



September 2016

Dear Advertiser,

Here is one very good reason to consider advertising with **COMPRESSORtech2** magazine: this publication continues to provide 58.4% direct-request subscribers and 58.3% 1-year verified circulation to over 14,000 gas compression industry professionals. This means **COMPRESSORtech2** is distributed only to industry professionals who qualify to receive the publication and these subscribers renew their subscription every year.

As confirmed by the June 2016 circulation audit by BPA Worldwide, **COMPRESSORtech2** is delivering on its commitment to professionals in natural gas producing and gathering, processing or refining chemicals or petrochemicals, as well as operating compressors for natural gas processing, transmission or storage. **COMPRESSORtech2** also delivers on its commitments to consulting engineers or contractors; professionals that distribute, service and overhaul engines and compressors; compressor manufacturers; those engaged in 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.

Think about it. While the oil and gas sector faces significant economic challenges, **COMPRESSORtech2** continues to deliver a 58.4% direct-request and a 58.3% current 1-year audience among the industry's leading companies.

Research the numbers for yourself. **COMPRESSORtech2** clearly distinguishes between its various subscribers with a well-defined, BPA-approved brand report. This easy-to-analyze document was designed by BPA to produce accurate documentation between all sectors of **COMPRESSORtech2's** circulation. In other words, since the inception of the magazine in 1996, **COMPRESSORtech2** chose the BPA audit to give advertisers a clear and accurate description of its audience.

This information gives you confidence that your message is reaching the right audience.

BPA Worldwide is an industry-owned, independent, not-for-profit organization that verifies ad-supported media. BPA was founded to ensure advertisers have complete and unbiased verification that the media in which they invest are accurately reporting the metrics promised.

Informed advertisers and agencies have made it clear that independently verified audience data is a key element in their buying decision. Consider the following statements from the American Association of Advertising Agencies and the Association of National Advertisers "Through audited brand reports,, advertisers and agencies are assured that a brand does, in fact, deliver recipients that comprise a marketer's desired audience."

On the subject of audited vs. unaudited media, they go on to say that "our vote would be for investing in brands that are audited because unaudited media is often nothing more than a space purchase gamble with very poor odds."

COMPRESSORtech2 can provide you with the most recent BPA Brand Report – the very best way you can be assured that you are receiving what you pay for.

If you have any questions about **COMPRESSORtech2's** circulation or BPA audit, you can call Mark Thayer, Associate Publisher with **COMPRESSORtech2** magazine at 281-890-5287.

Best regards,

A handwritten signature in black ink that reads "Glenn J. Hansen". The signature is fluid and cursive, with the first letters of each name being capitalized and prominent.

Glenn J. Hansen
President & CEO
BPA Worldwide