

2019 BIC Magazine Audience Readership Study

Q1. Which of these resources do you use regularly as part of your work related reading and information gathering?

| | |
|--|-----|
| Print Publications | 79% |
| E-Newsletters | 46% |
| Publication / Industry / Vendor Websites | 43% |
| Publication Digital Editions | 36% |
| Trade Shows / Conferences | 27% |
| Webinars | 25% |
| Videos | 12% |
| Social Media | 12% |
| Podcasts | 7% |

Q2. Rate each statement in regards to BIC Magazine and BICMagazine.com

| | |
|--|-----|
| BIC Magazine provides trusted information related to my industry/profession | |
| Strongly Agree | 48% |
| Agree | 42% |
| Agree Somewhat | 10% |
| Disagree | 0% |
| Strongly Disagree | 0% |
| BIC Magazine helps me discover new products and services in my industry | |
| Strongly Agree | 38% |
| Agree | 45% |
| Agree Somewhat | 15% |
| Disagree | 1% |
| Strongly Disagree | 1% |
| Advertising & editorial in BIC Magazine strengthen the reputation of the advertiser | |
| Strongly Agree | 25% |
| Agree | 50% |
| Agree Somewhat | 23% |
| Disagree | 2% |
| Strongly Disagree | 0% |

| Q3. Approximately how much time do you spend reading through each issue of BIC Magazine? | |
|---|-----|
| <i>61% of readers spend 30 minutes or more reading each issue, 21% spend more than 1 hour</i> | |
| More than 2 hours | 4% |
| 1-2 hours | 17% |
| 30-60 minutes | 40% |
| Up to 30 minutes | 33% |
| None | 7% |

| Q4. With how many colleagues do you typically share your issue of BIC Magazine? | |
|--|-----|
| <i>Pass along average is 1.6. The average issue readership exceeds 80,000.</i> | |
| 3 + colleagues | 34% |
| 2 colleagues | 22% |
| 1 colleague | 12% |
| 0 colleagues | 32% |

| Q5. In the last 12 months, what have you done in response to advertising and/or editorial seen in BIC Magazine? | |
|--|-----|
| <i>89% of respondents took <u>some</u> action in response to advertising and/or editorial in BIC Magazine</i> | |
| Discovered new products, services or suppliers or learned something new about them | 68% |
| Filed / tagged for future reference | 48% |
| Discussed products, services or suppliers with others or forwarded | 48% |
| Contacted an advertiser or visited an advertiser website for more information | 24% |
| Purchased, recommended or specified products / services | 12% |

Respondent Demographics

| Q6. What is your usual level of involvement in purchasing decisions related to your work? | |
|--|-----|
| Specify/recommend suppliers, products, services | 48% |
| Approve/authorize suppliers, products, services | 35% |
| No involvement | 18% |

| Q7. What best describes your job function? | |
|---|-----|
| Maintenance and Reliability | 23% |
| Health, Safety & Environmental | 19% |
| Engineering | 17% |
| Plant/Operations Management | 12% |
| Executive/Business Management | 10% |
| Purchasing/Procurement | 8% |
| Sales/Marketing | 3% |
| Other | 7% |

| Q8. What best describes your type of business? | |
|---|-----|
| Petrochemical/Refining | 47% |
| Chemical Processing | 26% |
| Power Generation/Utilities | 12% |
| Oil & Gas Exploration/Production | 5% |
| Industrial Services/Products | 4% |
| Storage/Pipeline/Transportation | 3% |
| Other | 4% |

Methodology: The 2019 BIC Magazine Readership Study was conducted by BIC Alliance, in accordance with acceptable business media research standards and practices. In November 2019, a random selection of contacts from BIC Magazine's subscription database of owner/operators were emailed a request to participate in the Readership Study. Offered was an incentive to be entered into a drawing for a \$50 gift card. When the total number of responses exceeded the acceptable level of 100, the survey was closed.