

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.

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.

CHANNELS

MARINE NEWS



6 Issues in the period
33,134 average circulation

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)	33,134	-	33,134
a. Print	22,083	-	22,083
b. Digital	11,051	-	11,051
1. Requested	11,051	-	11,051
2. Non-Requested	-	-	-

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	477
Allocated for Trade Shows and Conventions	325
All Other	50
TOTAL	852

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	33,134	100.0	33,134	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	33,134	100.0	33,134	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	22,083	100.0	22,083	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	22,083	100.0	22,083	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	11,051	100.0	11,051	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	11,051	100.0	11,051	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2013 Issue	Print	Digital	Total Qualified
July	22,318	10,687	33,005
August	21,957	11,084	33,041
September	21,789	11,278	33,067
October	21,618	11,622	33,240
November	22,431	10,849	33,280
December	22,386	10,786	33,172

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2013
This issue is 0.5% or 175 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:				
Corporate officers, directors, owners, presidents, vice presidents, general managers, other managers, corporate secretaries, and treasurers	14,730	44.2	10,305	4,425
Port engineers - shoreside, marine superintendents, port captains, purchasing managers/agents, naval architects, marine engineers -shoreside.	2,883	8.7	2,134	749
Other employees ashore not included in above classifications	327	1.0	269	58
SUB-TOTAL	17,940	53.9	12,708	5,232
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	7,112	21.4	4,866	2,246
Other employees not included in the above classifications	141	0.4	107	34
SUB-TOTAL	7,253	21.8	4,973	2,280
3. PROFESSIONAL:				
Naval architects, marine engineers and marine consultants shoreside	3,926	11.8	2,508	1,418
Admiralty lawyers and insurance	633	1.9	287	346
SUB-TOTAL	4,559	13.7	2,795	1,764
TOTAL 1, 2, AND 3	29,752	89.4	20,476	9,276
4. MARINE EQUIPMENT:				
Manufacturers and manufacturers representatives	2,481	7.5	1,489	992
5. GOVERNMENT AND ALLIED MARINE INDUSTRIES:				
U.S. Marine Administration, U.S. Senators, U.S. Congressmen and others in official capacities	172	0.5	116	56
Schools, associations and organizations	844	2.5	331	513
Other allied marine industries	31	0.1	19	12
TOTAL 4 AND 5	3,528	10.6	1,955	1,573
TOTAL QUALIFIED CIRCULATION	33,280	100.0	22,431	10,849

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2013

QUALIFICATION SOURCE	Qualified Within						Total Qualified	Percent
	1 year	2 year	3 year	Print	Digital			
I. TOTAL – Direct Request:	20,262	13,018	-	22,431	10,849	33,280	100.0	
a. Written	686	2,001	-	2,687	-	2,687	8.1	
b. Telecommunication	-	245	-	231	14	245	0.7	
c. Electronic	19,576	10,772	-	19,513	10,835	30,348	91.2	
II. TOTAL – Request from recipient's company:	-	-	-	-	-	-	-	
a. Written	-	-	-	-	-	-	-	
b. Telecommunication	-	-	-	-	-	-	-	
c. Electronic	-	-	-	-	-	-	-	
III. TOTAL – Membership Benefit:	-	-	-	-	-	-	-	
a. Individual	-	-	-	-	-	-	-	
b. Organizational	-	-	-	-	-	-	-	
IV. TOTAL – Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-	
a. Written	-	-	-	-	-	-	-	
b. Telecommunication	-	-	-	-	-	-	-	
c. Electronic	-	-	-	-	-	-	-	
V. TOTAL – Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	-	-	-	-	-	-	-	
VI. TOTAL – Single Copy Sales:	-	-	-	-	-	-	-	
TOTAL QUALIFIED CIRCULATION	20,262	13,018	-	22,431	10,849	33,280	100.0	
PERCENT	60.9	39.1	-	67.4	32.6	100.0		

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2013

MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	22,431	10,849	33,280	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	22,431	10,849	33,280	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 2011	July - December 2011	January – June 2012	July – December 2012	January – June 2013	July – December 2013*
Total Audit Average Qualified:	33,456	33,598	33,551	33,396	33,106	33,134
Qualified Non-Paid:	33,456	33,598	33,551	33,396	33,106	33,134
Print:	26,874	27,059	26,133	26,004	25,384	22,083
Digital:	6,582	6,539	7,418	7,392	7,722	11,051
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 2013 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 2013

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	389	55	444		Kentucky	115	27	142	
New Hampshire	144	31	175		Tennessee	146	23	169	
Vermont	38	2	40		Alabama	412	39	451	
Massachusetts	809	127	936		Mississippi	287	26	313	
Rhode Island	286	39	325		EAST SO. CENTRAL	960	115	1,075	3.2
Connecticut	489	84	573		Arkansas	54	7	61	
NEW ENGLAND	2,155	338	2,493	7.5	Louisiana	1,659	197	1,856	
New York	1,264	245	1,509		Oklahoma	57	13	70	
New Jersey	900	160	1,060		Texas	2,100	364	2,464	
Pennsylvania	550	98	648		WEST SO. CENTRAL	3,870	581	4,451	13.4
MIDDLE ATLANTIC	2,714	503	3,217	9.7	Montana	24	2	26	
Ohio	436	74	510		Idaho	43	2	45	
Indiana	164	24	188		Wyoming	6	-	6	
Illinois	429	52	481		Colorado	83	19	102	
Michigan	455	51	506		New Mexico	12	2	14	
Wisconsin	402	50	452		Arizona	102	16	118	
EAST NO. CENTRAL	1,886	251	2,137	6.4	Utah	26	8	34	
Minnesota	150	16	166		Nevada	55	9	64	
Iowa	51	10	61		MOUNTAIN	351	58	409	1.2
Missouri	152	17	169		Alaska	208	27	235	
North Dakota	8	-	8		Washington	1,256	152	1,408	
South Dakota	8	1	9		Oregon	291	38	329	
Nebraska	24	6	30		California	1,770	303	2,073	
Kansas	40	7	47		Hawaii	139	25	164	
WEST NO. CENTRAL	433	57	490	1.5	PACIFIC	3,664	545	4,209	12.7
Delaware	69	6	75		UNITED STATES	21,866	3,381	25,247	75.9
Maryland	697	117	814		U.S. Territories	74	37	111	
Washington, DC	160	34	194		Canada	416	451	867	
Virginia	1,238	220	1,458		Mexico	1	165	166	
West Virginia	32	9	41		Other International	55	6,812	6,867	
North Carolina	380	57	437		APO/FPO	19	3	22	
South Carolina	254	49	303						
Georgia	288	58	346						
Florida	2,715	383	3,098						
SOUTH ATLANTIC	5,833	933	6,766	20.3					
					TOTAL QUALIFIED CIRCULATION	22,431	10,849	33,280	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2013

Region/Country	Print	Digital	Total Qualified	Percent	Region/Country	Print	Digital	Total Qualified	Percent
ASIA					Switzerland	-	35	35	
Bangladesh	-	57	57		Turkey	-	128	128	
Brunei Darussalam	-	10	10		Ukraine	-	42	42	
China	-	209	209		United Kingdom	5	589	594	
Georgia	-	3	3		Subtotal	25	2,758	2,783	8.4
Hong Kong - SAR	2	53	55		AFRICA				
India	2	781	783		Algeria	-	30	30	
Indonesia	2	142	144		Cameroon	-	11	11	
Japan	1	44	45		Egypt	-	48	48	
Korea, Republic Of	1	107	108		Ethiopia	-	3	3	
Malaysia	-	171	171		Ghana	1	42	43	
Maldives	-	8	8		Kenya	-	13	13	
Myanmar	-	29	29		Libyan Arab Jamahiriya	-	13	13	
Pakistan	-	64	64		Morocco	-	10	10	
Philippines	-	145	145		Nigeria	1	178	179	
Singapore	4	401	405		Senegal	-	5	5	
Sri Lanka	-	46	46		South Africa	-	47	47	
Taiwan	-	30	30		Sudan	-	3	3	
Thailand	-	38	38		Tanzania	-	4	4	
Vietnam	-	59	59		Tunisia	-	13	13	
Subtotal	12	2,397	2,409	7.2	Subtotal	2	420	422	1.3
MIDDLE EAST					NORTH AMERICA				
Bahrain	-	10	10		Canada	416	451	867	
Iran	-	71	71		Mexico	1	165	166	
Israel	-	15	15		United States	21,866	3,381	25,247	
Jordan	-	5	5		unspecified North America	19	3	22	
Kuwait	-	22	22		Subtotal	22,302	4,000	26,302	79.0
Lebanon	-	12	12		CARIBBEAN				
Oman	-	7	7		Antigua and Barbuda	-	5	5	
Qatar	-	19	19		Aruba	-	3	3	
Saudi Arabia	-	40	40		Bahamas	1	7	8	
Syrian Arab Republic	-	6	6		Bermuda	-	4	4	
United Arab Emirates	2	222	224		Cuba	-	7	7	
Yemen	-	11	11		Dominican Republic	-	8	8	
Subtotal	2	440	442	1.3	Jamaica	-	15	15	
EUROPE					Netherlands Antilles	-	3	3	
Austria	-	21	21		Puerto Rico	37	32	69	
Belgium	-	49	49		Trinidad and Tobago	1	29	30	
Bulgaria	-	25	25		Virgin Islands, U.S.	22	4	26	
Croatia	-	45	45		Subtotal	61	117	178	0.5
Cyprus	-	15	15		CENTRAL AMERICA				
Denmark	-	107	107		Costa Rica	1	11	12	
Estonia	-	12	12		Honduras	-	3	3	
Finland	2	96	98		Panama	-	39	39	
France	1	126	127		Subtotal	1	53	54	0.2
Germany	4	232	236		SOUTH AMERICA				
Greece	-	118	118		Argentina	-	71	71	
Iceland	-	6	6		Brazil	5	133	138	
Ireland	-	26	26		Chile	-	37	37	
Italy	-	120	120		Colombia	-	38	38	
Latvia	-	8	8		Ecuador	-	14	14	
Lithuania	-	10	10		Peru	-	33	33	
Macedonia	-	3	3		Uruguay	1	15	16	
Malta	-	16	16		Venezuela	1	52	53	
Monaco	-	8	8		Subtotal	7	393	400	1.2
Montenegro	-	13	13		ASIA PACIFIC				
Netherlands	2	246	248		Australia	2	200	202	
Norway	8	180	188		Guam	10	1	11	
Poland	1	56	57		New Zealand	2	70	72	
Portugal	-	32	32		Palau	5	-	5	
Romania	-	71	71		Subtotal	19	271	290	0.9
Russian Federation	1	48	49		TOTAL QUALIFIED CIRCULATION				
Serbia	-	4	4			22,431	10,849	33,280	100.0
Slovenia	-	6	6						
Spain	1	147	148						
Sweden	-	118	118						

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.

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.

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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.