



news release

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FOR IMMEDIATE RELEASE

***Oil & Gas Eurasia* first site to go “live” within BPA’s web traffic tool; beta test continues with 100+ sites tagged**

Shelton, CT 11 December 2008 – In another step toward the creation of a single standard for web traffic measurement, BPA Worldwide announced Russia-based *Oil & Gas Eurasia* has become the first web site to “go live” and make its data publicly available through the auditor’s tag-enabled Interactive tool.

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“*Oil & Gas Eurasia* is thrilled to be the first BPA member to ‘go live’ with their online metrics tool,” reported Pat Davis Szymczak, President of Eurasia Press, Inc. “As publishing moves ever more into the digital space, standardized and reliable measurement of audience reach is a must. Working with BPA will guarantee a high degree of credibility to the marketplace when assessing audience reach cross platform.”

Szymczak added that *Oil & Gas Eurasia* was also the first publication to complete a BPA audit of its circulation in the Russian Federation and “having now extended that audit into the digital space to show a total audience reach—that is global in its scope—is truly gratifying.”

Glenn Hansen, BPA President and CEO, praised Szymczak on making web traffic available to both media buyers and owners. “BPA is pleased that *Oil and Gas Eurasia* has taken the steps to provide advertisers and media buyers with audited web traffic data that adheres to a single set of standards across the industry,” he said. “BPA has become the ultimate resource for buyers of interactive media who wish to identify audited b-to-b websites.”

In an age of increasing digital advertising budgets, it is more imperative than ever to provide timely, accurate web traffic data, but data that has been audited by a global auditor of media.”

BPA offers the audited web traffic data at no additional charge to its print and event audit members. Launched in September 2008, the beta test of the Interactive tool now includes over 300 member titles. As of December, more than 100 sites have been tagged with the tracking software with the remainder working toward that point. “We are very please with the progress to this point,” Hansen noted. “The tool has been very well received by both member publishers and the advertising industry and I am confident interest within the industry will continue to grow.”

BPA’s web traffic tool, which provides near real-time web data from member sites, including page impressions, unique browsers, user sessions and more, will be rolled out to all its print and event members in January 2009.

About BPA Worldwide A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA serves more than 2,500 media properties—including over 1,900 B-to-B publications, more than 400 consumer magazines and newspapers, 100+ Web sites, and events, email newsletters, databases, wireless and other advertiser-supported media—as well as more than 2,600 advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.