

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
26,020 average circulation

MARINE TECHNOLOGY REPORTER APP

13,345 cumulative downloads

MARINE TECHNOLOGY REPORTER WEBSITE

36,703 average users

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
MARINE TECHNOLOGY REPORTER MAGAZINE (5 issues in the period)	26,020	-	26,020
MARINE TECHNOLOGY REPORTER APP	*13,345	-	*13,345
MARINE TECHNOLOGY REPORTER WEBSITE (Monthly Users with 24,952 average Pageviews)	36,703	-	36,703

*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) and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

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

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	134
Allocated for Trade Shows and Conventions	255
All Other	14
TOTAL	403

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	26,020	100.0	26,020	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	26,020	100.0	26,020	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Total Qualified
January/February	25,886
March	25,958
April	26,027
May	26,089
June	26,138

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2020
 This issue is 0.6% or 148 copies above the average of the other 4 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Classification by Function					
			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	9,540	36.5	3,725	2,636	2,468	184	333	194
Environmental monitoring/pollution control, marine construction, offshore structures, pipeline contractors, port/waterway/coastal/harbor authority, ship/boat building and repair services, submersibles	6,527	25.0	1,827	2,913	1,421	76	157	133
Marine consulting, marine engineering, naval architecture, subsea engineering	3,949	15.1	1,176	1,042	1,062	72	523	74
Education/Training (marine/ocean), information technology, marine research, software engineering and development services, systems integration	3,237	12.4	767	714	1,391	62	193	110
AUV manufacturer, instrumentation manufacturer (marine/oceanographic), manufacturer of marine machinery, maritime security, ROV manufacturer, subsea robotics, underwater vehicles manufacturer (manned/unmanned)	2,504	9.6	771	957	591	54	80	51
Others Allied to the Field	381	1.4	156	88	54	2	81	-
TOTAL QUALIFIED CIRCULATION	26,138	100.0	8,422	8,350	6,987	450	1,367	562

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2020

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	15,589	10,549	-	26,138	100.0
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication (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:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,589	10,549	-	26,138	100.0
PERCENT	59.6	40.4	-	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2020

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	26,138	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	26,138	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2020*

Region/Country	Total Qualified	Percent	Region/Country	Total Qualified	Percent
ASIA			Sweden	87	
Bangladesh	40		Switzerland	34	
China	161		Turkey	127	
Hong Kong - SAR	27		Ukraine	15	
India	564		United Kingdom	1,921	
Indonesia	120		Subtotal	4,286	16.4
Japan	136		AFRICA		
Korea, Democratic People's Republic Of	74		Algeria	18	
Korea, Republic Of	34		Angola	3	
Malaysia	119		Benin	7	
Maldives	6		Cameroon	5	
Myanmar	16		Egypt	110	
Pakistan	59		Ghana	17	
Philippines	86		Guinea	3	
Singapore	208		Kenya	18	
Sri Lanka	44		Libyan Arab Jamahiriya	4	
Taiwan	55		Mauritius	4	
Thailand	48		Morocco	6	
Vietnam	30		Nigeria	205	
Subtotal	1,827	7.0	Senegal	4	
MIDDLE EAST			Sierra Leone	3	
Bahrain	7		South Africa	59	
Iran	116		Tanzania	5	
Israel	62		Tunisia	20	
Kuwait	15		Uganda	5	
Lebanon	7		Subtotal	496	1.9
Oman	6		NORTH AMERICA		
Qatar	11		Canada	1,181	
Saudi Arabia	37		Mexico	88	
Syrian Arab Republic	3		United States	16,956	
United Arab Emirates	141		APO/FPO	12	
Yemen	4		Subtotal	18,237	69.8
Subtotal	409	1.5	CARIBBEAN		
EUROPE			Bahamas	5	
Austria	13		Bermuda	5	
Belgium	66		Cuba	7	
Bulgaria	20		Dominican Republic	4	
Croatia	57		Jamaica	9	
Cyprus	15		Puerto Rico	25	
Denmark	78		Trinidad and Tobago	14	
Estonia	4		Virgin Islands, U.S.	12	
Finland	52		Subtotal	81	0.3
France	211		CENTRAL AMERICA		
Germany	292		Costa Rica	6	
Greece	88		Honduras	3	
Iceland	20		Panama	14	
Ireland	81		Subtotal	23	0.1
Italy	203		SOUTH AMERICA		
Lithuania	5		Argentina	75	
Macedonia	4		Brazil	182	
Malta	11		Chile	62	
Monaco	9		Colombia	64	
Netherlands	293		Ecuador	8	
Norway	223		Peru	32	
Poland	37		Suriname	3	
Portugal	58		Uruguay	13	
Romania	46		Venezuela	36	
Russian Federation	64		Subtotal	475	1.8
Serbia	6		ASIA PACIFIC		
Slovenia	6		Australia	263	
Spain	140		Fiji	3	
			New Zealand	38	
			Subtotal	304	1.2
			TOTAL QUALIFIED CIRCULATION	26,138	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2020*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	298		Kentucky	99	
New Hampshire	181		Tennessee	159	
Vermont	35		Alabama	181	
Massachusetts	876		Mississippi	192	
Rhode Island	326		EAST SO. CENTRAL	631	2.4
Connecticut	388		Arkansas	32	
NEW ENGLAND	2,104	8.0	Louisiana	834	
New York	791		Oklahoma	52	
New Jersey	502		Texas	1,474	
Pennsylvania	361		WEST SO. CENTRAL	2,392	9.2
MIDDLE ATLANTIC	1,654	6.3	Montana	44	
Ohio	288		Idaho	36	
Indiana	156		Wyoming	11	
Illinois	273		Colorado	123	
Michigan	374		New Mexico	22	
Wisconsin	283		Arizona	114	
EAST NO. CENTRAL	1,374	5.3	Utah	35	
Minnesota	157		Nevada	35	
Iowa	40		MOUNTAIN	420	1.6
Missouri	131		Alaska	174	
North Dakota	8		Washington	965	
South Dakota	10		Oregon	252	
Nebraska	15		California	2,056	
Kansas	22		Hawaii	185	
WEST NO. CENTRAL	383	1.5	PACIFIC	3,632	13.9
Delaware	70		UNITED STATES	16,956	64.9
Maryland	529		U.S. Territories	37	
Washington, DC	170		Canada	1,181	
Virginia	871		Mexico	88	
West Virginia	29		Other International	7,864	
North Carolina	331		APO/FPO	12	
South Carolina	224				
Georgia	212				
Florida	1,930				
SOUTH ATLANTIC	4,366	16.7			
			TOTAL QUALIFIED CIRCULATION	26,138	100.0

*See Additional Data

APP CHANNEL

2020	Monthly Downloads	Cumulative Downloads
	Beginning Balance	13,151
January	39	13,190
February	34	13,224
March	31	13,255
April	33	13,288
May	36	13,324
June	21	13,345

Cumulative downloads represents the aggregate number of downloads of the Marine TechNews App, not copies. Information regarding App deletion and/or 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/)

2020	Pageviews	Sessions	Users	Average Session Duration
January	24,799	15,569	13,045	1:04
February	23,764	15,309	12,861	1:01
March	26,266	15,652	12,959	1:08
April	25,196	58,479	54,192	0:23
May	24,698	95,908	89,195	0:23
June	24,991	41,438	37,968	0:37
AVERAGE:	24,952	40,392	36,703	0:46

January – June 2020 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.a

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.

PRINT & DIGITAL EDITIONS:

In these uncharted waters caused by the coronavirus (COVID-19) pandemic, resulting in workplace closures, sporadic workplace visits and work-from-home solutions, delivery of print editions are impacted. Recognizing this, BPA Worldwide has granted an exception to reporting print and digital editions separately throughout the report.

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.

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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.