



news release

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OIL&GAS EURASIA APPLIES FOR BPA WORLDWIDE MEMBERSHIP

London, 18 August 2004 – *Oil&Gas Eurasia*, has applied for membership in BPA Worldwide, the leading global media auditing organization.

Launched in March 2000, *Oil&Gas Eurasia (OGE)* serves the upstream oil and gas industry in Russia, including Sakhalin, the Caspian region and Central Asia. *OGE* is technology- and market-focused. It is bilingual—written in both Russian and English—so as to be user-friendly in markets where both languages are used in daily business dealings.

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Oil&Gas Eurasia has both paid and controlled circulation (free to those who register and qualify to receive it) encompassing key industry decision-makers across Russia's nearly one dozen time zones from Europe to the Sea of Japan, according to Publisher Pat Davis Szymczak. *OGE* is published 12 times per year by U.S.-based Eurasia Press, Inc., and is produced, printed and distributed from Moscow. *OGE* has distribution agents in Siberia, the Caspian and on Sakhalin Island.

Eurasia Press, Inc. is a U.S. company, which publishes a range of bilingual energy titles out of Moscow. *Oil&Gas Eurasia* is its flagship (www.oilandgaseurasia.com). *OGE* analyses market trends for readers investing in and trading with Russia, including the latest information on world-class technology and equipment sought for purchase by Russian companies. *OGE's* target readership are employed at purchasing-decision levels such as vice president, business development director, chief engineer, chief technologist, head of department, etc.

"*Oil&Gas Eurasia* is the first and so far only energy publication serving the Russian market to have applied for BPA International membership," said Szymczak. "Our application underscores our commitment to setting the standard for B-to-B energy publishing in the former Soviet Union."

"We are pleased that *Oil&Gas Eurasia* has applied for membership in BPA Worldwide," said BPA president and CEO Glenn Hansen. "We applaud the publishers for providing their advertisers and prospects with the solid assurance of an independent circulation audit conducted according to our world-respected, uncompromising standards."

About BPA Worldwide A not-for-profit organization since 1931, BPA Worldwide, a founding member of the International Federation of Audit Bureaux of Circulations (IFABC), 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 20 countries. Worldwide, BPA serves 3,000 media properties—including more than 2,000 B-to-B publications, more than 600 consumer magazines and newspapers, more than 300 Web sites, plus events, email newsletters, databases 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.

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