

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

**MARINE TECHNOLOGY REPORTER** is a B2B brand with a focus in the marine technology and subsea industries. 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

### MARINE TECHNOLOGY REPORTER MAGAZINE



5 issues in the period  
25,447 average circulation

### MARINE TECHNOLOGY REPORTER APP



12,460 cumulative downloads

### MARINE TECHNOLOGY REPORTER WEBSITE



15,994 average users

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>MARINE TECHNOLOGY REPORTER MAGAZINE</b> (5 issues in the period)	25,447	-	25,447
a. Print	14,080	-	14,080
b. Digital	11,367	-	11,367
1. Requested	11,367	-	11,367
2. Non-Requested	-	-	-
<b>MARINE TECHNOLOGY REPORTER APP</b>	*12,460	-	*12,460
<b>MARINE TECHNOLOGY REPORTER WEBSITE</b> (Monthly Users with 32,282 average Pageviews)	15,994	-	15,994

\*App downloads are cumulative figures, not averages.

**FIELD SERVED**

**MARINE TECHNOLOGY REPORTER** serves the field of commercial diving, commercial vessels owner/operator, dredging, marine geodesy, marine salvage, meteorology, ocean exploration/survey, oceanography, offshore oil & gas exploration and production, owner/operator underwater vehicles (manned/unmanned), search and survey, vessel chartering, environmental monitoring/pollution control, marine construction, offshore structures, pipeline contractors, port/waterway/ coastal/harbor authority, ship/boat building and repair services, submersibles, marine consulting, marine engineering, naval architecture, subsea engineering, education/training (marine/ocean), information technology, marine research, software engineering and development services, systems integration, AUV manufacturer, instrumentation manufacturer (marine/oceanographic), manufacturer of marine machinery, maritime security, ROV manufacturer, subsea robotics, underwater vehicles manufacturer (manned/unmanned).

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include senior management, management, engineering, military, scientific/technical subsea design, and other functions.

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	364
Allocated for Trade Shows and Conventions	549
All Other	50
<b>TOTAL</b>	<b>963</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	25,447	100.0	25,447	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>25,447</b>	<b>100.0</b>	<b>25,447</b>	<b>100.0</b>	-	-

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

2018 Issue	Print	Digital	Total Qualified
January/February	14,192	11,564	25,756
March	14,139	11,592	25,731
April	14,106	11,381	25,487
May	14,219	10,923	25,142
June	13,743	11,374	25,117

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018**  
 This issue is 1.5% or 381 copies below the average of the other 4 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Classification by Function							
			Print	Digital	Senior Management	Management	Engineering, Academic, Scientific/ Technical	Military	Subsea Design (Naval Architects, Marine Engineers), Consultants/ Analysts	Other Functions
Commercial diving, commercial vessels owner/operator, dredging, marine geodesy, marine salvage, meteorology, ocean exploration/survey, oceanography, offshore oil & gas exploration and production, owner/operator underwater vehicles (manned/unmanned), search and survey, vessel chartering	9,200	36.6	5,269	3,931	3,595	2,018	2,725	213	388	261
Environmental monitoring/pollution control, marine construction, offshore structures, pipeline contractors, port/waterway/coastal/harbor authority, ship/boat building and repair services, submersibles	5,158	20.5	2,995	2,163	1,237	1,977	1,496	84	194	170
Marine consulting, marine engineering, naval architecture, subsea engineering	4,357	17.3	2,412	1,945	1,241	1,076	1,261	82	606	91
Education/Training (marine/ocean), information technology, marine research, software engineering and development services, systems integration	3,442	13.7	1,797	1,645	775	688	1,577	63	210	129
AUV manufacturer, instrumentation manufacturer (marine/oceanographic), manufacturer of marine machinery, maritime security, ROV manufacturer, subsea robotics, underwater vehicles manufacturer (manned/unmanned)	2,538	10.1	1,402	1,136	766	880	675	60	90	67
Others Allied to the Field	447	1.8	344	103	183	106	60	2	96	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>25,142</b>	<b>100.0</b>	<b>14,219</b>	<b>10,923</b>	<b>7,797</b>	<b>6,745</b>	<b>7,794</b>	<b>504</b>	<b>1,584</b>	<b>718</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018**

Qualification Source	Qualified Within					Total Qualified	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	10,783	14,359	-	14,219	10,923	25,142	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>10,783</b>	<b>14,359</b>	<b>-</b>	<b>14,219</b>	<b>10,923</b>	<b>25,142</b>	<b>100.0</b>
<b>PERCENT</b>	<b>42.9</b>	<b>57.1</b>	<b>-</b>	<b>56.6</b>	<b>43.4</b>	<b>100.0</b>	

### 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

Mailing Address	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	14,219	10,923	25,142	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>14,219</b>	<b>10,923</b>	<b>25,142</b>	<b>100.0</b>

### AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July - December 2015	January - June 2016	July - December 2016	January - June 2017	July - December 2017	January - June 2018*
Total Audit Average Qualified:	25,557	25,412	25,264	25,451	25,143	25,447
Qualified Non-Paid:	25,557	25,412	25,264	25,451	25,143	25,447
Print:	14,576	14,679	14,656	14,159	13,591	14,080
Digital:	10,981	10,733	10,608	11,292	11,552	11,367
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: January - June 2018 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 MAY 2018\*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	225	31	256		Kentucky	59	18	77	
New Hampshire	161	14	175		Tennessee	97	20	117	
Vermont	19	4	23		Alabama	129	25	154	
Massachusetts	769	82	851		Mississippi	171	16	187	
Rhode Island	279	29	308		EAST SO. CENTRAL	456	79	535	2.1
Connecticut	276	52	328		Arkansas	11	7	18	
NEW ENGLAND	1,729	212	1,941	7.7	Louisiana	682	63	745	
New York	668	89	757		Oklahoma	31	14	45	
New Jersey	437	51	488		Texas	1,341	156	1,497	
Pennsylvania	301	41	342		WEST SO. CENTRAL	2,065	240	2,305	9.2
MIDDLE ATLANTIC	1,406	181	1,587	6.3	Montana	25	6	31	
Ohio	211	22	233		Idaho	26	3	29	
Indiana	89	26	115		Wyoming	5	2	7	
Illinois	195	40	235		Colorado	111	6	117	
Michigan	247	53	300		New Mexico	22	2	24	
Wisconsin	186	32	218		Arizona	89	21	110	
EAST NO. CENTRAL	928	173	1,101	4.4	Utah	24	3	27	
Minnesota	82	20	102		Nevada	26	9	35	
Iowa	37	4	41		MOUNTAIN	328	52	380	1.5
Missouri	77	15	92		Alaska	155	23	178	
North Dakota	3	3	6		Washington	761	109	870	
South Dakota	6	6	12		Oregon	187	22	209	
Nebraska	10	6	16		California	1,772	582	2,354	
Kansas	22	4	26		Hawaii	155	6	161	
WEST NO. CENTRAL	237	58	295	1.2	PACIFIC	3,030	742	3,772	15.0
Delaware	59	12	71		UNITED STATES	13,668	2,297	15,965	63.5
Maryland	516	49	565		U.S. Territories	36	9	45	
Washington, DC	176	21	197		Canada	112	1,123	1,235	
Virginia	685	125	810		Mexico	7	80	87	
West Virginia	25	3	28		Other International	387	7,411	7,798	
North Carolina	255	45	300		APO/FPO	9	3	12	
South Carolina	169	33	202						
Georgia	163	29	192						
Florida	1,441	243	1,684						
SOUTH ATLANTIC	3,489	560	4,049	16.1					
					<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,219</b>	<b>10,923</b>	<b>25,142</b>	<b>100.0</b>

\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018\***

Region/Country	Print	Digital	Total Qualified	Percent	Region/Country	Print	Digital	Total Qualified	Percent
<b>ASIA</b>					Ukraine	1	24	25	
Bangladesh	2	35	37		United Kingdom	92	1,439	1,531	
China	6	200	206		Subtotal	224	3,694	3,918	15.6
Hong Kong - SAR	1	26	27		<b>AFRICA</b>				
India	22	604	626		Algeria	1	21	22	
Indonesia	2	122	124		Benin	-	7	7	
Japan	8	134	142		Cameroon	-	6	6	
Korea, Republic Of	10	104	114		Egypt	2	111	113	
Malaysia	4	137	141		Ghana	1	20	21	
Maldives	1	6	7		Guinea	-	3	3	
Myanmar	-	16	16		Kenya	-	15	15	
Pakistan	1	60	61		Libyan Arab Jamahiriya	-	6	6	
Philippines	7	83	90		Madagascar	-	2	2	
Singapore	16	213	229		Mauritius	-	4	4	
Sri Lanka	2	47	49		Morocco	1	6	7	
Taiwan	3	55	58		Nigeria	4	206	210	
Thailand	1	49	50		Senegal	-	3	3	
Vietnam	1	30	31		Sierra Leone	-	3	3	
Subtotal	87	1,921	2,008	8.0	South Africa	5	64	69	
<b>MIDDLE EAST</b>					Tanzania	-	6	6	
Bahrain	1	7	8		Tunisia	-	21	21	
Iran	5	136	141		Uganda	-	5	5	
Israel	1	60	61		Subtotal	14	509	523	2.1
Kuwait	-	14	14		<b>NORTH AMERICA</b>				
Lebanon	-	9	9		Canada	112	1,123	1,235	
Oman	-	7	7		Mexico	7	80	87	
Qatar	-	13	13		United States	13,668	2,297	15,965	
Saudi Arabia	1	39	40		unspecified North America	9	3	12	
Syrian Arab Republic	2	4	6		Subtotal	13,796	3,503	17,299	68.8
United Arab Emirates	4	126	130		<b>CARIBBEAN</b>				
Yemen	-	4	4		Bahamas	1	5	6	
Subtotal	14	419	433	1.7	Bermuda	-	6	6	
<b>EUROPE</b>					Cuba	-	6	6	
Austria	1	9	10		Dominican Republic	1	5	6	
Belgium	5	66	71		Jamaica	1	6	7	
Bulgaria	2	22	24		Puerto Rico	27	6	33	
Croatia	3	59	62		Trinidad and Tobago	1	16	17	
Cyprus	-	16	16		Virgin Islands, U.S.	9	3	12	
Czech Republic	-	3	3		Subtotal	40	53	93	0.4
Denmark	5	70	75		<b>CENTRAL AMERICA</b>				
Estonia	-	5	5		Costa Rica	-	7	7	
Finland	6	53	59		Honduras	-	3	3	
France	14	209	223		Panama	1	15	16	
Germany	16	244	260		Subtotal	1	25	26	0.1
Greece	3	86	89		<b>SOUTH AMERICA</b>				
Hungary	-	3	3		Argentina	2	73	75	
Iceland	-	21	21		Brazil	13	192	205	
Ireland	2	87	89		Chile	2	68	70	
Italy	11	197	208		Colombia	-	68	68	
Lithuania	1	5	6		Ecuador	3	8	11	
Macedonia	-	4	4		Peru	2	31	33	
Malta	-	11	11		Suriname	-	3	3	
Monaco	1	6	7		Uruguay	-	13	13	
Netherlands	9	206	215		Venezuela	1	39	40	
Norway	15	215	230		Subtotal	23	495	518	2.0
Poland	10	44	54		<b>ASIA PACIFIC</b>				
Portugal	1	65	66		Australia	19	258	277	
Romania	3	52	55		Fiji	-	3	3	
Russian Federation	5	61	66		New Zealand	1	43	44	
Serbia	-	6	6		Subtotal	20	304	324	1.3
Slovenia	-	8	8		<b>TOTAL QUALIFIED CIRCULATION</b>				
Spain	6	145	151			14,219	10,923	25,142	100.0
Sweden	4	82	86						
Switzerland	-	27	27						
Turkey	8	144	152						

\*See Additional Data

## APP CHANNEL

2018	Monthly Downloads	Cumulative Downloads
Beginning Balance		12,315
January	18	12,333
February	13	12,346
March	31	12,377
April	35	12,412
May	25	12,437
June	23	12,460

Cumulative downloads represents the aggregate number of downloads of the Marine TechNews 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

[HTTP://WWW.MARINETECHNOLOGYNEWS.COM/](http://www.marinetechologynews.com/)

2018	Pageviews	Sessions	Users	Average Session Duration
January	36,672	22,536	17,336	1:06
February	29,351	17,999	14,186	1:06
March	33,558	21,494	17,234	1:03
April	34,447	21,896	17,537	1:04
May	31,664	19,886	15,785	1:02
June	28,001	17,377	13,891	1:03
<b>AVERAGE:</b>	<b>32,282</b>	<b>20,198</b>	<b>15,994</b>	<b>1:04</b>

January – June 2018 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.

## 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, smartphones 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.

### GEOGRAPHIC DISTRIBUTION:

Geographic data for App and Website 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 18, 2018
State	New York
City	New York
Received by BPA Worldwide	July 18, 2018
Type	BD
ID Number	M417B0J8

#### 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. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.