

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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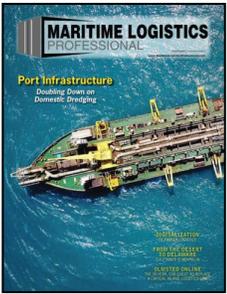
**MARITIME LOGISTICS PROFESSIONAL** is a B2B brand with a focus in the maritime logistics market. The brand content and editorial scope of the publication includes news and industry comment, in-depth technical articles, industry round-up and special features. The content of every issue is available to subscribers globally via the online publication.

### 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 LOGISTICS PROFESSIONAL MAGAZINE**



3 issues in the period  
24,537 average circulation

**MARITIME LOGISTICS PROFESSIONAL APP**



24,677 cumulative downloads

**MARITIME LOGISTICS PROFESSIONAL WEBSITE**



24,190 average users

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>MARITIME LOGISTICS PROFESSIONAL MAGAZINE</b> (3 issues in the period)	24,537	-	24,537
a. Print	2,491	-	2,491
b. Digital	22,046	-	22,046
1. Requested	22,046	-	22,046
2. Non-Requested	-	-	-
<b>MARITIME LOGISTICS PROFESSIONAL APP</b>	*24,677	-	*24,677
<b>MARITIME LOGISTICS PROFESSIONAL WEBSITE</b> (Monthly Users with 39,881 average Pageviews)	24,190	-	24,190

\*App downloads are cumulative figures, not averages.

**FIELD SERVED**

**MARITIME LOGISTICS PROFESSIONAL** serves the field of logistics, including ocean and inland carriers, containerized, bulk, ro-ro, general cargo, tankers, ports and terminals, transport and logistics hubs, cargo handling, warehousing, manufacturers and suppliers including raw materials, automotive, electronics, agricultural, oil and gas, food, clothing and other industries as reported in paragraph 3a herein.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are executive and senior management of Inventory and Supply Chain integration and management including: Owner, Corporate Officer, Chairman, CEO, CFO, Director, President, Vice President, Manager, Materials Manager, Production Manager, Supply Chain Manager, Systems Support Manager, Transportation Manager, Logistics, Distribution, warehouse, port and terminal executives, management and engineers including: General Manager, Manager, Superintendent, Port Engineer, Port Captain, Purchasing Agent, Logistics Engineer and others as appearing in paragraph 3a.

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	269
Allocated for Trade Shows and Conventions	680
All Other	17
<b>TOTAL</b>	<b>966</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	24,537	100.0	24,537	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>24,537</b>	<b>100.0</b>	<b>24,537</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

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

2018 Issue	Print	Digital	Total Qualified
July/August	7,472	17,263	24,735
September/October	-	24,529	24,529
November/December	-	24,346	24,346

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2018**

This issue is 1.2% or 286 copies below the average of the other 2 issues reported in Paragraph 2.

Business/Industry	Total Qualified	Percent of Total	Print	Digital	Executive & Upper Supply Chain Management (Note 1)	Transportation, Purchasing/Procurement, Operations Management (Note 2)	Logistics & Supply Chain Middle Management (Note 3)	Customer Service, Sales & Other Management (Note 4)
1. SHIPPING CARRIERS: ocean and inland carriers, containerized, bulk, ro-ro, general cargo, tankers (crude carriers, product carriers, LNG, chemical carriers), heavy lift vessels, livestock, passenger, barges, feeder services	8,686	35.7	-	8,686	4,171	2,953	984	578
2. PORTS AND TERMINALS: terminals, bulk terminals, container yards, transport and logistics hubs, Port Authorities, cargo handling, warehousing and distribution centers, customs authorities, security services, stevedoring, ship repair and maintenance, pilot and tug service, ship/boat building/repair, marine engineering and architecture	9,542	39.2	-	9,542	4,555	3,186	1,408	393
3. SHIPPERS: (utilizing maritime logistics) suppliers, manufacturers, wholesalers and retailers of raw materials, automotive, electronics, agricultural, oil and gas, coal, clothing, food aggregates, foundry, mining, brokering, freight forwarding, 3rd party logistics	4,919	20.2	-	4,919	3,043	1,183	590	103
4. FINANCIAL, INSURANCE, LEGAL SERVICES	1,199	4.9	-	1,199	544	405	214	36
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>24,346</b>	<b>100.0</b>	<b>-</b>	<b>24,346</b>	<b>12,313</b>	<b>7,727</b>	<b>3,196</b>	<b>1,110</b>
<b>PERCENT</b>	<b>100.0</b>	<b>-</b>	<b>-</b>	<b>100.0</b>	<b>50.6</b>	<b>31.7</b>	<b>13.1</b>	<b>4.6</b>

Note 1: Includes Corporate Officer, Chairman, CEO, CFO, CIO, Director, President, Vice President, and Owner

Note 2: Includes General Manager, IT Manager, Port Captain, Superintendent, Transportation Manager, Purchasing/Procurement Manager

Note 3: Includes Warehouse Manager, Distribution Manager, Inventory Manager, Supply Chain Manager, Logistics Manager, Engineering Manager, Materials Manager

Note 4: Includes Sales/Marketing Manager, Customer Service Manager, Naval Architect/Marine Engineer, Ship Surveyor



**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2018\***

Region/Country	Print	Digital	Total Qualified	Percent	Region/Country	Print	Digital	Total Qualified	Percent
<b>ASIA</b>					Ireland	-	9	9	
Bangladesh	-	34	34		Italy	-	59	59	
China	-	71	71		Latvia	-	4	4	
Georgia	-	6	6		Malta	-	9	9	
Hong Kong - SAR	-	14	14		Netherlands	-	127	127	
India	-	403	403		Norway	-	72	72	
Indonesia	-	50	50		Poland	-	27	27	
Japan	-	15	15		Portugal	-	14	14	
Korea, Republic Of	-	28	28		Romania	-	37	37	
Malaysia	-	56	56		Russian Federation	-	20	20	
Myanmar	-	19	19		Serbia	-	4	4	
Pakistan	-	45	45		Spain	-	60	60	
Philippines	-	99	99		Sweden	-	36	36	
Singapore	-	129	129		Switzerland	-	8	8	
Sri Lanka	-	37	37		Turkey	-	59	59	
Taiwan	-	8	8		Ukraine	-	27	27	
Thailand	-	16	16		United Kingdom	-	376	376	
Vietnam	-	11	11		Subtotal	-	1,312	1,312	5.4
Subtotal	-	1,041	1,041	4.3	<b>AFRICA</b>	-	402	402	1.7
<b>MIDDLE EAST</b>	-	195	195	0.8	<b>NORTH AMERICA</b>	-	482	482	
<b>EUROPE</b>					Canada	-	53	53	
Austria	-	4	4		Mexico	-	20,431	20,431	
Belgium	-	24	24		United States	-	3	3	
Bulgaria	-	16	16		unspecified North America	-	3	3	
Croatia	-	34	34		Subtotal	-	20,969	20,969	86.1
Cyprus	-	6	6		<b>CARIBBEAN</b>	-	84	84	0.3
Denmark	-	43	43		<b>CENTRAL AMERICA</b>	-	26	26	0.1
Finland	-	41	41		<b>SOUTH AMERICA</b>	-	197	197	0.8
France	-	45	45		<b>ASIA PACIFIC</b>	-	120	120	0.5
Germany	-	74	74		<b>TOTAL QUALIFIED CIRCULATION</b>	-	<b>24,346</b>	<b>24,346</b>	<b>100.0</b>
Greece	-	72	72						
Iceland	-	5	5						

\*See Additional Data

## APP CHANNEL

2018	Monthly Downloads	Cumulative Downloads
	Beginning Balance	23,514
July	158	23,672
August	171	23,843
September	200	24,043
October	215	24,258
November	222	24,480
December	197	24,677

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

## WEBSITE CHANNEL

### WWW.MARITIMEPROFESSIONAL.COM

2018	Pageviews	Sessions	Users	Average Session Duration
July	54,333	45,835	37,736	0:42
August	55,224	45,656	37,504	0:43
September	33,839	25,351	17,820	1:17
October	35,321	26,313	18,842	1:07
November	30,929	23,990	17,201	1:02
December	29,645	22,230	16,038	0:59
<b>AVERAGE:</b>	<b>39,881</b>	<b>31,562</b>	<b>24,190</b>	<b>0:58</b>

July – December 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

### 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	January 29, 2019
State	New York
City	New York
Revised	January 29, 2019
Type	BD
ID Number	M489B0D8

#### 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.