

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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Scan for publisher's contact information

**MARITIME REPORTER AND ENGINEERING NEWS** is a B2B brand with a focus in the maritime industry. The brand content and editorial scope of the publication includes news and industry comment, in-depth technical articles, industry round-up and special features. The content of every issue is also available to subscribers globally via the online digital version.

**BRAND REPORT PURPOSE**

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

**CHANNELS**

**MARITIME  
REPORTER AND  
ENGINEERING NEWS**



6 issues in the period  
36,177 average circulation

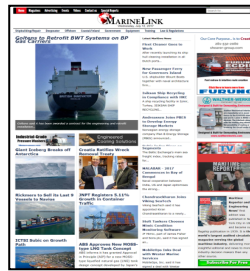
**MARITIME REPORTER  
AND ENGINEERING  
NEWS  
APPS**



Maritime Global News  
38,589 cumulative downloads

Maritime Logistics Professional  
25,788 cumulative downloads

**MARITIME REPORTER  
AND ENGINEERING  
NEWS  
WEBSITE**



153,570 average users

**MARITIME REPORTER  
AND ENGINEERING  
NEWS  
SOCIAL MEDIA**



134,278 LinkedIn group members

**EXECUTIVE SUMMARY**

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
<b>MARITIME REPORTER AND ENGINEERING NEWS</b> (6 issues in the period)	36,177	-	36,177
a. Print	21,038	-	21,038
b. Digital	15,139	-	15,139
1. Requested	15,139	-	15,139
2. Non-Requested	-	-	-
<b>MARITIME REPORTER AND ENGINEERING NEWS APPS</b>			
a. Maritime Global News	*38,589	-	*38,589
b. Maritime Logistics Professional	*25,788	-	*25,788
<b>MARITIME REPORTER AND ENGINEERING NEWS WEBSITE</b> (Monthly Users with 341,080 average Pageviews)	153,570	-	153,570
<b>MARITIME REPORTER AND ENGINEERING NEWS SOCIAL MEDIA</b>			
LinkedIn group members	*134,278	-	*134,278

\*App downloads and Social Media claims are cumulative figures, not averages.

**FIELD SERVED**

**MARITIME REPORTER AND ENGINEERING NEWS** serves the commercial and naval maritime industry – ship, boat and barge owners/operators, offshore oil drilling operations, shipbuilding, ship repair, boatbuilding and repair, marine engineers, naval architects, and other industries as reported in paragraph 3a herein.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are personnel in the commercial and Naval marine industries - owners, corporate officers (chairmen, CEOs, CFOs, CIOs) directors, presidents, vice presidents, general managers, sales/marketing managers, purchasing agents/managers, other managers, marine superintendents, port captains, port engineers, naval architects/marine engineers (shore side), ship surveyors, project engineers, foremen, and others employed aboard ships.

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	534
Allocated for Trade Shows and Conventions	573
All Other	50
<b>TOTAL</b>	<b>1,157</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD**

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	36,177	100.0	36,177	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>36,177</b>	<b>100.0</b>	<b>36,177</b>	<b>100.0</b>	-	-

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2019 Issue	Print	Digital	Total Qualified
January	20,136	15,228	35,364
February	20,218	15,379	35,597
March	20,319	15,386	35,705
April	20,376	15,347	35,723
May	20,017	15,419	35,436
June	25,165	14,075	39,240

### 3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2019

This issue is 10.3% or 3,675 copies above the average of the other 5 issues reported in Paragraph 2. (See Additional Data)

Business and Occupation	Total Qualified	Percent of Total	Print	Digital
<b>1. SHIP, BOAT &amp; BARGE OWNERS, OPERATORS - NAVY AND COMMERCIAL:</b>				
Commercial, U.S.C.G., Military Sealift Command, Army Corps of Engineers: (Ocean, Coastal Harbors, Offshore Drilling, Inland Rivers, Port Authorities). Cruise ships, tankers, offshore drill rigs, cargo ships, naval vessels, workboats, including tugboats, barges, ferries, dredges, offshore crew/supply boats, research/patrol/police, cruise/dinner/passenger boats.				
Corporate officers, directors, owners, presidents, vice-presidents, general managers, other managers, corporate secretaries, treasurers, and foremen.	11,919	30.4	7,479	4,440
Port engineers, marine superintendents, port captains, purchasing agents/managers, naval architects, engineers shoreside, ship surveyors, and project engineers.	3,507	9.0	2,164	1,343
Other employees ashore not included in above classifications	911	2.3	621	290
<b>Sub-Total</b>	<b>16,337</b>	<b>41.7</b>	<b>10,264</b>	<b>6,073</b>
<b>2. SHIPBUILDING, BOATBUILDING, DRILL RIG BUILDING AND REPAIR - NAVY AND COMMERCIAL:</b>				
Corporate officers, directors, owners, presidents, vice presidents, general managers, other managers, corporate secretaries, treasurers, port engineers, marine superintendents, port captains, purchasing agents/managers, naval architects, engineers shoreside, ship surveyors, project engineers, and foremen.	6,842	17.4	4,153	2,689
Other employees not included in above classifications	703	1.8	285	418
<b>Sub-Total</b>	<b>7,545</b>	<b>19.2</b>	<b>4,438</b>	<b>3,107</b>
<b>3. PROFESSIONAL:</b>				
Naval architects, marine engineers and marine consultants shoreside	6,557	16.7	4,046	2,511
Admiralty lawyers and insurance	435	1.1	288	147
<b>Sub-Total</b>	<b>6,992</b>	<b>17.8</b>	<b>4,334</b>	<b>2,658</b>
<b>TOTAL 1, 2, and 3</b>	<b>30,874</b>	<b>78.7</b>	<b>19,036</b>	<b>11,838</b>
<b>4. MARINE EQUIPMENT:</b>				
Manufacturers, and manufacturers representatives	6,673	17.0	4,909	1,764
<b>5. GOVERNMENT AND ALLIED MARINE INDUSTRIES:</b>				
U.S. Maritime Administration, U.S. Senators, U.S. Congressmen and others in official capacities	489	1.3	302	187
Schools, Associations and organizations	488	1.2	281	207
Other allied marine industries	716	1.8	637	79
<b>TOTAL 4 and 5</b>	<b>8,366</b>	<b>21.3</b>	<b>6,129</b>	<b>2,237</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>39,240</b>	<b>100.0</b>	<b>25,165</b>	<b>14,075</b>
<b>PERCENT</b>	<b>100.0</b>		<b>64.1</b>	<b>35.9</b>

### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2019

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	23,106	16,134	-	25,165	14,075	39,240	100.0
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>23,106</b>	<b>16,134</b>	<b>-</b>	<b>25,165</b>	<b>14,075</b>	<b>39,240</b>	<b>100.0</b>
<b>PERCENT</b>	<b>58.9</b>	<b>41.1</b>	<b>-</b>	<b>64.1</b>	<b>35.9</b>	<b>100.0</b>	

### 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2019

Mailing Address	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	25,165	14,075	39,240	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>25,165</b>	<b>14,075</b>	<b>39,240</b>	<b>100.0</b>

### AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July – December 2016	January – June 2017	July – December 2017	January – June 2018	July – December 2018*	January – June 2019*
Total Audit Average Qualified:	35,669	35,655	35,550	35,748	35,273	36,177
Qualified Non-Paid:	35,669	35,655	35,550	35,748	35,273	36,177
Print:	27,680	26,375	23,915	24,157	21,776	21,038
Digital:	7,989	9,280	11,635	11,591	13,497	15,139
Qualified Paid:	-	-	-	-	-	-
Print:	-	-	-	-	-	-
Digital:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

\*NOTE: July 2018 – June 2019 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

### GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2019\*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	302	81	383		Kentucky	175	65	240	
New Hampshire	115	19	134		Tennessee	190	76	266	
Vermont	27	5	32		Alabama	378	100	478	
Massachusetts	720	187	907		Mississippi	241	45	286	
Rhode Island	274	57	331		EAST SO. CENTRAL	984	286	1,270	3.2
Connecticut	649	135	784		Arkansas	79	28	107	
NEW ENGLAND	2,087	484	2,571	6.5	Louisiana	1,730	331	2,061	
New York	1,308	307	1,615		Oklahoma	362	16	378	
New Jersey	880	205	1,085		Texas	3,994	504	4,498	
Pennsylvania	607	96	703		WEST SO. CENTRAL	6,165	879	7,044	18.0
MIDDLE ATLANTIC	2,795	608	3,403	8.7	Montana	45	20	65	
Ohio	497	87	584		Idaho	53	14	67	
Indiana	211	72	283		Wyoming	49	1	50	
Illinois	479	107	586		Colorado	225	14	239	
Michigan	459	136	595		New Mexico	56	10	66	
Wisconsin	363	127	490		Arizona	100	44	144	
EAST NO. CENTRAL	2,009	529	2,538	6.5	Utah	52	8	60	
Minnesota	168	50	218		Nevada	51	13	64	
Iowa	68	13	81		MOUNTAIN	631	124	755	1.9
Missouri	195	73	268		Alaska	185	38	223	
North Dakota	24	9	33		Washington	1,059	300	1,359	
South Dakota	21	16	37		Oregon	261	73	334	
Nebraska	36	17	53		California	1,801	957	2,758	
Kansas	100	4	104		Hawaii	108	34	142	
WEST NO. CENTRAL	612	182	794	2.0	PACIFIC	3,414	1,402	4,816	12.3
Delaware	76	17	93		UNITED STATES	23,849	6,055	29,904	76.2
Maryland	536	148	684		U.S. Territories	55	16	71	
Washington, DC	139	48	187		Canada	231	645	876	
Virginia	1,001	235	1,236		Mexico	2	144	146	
West Virginia	63	19	82		Other International	1,021	7,210	8,231	
North Carolina	348	99	447		APO/FPO	7	5	12	
South Carolina	252	72	324						
Georgia	297	88	385						
Florida	2,440	835	3,275						
SOUTH ATLANTIC	5,152	1,561	6,713	17.1					
					<b>TOTAL QUALIFIED CIRCULATION</b>	<b>25,165</b>	<b>14,075</b>	<b>39,240</b>	<b>100.0</b>

\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2019\***

Region/Country	Print	Digital	Total Qualified	Percent
<b>ASIA</b>				
Bangladesh	2	42	44	
Brunei Darussalam	-	6	6	
China	11	184	195	
Georgia	-	4	4	
Hong Kong - SAR	2	48	50	
India	7	623	630	
Indonesia	-	105	105	
Japan	26	80	106	
Korea, Republic Of	2	109	111	
Malaysia	1	132	133	
Maldives	-	6	6	
Myanmar	-	16	16	
Pakistan	-	57	57	
Philippines	-	122	122	
Singapore	18	332	350	
Sri Lanka	-	35	35	
Taiwan	-	24	24	
Thailand	-	33	33	
Vietnam	-	48	48	
Subtotal	69	2,006	2,075	5.3
<b>MIDDLE EAST</b>				
Bahrain	-	6	6	
Iran	-	115	115	
Israel	3	35	38	
Jordan	-	5	5	
Kuwait	2	15	17	
Lebanon	-	8	8	
Oman	-	10	10	
Qatar	-	22	22	
Saudi Arabia	-	34	34	
Syrian Arab Republic	-	4	4	
United Arab Emirates	4	196	200	
Yemen	-	8	8	
Subtotal	9	458	467	1.2
<b>EUROPE</b>				
Austria	11	22	33	
Belgium	5	53	58	
Bulgaria	-	27	27	
Croatia	2	66	68	
Cyprus	1	28	29	
Denmark	68	112	180	
Estonia	-	6	6	
Finland	80	74	154	
France	16	118	134	
Germany	269	166	435	
Greece	9	231	240	
Iceland	1	9	10	
Ireland	5	22	27	
Italy	14	198	212	
Latvia	-	4	4	
Lithuania	-	5	5	
Luxembourg	-	1	1	
Macedonia	-	3	3	
Malta	-	14	14	
Monaco	1	13	14	
Montenegro	1	2	3	
Netherlands	55	334	389	
Norway	246	229	475	
Poland	-	63	63	
Portugal	1	40	41	
Romania	1	60	61	
Russian Federation	1	38	39	
Serbia	-	6	6	
Spain	10	148	158	
Sweden	26	128	154	
Switzerland	10	39	49	

\*See Additional Data

Region/Country	Print	Digital	Total Qualified	Percent
Turkey	2	150	152	
Ukraine	2	16	18	
United Kingdom	84	965	1,049	
Subtotal	921	3,390	4,311	11.0
<b>AFRICA</b>				
Algeria	-	25	25	
Angola	-	3	3	
Cameroon	-	8	8	
Egypt	-	131	131	
Ethiopia	-	3	3	
Ghana	-	30	30	
Kenya	-	12	12	
Libyan Arab Jamahiriya	-	10	10	
Madagascar	-	3	3	
Morocco	-	12	12	
Mozambique	-	3	3	
Nigeria	-	247	247	
Senegal	-	8	8	
South Africa	1	42	43	
Sudan	-	6	6	
Tanzania	-	6	6	
Tunisia	-	12	12	
Subtotal	1	561	562	1.4
<b>NORTH AMERICA</b>				
Canada	231	645	876	
Mexico	2	144	146	
United States	23,849	6,055	29,904	
unspecified North America	7	5	12	
Subtotal	24,089	6,849	30,938	78.8
<b>CARIBBEAN</b>				
Antigua and Barbuda	-	4	4	
Bahamas	4	8	12	
Bermuda	1	6	7	
Dominican Republic	-	10	10	
Jamaica	-	13	13	
Netherlands Antilles	-	9	9	
Puerto Rico	31	12	43	
Trinidad and Tobago	2	28	30	
Virgin Islands, U.S.	18	4	22	
Subtotal	56	94	150	0.4
<b>CENTRAL AMERICA</b>				
Costa Rica	-	11	11	
Guatemala	-	5	5	
Honduras	-	4	4	
Panama	-	41	41	
Subtotal	-	61	61	0.1
<b>SOUTH AMERICA</b>				
Argentina	-	88	88	
Brazil	2	134	136	
Chile	-	45	45	
Colombia	1	47	48	
Ecuador	-	9	9	
Peru	-	40	40	
Uruguay	-	8	8	
Venezuela	1	42	43	
Subtotal	4	413	417	1.1
<b>ASIA PACIFIC</b>				
Australia	6	197	203	
Guam	6	-	6	
New Zealand	4	46	50	
Subtotal	16	243	259	0.7
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>25,165</b>	<b>14,075</b>	<b>39,240</b>	<b>100.0</b>

## APP CHANNEL

### MARITIME GLOBAL NEWS

2019	Monthly Downloads	Cumulative Downloads
Beginning Balance		36,886
January	360	37,246
February	344	37,590
March	345	37,935
April	222	38,157
May	216	38,373
June	216	38,589

Cumulative downloads represents the aggregate number of downloads of the Maritime Global News App, not copies. Information regarding App deletion/removal is not available from third party vendors and has not been removed from these figures

### MARITIME LOGISTICS PROFESSIONAL

2019	Monthly Downloads	Cumulative Downloads
Beginning Balance		-
January	219	24,896
February	169	25,065
March	217	25,282
April	184	25,466
May	170	25,636
June	152	25,788

Cumulative downloads represents the aggregate number of downloads of the Maritime Logistics Professional App, not copies. Information regarding App deletion/removal is not available from third party vendors and has not been removed from these figures

## WEBSITE CHANNEL

### WWW.MARINELINK.COM/

2019	Pageviews	Sessions	Users	Average Session Duration
January	368,850	209,661	163,797	1:10
February	333,962	190,057	150,652	1:09
March	354,303	199,407	158,244	1:09
April	347,765	197,235	156,441	1:10
May	334,291	189,952	149,217	1:09
June	307,313	178,819	143,071	1:00

**AVERAGE:**

**341,080**

**194,188**

**153,570**

**1:07**

January – June 2019 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

### WEBSITE GLOSSARY

**Pageviews:** A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

**Sessions:** A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

**Users:** An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

**Average Session Duration:** The time visitors remain on a site per session.

## SOCIAL MEDIA CHANNEL

### Maritime Reporter and Engineering News Social Media



LinkedIn group members

<http://linkedin.com/groups/44626/profile>

2019

Beginning Balance:	132,521
January	132,927
February	133,162
March	133,729
April	133,875
May	134,055
June	134,278

## ADDITIONAL DATA

### MAGAZINE:

### METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

Apps are downloaded to view enhanced versions of the print edition and are available as a single download or by subscription use on tablets, smart phones or other mobile devices.

### STATEMENT OF CONTENT PLATFORM:

Editorial Replica - If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

### PARAGRAPH 3a:

The June 2019 issue is 10.3% or 3,675 copies above the average of the other 5 issues reported in Paragraph 2.

### GEOGRAPHIC DISTRIBUTION:

Geographic data for Apps, Website and Social Media are not reported at the media owner's option.

### PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

John O'Malley, Publisher

Kathleen Hickey, Circulation Manager

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

### IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed

July 15, 2019

State

New York

County

New York

Received by BPA Worldwide

July 15, 2019

Type

BJ

ID Number

M021B0J9

### About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.