

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 NEWS** is a B2B brand with a focus in the marine 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

### MARINE NEWS MAGAZINE



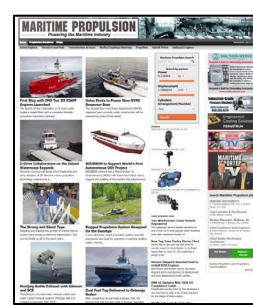
6 Issues in the period  
30,462 average circulation

### MARINE NEWS E-NEWSLETTERS



2 E-Newsletters in the period  
103 total Issued in the period  
28,617 average per occurrence  
21,018 average per occurrence

### MARITIME PROPULSION WEBSITE



13,524 average users

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>MARINE NEWS MAGAZINE</b> (6 issues in the period)	30,462	-	30,462
a. Print	21,077	-	21,077
b. Digital	9,385	-	9,385
1. Requested	9,385	-	9,385
2. Non-Requested	-	-	-
<b>MARITIME NEWS E-NEWSLETTERS</b>			
a. Maritime Propulsion (52 issued in the period)	28,617	-	28,617
b. Marine Electronics (51 issued in the period)	21,018	-	21,018
<b>MARITIME PROPULSION WEBSITE</b> (Monthly Users with 26,357 average Pageviews )	13,524	-	13,524

**FIELD SERVED**

**MARINE NEWS** serves the commercial and Naval marine industries including ship, boat, barge and workboat owners, operators, offshore oil drilling operations, shipbuilding, boatbuilding, boat repair, marine engineers, naval architects, port authorities 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 (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	416
Allocated for Trade Shows and Conventions	370
All Other	50
<b>TOTAL</b>	<b>836</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	30,462	100.0	30,462	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,462</b>	<b>100.0</b>	<b>30,462</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

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

2017 Issue	Print	Digital	Total Qualified
January	21,459	9,428	30,887
February	21,536	9,384	30,920
March	21,028	9,276	30,304
April	20,984	9,248	30,232
May	20,862	9,216	30,078
June	20,592	9,758	30,350

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017**  
 This issue is 1.5% or 461 copies below the average of the other 5 issues reported in Paragraph 2.

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, TUGS, PUSHBOATS, ALL TYPES OF BARGES, DREDGES AND SALVAGE VESSELS, OFFSHORE SERVICE AND SUPPLY VESSELS, CREW BOATS, EXCURSION DINNER, PASSENGER AND FERRY BOATS, "FOR HIRE" DIVE AND CHARTER BOATS, RESEARCH VESSELS, PILOT BOATS, FIRE BOATS, POLICE BOATS, HARBOR AND UTILITY BOATS, POLLUTION CONTROL VESSELS, COASTAL AND GREAT LAKES FREIGHTERS AND TANKERS, OFFSHORE DRILL RIGS, PORT AUTHORITIES:				
Corporate officers, directors, owners, presidents, vice presidents, general managers, other managers, corporate secretaries, and treasurers	12,971	43.1	9,312	3,659
Port engineers - shoreside, marine superintendents, port captains, purchasing managers/agents, naval architects, marine engineers -shoreside	2,824	9.4	2,067	757
Other employees ashore not included in above classifications	362	1.2	276	86
<b>SUB-TOTAL</b>	<b>16,157</b>	<b>53.7</b>	<b>11,655</b>	<b>4,502</b>
<b>2. SHIPBUILDING, BOATBUILDING AND REPAIR:</b>				
Corporate officers, directors, owners, presidents, vice presidents, general managers, other managers, corporate secretaries, treasurers, port engineers - shoreside, marine superintendents, port captains, purchasing managers/agents, naval architects, marine engineers - shoreside, ship surveyors, project engineers, and foremen				
Other employees not included in the above classifications	201	0.7	145	56
<b>SUB-TOTAL</b>	<b>6,025</b>	<b>20.0</b>	<b>4,157</b>	<b>1,868</b>
<b>3. PROFESSIONAL:</b>				
Naval architects, marine engineers and marine consultants shoreside				
Admiralty lawyers and insurance	529	1.8	291	238
<b>SUB-TOTAL</b>	<b>4,264</b>	<b>14.2</b>	<b>2,716</b>	<b>1,548</b>
<b>TOTAL 1, 2, AND 3</b>	<b>26,446</b>	<b>87.9</b>	<b>18,528</b>	<b>7,918</b>
<b>4. MARINE EQUIPMENT:</b>				
Manufacturers and manufacturer's representatives				
	2,660	8.8	1,829	831
<b>5. GOVERNMENT AND ALLIED MARINE INDUSTRIES:</b>				
U.S. Marine Administration, U.S. Senators, U.S. Congressmen and others in official capacities				
Schools, associations and organizations	768	2.6	368	400
Other allied marine industries	20	0.1	14	6
<b>TOTAL 4 AND 5</b>	<b>3,632</b>	<b>12.1</b>	<b>2,334</b>	<b>1,298</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,078</b>	<b>100.0</b>	<b>20,862</b>	<b>9,216</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017**

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	14,652	15,426	-	20,862	9,216	30,078	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>14,652</b>	<b>15,426</b>	<b>-</b>	<b>20,862</b>	<b>9,216</b>	<b>30,078</b>	<b>100.0</b>
<b>PERCENT</b>	<b>48.7</b>	<b>51.3</b>	<b>-</b>	<b>69.4</b>	<b>30.6</b>	<b>100.0</b>	

### 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	20,862	9,216	30,078	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>20,862</b>	<b>9,216</b>	<b>30,078</b>	<b>100.0</b>

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

6-Month Period Ended:	Audited Data		Audited Data		Circulation Claim	
	July - December 2014	January - June 2015	July - December 2015	January - June 2016	July - December 2016*	January - June 2017*
Total Audit Average Qualified:	31,085	30,794	30,911	31,059	31,119	30,462
Qualified Non-Paid:	31,085	30,794	30,911	31,059	31,119	30,462
Print:	20,410	20,337	21,763	21,852	21,626	21,077
Digital:	10,675	10,457	9,148	9,207	9,493	9,385
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 2016 - June 2017 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 2017\*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	330	21	351		Kentucky	172	10	182	
New Hampshire	122	14	136		Tennessee	143	8	151	
Vermont	36	-	36		Alabama	390	14	404	
Massachusetts	733	53	786		Mississippi	253	7	260	
Rhode Island	280	23	303		<b>EAST SO. CENTRAL</b>	<b>958</b>	<b>39</b>	<b>997</b>	<b>3.3</b>
Connecticut	493	35	528		Arkansas	54	2	56	
<b>NEW ENGLAND</b>	<b>1,994</b>	<b>146</b>	<b>2,140</b>	<b>7.1</b>	Louisiana	1,638	92	1,730	
New York	1,144	100	1,244		Oklahoma	48	5	53	
New Jersey	812	64	876		Texas	2,029	143	2,172	
Pennsylvania	517	60	577		<b>WEST SO. CENTRAL</b>	<b>3,769</b>	<b>242</b>	<b>4,011</b>	<b>13.3</b>
<b>MIDDLE ATLANTIC</b>	<b>2,473</b>	<b>224</b>	<b>2,697</b>	<b>9.0</b>	Montana	25	-	25	
Ohio	420	24	444		Idaho	39	-	39	
Indiana	165	11	176		Wyoming	7	-	7	
Illinois	418	25	443		Colorado	93	5	98	
Michigan	423	26	449		New Mexico	11	2	13	
Wisconsin	360	22	382		Arizona	86	2	88	
<b>EAST NO. CENTRAL</b>	<b>1,786</b>	<b>108</b>	<b>1,894</b>	<b>6.3</b>	Utah	29	1	30	
Minnesota	159	8	167		Nevada	48	5	53	
Iowa	48	8	56		<b>MOUNTAIN</b>	<b>338</b>	<b>15</b>	<b>353</b>	<b>1.2</b>
Missouri	171	8	179		Alaska	229	15	244	
North Dakota	5	-	5		Washington	1,120	58	1,178	
South Dakota	10	-	10		Oregon	275	10	285	
Nebraska	21	1	22		California	1,599	146	1,745	
Kansas	37	1	38		Hawaii	127	14	141	
<b>WEST NO. CENTRAL</b>	<b>451</b>	<b>26</b>	<b>477</b>	<b>1.6</b>	<b>PACIFIC</b>	<b>3,350</b>	<b>243</b>	<b>3,593</b>	<b>11.9</b>
Delaware	62	3	65		<b>UNITED STATES</b>	<b>20,505</b>	<b>1,406</b>	<b>21,911</b>	<b>72.8</b>
Maryland	607	50	657		U.S. Territories	72	7	79	
Washington, DC	117	10	127		Canada	102	707	809	
Virginia	1,092	69	1,161		Mexico	2	156	158	
West Virginia	27	3	30		Other International	169	6,934	7,103	
North Carolina	346	16	362		AP0/FPO	12	6	18	
South Carolina	240	20	260		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,862</b>	<b>9,216</b>	<b>30,078</b>	<b>100.0</b>
Georgia	278	26	304						
Florida	2,617	166	2,783						
<b>SOUTH ATLANTIC</b>	<b>5,386</b>	<b>363</b>	<b>5,749</b>	<b>19.1</b>					

\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017\***

Region/Country	Print	Digital	Total Qualified	Percent	Region/Country	Print	Digital	Total Qualified	Percent
<b>ASIA</b>					Sweden	1	112	113	
Bangladesh	-	49	49		Switzerland	2	30	32	
Brunei Darussalam	-	9	9		Turkey	-	156	156	
China	-	197	197		Ukraine	-	32	32	
Georgia	-	3	3		United Kingdom	19	737	756	
Hong Kong - SAR	-	46	46		Subtotal	152	3,001	3,153	10.5
India	2	782	784		<b>AFRICA</b>				
Indonesia	-	128	128		Algeria	-	28	28	
Japan	1	65	66		Cameroon	-	11	11	
Korea, Republic Of	1	101	102		Egypt	-	60	60	
Malaysia	-	148	148		Ethiopia	-	4	4	
Maldives	-	4	4		Ghana	-	35	35	
Myanmar	-	26	26		Kenya	-	12	12	
Pakistan	-	65	65		Libyan Arab Jamahiriya	-	11	11	
Philippines	-	167	167		Morocco	-	10	10	
Singapore	2	337	339		Nigeria	-	191	191	
Sri Lanka	-	44	44		Senegal	-	4	4	
Taiwan	-	26	26		South Africa	3	40	43	
Thailand	-	41	41		Sudan	-	3	3	
Vietnam	-	47	47		Tanzania	-	5	5	
Subtotal	6	2,285	2,291	7.6	Tunisia	-	11	11	
<b>MIDDLE EAST</b>					Subtotal	3	425	428	1.4
Bahrain	-	11	11		<b>NORTH AMERICA</b>				
Iran	-	79	79		Canada	102	707	809	
Israel	-	26	26		Mexico	2	156	158	
Jordan	-	5	5		United States	20,505	1,406	21,911	
Kuwait	-	19	19		unspecified North America	12	6	18	
Lebanon	-	12	12		Subtotal	20,621	2,275	22,896	76.1
Oman	-	7	7		<b>CARIBBEAN</b>				
Qatar	-	22	22		Antigua and Barbuda	-	5	5	
Saudi Arabia	-	35	35		Bahamas	1	9	10	
Syrian Arab Republic	-	5	5		Bermuda	-	5	5	
United Arab Emirates	1	200	201		Cuba	-	5	5	
Yemen	-	7	7		Dominican Republic	-	10	10	
Subtotal	1	428	429	1.4	Jamaica	-	14	14	
<b>EUROPE</b>					Puerto Rico	44	4	48	
Austria	-	23	23		Trinidad and Tobago	-	26	26	
Belgium	6	56	62		Virgin Islands, U.S.	12	3	15	
Bulgaria	1	30	31		Subtotal	57	81	138	0.5
Croatia	-	50	50		<b>CENTRAL AMERICA</b>				
Cyprus	2	15	17		Costa Rica	-	13	13	
Denmark	5	116	121		Honduras	-	3	3	
Estonia	-	10	10		Panama	-	41	41	
Finland	4	96	100		Subtotal	-	57	57	0.2
France	1	122	123		<b>SOUTH AMERICA</b>				
Germany	22	212	234		Argentina	-	86	86	
Greece	-	151	151		Brazil	1	108	109	
Iceland	-	8	8		Chile	-	44	44	
Ireland	-	27	27		Colombia	-	40	40	
Italy	16	142	158		Ecuador	-	10	10	
Latvia	-	6	6		Peru	-	39	39	
Lithuania	-	3	3		Uruguay	-	10	10	
Macedonia	-	3	3		Venezuela	-	45	45	
Malta	-	14	14		Subtotal	1	382	383	1.3
Monaco	-	11	11		<b>ASIA PACIFIC</b>				
Montenegro	-	4	4		Australia	5	223	228	
Netherlands	51	245	296		Federated States Of Micronesia	2	-	2	
Norway	18	210	228		Guam	7	-	7	
Poland	-	59	59		Marianas	7	-	7	
Portugal	-	44	44		New Zealand	-	59	59	
Romania	-	75	75		Subtotal	21	282	303	1.0
Russian Federation	-	45	45		<b>TOTAL QUALIFIED CIRCULATION</b>				
Serbia	-	4	4		<b>20,862</b>	<b>9,216</b>	<b>30,078</b>	<b>100.0</b>	
Slovenia	-	6	6						
Spain	4	147	151						

\*See Additional Data

2017	MARITIME PROPULSION	MARINE ELECTRONICS
<b>JANUARY</b>		
January 4	29,306	21,343
January 6	29,265	21,304
January 11	28,829	20,969
January 13	28,690	20,849
January 18	29,106	21,116
January 20	29,165	21,159
January 25	28,691	-
January 27	28,427	20,629
<b>FEBRUARY</b>		
February 1	28,519	19,996
February 3	28,418	19,895
February 8	28,700	20,076
February 10	28,732	20,078
February 15	28,316	19,765
February 17	28,186	19,671
February 22	28,532	19,905
February 24	28,562	19,900
<b>MARCH</b>		
March 1	28,117	19,575
March 3	27,957	19,471
March 8	28,235	19,658
March 10	28,271	19,761
March 15	27,843	19,676
March 17	27,724	19,725
March 22	28,075	20,217
March 24	28,118	20,355
March 29	27,607	20,240
March 31	27,473	20,300
<b>APRIL</b>		
April 5	27,519	20,394
April 7	27,392	20,255
April 12	27,706	20,497
April 14	27,724	20,495
April 19	27,304	20,270
April 21	27,199	20,220
April 26	27,543	20,477
April 28	27,559	20,494
<b>MAY</b>		
May 3	29,687	22,536
May 5	29,565	22,471
May 10	29,849	22,733
May 12	29,889	22,758
May 17	29,415	22,431
May 19	29,310	22,330
May 24	29,696	22,631
May 26	29,723	22,647
May 31	29,179	22,265
<b>JUNE</b>		
June 2	29,549	22,550
June 7	29,176	22,246
June 9	29,057	22,170
June 14	29,405	22,427
June 16	29,450	22,441
June 21	28,981	22,055
June 23	28,869	21,970
June 28	29,234	22,258
June 30	29,254	22,271
<b>AVERAGE:</b>	<b>28,617</b>	<b>21,018</b>

Maritime Propulsion (52 issued in the period)

Marine Electronics (51 issued in the period)

## WEBSITE CHANNEL

### WWW.MARITIMEPROPULSION.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
January	23,190	14,242	12,127	00:59
February	24,470	14,370	12,239	01:06
March	27,820	16,282	13,875	01:05
April	25,711	15,050	13,095	01:05
May	29,627	18,101	15,450	01:02
June	27,318	16,645	14,358	01:04
<b>AVERAGE:</b>	<b>26,357</b>	<b>15,782</b>	<b>13,524</b>	<b>01:04</b>

January – June 2017 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.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit [www.adicompli.com](http://www.adicompli.com)

## 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.

### STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print brand existed first, 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.

### GEOGRAPHICAL BREAKOUT:

Geographic data for E-Newsletters 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 27,2017

State New York

County New York

Received by BPA Worldwide July 27,2017

Type BJ

ID Number M249B0J7

#### 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.