3	
<b>MIDDLE EAST</b>					Subtotal	78	151	154	1.0
Bahrain	-	1	1		<b>NORTH AMERICA</b>				
Iran	2	13	14		Canada	366	551	579	
Israel	1	6	7		Mexico	41	117	121	
Jordan	-	2	2		United States	6,603	6,912	8,423	
Kuwait	9	16	16		Subtotal	7,010	7,580	9,123	61.7
Oman	21	32	32		<b>CARIBBEAN</b>				
Qatar	52	80	81		Anguilla	-	1	1	
Saudi Arabia	26	51	52		Trinidad and Tobago	-	7	7	
United Arab Emirates	123	223	225		Subtotal	-	8	8	0.1
Subtotal	234	424	430	2.9	<b>CENTRAL AMERICA</b>				
<b>EUROPE</b>					Costa Rica	-	2	2	
Austria	36	70	71		El Salvador	-	2	2	
Belgium	29	50	55		Guatemala	-	3	3	
Bulgaria	-	5	5		Panama	-	2	2	
Croatia	12	21	21		Subtotal	-	9	9	0.1
Cyprus	-	1	1		<b>SOUTH AMERICA</b>				
Czech Republic	15	21	22		Argentina	42	103	104	
Denmark	18	23	25		Bolivia	-	8	8	
Finland	20	51	52		Brazil	79	136	137	
France	113	195	206		Chile	-	10	10	
Germany	307	490	562		Colombia	31	84	84	
Greece	27	38	38		Ecuador	-	7	7	
Hungary	5	10	10		Peru	9	34	35	
Iceland	-	1	1		Uruguay	-	1	1	
Ireland	2	5	5		Venezuela	18	50	50	
Italy	269	370	408		Subtotal	179	433	436	3.0
Latvia	-	1	1		<b>ASIA PACIFIC</b>				
Netherlands	152	261	275		Australia	136	250	252	
Norway	24	44	44		New Zealand	-	18	18	
Poland	26	40	43		Subtotal	136	268	270	1.8
Portugal	14	19	20		Email Only	1	4	4	-
					<b>*UNIQUE TOTAL QUALIFIED CIRCULATION</b>	<b>9,990</b>	<b>12,944</b>	<b>14,778</b>	<b>100.0</b>

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016**

Region	Print	Digital	*Unique Total Qualified	Percent	Region	Print	Digital	*Unique Total Qualified	Percent
NEW ENGLAND	157	175	208	1.4	UNITED STATES	6,596	6,906	8,416	57.0
MIDDLE ATLANTIC	855	904	1,047	7.1	U.S. Territories	7	6	7	0.1
EAST NO. CENTRAL	969	1,132	1,264	8.6	Canada	366	551	579	3.9
WEST NO. CENTRAL	291	331	371	2.5	Mexico	41	117	121	0.8
SOUTH ATLANTIC	606	704	794	5.4	Other International	2,979	5,360	5,651	38.2
EAST SO. CENTRAL	142	181	192	1.3	APO/FPO	-	-	-	-
WEST SO. CENTRAL	2,846	2,592	3,545	24.0	Email Only	1	4	4	-
MOUNTAIN	333	390	445	3.0					
PACIFIC	397	497	550	3.7	<b>*UNIQUE TOTAL QUALIFIED CIRCULATION</b>	<b>9,990</b>	<b>12,944</b>	<b>14,778</b>	<b>100.0</b>

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**ADDITIONAL DATA**

**METHOD OF DISTRIBUTION:**

All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

**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.

**PARAGRAPH 3b:**

Communication from recipient or recipient's company (other than request) includes 1 source of circulation of 2,655 copies or 17.9% including Diesel & Gas Turbine Worldwide subscribers.

Association rosters and directories include 1 source of circulation for a quantity of 144 copies or 1.0%.

Other sources include 13 sources of circulation for a quantity of 3 copies or -% to 1,292 copies or 8.7%.

**PUBLISHER'S AFFIDAVIT**

We hereby make oath and say that all data set forth in this statement are true.

Mike Osenga, President  
Sue Smith, 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.

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**About BPA Worldwide:**

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