

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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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



6 Issues in the period
32,110 average circulation

MARINE NEWS E-NEWSLETTER



41 Issued in the period
46,336 average per occurrence

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
MARINE NEWS (6 issues in the period)	32,110	-	32,110
a. Print	22,218	-	22,218
b. Digital	9,892	-	9,892
1. Requested	9,892	-	9,892
2. Non-Requested	-	-	-
MARINE NEWS E-NEWSLETTER (41 issued in the period)	46,336	-	46,336

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	476
Allocated for Trade Shows and Conventions	252
All Other	34
TOTAL	762

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	32,110	100.0	32,110	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	32,110	100.0	32,110	100.0	-	-

1 AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - PRINT

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	22,218	100.0	22,218	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	22,218	100.0	22,218	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - DIGITAL

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	9,892	100.0	9,892	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	9,892	100.0	9,892	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2014 Issue	Print	Digital	Total Qualified
January	22,204	10,695	32,899
February	22,198	10,628	32,826
March	22,094	10,349	32,443
April	21,986	9,976	31,962
May	22,937	8,522	31,459
June	21,891	9,184	31,075

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014
 This issue is 2.4% or 782 copies below the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND OCCUPATION	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital
1. SHIP, BOAT & BARGE OWNERS, OPERATORS-NAVY AND COMMERCIAL:				
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:				
Corporate officers, directors, owners, presidents, vice presidents, general managers, other managers, corporate secretaries, and treasurers	14,041	44.6	10,521	3,520
Port engineers - shoreside, marine superintendents, port captains, purchasing managers/agents, naval architects, marine engineers -shoreside.	2,790	8.9	2,175	615
Other employees ashore not included in above classifications	310	1.0	263	47
SUB-TOTAL	17,141	54.5	12,959	4,182
2. SHIPBUILDING, BOATBUILDING AND REPAIR:				
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	6,655	21.2	4,858	1,797
Other employees not included in the above classifications	131	0.4	108	23
SUB-TOTAL	6,786	21.6	4,966	1,820
3. PROFESSIONAL:				
Naval architects, marine engineers and marine consultants shoreside	3,750	11.9	2,523	1,227
Admiralty lawyers and insurance	562	1.8	323	239
SUB-TOTAL	4,312	13.7	2,846	1,466
TOTAL 1, 2, AND 3	28,239	89.8	20,771	7,468
4. MARINE EQUIPMENT:				
Manufacturers and manufacturers representatives	2,260	7.2	1,648	612
5. GOVERNMENT AND ALLIED MARINE INDUSTRIES:				
U.S. Marine Administration, U.S. Senators, U.S. Congressmen and others in official capacities	161	0.5	119	42
Schools, associations and organizations	774	2.4	382	392
Other allied marine industries	25	0.1	17	8
TOTAL 4 AND 5	3,220	10.2	2,166	1,054
TOTAL QUALIFIED CIRCULATION	31,459	100.0	22,937	8,522

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	16,929	14,530	-	22,937	8,522	31,459	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	16,929	14,530	-	22,937	8,522	31,459	100.0
PERCENT	53.8	46.2	-	72.9	27.1	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014

MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	22,937	8,522	31,459	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	22,937	8,522	31,459	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
6-Month Period Ended:	July - December 2011	January - June 2012	July - December 2012	January - June 2013	July - December 2013*	January - June 2014*
Total Audit Average Qualified:	33,598	33,551	33,396	33,106	33,134	32,110
Qualified Non-Paid:	33,598	33,551	33,396	33,106	33,134	32,110
Print:	27,059	26,133	26,004	25,384	22,083	22,218
Digital:	6,539	7,418	7,392	7,722	11,051	9,892
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 2013 - June 2014 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 2014*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	401	27	428		Kentucky	120	12	132	
New Hampshire	147	15	162		Tennessee	150	10	160	
Vermont	39	-	39		Alabama	411	16	427	
Massachusetts	832	53	885		Mississippi	295	15	310	
Rhode Island	289	24	313		EAST SO. CENTRAL	976	53	1,029	3.3
Connecticut	500	39	539		Arkansas	56	4	60	
NEW ENGLAND	2,208	158	2,366	7.5	Louisiana	1,683	79	1,762	
New York	1,319	120	1,439		Oklahoma	61	3	64	
New Jersey	911	72	983		Texas	2,165	154	2,319	
Pennsylvania	573	49	622		WEST SO. CENTRAL	3,965	240	4,205	13.4
MIDDLE ATLANTIC	2,803	241	3,044	9.7	Montana	25	-	25	
Ohio	456	29	485		Idaho	40	1	41	
Indiana	166	13	179		Wyoming	5	-	5	
Illinois	430	26	456		Colorado	94	10	104	
Michigan	461	29	490		New Mexico	12	1	13	
Wisconsin	414	24	438		Arizona	95	7	102	
EAST NO. CENTRAL	1,927	121	2,048	6.5	Utah	29	2	31	
Minnesota	150	9	159		Nevada	56	3	59	
Iowa	53	3	56		MOUNTAIN	356	24	380	1.2
Missouri	151	9	160		Alaska	210	18	228	
North Dakota	7	-	7		Washington	1,272	74	1,346	
South Dakota	8	1	9		Oregon	303	13	316	
Nebraska	22	-	22		California	1,812	150	1,962	
Kansas	41	3	44		Hawaii	142	15	157	
WEST NO. CENTRAL	432	25	457	1.4	PACIFIC	3,739	270	4,009	12.7
Delaware	71	5	76		UNITED STATES	22,346	1,565	23,911	76.0
Maryland	711	55	766		U.S. Territories	98	8	106	
Washington, DC	164	19	183		Canada	403	409	812	
Virginia	1,268	98	1,366		Mexico	2	149	151	
West Virginia	34	3	37		Other International	70	6,389	6,459	
North Carolina	391	28	419		APO/FPO	18	2	20	
South Carolina	271	26	297						
Georgia	295	26	321						
Florida	2,735	173	2,908						
SOUTH ATLANTIC	5,940	433	6,373	20.3					
					TOTAL QUALIFIED CIRCULATION	22,937	8,522	31,459	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014*

Region/Country	Print	Digital	Total Qualified	Percent	Region/Country	Print	Digital	Total Qualified	Percent
ASIA					Switzerland	-	31	31	
Bangladesh	-	46	46		Turkey	-	144	144	
Brunei Darussalam	-	9	9		Ukraine	-	30	30	
China	-	191	191		United Kingdom	5	606	611	
Georgia	-	3	3		Subtotal	45	2,652	2,697	8.6
Hong Kong - SAR	2	44	46		AFRICA				
India	3	749	752		Algeria	1	25	26	
Indonesia	2	127	129		Cameroon	-	11	11	
Japan	2	49	51		Egypt	-	55	55	
Korea, Republic Of	2	88	90		Ethiopia	-	3	3	
Malaysia	1	142	143		Ghana	1	32	33	
Maldives	-	4	4		Kenya	-	12	12	
Myanmar	-	26	26		Libyan Arab Jamahiriya	-	11	11	
Pakistan	-	64	64		Morocco	-	9	9	
Philippines	-	159	159		Nigeria	-	181	181	
Singapore	2	308	310		Senegal	-	4	4	
Sri Lanka	-	44	44		South Africa	1	37	38	
Taiwan	-	26	26		Sudan	-	3	3	
Thailand	-	38	38		Tanzania	-	5	5	
Vietnam	-	46	46		Tunisia	-	12	12	
Subtotal	14	2,163	2,177	6.9	Zimbabwe	-	2	2	
MIDDLE EAST					Subtotal	3	402	405	1.3
Bahrain	-	10	10		NORTH AMERICA				
Iran	-	82	82		Canada	403	409	812	
Iraq	-	2	2		Mexico	2	149	151	
Israel	-	23	23		United States	22,346	1,565	23,911	
Jordan	-	5	5		unspecified North America	18	2	20	
Kuwait	-	19	19		Subtotal	22,769	2,125	24,894	79.1
Lebanon	-	11	11		CARIBBEAN				
Oman	-	7	7		Antigua and Barbuda	-	5	5	
Qatar	-	18	18		Aruba	-	3	3	
Saudi Arabia	-	35	35		Bahamas	-	6	6	
Syrian Arab Republic	-	5	5		Bermuda	-	3	3	
United Arab Emirates	-	193	193		Cuba	-	4	4	
Yemen	-	9	9		Dominican Republic	1	7	8	
Subtotal	-	419	419	1.3	Jamaica	-	15	15	
EUROPE					Puerto Rico	59	6	65	
Austria	-	21	21		Saint Vincent and the Grenadines	-	2	2	
Belgium	1	51	52		Trinidad and Tobago	1	24	25	
Bulgaria	-	28	28		Virgin Islands, U.S.	19	2	21	
Croatia	-	45	45		Subtotal	80	77	157	0.5
Cyprus	-	13	13		CENTRAL AMERICA				
Czech Republic	-	2	2		Belize	-	2	2	
Denmark	2	99	101		Costa Rica	1	9	10	
Estonia	-	9	9		Honduras	-	2	2	
Finland	4	87	91		Panama	-	37	37	
France	2	107	109		Subtotal	1	50	51	0.2
Germany	3	210	213		SOUTH AMERICA				
Greece	-	131	131		Argentina	-	85	85	
Iceland	-	6	6		Brazil	2	106	108	
Ireland	-	22	22		Chile	-	39	39	
Italy	4	130	134		Colombia	-	37	37	
Latvia	-	6	6		Ecuador	-	9	9	
Lithuania	-	5	5		Peru	-	41	41	
Macedonia	-	3	3		Uruguay	1	9	10	
Malta	-	13	13		Venezuela	1	45	46	
Monaco	-	8	8		Subtotal	4	371	375	1.2
Montenegro	-	4	4		ASIA PACIFIC				
Netherlands	9	212	221		Australia	3	201	204	
Norway	8	173	181		Federated States Of Micronesia	2	2	4	
Poland	-	56	56		Guam	11	-	11	
Portugal	-	41	41		Marianas	5	-	5	
Romania	1	71	72		New Zealand	-	60	60	
Russian Federation	1	41	42		Subtotal	21	263	284	0.9
Serbia	-	4	4		TOTAL QUALIFIED CIRCULATION	22,937	8,522	31,459	100.0
Slovenia	-	5	5						
Spain	3	133	136						
Sweden	2	105	107						

*See Additional Data

E-NEWSLETTER CHANNEL

2014

MARITIME PROPULSION E-NEWSLETTER

2014		MARITIME PROPULSION E-NEWSLETTER
JANUARY		
January 31		46,551
FEBRUARY		
February 5		46,782
February 7		46,685
February 12		47,257
February 14		47,356
February 19		46,714
February 21		46,620
February 26		40,532
February 28		39,726
MARCH		
March 5		40,772
March 7		39,357
March 12		47,258
March 14		47,367
March 19		46,709
March 21		46,601
March 26		47,327
March 28		47,436
APRIL		
April 2		47,208
April 11		46,650
April 16		47,278
April 18		47,387
April 23		46,689
April 25		46,580
April 30		47,348
MAY		
May 2		47,309
May 7		46,782
May 9		46,673
May 14		47,282
May 16		47,394
May 21		46,713
May 23		46,604
May 28		47,354
May 30		47,460
JUNE		
June 4		47,235
June 6		47,342
June 11		46,765
June 13		46,655
June 18		47,303
June 20		47,409
June 25		46,711
June 27		46,592
AVERAGE:		46,336

Maritime Propulsion E-Newsletter (41 issued in the period)

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.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter is 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 C. 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	August 11, 2014
State	New York
County	New York
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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.