

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
25,451 average circulation

MARINE TECHNOLOGY REPORTER E-NEWSLETTER

96 Issues in the period
35,265 average per occurrence

MARINE TECHNOLOGY REPORTER APP

9,148 Cumulative downloads

MARINE TECHNOLOGY REPORTER WEBSITE

19,134 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)	25,451	-	25,451
a. Print	14,159	-	14,159
b. Digital	11,292	-	11,292
1. Requested	11,292	-	11,292
2. Non-Requested	-	-	-
MARINE TECHNOLOGY REPORTER E-NEWSLETTER (96 issued in the period)	35,265	-	35,265
MARINE TECHNOLOGY REPORTER APP (cumulative downloads)	*9,148	-	*9,148
MARINE TECHNOLOGY REPORTER WEBSITE (Monthly Users with 40,597 average Pageviews)	19,134	-	19,134

*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	354
Allocated for Trade Shows and Conventions	821
All Other	50
TOTAL	1,225

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	25,451	100.0	25,451	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,451	100.0	25,451	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Print	Digital	Total Qualified
January/February	14,698	10,746	25,444
March	14,107	11,363	25,470
April	13,842	11,626	25,468
May	14,814	10,656	25,470
June	13,335	12,071	25,406

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017
This issue is 0.1% or 23 copies above 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	9,495	37.3	5,471	4,024	3,283	1,957	3,248	170	382	455
Environmental monitoring/pollution control, marine construction, offshore structures, pipeline contractors, port/waterway/coastal/harbor authority, ship/boat building and repair services, submersibles	5,646	22.2	3,213	2,433	1,175	1,877	2,006	73	202	313
Marine consulting, marine engineering, naval architecture, subsea engineering	4,134	16.2	2,442	1,692	1,129	991	1,281	71	534	128
Education/Training (marine/ocean), information technology, marine research, software engineering and development services, systems integration	3,305	13.0	1,895	1,410	697	643	1,562	53	193	157
AUV manufacturer, instrumentation manufacturer (marine/oceanographic), manufacturer of marine machinery, maritime security, ROV manufacturer, subsea robotics, underwater vehicles manufacturer (manned/unmanned)	2,507	9.8	1,486	1,021	703	800	783	50	81	90
Others Allied to the Field	383	1.5	307	76	157	88	47	1	90	-
TOTAL QUALIFIED CIRCULATION	25,470	100.0	14,814	10,656	7,144	6,356	8,927	418	1,482	1,143

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

QUALIFICATION SOURCE	Qualified Within					Total Qualified	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	18,558	6,912	-	14,814	10,656	25,470	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:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	18,558	6,912	-	14,814	10,656	25,470	100.0
PERCENT	72.9	27.1	-	58.2	41.8	100.0	

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	14,814	10,656	25,470	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	14,814	10,656	25,470	100.0

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 2014	January - June 2015	July - December 2015	January - June 2016	July - December 2016	January - June 2017*
Total Audit Average Qualified:	25,400	25,500	25,557	25,412	25,264	25,451
Qualified Non-Paid:	25,400	25,500	25,557	25,412	25,264	25,451
Print:	14,340	14,578	14,576	14,679	14,656	14,159
Digital:	11,060	10,922	10,981	10,733	10,608	11,292
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 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	217	43	260		Kentucky	66	46	112	
New Hampshire	159	6	165		Tennessee	115	36	151	
Vermont	25	4	29		Alabama	151	29	180	
Massachusetts	745	104	849		Mississippi	169	11	180	
Rhode Island	278	12	290		EAST SO. CENTRAL	501	122	623	2.5
Connecticut	284	42	326		Arkansas	16	13	29	
NEW ENGLAND	1,708	211	1,919	7.5	Louisiana	684	94	778	
New York	667	130	797		Oklahoma	39	22	61	
New Jersey	441	51	492		Texas	1,344	145	1,489	
Pennsylvania	300	40	340		WEST SO. CENTRAL	2,083	274	2,357	9.3
MIDDLE ATLANTIC	1,408	221	1,629	6.4	Montana	27	18	45	
Ohio	218	71	289		Idaho	28	12	40	
Indiana	107	64	171		Wyoming	7	1	8	
Illinois	207	62	269		Colorado	112	5	117	
Michigan	262	126	388		New Mexico	24	1	25	
Wisconsin	200	66	266		Arizona	92	33	125	
EAST NO. CENTRAL	994	389	1,383	5.4	Utah	34	16	50	
Minnesota	97	37	134		Nevada	25	6	31	
Iowa	48	11	59		MOUNTAIN	349	92	441	1.7
Missouri	98	22	120		Alaska	157	16	173	
North Dakota	7	11	18		Washington	770	99	869	
South Dakota	10	6	16		Oregon	193	22	215	
Nebraska	14	9	23		California	1,738	1,366	3,104	
Kansas	25	9	34		Hawaii	152	6	158	
WEST NO. CENTRAL	299	105	404	1.6	PACIFIC	3,010	1,509	4,519	17.7
Delaware	62	8	70		UNITED STATES	13,779	3,608	17,387	68.3
Maryland	499	59	558		U.S. Territories	36	-	36	
Washington, DC	144	17	161		Canada	299	906	1,205	
Virginia	632	128	760		Mexico	6	61	67	
West Virginia	25	1	26		Other International	688	6,080	6,768	
North Carolina	259	59	318		APO/FPO	6	1	7	
South Carolina	179	45	224						
Georgia	175	56	231						
Florida	1,452	312	1,764						
SOUTH ATLANTIC	3,427	685	4,112	16.2					
					TOTAL QUALIFIED CIRCULATION	14,814	10,656	25,470	100.0

*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
ASIA					Slovenia	1	5	6	
Bangladesh	2	34	36		Spain	15	119	134	
China	6	144	150		Sweden	11	59	70	
Hong Kong - SAR	2	22	24		Switzerland	4	18	22	
India	15	517	532		Turkey	7	112	119	
Indonesia	2	111	113		Ukraine	1	15	16	
Japan	15	103	118		United Kingdom	208	1,287	1,495	
Korea, Democratic People's Republic Of	13	87	100		Subtotal	499	3,005	3,504	13.8
Malaysia	3	113	116		AFRICA				
Maldives	-	5	5		Algeria	-	17	17	
Myanmar	-	13	13		Benin	-	7	7	
Pakistan	-	54	54		Cameroon	-	6	6	
Philippines	2	74	76		Egypt	6	92	98	
Singapore	13	184	197		Ghana	1	17	18	
Sri Lanka	1	38	39		Kenya	-	15	15	
Taiwan	5	43	48		Libyan Arab Jamahiriya	-	5	5	
Thailand	1	41	42		Morocco	-	7	7	
Vietnam	-	26	26		Nigeria	2	187	189	
Subtotal	80	1,609	1,689	6.6	South Africa	5	50	55	
MIDDLE EAST					Tanzania	-	6	6	
Bahrain	-	8	8		Tunisia	1	16	17	
Iran	2	117	119		Uganda	-	4	4	
Israel	7	45	52		Subtotal	15	429	444	1.7
Kuwait	1	11	12		NORTH AMERICA				
Lebanon	-	8	8		Canada	299	906	1,205	
Oman	-	7	7		Mexico	6	61	67	
Qatar	-	10	10		United States	13,779	3,608	17,387	
Saudi Arabia	3	33	36		unspecified North America	6	1	7	
Syrian Arab Republic	-	4	4		Subtotal	14,090	4,576	18,666	73.3
United Arab Emirates	4	112	116		CARIBBEAN				
Yemen	-	4	4		Bahamas	-	5	5	
Subtotal	17	359	376	1.5	Bermuda	-	4	4	
EUROPE					Cuba	-	6	6	
Austria	-	12	12		Dominican Republic	1	4	5	
Belgium	8	53	61		Jamaica	-	5	5	
Bulgaria	1	20	21		Puerto Rico	28	-	28	
Croatia	6	46	52		Trinidad and Tobago	1	12	13	
Cyprus	2	12	14		Virgin Islands, U.S.	8	-	8	
Denmark	14	51	65		Subtotal	38	36	74	0.3
Finland	7	51	58		CENTRAL AMERICA				
France	32	149	181		Costa Rica	-	6	6	
Germany	47	176	223		Panama	-	15	15	
Greece	4	67	71		Subtotal	-	21	21	0.1
Iceland	1	18	19		SOUTH AMERICA				
Ireland	10	64	74		Argentina	6	60	66	
Italy	23	153	176		Brazil	7	161	168	
Lithuania	-	6	6		Chile	7	54	61	
Macedonia	-	4	4		Colombia	7	52	59	
Malta	2	9	11		Ecuador	-	8	8	
Monaco	1	4	5		Peru	1	27	28	
Netherlands	30	171	201		Uruguay	-	12	12	
Norway	42	152	194		Venezuela	3	30	33	
Poland	2	33	35		Subtotal	31	404	435	1.7
Portugal	7	43	50		ASIA PACIFIC				
Romania	6	36	42		Australia	34	194	228	
Russian Federation	7	54	61		New Zealand	10	23	33	
Serbia	-	6	6		Subtotal	44	217	261	1.0
					TOTAL QUALIFIED CIRCULATION	14,814	10,656	25,470	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2017	MTR E-News	2017	MTR E-News
JANUARY		April 6	34,522
January 3	30,836	April 7	37,358
January 4	37,789	April 11	34,167
January 5	30,626	April 12	37,817
January 6	37,873	April 13	34,043
January 10	30,777	April 14	37,903
January 11	37,416	April 18	34,501
January 12	30,468	April 19	37,390
January 13	19,694	April 20	34,551
January 17	30,289	April 21	37,301
January 18	37,844	April 25	34,134
January 19	30,301	April 26	37,871
January 20	37,929	April 27	34,000
January 24	33,670	April 28	37,957
January 25	37,363	MAY	
January 26	33,305	May 2	34,344
January 31	32,768	May 3	37,451
FEBRUARY		May 4	34,403
February 2	32,988	May 5	37,366
February 7	32,856	May 9	34,132
February 9	32,870	May 10	37,808
February 14	32,829	May 11	34,020
February 16	32,827	May 12	37,893
February 17	37,320	May 16	34,421
February 21	32,641	May 17	37,399
February 22	37,852	May 18	34,487
February 23	32,689	May 19	37,314
February 24	37,940	May 23	34,037
February 28	33,391	May 24	37,862
MARCH		May 25	33,928
March 1	37,459	May 26	37,945
March 2	33,523	May 30	34,386
March 3	37,373	May 31	37,344
March 7	33,427	JUNE	
March 8	37,804	June 1	34,007
March 9	33,402	June 2	37,852
March 10	37,885	June 6	34,385
March 14	33,907	June 7	37,437
March 15	37,403	June 9	37,353
March 16	34,094	June 14	37,820
March 17	37,320	June 15	34,008
March 21	33,739	June 16	37,907
March 22	37,855	June 20	34,323
March 23	33,759	June 21	37,387
March 24	37,943	June 22	34,378
March 28	34,504	June 23	37,304
March 29	37,348	June 27	33,839
March 30	34,709	June 28	37,882
March 31	37,264	June 29	33,738
APRIL		June 30	37,965
April 4	34,507	AVERAGE: 35,265	
April 5	37,441		

MTR E-News (96 issued in the period)

The newsletter provides additional deployments per issue to serve subscribers that have elected to receive news by specific keywords and or topics.

APP CHANNEL

2017	Monthly Downloads	Cumulative Downloads
Beginning Balance		7,280
January	287	7,567
February	284	7,851
March	1,053	8,904
April	162	9,066
May	17	9,083
June	65	9,148

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/)

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
January	36,552	21,476	17,545	1:16
February	38,331	22,362	18,750	1:15
March	51,864	27,685	21,876	1:20
April	42,607	23,497	18,929	1:17
May	39,748	24,093	20,011	1:11
June	34,480	21,504	17,698	1:09
AVERAGE:	40,597	23,436	19,134	1:14

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

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient's 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 E-newsletter, 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 14, 2017

State New York

County New York

Received by BPA Worldwide July 14, 2017

Type BD

ID Number M417B0J7

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 for the latest audit reports, membership information and publishing and advertising industry news.