

Offshore.

AUDIENCE ENGAGEMENT REPORT

JULY-DECEMBER 2024



Offshore — Audience Engagement Report

Offshore®

JULY-DECEMBER 2024

Offshore is the leading source of timely, actionable and relevant news and technical content for the offshore oil, gas and renewable energy industries. It delivers the content to a global audience through a mix of digital platforms including; the digital magazine, newsletters, the website and in-person events.

AVERAGE MONTHLY TOUCHPOINTS



492,758

COMPANIES THAT ENGAGE



aramco  ExxonMobil



BR PETROBRAS



ConocoPhillips



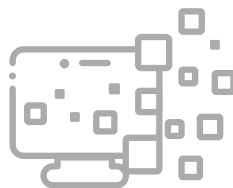
DIRECT REQUEST



100%

Direct Request Magazine
Circulation Leader in the
Offshore Oil & Gas Industry

DIGITAL FOCUS



96.4%

digitally focused
audience

Reach Decision Makers	%
Executive Management (CEO, CFO, CTO, CIO, COO, Pres, Owner, VP), Management, Purchasing	52.5%
Engineering, Consulting	30.0%
Field Professional	5.3%
Geology or Geophysics	2.8%
Others Allied to the Field	9.4%

Top Industries Served	%
Oil and Gas Companies, including Consulting	48.3%
Contracting Companies	13.4%
Engineering	7.5%
Service and Supply Companies	17.5%
Educational/Gov't Agencies/Research Labs/Insurance/Financia/Others Allied to the Field	13.3%

The Audience Engagement Report provides an integrated view of the Offshore community. The data provided within is obtained via internal and third party sources, including Google Analytics and Omeda.

JULY-DECEMBER 2024

AVERAGE UNIQUE
MONTHLY SESSIONS



131,918

▲ 19.0% vs Monthly Average for Prior Year

AVERAGE UNIQUE
MONTHLY VISITORS



88,282

▲ 23.2% vs Monthly Average for Prior Year

AVERAGE MONTHLY
PAGE VIEWS



270,984

▲ 37.6% vs Monthly Average for Prior Year

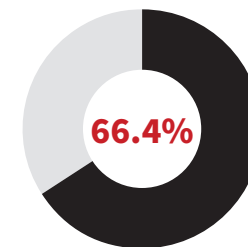
COMBINED SOCIAL REACH



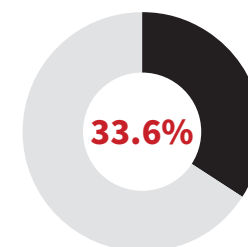
208,228

▲ 5.4% vs Monthly Average for Prior Year

DESKTOP VISITORS AVERAGE MONTHLY



MOBILE VISITORS AVERAGE MONTHLY



OFFSHORE MAGAZINE SUBSCRIBERS



30,007

AVERAGE MONTHLY NEW SITE REGISTRATIONS



293

JULY-DECEMBER 2024

ENEWSLETTER REACH



122,605

AVERAGE TOTAL OPEN RATE



55.5%

▲ 1.2% Increase since Prior Year

DELIVERABILITY



98.6%

	Average	Average Total Open Rate
Offshore Daily ¹	40,205	49.4%
Drilling Technology Report ²	25,947	57.0%
Offshore Renewable Energy ²	28,369	57.3%
Subsea Report ²	28,084	58.3%

NOTES

¹ Daily Average

² Monthly Average

Open Rates from Omeda are automated calculations based on Gross Opens/Delivered.

JULY-DECEMBER 2024

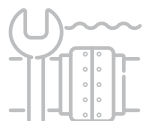
TOP TOPICS



Regional reports



Drilling & completion



Subsea



Field development



Production

WEBINAR - ENGAGEMENT

Estimated Endeavor-generated registrants from typical webinar	125-175
Conversion Rate	39.6%
Total webinar registrants YTD	2,376

TOP VIEWED ARTICLES

- Feds shut down Vineyard Wind project following turbine blade failure
- Russia reportedly finds vast oil and gas reserves in British Antarctic territory
- TotalEnergies halts planned New York offshore wind farm, cites Trump win as reason
- ExxonMobil issues its 2024 global outlook report
- IRA repeal is unlikely, analysts say, but there could be some 'pruning'
- Top 10 offshore drillers catch the wave of rising demand
- Second GE Vernova turbine blade reportedly fails at UK's Dogger Bank wind farm
- 2024 Offshore Wind Special Report
- Offshore spending outlook webinar: capex projections for oil, gas, and wind energy
- Transocean, Seadrill reportedly discussing merger

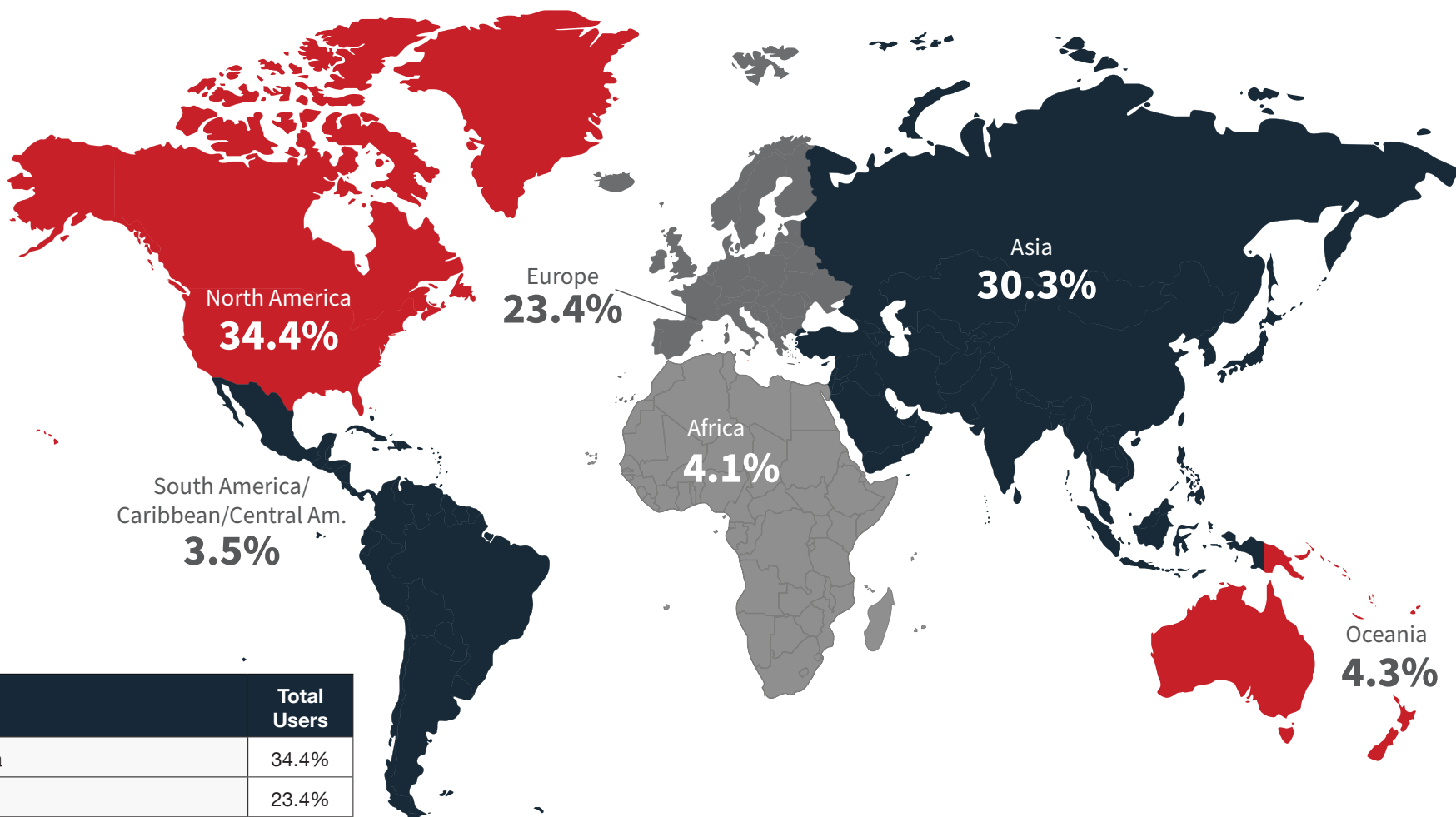
TOP EDITORIAL WEBINARS OF 2024

- Offshore construction market forecast
- Assessing the state of the offshore drilling market
- Offshore spending outlook: capex projections for oil, gas, and wind energy
- Strategies for decarbonization and improving GHG performance

Offshore - Website Traffic by Region

Offshore.

JULY-DECEMBER 2024



Continents	Total Users
North America	34.4%
Europe	23.4%
Asia	30.3%
Africa	4.1%
Oceania	4.3%
South America/Central America/Caribbean	3.5%
Visits — Monthly Average	100.0%

Offshore — Magazine Subscribers

Offshore®

JULY-DECEMBER 2024

QUALIFIED CIRCULATION BY ISSUES FOR THE PERIOD

2024	Total Qualified
July/August	30,008
September/October	30,005
November/December	30,007
Average for 6-month period	30,007

Purchasing Influence	Total Qualified	Percent of Total
Specify	9,507	31.7%
Recommend	15,373	51.2%
Approve	10,841	36.1%
Purchase	6,875	22.9%
None of the above	4,797	16.0%
Not reported	4,083	13.6%
Total Respondents	25,924	86.4%
Total Qualified Circulation	30,007	100.0%

BUSINESS & INDUSTRY	Total	Percent of Total	Executive Management (CEO, CFO, CTO, CIO, COO, Pres, Owner, VP), Management, Purchasing	Engineering, Consulting	Field Professional	Geology or Geophysics	Others allied to the field
Oil and Gas Companies, including Consulting	16,563	55.2%	9,902	5,232	853	495	81
Contracting Companies	4,314	14.4%	2,275	1,348	471	91	129
Engineering Companies	2,279	7.6%	932	1,210	85	20	32
Service and Supply Companies	3,702	12.3%	2,289	822	228	45	318
Educational/Gov't Agencies/Research Labs/Insurance/Financial	2,396	8.0%	912	894	76	187	327
Others allied to the field	753	2.5%	184	154	42	20	353
Total Qualified Circulation	30,007	100.0%	16,494	9,660	1,755	858	1,240
Percent of Total	100.0%		55.0%	32.2%	5.8%	2.9%	4.1%

Offshore — Magazine Subscribers

Offshore®

JULY-DECEMBER 2024

SUPPLEMENTAL ANALYSIS: THIS IS AN ANALYSIS OF 25,495 OR 85.0% OF RESPONDENTS WHO RECOMMEND, SPECIFY, OR APPROVE THESE TYPES OF EQUIPMENT OR SERVICES.

BUSINESS & INDUSTRY	Total	% of Total	Respondents	Explor/ Seismic/ Formation Eval Equip	Drilling Rigs & Rig Equip	Drilling Contr Svcs	Downhole Drilling Tools/ Well Maint Equip/Svcs	Cementing/ Well Compl/ Stimulation Equip	Subsea Prod Equip & Svcs	Subsea Power Cables/ Transmission Systems	Surface Prod Equip & Svcs	Wind Turbine Equip & Svcs	Eng, Design & Constr	Carbon Capture, Reuse & Storage	Motors/ Engs/ Pumps/ Compressors/ Turbines/Gen	Automation Systems/ Instrs/ Control/ Valves	Marine Transp/ Constr Equip/ Svcs	Mooring and Station Keeping Equip & Svcs	IT/ Computer Hardware/ Software Equip & Svcs	Fin/ Ins/ Gen Bus Svcs	HR - Recruiting, Training & Dev	Other	None of the above
Oil and Gas Companies, including Consulting	16,563	55.2%	14,547	5,170	4,502	4,085	4,042	3,343	4,364	1,032	4,657	1,100	6,273	1282	4,190	4,351	3,627	2,657	3,352	3,255	784	469	1,347
Contracting Companies	4,314	14.4%	3,492	756	945	773	628	471	945	315	825	358	1,775	324	968	986	1,037	644	639	439	208	63	325
Engineering Companies	2,279	7.6%	1,809	347	369	250	284	225	426	134	427	187	1,178	144	529	564	414	287	380	180	63	35	150
Service and Supply Companies	3,702	12.3%	3,025	457	612	387	529	361	792	248	659	323	888	270	673	692	724	416	431	295	219	96	457
Educational/ Gov't Agencies/ Research Labs/ Insurance/Financial	2,396	8.0%	2,232	402	348	254	240	222	314	64	270	105	281	109	263	261	284	193	397	641	97	71	737
Others allied to the field	753	2.5%	390	39	38	28	31	26	47	26	39	32	75	44	44	43	40	20	54	41	37	12	171
Total Qualified Circulation	30,007	100.0%	25,495	7,171	6,814	5,777	5,754	4,648	6,888	1,819	6,877	2,105	10,470	2,173	6,667	6,897	6,126	4,217	5,253	4,851	1,408	746	3,187

Offshore — Subscribers by State

Offshore®

JULY-DECEMBER 2024

SUBSCRIBERS BY STATE

State	Total
Alabama	144
Alaska	54
Arizona	96
Arkansas	58
California	622
Colorado	353
Connecticut	109
D.C.	53
Delaware	24
Florida	480
Georgia	176
Hawaii	12
Idaho	28
Illinois	238
Indiana	85
Iowa	35

State	Total
Kansas	122
Kentucky	80
Louisiana	834
Maine	54
Maryland	99
Massachusetts	176
Michigan	133
Minnesota	85
Mississippi	166
Missouri	100
Montana	55
Nebraska	31
Nevada	38
New Hampshire	26
New Jersey	187
New Mexico	98

State	Total
New York	393
North Carolina	147
North Dakota	67
Ohio	212
Oklahoma	454
Oregon	59
Pennsylvania	297
Rhode Island	36
South Carolina	84
South Dakota	18
Tennessee	111
Texas	6,279
Utah	105
Vermont	14
Virginia	167
Washington	115

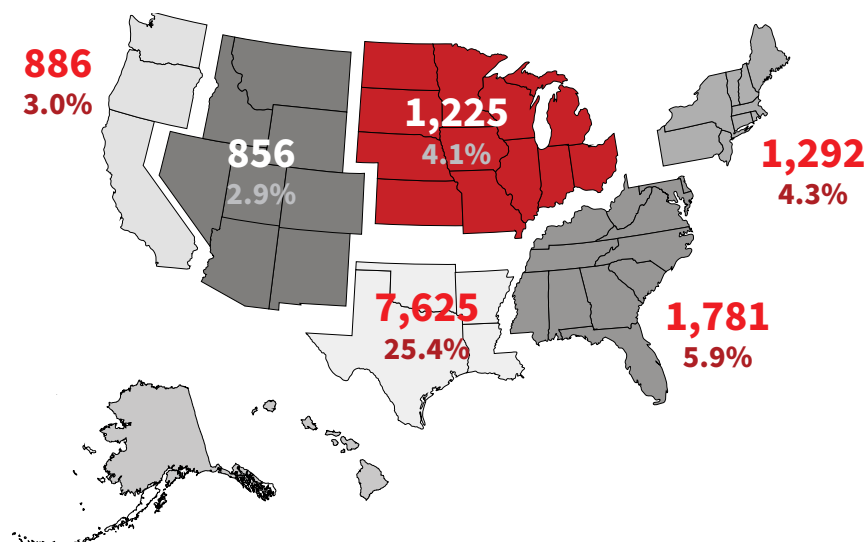
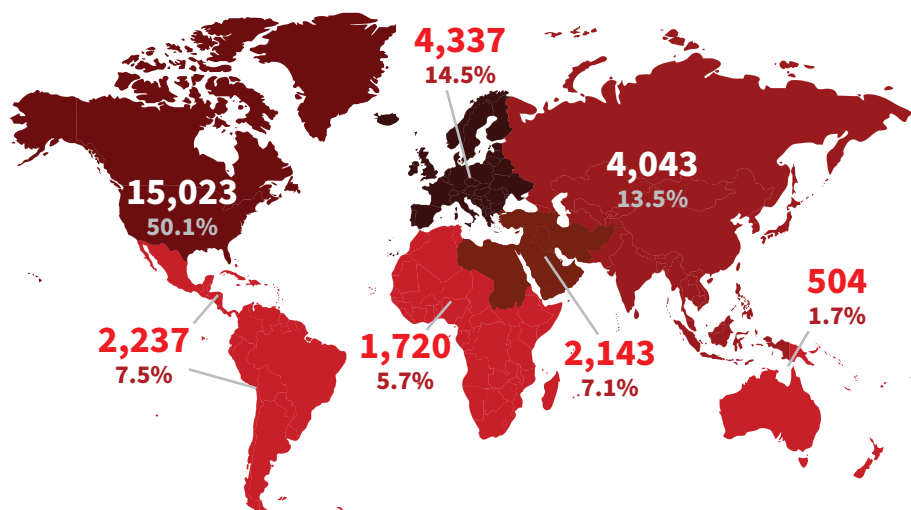
State	Total
West Virginia	50
Wisconsin	99
Wyoming	83
U.S. Possessions	24
Total U.S. States	13,665

Total USA	13,665	45.5%
Total Canada	919	3.1%
Total Mexico	439	1.5%
Total Other International	14,984	49.9%
Grand Total	30,007	100.0%

World Regions	Total	Percent
North America	15,023	50.1%
Europe	4,337	14.5%
Asia	4,043	13.5%
Africa	1,720	5.7%
South + Central America/Caribbean	2,237	7.5%
Middle East	2,143	7.1%
Asia Pacific/Oceania	504	1.7%
Total	30,007	100.0%

SUBSCRIBERS BY REGION

U.S. REGION BREAKOUT OF MAGAZINE SUBSCRIBERS



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

January 2025 | Diana Smith, Vice President, Market Leader | Sonja Trent, Digital Audience Development Manager | Emily Martin, Senior Audience Development Manager