

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.

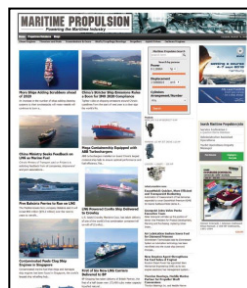
CHANNELS

MARINE NEWS MAGAZINE



6 issues in the period
30,014 average circulation

MARITIME PROPULSION WEBSITE



14,366 average users

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)	30,014	-	30,014
a. Print	18,084	-	18,084
b. Digital	11,930	-	11,930
1. Requested	11,930	-	11,930
2. Non-Requested	-	-	-
MARITIME PROPULSION WEBSITE (Monthly Users with 25,099 average Pageviews)	14,366	-	14,366

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	433
Allocated for Trade Shows and Conventions	392
All Other	50
TOTAL	875

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	30,014	100.0	30,014	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	30,014	100.0	30,014	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Print	Digital	Total Qualified
July	17,908	11,862	29,770
August	17,894	11,986	29,880
September	17,837	12,192	30,029
October	16,423	13,627	30,050
November	16,458	13,695	30,153
December	21,983	8,220	30,203

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2019
 This issue is 0.8% or 227 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	12,041	39.9	8,811	3,230
Port engineers - shoreside, marine superintendents, port captains, purchasing managers/agents, naval architects, marine engineers -shoreside	2,474	8.2	1,769	705
Other employees ashore not included in above classifications	350	1.1	261	89
SUB-TOTAL	14,865	49.2	10,841	4,024
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	435	1.5	367	68
SUB-TOTAL	6,807	22.6	5,146	1,661
3. PROFESSIONAL:				
Naval architects, marine engineers and marine consultants shoreside				
Admiralty lawyers and insurance	454	1.5	269	185
SUB-TOTAL	3,749	12.4	2,419	1,330
TOTAL 1, 2, AND 3	25,421	84.2	18,406	7,015
4. MARINE EQUIPMENT:				
Manufacturers and manufacturer's representatives				
	3,958	13.1	3,117	841
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	558	1.8	264	294
Other allied marine industries	38	0.1	28	10
TOTAL 4 AND 5	4,782	15.8	3,577	1,205
TOTAL QUALIFIED CIRCULATION	30,203	100.0	21,983	8,220

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2019

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	16,909	13,294	-	21,983	8,220	30,203	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	16,909	13,294	-	21,983	8,220	30,203	100.0
PERCENT	56.0	44.0	-	72.8	27.2	100.0	

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2019*

Region/Country	Print	Digital	Total Qualified	Percent	Region/Country	Print	Digital	Total Qualified	Percent
ASIA					Spain	2	115	117	
Bangladesh	-	42	42		Sweden	25	64	89	
Brunei Darussalam	-	6	6		Switzerland	1	21	22	
China	-	142	142		Turkey	1	107	108	
Hong Kong - SAR	-	35	35		Ukraine	-	22	22	
India	2	657	659		United Kingdom	28	562	590	
Indonesia	-	109	109		Subtotal	211	2,241	2,452	8.1
Japan	-	47	47		AFRICA				
Korea, Republic Of	1	86	87		Algeria	-	22	22	
Malaysia	1	110	111		Cameroon	-	10	10	
Maldives	-	3	3		Egypt	-	54	54	
Myanmar	-	22	22		Ethiopia	-	4	4	
Pakistan	-	59	59		Ghana	-	32	32	
Philippines	-	147	147		Kenya	-	13	13	
Singapore	1	241	242		Libyan Arab Jamahiriya	-	9	9	
Sri Lanka	-	38	38		Morocco	-	9	9	
Taiwan	-	18	18		Nigeria	-	163	163	
Thailand	-	29	29		Senegal	-	4	4	
Vietnam	-	38	38		South Africa	1	26	27	
Subtotal	5	1,829	1,834	6.1	Tanzania	-	5	5	
MIDDLE EAST					Tunisia	1	9	10	
Bahrain	-	9	9		Subtotal	2	360	362	1.2
Iran	-	65	65		NORTH AMERICA				
Israel	-	20	20		Canada	87	527	614	
Jordan	-	4	4		Mexico	-	131	131	
Kuwait	-	15	15		United States	21,625	2,181	23,806	
Lebanon	-	10	10		Subtotal	21,712	2,839	24,551	81.3
Oman	-	8	8		CARIBBEAN				
Qatar	-	14	14		Antigua and Barbuda	-	5	5	
Saudi Arabia	-	30	30		Bahamas	1	8	9	
Syrian Arab Republic	-	5	5		Bermuda	-	6	6	
United Arab Emirates	3	165	168		Cuba	-	3	3	
Yemen	-	7	7		Dominican Republic	-	8	8	
Subtotal	3	352	355	1.2	Jamaica	-	12	12	
EUROPE					Puerto Rico	34	4	38	
Austria	-	21	21		Trinidad and Tobago	-	21	21	
Belgium	1	39	40		Virgin Islands, U.S.	9	1	10	
Bulgaria	-	26	26		Subtotal	44	68	112	0.4
Croatia	-	36	36		CENTRAL AMERICA				
Cyprus	1	13	14		Costa Rica	-	12	12	
Denmark	21	70	91		Panama	-	32	32	
Estonia	-	5	5		Subtotal	-	44	44	0.1
Finland	22	63	85		SOUTH AMERICA				
France	3	87	90		Argentina	-	69	69	
Germany	39	167	206		Brazil	1	84	85	
Greece	1	118	119		Chile	-	33	33	
Iceland	-	8	8		Colombia	-	35	35	
Ireland	-	21	21		Ecuador	-	9	9	
Italy	5	120	125		Peru	-	27	27	
Lithuania	-	3	3		Uruguay	-	7	7	
Macedonia	-	3	3		Venezuela	-	37	37	
Malta	-	10	10		Subtotal	1	301	302	1.0
Monaco	-	9	9		ASIA PACIFIC				
Netherlands	18	219	237		Australia	5	143	148	
Norway	42	148	190		New Zealand	-	43	43	
Poland	-	38	38		Subtotal	5	186	191	0.6
Portugal	-	31	31		TOTAL QUALIFIED CIRCULATION				
Romania	-	57	57			21,983	8,220	30,203	100.0
Russian Federation	1	31	32						
Serbia	-	3	3						
Slovenia	-	4	4						

*See Additional Data

WEBSITE CHANNEL

WWW.MARITIMEPROPULSION.COM

2019	Pageviews	Sessions	Users	Average Session Duration
July	29,244	19,470	17,218	0:51
August	28,949	19,344	17,286	0:49
September	24,216	15,903	14,021	0:53
October	23,781	15,295	13,555	0:50
November	21,743	13,276	11,587	0:55
December	22,666	14,201	12,530	0:56
AVERAGE:	25,099	16,248	14,366	0:52

July – December 2019 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.

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.

GEOGRAPHICAL BREAKOUT:

Geographic data for Website 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.

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About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.