

the Beat GOES On A Oilfield PULSE

Oilfield PULSE is a glossy, full format magazine, dedicated to promoting and marketing the products and services of the service and supply sector of the oil and gas industry. Through our companion service, Oilfield HUB – and in the pages of our magazine – our mission is to unite buyers and sellers in the most dynamic industrial sector in the country.

Now that it's 2013 and the Mayan calendar, the Y2K Bug and numerous other prophecies have come to naught, it's time to get down to business and start a new year with a dynamic marketing plan that will expose your products and services to oil and gas companies ... who need and use them on a daily basis!

How can this be accomplished you ask?

We have an answer, read on ...

In this Issue of The Beat Goes On:

- Overview of Issues 2 & 3
- News Break: Industry News courtesy of Beacon News
- What we have cooking for 2013: Issues 4, 5 & 6
- Joke Break: Steven Wright
- Introducing: PULSE Advantage Cover Program
- Introducing: Hubble
- Oilfield HUB Member Spotlight: Energy Auctions
- Trivia Break: NHL Lockout

Let our publication Oilfield PULSE surround you with a suite of products and services that go beyond what conventional magazines can accomplish. On the surface Oilfield PULSE is a typical magazine. **IT'S NOT!** Unlike other magazines, we work to represent and feature the **Members of Oilfield HUB**; our online community of buyers and sellers which works tirelessly 24/7 to match your company with clients who buy your type of products and services on a daily basis.



keep reading to learn **MORE** about what's happening with **oilfield PULSE**.

What happened in ISSUE 2?

- Debut of our PULSE Advantage Cover Program – but more on that later!
- COVER & FEATURE STORY: Advantage Products Inc.
- A Message from Saskatchewan Premier Brad Wall
- EDITORIALS:
 - Rockwell Servicing
 - Lubriflux
 - The History of the Lloydminster Heavy Oil Show



What's up for ISSUE 3?

- COVER & FEATURE STORY: Fill Movers Inc.
- EDITORIALS:
 - Intercon Messaging Service, Inc.
 - Zeeco, Inc.
 - History of the Bakken
 - Tervita



Want to receive your own shiny copy of Oilfield PULSE to fully experience the impact of our unique cover designs?

Contact Subscriptions@OilfieldPulse.com and we will send you one!

We dare you to stop running your fingers over the distinctive 3D and embossing techniques we use!

NEWS BREAK

BC oil and natural gas rights generate \$139 million for province...

Sale of B.C. petroleum and natural gas rights nets government \$139 million. The Ministry of Energy, Mines and Natural Gas reported over \$30 million in revenue from petroleum and natural gas rights sold in northeast B.C. during December, bringing the total sales in 2012 to... *continue reading* (link to: <http://beaconnews.ca/blog/2012/12/bc-oil-and-natural-gas-rights-generate-139-million-for-province/>)



*Courtesy of Beacon News

coming up in 2013

ISSUE 4: Hits and Bits – Drilling and Activity Outlook for 2013

We will consult with key companies for their forecasts on drilling activity for 2013, include an annual drill bit survey and cover scientific advances in drill bit and drilling tool technology. Coverage will also include production pumping. Increase your exposure in 2013 by booking now for inclusion in our year-opening issue of Oilfield PULSE.

Contact Sales@LeadstoneGroup.com or 1-866-883-8848 to book today!

ISSUE 5: It's not Easy being Green – Safety on Site

Showcasing companies who combine successful operations with innovative green practices, and companies who maintain high safety standards.

ISSUE 6: Drilling – The Engine of the Oil Patch

We will look at homegrown firms who operate worldwide, using innovative technologies and methods.

Does your company have a story to tell? Are you launching a new product? Have an important or exciting event you want covered?

Send your ideas to Production@LeadstoneGroup.com to get in on the action and get your story heard.

Joke Break

Observations from the original mind of STEVEN WRIGHT:

1. Borrow money from pessimists – they don't expect it back
2. Half the people you know are below average
3. 99% of lawyers give the rest a bad name
4. A conscience is what hurts when all your other parts feel so good
5. All those who believe in psycho kinesic, raise my hand
6. I almost had a psychic girlfriend ... but she left before we met
7. How can you tell when you are out of invisible ink?
8. Hard work pays off in the future; laziness pays off now
9. Eagles may soar, but weasels don't get sucked into jet engines
10. The early bird may get the worm, but the second mouse gets the cheese

Introducing: PULSE Advantage Cover Program

The PULSE Advantage Cover Program is not your average magazine cover. It's an exclusive advertising feature that puts your company front and centre on the cover of Oilfield PULSE. With our unique 3D and embossing techniques you will be the star of the show in your chosen issue:

- The FRONT COVER is designed to your specifications
- FOUR PAGES of EDITORIAL are dedicated as the feature story
- The inside front cover is reserved for your FULL PAGE AD
- Your cover issue will become a banner MARKETING PIECE for your company.

In short, the issue becomes a 'SUPER' advertising feature for your products and services getting the word out to the companies of your choosing.

RESERVE A COVETED SPOT NOW FOR 2013 BEFORE THEY ARE ALL GONE!

VIEW OUR CUSTOM COVER BROCHURE

Contact Sales@LeadstoneGroup.com or 1-866-883-8848 for more information or to book today!

Introducing: Hubble



Meet Hubble the HUB Hound!

Like his namesake the Hubble telescope would suggest, Hubble searches the HUB with telescopic precision. As Oilfield HUB's mascot, he is designed to represent the search capabilities of Oilfield HUB, our online community that unites the buyers and sellers of the oil and gas industry.

Oilfield HUB Member Spotlight



Energy Auctions Inc. is a privately owned company exclusively in the Oil & Gas Industry, the company is both an Auction & Brokerage for used and new equipment. Energy Auctions offers equipment from Exploration, Drilling, Completions, Production, Electrical & Instrumentation worldwide.

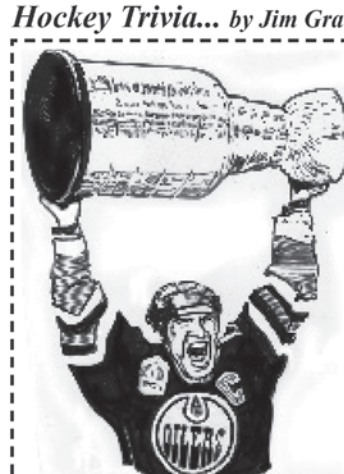
Visit www.hub.oilfieldhub.com and use the HUB Search name below to get in touch with Energy Auctions.

HUB Search: EA

TRIVIA BREAK

Hockey Trivia... by Jim Graham

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Mark Messier was considered to be the most complete player of his era. How many Stanley Cup rings did he earn?

- Two
- Four
- Six
- Eight

Answer: Six



Prior to joining the NHL's Pittsburgh Penguins, what major junior team did Sidney Crosby play for?

- Halifax Mooseheads
- Lewiston MAINEiacs
- Quebec Remparts
- Rimouski Oceanic

Answer: Rimouski Oceanic

Which of the following Philadelphia Flyers players did *not* serve as captain of the team?

- Bobby Clarke
- Mel Bridgman
- Brian Propp
- Ron Sutter



Answer: Brian Propp

This goaltender earned three Vezina trophies with the Habs in the 20's and was inducted into the Hall of Fame in 1961. Who was he?

- Frankie Brimsek
- Bill Durnan
- George Hainsworth
- Glenn Hall

Answer: George Hainsworth



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