

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
30,911 average circulation

MARINE NEWS E-NEWSLETTERS



2 E-Newsletters in the period
102 total Issued in the period
40,722 average per occurrence
20,533 average per occurrence

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
MARINE NEWS MAGAZINE (6 issues in the period)	30,911	-	30,911
a. Print	21,763	-	21,763
b. Digital	9,148	-	9,148
1. Requested	9,148	-	9,148
2. Non-Requested	-	-	-
MARITIME NEWS E-NEWSLETTERS			
a. Maritime Propulsion (49 issued in the period)	40,722	-	40,722
b. Marine Electronics (53 issued in the period)	20,533	-	20,533

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	468
Allocated for Trade Shows and Conventions	516
All Other	338
TOTAL	1,322

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	30,911	100.0	30,911	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	30,911	100.0	30,911	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2015 Issue	Print	Digital	Total Qualified
July	21,425	9,276	30,701
August	21,318	9,542	30,860
September	21,238	9,579	30,817
October	21,223	9,643	30,866
November	23,202	7,920	31,122
December	22,175	8,926	31,101

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2015
 This issue is 0.8% or 253 copies above 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, PORT AUTHORITIES:				
Corporate officers, directors, owners, presidents, vice presidents, general managers, other managers, corporate secretaries, and treasurers	13,592	43.7	10,452	3,140
Port engineers - shoreside, marine superintendents, port captains, purchasing managers/agents, naval architects, marine engineers -shoreside	2,878	9.3	2,234	644
Other employees ashore not included in above classifications	258	0.8	227	31
SUB-TOTAL	16,728	53.8	12,913	3,815
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				
Other employees not included in the above classifications	277	0.9	198	79
SUB-TOTAL	6,601	21.2	4,973	1,628
3. PROFESSIONAL:				
Naval architects, marine engineers and marine consultants shoreside				
Admiralty lawyers and insurance	684	2.2	414	270
SUB-TOTAL	4,403	14.1	2,952	1,451
TOTAL 1, 2, AND 3	27,732	89.1	20,838	6,894
4. MARINE EQUIPMENT:				
Manufacturers and manufacturers representatives				
	2,464	7.9	1,844	620
5. GOVERNMENT AND ALLIED MARINE INDUSTRIES:				
U.S. Marine Administration, U.S. Senators, U.S. Congressmen and others in official capacities				
	154	0.5	117	37
Schools, associations and organizations				
	750	2.4	388	362
Other allied marine industries				
	22	0.1	15	7
TOTAL 4 AND 5	3,390	10.9	2,364	1,026
TOTAL QUALIFIED CIRCULATION	31,122	100.0	23,202	7,920

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2015

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	16,464	14,658	-	23,202	7,920	31,122	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	16,464	14,658	-	23,202	7,920	31,122	100.0
PERCENT	52.9	47.1	-	74.6	25.4	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2015

MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	23,202	7,920	31,122	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	23,202	7,920	31,122	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
	January - June 2013	July - December 2013	January - June 2014	July - December 2014	January - June 2015	July - December 2015*
Total Audit Average Qualified:	33,106	33,134	32,110	31,085	30,794	30,911
Qualified Non-Paid:	33,106	33,134	32,110	31,085	30,794	30,911
Print:	25,384	22,083	22,218	20,410	20,337	21,763
Digital:	7,722	11,051	9,892	10,675	10,457	9,148
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 - December 2015 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 NOVEMBER 2015*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	371	9	380		Kentucky	181	5	186	
New Hampshire	134	8	142		Tennessee	176	2	178	
Vermont	39	-	39		Alabama	419	8	427	
Massachusetts	850	23	873		Mississippi	277	2	279	
Rhode Island	302	8	310		EAST SO. CENTRAL	1,053	17	1,070	3.4
Connecticut	570	23	593		Arkansas	54	2	56	
NEW ENGLAND	2,266	71	2,337	7.5	Louisiana	1,764	37	1,801	
New York	1,372	51	1,423		Oklahoma	60	2	62	
New Jersey	917	27	944		Texas	2,286	77	2,363	
Pennsylvania	589	24	613		WEST SO. CENTRAL	4,164	118	4,282	13.8
MIDDLE ATLANTIC	2,878	102	2,980	9.6	Montana	25	-	25	
Ohio	482	18	500		Idaho	42	-	42	
Indiana	165	8	173		Wyoming	4	-	4	
Illinois	440	9	449		Colorado	95	4	99	
Michigan	469	9	478		New Mexico	11	1	12	
Wisconsin	394	15	409		Arizona	96	1	97	
EAST NO. CENTRAL	1,950	59	2,009	6.4	Utah	26	1	27	
Minnesota	152	3	155		Nevada	52	2	54	
Iowa	49	4	53		MOUNTAIN	351	9	360	1.1
Missouri	169	2	171		Alaska	257	4	261	
North Dakota	8	-	8		Washington	1,208	28	1,236	
South Dakota	13	-	13		Oregon	286	9	295	
Nebraska	18	1	19		California	1,778	78	1,856	
Kansas	37	2	39		Hawaii	140	4	144	
WEST NO. CENTRAL	446	12	458	1.5	PACIFIC	3,669	123	3,792	12.2
Delaware	72	-	72		UNITED STATES	22,580	703	23,283	74.8
Maryland	672	27	699		U.S. Territories	82	4	86	
Washington, DC	158	10	168		Canada	327	478	805	
Virginia	1,213	40	1,253		Mexico	2	149	151	
West Virginia	32	1	33		Other International	197	6,582	6,779	
North Carolina	383	13	396		APO/FPO	14	4	18	
South Carolina	262	7	269						
Georgia	293	19	312						
Florida	2,718	75	2,793						
SOUTH ATLANTIC	5,803	192	5,995	19.3					
					TOTAL QUALIFIED CIRCULATION	23,202	7,920	31,122	100.0

*See Additional Data

2015	MARITIME PROPULSION	MARITIME ELECTRONICS
JULY		
July 1	43,107	21,073
July 3	42,909	20,951
July 8	42,385	20,981
July 10	42,131	20,837
July 15	42,239	20,130
July 17	42,895	20,926
July 22	43,367	21,058
July 24	42,625	20,945
July 29	42,365	20,736
July 31	41,944	20,612
AUGUST		
August 5	41,368	20,243
August 7	41,012	20,134
August 12	41,391	20,083
August 14	41,044	20,032
August 19	41,252	20,193
August 21	40,836	19,933
August 26	40,525	19,628
August 28	40,296	19,890
SEPTEMBER		
September 2	40,301	20,144
September 4	40,613	20,003
September 9	41,055	19,850
September 11	41,047	20,148
September 16	41,354	20,291
September 18	41,219	20,543
September 23	46,695	20,609
September 25	40,804	22,497
September 30	41,690	21,778
OCTOBER		
October 2	40,871	23,288
October 7	36,332	23,471
October 9	36,500	22,445
October 14	44,218	21,640
October 16	36,289	21,960
October 21	39,979	21,047
October 23	38,930	19,195
October 28	39,593	21,135
October 30	47,516	23,094
NOVEMBER		
November 4	47,271	23,718
November 6	47,400	23,683
November 11	36,235	21,586
November 13	36,892	18,965
November 18	36,391	18,976
November 20	36,694	19,082
November 25	-	19,130
November 27	36,880	18,883
DECEMBER		
December 2	-	19,531
December 4	-	19,197
December 9	-	19,136
December 11	38,383	19,395
December 16	37,933	19,292
December 18	37,965	19,130
December 23	38,310	19,149
December 25	38,177	19,150
December 30	38,143	18,717
AVERAGE:	40,722	20,533

Maritime Propulsion (49 issued in the period)

Marine Electronics (53 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-Newsletters 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 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 21, 2016
State	New York
County	New York
Received by BPA Worldwide	January 21, 2016
Type	BJ
ID Number	M249B0D5

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.