### Circulation by Industry

- **Refining/Chem/Petrochem/Hydrogen/Renewables (Downstream)**: 43%
- **Pipeline/Terminals/LNG (Midstream)**: 23%
- **Integrated Oil & Gas Companies (Upstream/All Streams)**: 17%
- **EPCs, Service Companies & Suppliers**: 12%
- **Power/Utilities**: 5%

### Circulation by Department

- **Plant Managers/Department Managers**: 20%
- **Maintenance, Construction & Projects**: 16%
- **Purchasing/Procurement**: 12%
- **Operations**: 12%
- **C-Suite/Executives**: 11%
- **Health, Safety & Environmental, Security**: 11%
- **Engineers**: 7%
- **Sustainability & Operational Excellence**: 6%
- **Human Resources/Training**: 5%

### Industry Reach

- **Total Monthly Audience**: 100K+
- **Total Print Readership Per Issue**: 60K
- **BIC Newsletters Circulation**: 22K
- **Monthly Sessions on BICMagazine.com**: 66K
- **Web Page Views Annually**: 1.3M
- **Web Page Views Monthly**: 102K
- **Social Media Followers & Connections**: 75K

### Circulation by Region

- **PADD 1** (East Coast): 15%
- **PADD 2** (Midwest): 16%
- **PADD 3** (Gulf Coast): 60%
- **PADD 4** (Rocky Mountain): 3%
- **PADD 5** (West Coast): 6%

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*Petroleum Administration for Defense Districts*