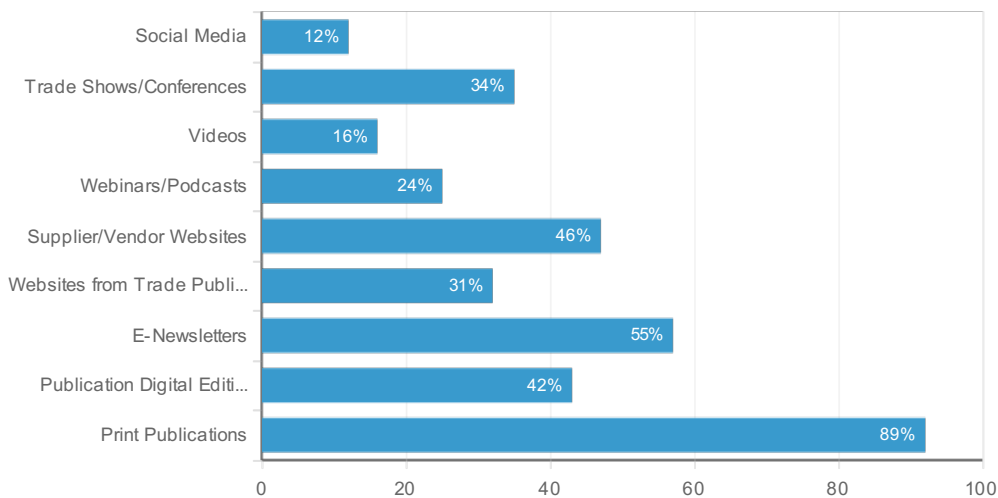


2014 BIC Magazine Readership Study

Methodology: The 2014 BIC Magazine Reader Study was conducted by BIC Alliance, in accordance with acceptable business media research standards and practices. In October 2014, a random selection of contacts from BIC Magazine's subscription database, excluding advertisers, comprised a list of 6,500 to whom were emailed a request to participate in the Readership Study. Offered was an incentive to be entered into a drawing for a bird-hunt package, or one of five \$50 gift cards. When the total number of responses reached the acceptable level of 100, the survey was closed. The purpose of this research was to learn the audience's preferences with respect to BIC Magazine.

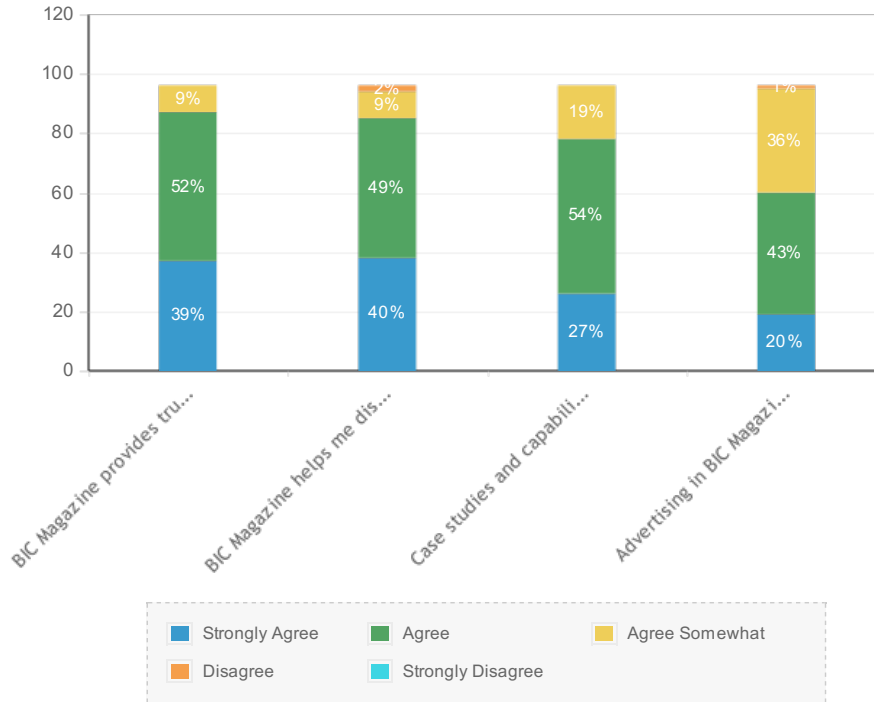
Q1

Which of these resources do you use regularly as part of your work-related reading and information gathering? (select all that apply)



	Response Percent
Print Publications	89.32%
Publication Digital Editions	41.75%
E-Newsletters	55.34%
Websites from Trade Publication/Industry	31.07%
Supplier/Vendor Websites	45.63%
Webinars/Podcasts	24.27%
Videos	15.53%
Trade Shows/Conferences	33.98%
Social Media	11.65%

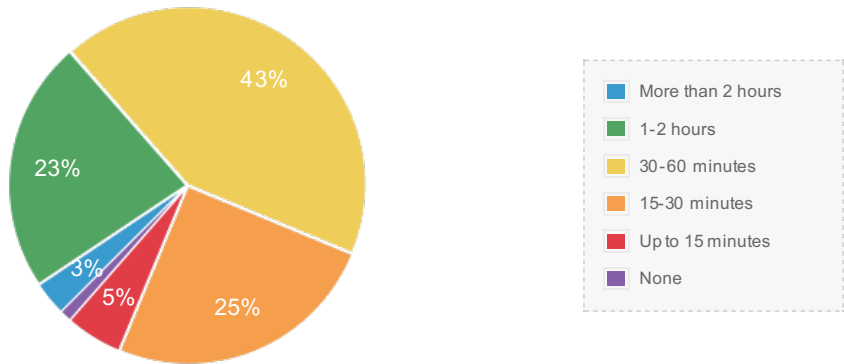
Rate each statement in regards to BIC Magazine and BICMagazine.com (5 = Strongly Agree, 1 = Strongly Disagree)



	Strongly Agree (5)	Agree (4)	Agree Somewhat (3)	Disagree (2)	Strong Disagree (1)	Rating Average
BIC Magazine provides trusted information related to my industry/profession	38.54%	52.08%	9.38%	0.0%	0.0%	4.29
BIC Magazine helps me discover new products and services in my industry	39.58%	48.96%	9.38%	2.08%	0.0%	4.26
Case studies and capabilities stories in BIC Magazine strengthen the reputation of the suppliers featured	27.08%	54.17%	18.75%	0.0%	0.0%	4.08
Advertising in BIC Magazine strengthens the reputation of the advertiser	19.79%	42.71%	36.46%	1.04%	0.0%	3.81

About how much time do you spend reading through each issue of BIC Magazine?

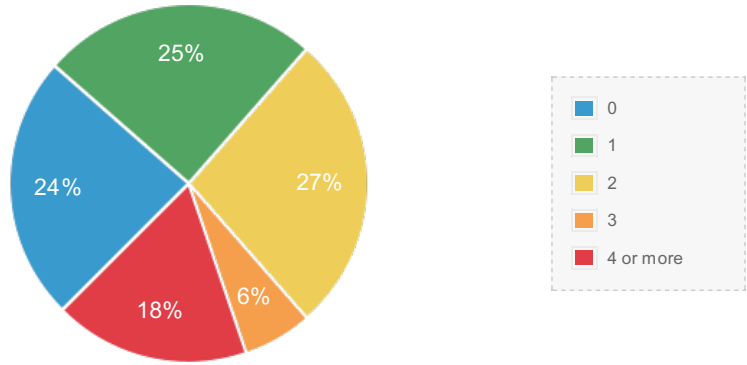
26% of BIC readers spend 1 hour or more reading each issue.
 69% spend 30 minutes or more reading each issue.



	Response Percent
More than 2 hours	3.12%
1-2 hours	22.92%
30-60 minutes	42.71%
15-30 minutes	25.0%
Up to 15 minutes	5.21%
None	1.04%

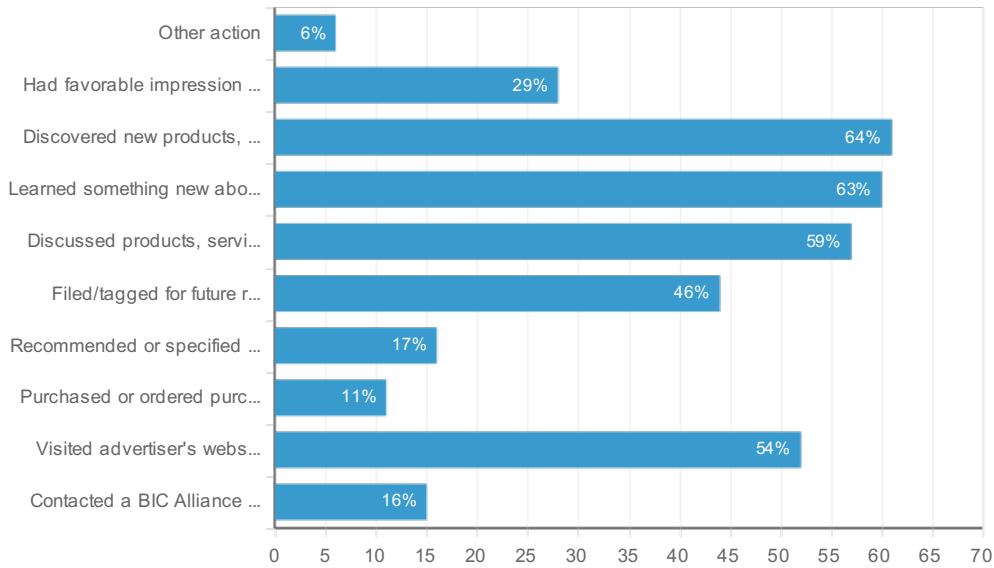
With how many colleagues do you typically share (pass along) your copy of BIC Magazine?

BIC readers pass along their copies of the publication to 1.7 colleagues. The total readership of each issue of BIC exceeds 86,000.



	Response Percent
0	23.96%
1	25.0%
2	27.08%
3	6.25%
4 or more	17.71%

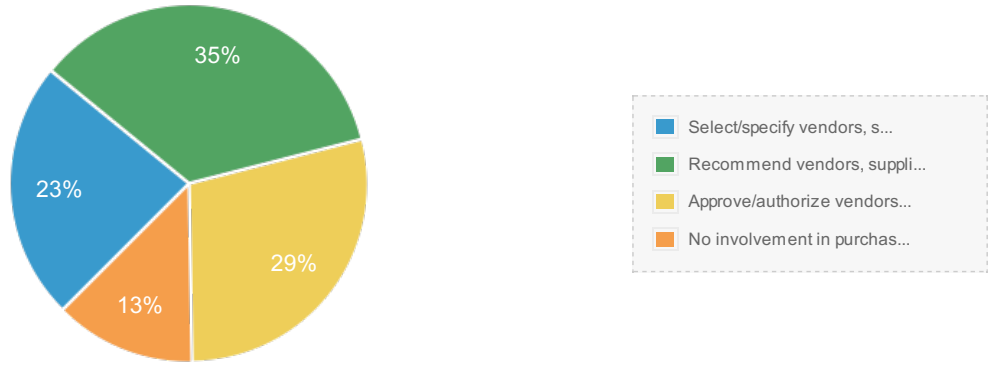
In the last 12 months, what have you done in response to advertising and/or editorial seen in BIC Magazine? (select all that apply)



	Response Percent
Contacted a BIC Alliance Member (advertiser) for more information	15.62%
Visited advertiser's website for more information	54.17%
Purchased or ordered purchase of products or services featured	11.46%
Recommended or specified purchase of products or services	16.67%
Filed/tagged for future reference	45.83%
Discussed products, services or suppliers with or forwarded to others	59.38%
Learned something new about specific products, services or suppliers	62.5%
Discovered new products, services or suppliers	63.54%
Had favorable impression of advertiser reinforced	29.17%
Other action	6.25%

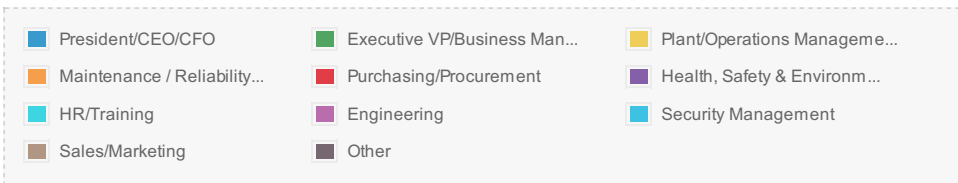
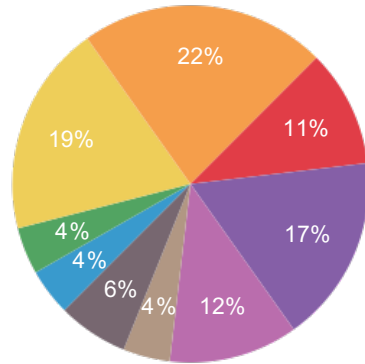
What is your usual level of involvement in purchasing decisions related to your work?

87% of BIC subscribers are involved in purchasing decisions related to their work.



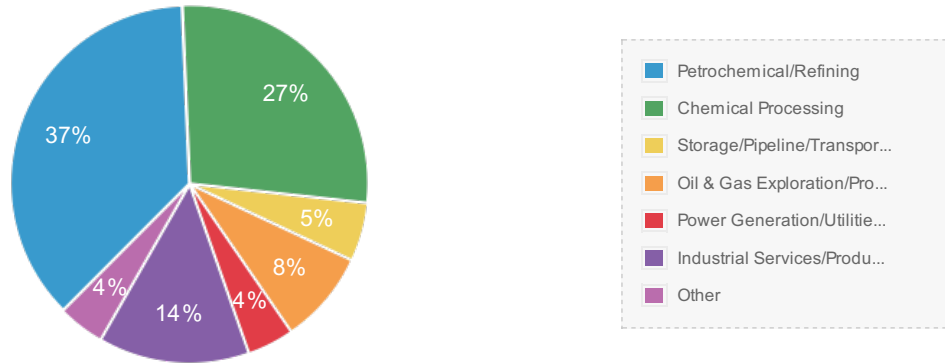
	Response Percent
Select/specify vendors, supplier partners, products and/or services	23.4%
Recommend vendors, supplier partners, products and/or services	35.11%
Approve/authorize vendors, supplier partners, products and/or services	28.72%
No involvement in purchasing decisions	12.77%

What best describes your job function?



	Response Percent
President/CEO/CFO	4.26%
Executive VP/Business Management	4.26%
Plant/Operations Management	19.15%
Maintenance / Reliability / Inspection	22.34%
Purchasing/Procurement	10.64%
Health, Safety & Environmental	17.02%
HR/Training	0.0%
Engineering	11.7%
Security Management	0.0%
Sales/Marketing	4.26%
Other	6.38%

What best describes your type of business?



	Response Percent
Petrochemical/Refining	36.84%
Chemical Processing	27.37%
Storage/Pipeline/Transportation	5.26%
Oil & Gas Exploration/Production	8.42%
Power Generation/Utilities	4.21%
Industrial Services/Products	13.68%
Other	4.21%