

# DRILLING CONTRACTOR MEDIA KIT 2021



**IADC**

OFFICIAL MAGAZINE OF THE INTERNATIONAL ASSOCIATION OF DRILLING CONTRACTORS  
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## PUBLISHER'S SWORN STATEMENT

*Drilling Contractor (DC)* is published six times per year and is the official magazine of the International Association of Drilling Contractors (IADC), which has been serving its members since 1940.

Drilling Contractor is published by IADC, 3657 Briarpark Dr Ste 200, Houston, TX 77042. Reach us via phone at 713-292-1945, fax at 713-292-1946, [www.iadc.org](http://www.iadc.org), or [www.drillingcontractor.org](http://www.drillingcontractor.org).

## FIELD SERVED

DC is the definitive source for the global drilling and completion industry, both land and offshore, and the only viable magazine exclusively covering this space. DC's enhanced editorial employs QR codes to help readers find related multimedia and other resources. The official magazine of the International Association of Drilling Contractors, DC has been published since 1944 and is the longest continuously published magazine focusing on drilling and completion (D&C).

DC's editorial is 100 percent drilling and completion focused – technology, markets, HSEQ, trends, and other critical issues impacting D&C. DC is the only petroleum-industry magazine to cover HSE, training, or competency in every issue. DC is also the only magazine covering completions in every issue. And of course, every issue features drilling technology and technical trends.

## CIRCULATION

DC's 30,470 readers are professionals in the oil-and-gas and geothermal drilling and completion industry. It includes senior management at exploration & production and drilling contractor companies. DC offers the largest circulation available among drilling contractors (10,860). Total worldwide circulation for the March/

April 2020 edition was 30,470. A 2019 study conducted by Signet Research Inc. concluded that, for each subscriber, a mean of 3.6 people also read DC, for a total of 4.6 people per issue. As a result, DC reaches a total potential reading audience exceeding 140,100.

DC has approximately 16,664 subscribers in the United States, 439 in Canada, 383 in Mexico, 3,024 in Western Europe, 2,854 in the Middle East & North Africa, 2,750 in East Asia, 1,612 in South America (including the Caribbean), 1,206 in South Asia, 950 in Equatorial Africa, 882 in Eastern Europe (including Russia), 379 in Australasia, and 149 in the Caucus region.

## STATEMENT OF OWNERSHIP, MANAGEMENT, CIRCULATION, ETC

1. The name and address of the Editor & Publisher is Linda Hsieh, 3657 Briarpark Dr Ste 200, Houston, TX 77042.
2. The owner is the International Association of Drilling Contractors (IADC). The President of IADC is Jason McFarland, 3657 Briarpark Dr Ste 200, Houston, TX 77042.
3. The known bondholders, mortgagees, and other security holders owning or holding 1% or more of the total amount of bonds, mortgages, or other securities are: None.
4. DC mailed 22 copies of the March/April 2020 edition to paid subscribers.

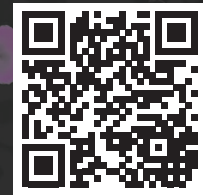
I certify that the information in this Publisher's Statement is correct.

Linda Hsieh

Editor & Publisher  
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