

Business Magazines

Cross Platform Circulation Certificate

January 2011 to December 2011



Setting the standard

PTQ - Petroleum Technology Quarterly



Key information

Certificate type

Cross Platform

Metric type

Circulation

ABC headline

16,684 average per issue (total)
11,166 average per issue (print)
5,518 average per issue (digital)

Period

1 January 2011 to 31 December 2011

No of issues

5

Market sector

Energy: Oil & Petroleum

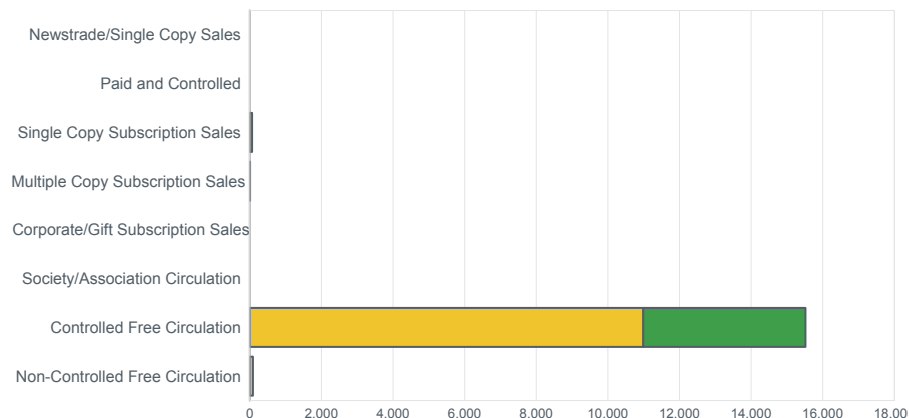
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Audit issue circulation analysis

	% of circulation
Newstrade & Single Copy Sales	0%
Paid and Controlled	0%
Single Copy Subscription Sales	0.40%
Multiple Copy Subscription Sales	0.04%
Corporate/Gift Subscription Sales	0%
Society/Association/Organisation Circulation	0%
Controlled Free Circulation	99.02%
Non-Controlled Free Circulation	0.54%

Audit issue circulation breakdown - Print/Digital



This certificate is supported by the following organisations

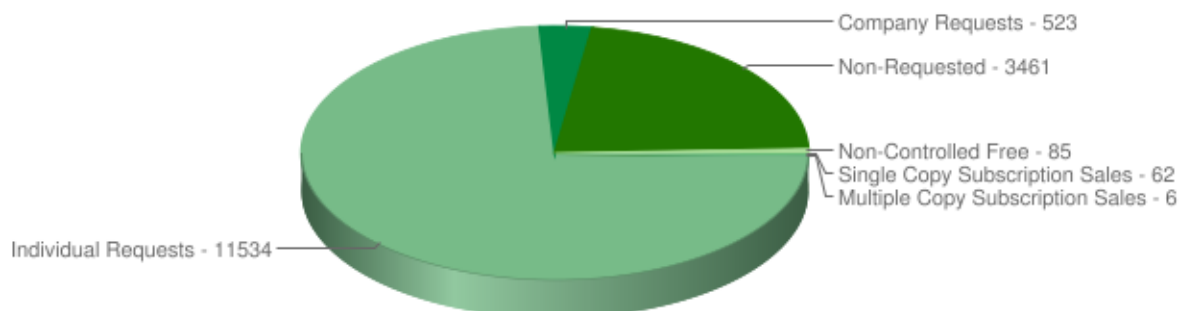
PTQ - Petroleum Technology Quarterly

Certificate of Average Net Circulation for the 5 issues distributed between 1 January 2011 and 31 December 2011

	Net Total	Print Edition	Digital Edition
TOTAL AVERAGE NET CIRCULATION PER ISSUE	16,684	11,166	5,518
Total Average Net Newstrade Sales Per Issue	-	-	-
Analysis for the Audit issue cover dated Q4 2011 and distributed on 11 October 2011			
Total Net Circulation	15,671	11,137	4,534
Newstrade & Other Single Copy Sales	-	-	-
Paid and Controlled	-	-	-
Single Copy Subscription Sales	62	62	-
At Full Rate	62	62	-
At Between 50% and 100% of Full Rate	-	-	-
At less than 50% of Full Rate	-	-	-
Multiple Copy Subscription Sales	6	6	-
At Full Rate	6	6	-
At Between 50% and 100% of Full Rate	-	-	-
At less than 50% of Full Rate	-	-	-
Corporate/Gift Subscription Sales	-	-	-
Society/Association/Organisation Circulation	-	-	-
Controlled Free Circulation	15,518	10,984	4,534
see terms of control. Sources for all addressees are less than 3 years old.			
Individual Written Requests	2,808	2,808	-
Individual Electronic Requests	4,562	2,340	2,222
Individual Telephone Requests	4,164	1,852	2,312
Company Written Requests	456	456	-
Company Electronic Requests	14	14	-
Company Telephone Requests	53	53	-
Non-requested by name	3,461	3,461	-
Non-requested by job title / function	-	-	-
Non-Controlled Free Circulation	85	85	-
By Name	85	85	-
Not by Name	-	-	-

Note: Grey shading indicates circulation categories for which print or digital editions are excluded

Duplication: The level of duplication on the mailing list for the audit issue was: 3%



SUPPORTING DATA

Basic Cover Price & Subscription Rates

The Basic Cover Price for the audit issue was: £20.00

The Basic Annual Rate for Subscriptions for the Audit Issue was: £100.00

2 or 3 year subscriptions are available

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Controlled Circulation

Terms of Control in the audit period:

Presidents and Vice Presidents, General Managers, Technical Directors; managers of process, construction, planning, maintenance, operations and projects; superintendents; process, electrical mechanical and maintenance engineers within oil refineries, gas processing plants, petrochemical plants and companies operating such plants. Also engineering contractors, process licensors and other individuals within the oil, gas and petrochemical industries and attendees at hydrocarbon industry conferences.

Age of Source Data for the Audit Issue	Total		0-1 Year		1-2 Years		2-3 Years	
	Qty	%	Qty	%	Qty	%	Qty	%
Total	12,057	100.0	4,415	36.6	3,624	30.1	4,018	33.3
Individual Requests - Print	7,000	58.1	2,594	21.5	2,598	21.5	1,808	15.0
Individual Requests - Digital	4,534	37.6	1,713	14.2	875	7.3	1,946	16.1
Company Requests - Print	523	4.3	108	.9	151	1.3	264	2.2
Company Requests - Digital								

Actual Distribution Dates for issues distributed during the audit period

Variations for issues with a variance of more than 10% above (+) or below (-) the average net circulation

Cover Date / ID	Distribution Date	Total Net Circ.	Print	Digital	Variance %	Cover Date / ID	Distribution Date	Total Net Circ.	Print	Digital	Variance %
Q1 2011	17-Jan-2011	18,352	11,138	7,214	-						
Catalysis 2011	18-Feb-2011	18,376	11,171	7,205	+10.1						
Q2 2011	11-Apr-2011	15,364	11,216	4,148	-						
Q3 2011	29-Jun-2011	15,658	11,167	4,491	-						
Q4 2011	11-Oct-2011	15,671	11,137	4,534	-						

Other Bulk Distribution (Please note. these copies are NOT included in the circulation of any issue)

Cover Date / ID	Total Bulk Copies	Category/Distribution Location
	3,020	
Q1 2011	100	Refining China Conference, Beijing, China
Q1 2011	250	NPRA AM, San Antonio, USA
Q1 2011	350	ME-TECH/Russia & CIS Summit, Dubai, UAE
Q1 2011	80	European Fuels Conference, Paris, France
Cat 2011	150	NPRA AM, San Antonio, USA
Cat 2011	50	NPRA R & M Conference, Denver, USA
Cat 2011	100	Downstream Asia 2011, Singapore
Cat 2011	75	NPRA Q&A, San Antonio, USA
Cat 2011	100	Cat-Tech/BBTC/Green Forum 2011, Dubrovnik Croatia
Cat 2011	80	European Fuels Conference, Paris, France
Cat 2011	100	Refining China Conference, Beijing, China
Q2 2011	225	NPRA R & M Conference, Denver, USA
Q2 2011	200	Cat-Tech/BBTC/GreenForum 2011, Dubrovnik Croatia
Q3 2011	200	Turbomachinery Symposium/International Pump Users Symposium, College Station, USA
Q3 2011	60	Integrated Asset Integration Management, London, UK
Q4 2011	300	NPRA Q&A, San Antonio, USA
Q4 2011	350	Downstream Asia 2011, Singapore
Q4 2011	250	Sulphur 2011, Houston, USA

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Geographical Analysis of circulation of the audit issue

Total Circulation	Total			Total Analysed	Total			Total Not Analysed	Total		
	15,671	11,137	4,534		15,671	11,137	4,534				
Europe	3,468	2,915	553								
Albania				Guatemala	1	1		Macau			
Andorra				Guiana, French				Malaysia	238	155	83
Austria	37	35	2	Guyana				Philippines	45	34	11
Azores				Haiti				Singapore	739	359	380
Balearic Islands				Honduras	10	9	1	Taiwan	49	40	9
Belarus (Belorussia)	19	17	2	Jamaica				Thailand	226	131	95
Belgium	141	129	12	Martinique				Vietnam	35	16	19
Bosnia & Herzegovina	2	1	1	Montserrat				Other			
Bulgaria	6	5	1	Nicaragua	1	1		Africa	319	245	74
Canary Islands	1			Panama				Angola	5	4	1
Corsica				Paraguay				Ascension Island			
Croatia	51	39	12	Peru	93	56	37	Benin			
Cyprus	4	4	12	Puerto Rico				Botswana	1		1
Czech Republic	35	29	6	Saint Kitts & Nevis				Burundi			
Denmark	39	36	3	Saint Lucia				Burkina Faso			
Estonia				St Vincent & Surinam	1			Cameroon			
Faroe Islands				Trinidad & Tobago	30	26		Cape Verde Islands			
Finland	34	29	5	Turks & Caicos Islands				Central African			
France	239	193	46	Uruguay	11	7		Chad			
Germany	424	380	44	Venezuela	73	47		The Comoros			
Gibraltar				Virgin Islands, British				Congo			
Greece	42	30	12	Virgin Islands, US	3	1		Cote D'Ivoire (Ivory)	19	18	1
Greenland				Other				Djibouti			
Hungary	30	21	9	Australasia & Pacific	145	124	21	Equatorial Guinea	2		2
Iceland				Australia	139	119	20	Eritrea	4	4	
Italy	461	416	45	Belau (Caroline Islands)				Ethiopia	6	5	1
Latvia	1	1	2	Christmas Island (Indian)				Gabon			
Liechtenstein				Cocos (Keeling Islands)				Gambia			
Lithuania	7	5	2	Fiji				Ghana	28	23	5
Luxembourg	2	2	3	French Polynesia				Guinea			
Macedonia	3			Guam				Guinea-Bissau			
Madeira				Kiribati (Gilbert Islands)				Kenya	10	8	2
Malta				Marshall Islands				Lesotho			
Moldova (Moldovia)				Micronesia, Federated				Liberia			
Monaco	1			Nauru				Madagascar			
Netherlands	334	277	57	New Caledonia				Malawi			
Norway	15	12	3	New Zealand	5	4	1	Mali			
Poland	61	54	7	N Z Island Territories				Mauritania			
Portugal	61	48	13	Norfolk Island				Mauritius			
Republic of Ireland	8	6	2	Northern Mariana Is				Mayotte			
Romania	92	68	24	Papua New Guinea	1	1		Mozambique			
Russia	57	44	13	Pitcairn Island				Namibia			
San Marino				Samoa, American				Niger			
Serbia	33	27	6	Samoa, Western				Nigeria	142	110	32
Slovakia	22	18	4	Solomon Islands				Reunion			
Slovenia	1	1	4	Tonga				Rwanda			
Spain	229	187	42	Tuvalu				Saint Helena			
Spitzbergen				Vanuatu (New)				Sao Tome & Principe			
Sweden	44	37	7	Wake Island				Senegal			
Switzerland	43	41	2	Wallis & Futuna				Seychelles			
Turkey	79	62	17	Other				Sierra Leone			
Ukraine	8	8	149	Asia	3,630	1,531	2,099	Somalia			
United Kingdom	802	653		Afghanistan				South Africa	65	48	17
Vatican City State				Armenia	1			Sudan	25	13	12
Other				Azerbaijan	2			Swaziland			
North America	4,795	4,212	583	Bangladesh	17	7	10	Tanzania			
Canada	516	415	101	Bhutan				Togo			
Mexico	56	37	19	British Indian Ocean				Tristan Da Cunha			
Saint Pierre & Miquelon				Georgia				Uganda			
USA	4,223	3,760	463	India	3,488	1,428	2,060	West Sahara			
Other				Kazakhstan	1		1	Zaire			
Central & South	607	439	168	Kyrgyzstan				Zambia	12	12	
Anguilla				Maldives				Zimbabwe			
Antigua & Barbuda				Mongolia				Other			
Antilles, Netherlands	21	20	1	Myanmar (Burma)				Middle East & N Africa	887	575	312
Argentina	88	66	22	Nepal				Algeria	46	35	11
Aruba	14	11	3	Pakistan	89	67	22	Bahrain	30	25	5
Bahamas				Sri Lanka	20	18	2	Egypt	56	42	14
Barbados	1	1		Tajikistan				Emirates, United Arab	133	66	67
Belize				Tibet				Gaza & Khan Yunis			
Bermuda				Turkmenistan	1		1	Iran	215	153	62
Bolivia	1	1		Uzbekistan	11	11		Iraq	11	4	7
Brazil	140	99	41	Other				Israel	29	27	2
Cayman Islands				South East Asia	1,820	1,096	724	Jordan	9	5	4
Chile	40	35	17	Brunei	2	2		Kuwait	40	24	16
Columbia	59	42	1	Cambodia (Kampuchea)				Lebanon	1		1
Costa Rica	1			China, Peoples	215	169	46	Libya	19	17	2
Cuba	16	14	2	East Timor				Morocco	8	4	4
Dominica				Hong Kong	6	6		Oman	30	14	16
Dominican Republic	1		1	Indonesia	137	88	49	Qatar	66	36	30
Ecuador	1	1		Japan	44	33	11	Saudi Arabia	166	103	63
El Salvador	1	1		Korea, Democratic				Spanish North Africa			
Falkland Islands				Korea, Republic of	84	63	21	Syria	13	13	
Grenada				Laos				Tunisia	3	1	2
Guadeloupe								Yemen	12	6	6

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About ABC

ABC is governed by the media industry, for the media industry and is the expert at setting data and process standards across multiple platforms. ABC provides a stamp of trust for media buyers, media owners, publishers and digital traders working in existing and emerging platforms.

The ABC Board consists of 16 media owners, media agencies, advertisers and trade body members – with 25 per cent of the Board representing the digital sector. The Board make strategic decisions as to how ABC is run and each industry sector is represented by a Reporting Standards Group.

ABC was established in the UK in 1931 and is a founder member of the International Federation of ABCs (IFABC). ABC's digital arm was established in 1996 and was united with ABC under one brand with a new identity and integrated structure in March 2011. ABC works with JICWEBS (Joint Industry Committee for Web Standards) to deliver common international standards for measuring digital reach, engagement and loyalty, as well as creating common standards for good practice throughout the industry.

For further information please visit www.abc.org.uk or contact us at: ABC, Saxon House, 211 High Street Berkhamsted, Hertfordshire, HP4 1AD, UK
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About this certificate

This certificate was issued on 28 February 2012. The data included is derived from a return of circulation prepared by the publisher: Crambeth Allen Publishing Ltd.

The Publisher has certified that the data has been reported in accordance with ABC reporting standards. If an audit or inspection reveals a material difference ABC will revise and re-issue the certificate together with an audit/inspection report detailing the changes. For details of audit or inspection reports issued or the reporting standards and procedures, please contact ABC.

ABC cannot accept responsibility for mistakes or omissions although every care is taken to ensure that the information is correct. This certificate is the **copyright** property of the Publisher and ABC.

This certificate expires on 31 March 2013 unless ABC has issued a new certificate before that date.

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GLOSSARY

THE DISTRIBUTION PERIOD. This is the time period covered by the ABC certificate.

EXPIRY DATE. Date at which the certificate is no longer valid-all Business Publications must issue an ABC certificate at least annually and on a continuous basis when they are in ABC membership.

TOTAL AVERAGE CIRCULATION PER ISSUE. This is commonly known as the headline ABC figure and is the average of the circulation of all the issues distributed over the distribution period covered by the certificate.

AUDIT ISSUE. A detailed analysis of the circulation is conducted on one issue specified by ABC this is called the audit issue.

CATEGORIES OF CIRCULATION. Publishers can show the detail of their circulation in various categories as specified below and governed by ABC rules.

NEWSTRADE & SINGLE COPY SALES. Copies purchased from recognised retail outlets or individually direct from the publisher. Most newstrade sales are made on a 'sale or return' basis and only the sale of copies can be claimed. The numbers that are sold on discounted terms are also shown.

PAID AND CONTROLLED. Paid subscription copies sent individually addressed to an individual name or job title. The individual or job title meets the publishers 'Terms of Control' for the title. There is a further breakdown based on the subscription price paid.

SINGLE COPY SUBSCRIPTIONS. Paid copies, distributed individually addressed to a company or individual. There is a further breakdown based on the subscription rate paid.

MULTIPLE COPY SUBSCRIPTIONS. Sale of 2 or more copies that have been purchased but for whom detail on the final recipients is not available. These copies must be distributed to the same group of individuals for the life of the subscription. Most commonly they are copies that have been purchased from the publisher on behalf of a group of final recipients. This category may also include copies where the final recipient cannot be identified, but the subscription has been purchased by a third party at less than 10% of the full rate.

CORPORATE / GIFT SUBSCRIPTION SALES. A corporate subscription is purchased by a business/organisation on behalf of their employees. A gift subscription is purchased by one individual on behalf of another individual (maximum order being 12 separate subscriptions for named individuals from one purchaser who is not the recipient, their employer, a customer or member).

SOCIETY / ASSOCIATION / ORGANISATION CIRCULATION. Circulation to members of a particular society/association for which the publication is the official journal is shown in this category with the following detail:

- ~ Paid Optional – members who have chosen to pay an additional sum to receive the magazine.
- ~ Unpaid Requested – in writing, by telephone or via web to a current member.
- ~ Non Optional – to current members of the society and association.

CONTROLLED FREE CIRCULATION. Copies sent free to individuals who can be proven to meet the 'Terms of Control' set by the publisher.

TERMS OF CONTROL. This is the criteria, set by the publisher, used to decide if an individual qualifies for a free copy.

Controlled free circulation is broken down into three further categories:

- ~ Individually Requested Copies – copies requested by the individual themselves
- ~ Company Requested Copies – copies requested for an individual by someone else from within their company
- ~ Non-Requested Copies by Name/Job Title – copies that have not been requested. The publisher is able to provide independent proof that the individuals 'fit' the target group specified.

AGE OF REQUESTS. If the Controlled Circulation is requested then the age of those requests is shown- broken down by 1, 2 and 3 years. All controlled circulation must be re-verified within three years.

NON-CONTROLLED FREE CIRCULATION. This category is for free copies that are sent either to a person by name, or a company or a job title (not by name). Whilst it is known to whom the copies are being sent, no other information about the addressee is audited.

DUPLICATION LEVEL. This is the duplication that exists on the mailing list for the audit issue and is shown as a percentage. Duplicates are not removed from the circulation figures but represented by this percentage.

OTHER BULK SALES. These copies are supplied in bulk for free. This is either on an every issue or irregular basis (eg. airlines, hotels, businesses, exhibitions/conferences). The figure will not count towards the Average Net Circulation.