

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
31,085 average circulation

MARINE NEWS E-NEWSLETTER



2 E-Newsletters in the period
86 total issued in the period
39,417 average per occurrence
18,649 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)	31,085	-	31,085
a. Print	20,410	-	20,410
b. Digital	10,675	-	10,675
1. Requested	10,675	-	10,675
2. Non-Requested	-	-	-
MARITIME NEWS E-NEWSLETTERS	-	-	-
a. Maritime Propulsion (33 issued in the period)	39,417	-	39,417
b. Marine Electronics (53 issued in the period)	18,649	-	18,649

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	470
Allocated for Trade Shows and Conventions	323
All Other	116
TOTAL	909

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	31,085	100.0	31,085	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	31,085	100.0	31,085	100.0	-	-

1a. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - PRINT

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	20,410	100.0	20,410	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,410	100.0	20,410	100.0	-	-

1b. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - DIGITAL

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	10,675	100.0	10,675	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,675	100.0	10,675	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2014 Issue	Print	Digital	Total Qualified
July	21,904	9,187	31,091
August	19,986	11,083	31,069
September	19,769	11,265	31,034
October	19,772	11,258	31,030
November	21,347	9,912	31,259
December	19,679	11,347	31,026

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2014
 This issue is 0.7% or 209 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	14,029	44.9	9,895	4,134
Port engineers - shoreside, marine superintendents, port captains, purchasing managers/agents, naval architects, marine engineers -shoreside	2,749	8.8	2,031	718
Other employees ashore not included in above classifications	302	0.9	244	58
SUB-TOTAL	17,080	54.6	12,170	4,910
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	123	0.4	92	31
SUB-TOTAL	6,701	21.4	4,681	2,020
3. PROFESSIONAL:				
Naval architects, marine engineers and marine consultants shoreside				
Admiralty lawyers and insurance	563	1.8	272	291
SUB-TOTAL	4,272	13.7	2,643	1,629
TOTAL 1, 2, AND 3	28,053	89.7	19,494	8,559
4. MARINE EQUIPMENT:				
Manufacturers and manufacturers representatives				
	2,250	7.2	1,417	833
5. GOVERNMENT AND ALLIED MARINE INDUSTRIES:				
U.S. Marine Administration, U.S. Senators, U.S. Congressmen and others in official capacities				
Schools, associations and organizations	769	2.5	310	459
Other allied marine industries	25	0.1	17	8
TOTAL 4 AND 5	3,206	10.3	1,853	1,353
TOTAL QUALIFIED CIRCULATION	31,259	100.0	21,347	9,912

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

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	13,568	17,691	-	21,347	9,912	31,259	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	13,568	17,691	-	21,347	9,912	31,259	100.0
PERCENT	43.4	56.6	-	68.3	31.7	100.0	-

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

MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	21,347	9,912	31,259	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,347	9,912	31,259	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 2012	July - December 2012	January - June 2013	July - December 2013	January - June 2014	July - December 2014**
Total Audit Average Qualified:	33,551	33,396	33,106	33,134	32,110	31,085
Qualified Non-Paid:	33,551	33,396	33,106	33,134	32,110	31,085
Print:	26,133	26,004	25,384	22,083	22,218	20,410
Digital:	7,418	7,392	7,722	11,051	9,892	10,675
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 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 NOVEMBER 2014*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	355	50	405		Kentucky	112	20	132	
New Hampshire	134	22	156		Tennessee	146	19	165	
Vermont	37	1	38		Alabama	389	40	429	
Massachusetts	770	102	872		Mississippi	283	23	306	
Rhode Island	282	36	318		EAST SO. CENTRAL	930	102	1,032	3.3
Connecticut	460	79	539		Arkansas	55	6	61	
NEW ENGLAND	2,038	290	2,328	7.5	Louisiana	1,559	177	1,736	
New York	1,221	202	1,423		Oklahoma	54	9	63	
New Jersey	857	121	978		Texas	1,973	316	2,289	
Pennsylvania	537	93	630		WEST SO. CENTRAL	3,641	508	4,149	13.3
MIDDLE ATLANTIC	2,615	416	3,031	9.7	Montana	24	1	25	
Ohio	432	59	491		Idaho	37	3	40	
Indiana	154	22	176		Wyoming	5	-	5	
Illinois	406	48	454		Colorado	84	18	102	
Michigan	428	48	476		New Mexico	12	3	15	
Wisconsin	401	40	441		Arizona	92	10	102	
EAST NO. CENTRAL	1,821	217	2,038	6.5	Utah	24	6	30	
Minnesota	140	17	157		Nevada	53	9	62	
Iowa	47	9	56		MOUNTAIN	331	50	381	1.2
Missouri	142	16	158		Alaska	200	25	225	
North Dakota	7	-	7		Washington	1,185	135	1,320	
South Dakota	8	1	9		Oregon	285	28	313	
Nebraska	17	3	20		California	1,648	292	1,940	
Kansas	36	6	42		Hawaii	136	25	161	
WEST NO. CENTRAL	397	52	449	1.4	PACIFIC	3,454	505	3,959	12.7
Delaware	68	7	75		UNITED STATES	20,737	2,918	23,655	75.7
Maryland	651	100	751		U.S. Territories	87	13	100	
Washington, DC	154	26	180		Canada	378	441	819	
Virginia	1,173	172	1,345		Mexico	2	150	152	
West Virginia	25	7	32		Other International	129	6,382	6,511	
North Carolina	361	51	412		APO/FPO	14	8	22	
South Carolina	246	43	289						
Georgia	284	43	327						
Florida	2,548	329	2,877						
SOUTH ATLANTIC	5,510	778	6,288	20.1					
					TOTAL QUALIFIED CIRCULATION	21,347	9,912	31,259	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2014*

Region/Country	Print	Digital	Total Qualified	Percent	Region/Country	Print	Digital	Total Qualified	Percent
ASIA					Switzerland	-	32	32	
Bangladesh	-	47	47		Turkey	2	149	151	
Brunei Darussalam	-	9	9		Ukraine	-	30	30	
China	1	190	191		United Kingdom	12	605	617	
Georgia	-	3	3		Subtotal	82	2,652	2,734	8.7
Hong Kong - SAR	2	45	47		AFRICA				
India	4	744	748		Algeria	1	26	27	
Indonesia	2	128	130		Cameroon	-	11	11	
Japan	2	50	52		Egypt	-	55	55	
Korea, Republic Of	2	89	91		Ghana	1	32	33	
Malaysia	1	142	143		Kenya	-	12	12	
Maldives	-	4	4		Libyan Arab Jamahiriya	-	11	11	
Myanmar	-	26	26		Morocco	-	9	9	
Pakistan	1	65	66		Nigeria	1	182	183	
Philippines	-	160	160		Senegal	-	4	4	
Singapore	5	309	314		South Africa	1	38	39	
Sri Lanka	-	44	44		Sudan	-	3	3	
Taiwan	-	26	26		Tanzania	-	5	5	
Thailand	-	39	39		Tunisia	-	12	12	
Vietnam	-	46	46		Zimbabwe	-	2	2	
Subtotal	20	2,166	2,186	7.0	Subtotal	4	402	406	1.3
MIDDLE EAST					NORTH AMERICA				
Bahrain	-	-	-	-	Canada	378	441	819	
Iran	-	82	82		Mexico	2	150	152	
Iraq	-	2	2		United States	20,737	2,918	23,655	
Israel	-	23	23		unspecified North America	14	8	22	
Jordan	-	5	5		Subtotal	21,131	3,517	24,648	78.9
Kuwait	-	20	20		CARIBBEAN				
Lebanon	-	11	11		Antigua and Barbuda	-	5	5	
Oman	-	7	7		Aruba	-	2	2	
Qatar	-	18	18		Bahamas	1	5	6	
Saudi Arabia	-	35	35		Bermuda	-	2	2	
Syrian Arab Republic	-	5	5		Cuba	1	3	4	
United Arab Emirates	3	191	194		Dominican Republic	1	7	8	
Yemen	-	8	8		Jamaica	-	15	15	
Subtotal	3	417	420	1.3	Netherlands Antilles	-	1	1	
EUROPE					Puerto Rico	52	10	62	
Austria	-	20	20		Saint Vincent and the Grenadines	-	2	2	
Belgium	5	49	54		Trinidad and Tobago	2	24	26	
Bulgaria	-	27	27		Virgin Islands, U.S.	18	3	21	
Croatia	-	45	45		Subtotal	75	79	154	0.5
Cyprus	-	13	13		CENTRAL AMERICA				
Czech Republic	-	2	2		Belize	-	2	2	
Denmark	3	101	104		Costa Rica	1	9	10	
Estonia	-	14	14		Honduras	-	2	2	
Finland	6	87	93		Panama	1	37	38	
France	2	107	109		Subtotal	2	50	52	0.2
Germany	4	207	211		SOUTH AMERICA				
Greece	2	130	132		Argentina	-	84	84	
Iceland	-	6	6		Brazil	6	102	108	
Ireland	-	21	21		Chile	-	39	39	
Italy	4	129	133		Colombia	-	37	37	
Latvia	-	6	6		Ecuador	-	9	9	
Lithuania	-	3	3		Peru	-	40	40	
Macedonia	-	3	3		Uruguay	1	9	10	
Malta	-	13	13		Venezuela	-	46	46	
Monaco	-	8	8		Subtotal	7	366	373	1.2
Montenegro	-	4	4		ASIA PACIFIC				
Netherlands	21	213	234		Australia	4	204	208	
Norway	9	171	180		Federated States Of Micronesia	1	-	1	
Poland	1	56	57		Guam	10	-	10	
Portugal	-	41	41		Marianas	6	-	6	
Romania	2	71	73		New Zealand	2	59	61	
Russian Federation	1	42	43		Subtotal	23	263	286	0.9
Serbia	1	3	4		TOTAL QUALIFIED CIRCULATION	21,347	9,912	31,259	100.0
Slovenia	-	5	5						
Spain	3	134	137						
Sweden	4	105	109						

*See Additional Data

2014	MARITIME PROPULSION	MARITIME ELECTRONICS
JULY		
July 2	42,984	22,624
July 4	16,634	17,427
July 9	43,747	22,212
July 11	44,164	18,676
July 16	45,103	22,504
July 18	45,386	19,234
July 23	44,930	22,533
July 25	43,364	18,836
July 30	42,913	22,822
AUGUST		
August 1	43,090	18,958
August 6	44,009	22,400
August 8	44,131	18,589
August 13	44,339	22,230
August 15	-	17,975
August 20	43,681	22,015
August 22	-	18,106
August 27	42,992	22,469
August 29	-	18,386
SEPTMEBER		
September 3	30,260	21,670
September 5	-	16,919
September 10	42,592	21,482
September 12	-	17,276
September 17	40,251	20,477
September 19	-	16,415
September 24	40,208	21,077
September 26	-	16,209
OCTOBER		
October 1	38,136	19,399
October 3	-	16,233
October 8	36,573	19,032
October 10	-	14,711
October 15	35,559	19,373
October 17	-	14,880
October 22	36,657	19,981
October 24	-	15,945
October 29	36,138	19,116
October 31	-	16,701
NOVEMBER		
November 5	35,949	18,898
November 7	-	15,195
November 12	34,860	19,080
November 14	-	14,620
November 19	34,906	18,149
November 21	-	14,110
November 26	34,230	18,434
November 28	-	14,166
DECEMBER		
December 3	33,662	17,847
December 5	-	13,725
December 10	40,193	20,185
December 12	-	16,507
December 17	39,666	19,971
December 19	-	16,260
December 24	40,084	20,130
December 26	-	16,413
December 31	39,362	19,802
AVERAGE:	39,417	18,649

Maritime Propulsion (33 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-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 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 22, 2015
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.