

The Driller is a B2B brand intended for professionals in the drilling and water supply industries. The editorial scope of the brand is to help the industry succeed through coverage of new business opportunities, technologies and better business practices. Each issue features classified ads for buying/selling used equipment.

Publisher’s Note:

It’s my pleasure to share with you our most recent data findings from what is known as our Media Statement. This statement contains information we have gathered from 2021 Q4 reporting. As this statement contains information you may use to make your ad buying decisions, I want to assure you to the best of our ability, in a world where data changes rapidly, this statement is accurate as of December 2021. Thank you for considering The Driller.

Channels

December 2021 Summary

eMagazine Circulation - 12 Issues Per Year (November 2021 Issue)..... **10,805**

Other Reach

eNewsletters (Total average):..... **7,829**

*Website Total Users:..... **18,573**

Social Media (Total):..... **7,388

Total Reach **44,595**

Sincerely,

Sarah Harding

Group Publisher
The Driller

About BNP Media

BNP Media is one of the country’s leading business-to-business media companies serving industry professionals across 50+ industries through magazine, custom media, eNewsletters, websites, conferences, events and market research. BNP Media is committed to helping professionals succeed in business by providing superior information. Founded in 1926, BNP Media is a fourth-generation, family-run business headquartered in Troy, Michigan with regional offices around the country.

All information contained herein, is media owners data.
 No effort has been made to remove potential duplication with each action.
 *BPAWW Interactive - December 2021 **Cumulative as of December 2021

Audience Demographics

eMagazine November 2021 Summary

Primary Business by Primary Function

PRIMARY BUSINESS	TOTAL	PERCENT	PRIMARY FUNCTION						
			Corporate/ Executive Management	General Management	Operations	Engineering	Estimating	Technician/ Mechanic/ Installer/ Journeyman	Other Functions
Drilling Contracting/Well Services Firm	4,917	45.5%	3,097	927	479	118	44	241	11
Pump Installation Contracting Firm	1,523	14.1%	937	282	125	34	11	133	1
Other Contracting Firm	797	7.4%	510	155	56	22	18	35	1
Consulting Engineering Firm	2,170	20.1%	953	356	113	688	19	34	7
Sub-Total Contracting, Well Services and Consulting Engineering Firm	9,407	87.1%	5,497	1,720	773	862	92	443	20
Other Engineering Firm	175	1.6%	59	32	15	59	4	5	1
Wholesaler/Distributor	689	6.4%	304	271	62	23	17	12	0
Manufacturer	372	3.4%	163	117	20	53	4	10	5
Manufacturers Rep	89	0.8%	49	26	3	8	2	0	1
Other Allied Businesses	73	0.7%	23	18	3	12	1	3	13
TOTAL CIRCULATION:	10,805	100%	6,095	2,184	876	1,017	120	473	40

Source/Age:

SOURCE	Total*	Percent
Personal Request	10,805	100.0%
Business Request	0	0.0%
Other Communication	0	0.0%
Business Directories	0	0.0%
TOTAL CIRCULATION	10,805	100.0%
Percent	100.0%	

eNewsletters:

Date	The Driller eNEWS
December 7, 2021	7,807
December 21, 2021	7,851
Total	15,658
Average	7,829

* All subscriptions are within 1- 4 years.

Social Media:

Social Media**	Counts
Twitter followers	2,175
Facebook likes	4,916
LinkedIn fans	297
TOTAL	7,388

** Cumulative as of December 2021

Website***:

Month Year	Users	Page Views	Sessions	Average Session Duration
October 2021	20,834	46,375	25,820	00:01:23
November 2021	20,057	45,787	25,357	00:01:31
December 2021	18,573	42,847	23,250	00:01:31
AVERAGE	19,821	45,003	24,809	00:01:28

*** BPAWW Interactive, October – December 2021

Audience Demographics

eMagazine November 2021 Summary

Geographic	
STATE	Total
Alabama	112
Arizona	184
Arkansas	95
California	839
Colorado	236
Connecticut	116
D.C.	6
Delaware	35
Florida	644
Georgia	223
Idaho	115
Illinois	340
Indiana	229
Iowa	107
Kansas	131
Kentucky	124
Louisiana	90
Maine	61
Maryland	159
Massachusetts	152
Michigan	362

Geographic	
STATE	Total
Minnesota	217
Mississippi	83
Missouri	211
Montana	117
Nebraska	113
Nevada	100
New Hampshire	72
New Jersey	268
New Mexico	137
New York	466
North Carolina	275
North Dakota	58
Ohio	323
Oklahoma	119
Oregon	132
Pennsylvania	455
Rhode Island	26
South Carolina	129
South Dakota	52
Tennessee	173
Texas	1,019

Geographic	
STATE	Total
Utah	96
Vermont	27
Virginia	251
Washington	222
West Virginia	56
Wisconsin	224
Wyoming	79
Total 48 US Contiguous States	9,860
Alaska	59
Hawaii	36
Total Alaska & Hawaii	95
Possessions & Other Areas	31
Total U.S. Possessions	31
Canada	213
Mexico	43
TOTAL North America	10,242

Geographic	
International Country/Region	Total
Asia	112
Middle East	33
Europe	125
Africa	107
Caribbean	11
Central America	23
South America	86
Asia Pacific	66
Total International	563

Geographic	
Total Circulation	Total
North America	10,242
International	563
Total Circulation	10,805

The Driller

Audience Touchpoints - December 2021 Summary



10,805

(November 2021)

Total eMagazine Circulation
12 Issues per year



7,829

The Driller eNewsletter
(twice monthly)

Total average delivered



42,847

*Page Views



23,250

*Sessions



18,573

*Total Users

Twitter Followers	2,175
Facebook Likes	4,916
***LinkedIn Fans	297



7,388

**Social Media

Across Twitter, Facebook,
and LinkedIn

*BPAWW Interactive - December 2021

**Cumulative as of December 2021

***Effective July 1, 2021, LinkedIn Company Page Data is reported.