

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 TECHNOLOGY REPORTER** is a B2B brand with a focus in the marine technology and subsea industries. 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**

<p><b>MARINE TECHNOLOGY REPORTER MAGAZINE</b></p>  <p>4 Issues in the period 25,264 average circulation</p>	<p><b>MARINE TECHNOLOGY REPORTER E-NEWSLETTER</b></p>  <p>101 Issues in the period 34,625 average per occurrence</p>	<p><b>MARINE TECHNOLOGY REPORTER APP</b></p>  <p>7,280 Cumulative downloads</p>	<p><b>MARINE TECHNOLOGY REPORTER WEBSITE</b></p>  <p>15,848 average unique browsers</p>
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**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>MARINE TECHNOLOGY REPORTER MAGAZINE</b> (4 issues in the period)	25,264	-	25,264
a. Print	14,656	-	14,656
b. Digital	10,608	-	10,608
1. Requested	10,608	-	10,608
2. Non-Requested	-	-	-
<b>MARINE TECHNOLOGY REPORTER E-NEWSLETTER</b> (101 issued in the period)	34,625	-	34,625
<b>MARINE TECHNOLOGY REPORTER APP</b> (cumulative downloads)	*7,280	-	*7,280
<b>MARINE TECHNOLOGY REPORTER WEBSITE</b> (Monthly Unique Browsers with 33,665 average Page Impressions)	15,848	-	15,848

\*App Downloads are cumulative figures, not averages.

**FIELD SERVED**

**MARINE TECHNOLOGY REPORTER** serves the field of commercial diving, commercial vessels owner/operator, dredging, marine geodesy, marine salvage, meteorology, ocean exploration/survey, oceanography, offshore oil & gas exploration and production, owner/operator underwater vehicles (manned/unmanned), search and survey, vessel chartering, environmental monitoring/pollution control, marine construction, offshore structures, pipeline contractors, port/waterway/ coastal/harbor authority, ship/boat building and repair services, submersibles, marine consulting, marine engineering, naval architecture, subsea engineering, education/training (marine/ocean), information technology, marine research, software engineering and development services, systems integration, AUV manufacturer, instrumentation manufacturer (marine/oceanographic), manufacturer of marine machinery, maritime security, ROV manufacturer, subsea robotics, underwater vehicles manufacturer (manned/unmanned).

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include senior management, management, engineering, military, scientific/technical subsea design, and other functions.

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	320
Allocated for Trade Shows and Conventions	766
All Other	50
<b>TOTAL</b>	<b>1,136</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	25,264	100.0	25,264	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>25,264</b>	<b>100.0</b>	<b>25,264</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2016 Issue	Print	Digital	Total Qualified
July/August	14,623	10,537	25,160
September	14,618	10,558	25,176
October	14,614	10,616	25,230
November/December	14,767	10,722	25,489

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2016**  
 This issue is 1.2% or 300 copies above the average of the other 3 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Classification by Function							
			Print	Digital	Senior Management	Management	Engineering, Academic, Scientific/ Technical	Military	Subsea Design (Naval Architects, Marine Engineers), Consultants/ Analysts	Other Functions
Commercial diving, commercial vessels owner/operator, dredging, marine geodesy, marine salvage, meteorology, ocean exploration/survey, oceanography, offshore oil & gas exploration and production, owner/operator underwater vehicles (manned/unmanned), search and survey, vessel chartering	9,515	37.3	5,494	4,021	3,346	2,009	3,169	172	385	434
Environmental monitoring/pollution control, marine construction, offshore structures, pipeline contractors, port/waterway/coastal/harbor authority, ship/boat building and repair services, submersibles	5,668	22.3	3,204	2,464	1,206	1,940	1,947	75	198	302
Marine consulting, marine engineering, naval architecture, subsea engineering	4,125	16.2	2,400	1,725	1,127	996	1,271	70	529	132
Education/Training (marine/ocean), information technology, marine research, software engineering and development services, systems integration	3,291	12.9	1,856	1,435	703	651	1,541	54	191	151
AUV manufacturer, instrumentation manufacturer (marine/oceanographic), manufacturer of marine machinery, maritime security, ROV manufacturer, subsea robotics, underwater vehicles manufacturer (manned/unmanned)	2,503	9.8	1,511	992	716	808	759	52	82	86
Others Allied to the Field	387	1.5	302	85	160	87	48	1	91	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>25,489</b>	<b>100.0</b>	<b>14,767</b>	<b>10,722</b>	<b>7,258</b>	<b>6,491</b>	<b>8,735</b>	<b>424</b>	<b>1,476</b>	<b>1,105</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2016**

QUALIFICATION SOURCE	Qualified Within					Total Qualified	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	18,544	6,945	-	14,767	10,722	25,489	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:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,544</b>	<b>6,945</b>	<b>-</b>	<b>14,767</b>	<b>10,722</b>	<b>25,489</b>	<b>100.0</b>
<b>PERCENT</b>	<b>72.8</b>	<b>27.2</b>	<b>-</b>	<b>57.9</b>	<b>42.1</b>	<b>100.0</b>	



**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2016\***

Region/Country	Print	Digital	Total Qualified	Percent	Region/Country	Print	Digital	Total Qualified	Percent
<b>ASIA</b>					<b>AFRICA</b>				
Bangladesh	1	35	36		Algeria	2	15	17	
China	6	143	149		Benin	-	7	7	
Hong Kong - SAR	3	20	23		Cameroon	-	5	5	
India	10	506	516		Cape Verde	-	3	3	
Indonesia	1	110	111		Egypt	4	90	94	
Japan	8	106	114		Ghana	1	15	16	
Korea, Republic Of	7	89	96		Guinea	-	3	3	
Malaysia	3	110	113		Kenya	-	14	14	
Maldives	-	5	5		Libyan Arab Jamahiriya	-	5	5	
Myanmar	-	13	13		Mauritius	1	2	3	
Pakistan	-	53	53		Morocco	1	6	7	
Philippines	1	73	74		Nigeria	1	189	190	
Singapore	10	180	190		Senegal	-	3	3	
Sri Lanka	-	39	39		Sierra Leone	-	3	3	
Taiwan	3	47	50		South Africa	2	52	54	
Thailand	-	41	41		Tanzania	-	5	5	
Vietnam	-	26	26		Tunisia	1	16	17	
Subtotal	53	1,596	1,649	6.5	Uganda	-	3	3	
<b>MIDDLE EAST</b>					Subtotal	13	436	449	1.8
Bahrain	-	8	8		<b>NORTH AMERICA</b>				
Iran	-	115	115		Canada	294	880	1,174	
Israel	2	48	50		Mexico	2	62	64	
Kuwait	-	12	12		United States	13,742	3,942	17,684	
Lebanon	-	8	8		unspecified North America	5	1	6	
Oman	-	7	7		Subtotal	14,043	4,885	18,928	74.3
Qatar	-	9	9		<b>CARIBBEAN</b>				
Saudi Arabia	1	33	34		Bahamas	-	5	5	
Syrian Arab Republic	-	4	4		Bermuda	1	4	5	
United Arab Emirates	3	110	113		Cuba	-	5	5	
Yemen	-	3	3		Dominican Republic	1	4	5	
Subtotal	6	357	363	1.4	Jamaica	-	5	5	
<b>EUROPE</b>					Puerto Rico	26	2	28	
Austria	-	11	11		Trinidad and Tobago	2	11	13	
Belgium	5	54	59		Virgin Islands, U.S.	8	3	11	
Bulgaria	2	18	20		Subtotal	38	39	77	0.3
Croatia	3	51	54		<b>CENTRAL AMERICA</b>				
Cyprus	-	13	13		Costa Rica	-	6	6	
Denmark	11	50	61		Honduras	-	3	3	
Finland	10	47	57		Panama	-	15	15	
France	28	146	174		Subtotal	-	24	24	0.1
Germany	78	136	214		<b>SOUTH AMERICA</b>				
Greece	5	62	67		Argentina	3	63	66	
Iceland	2	18	20		Brazil	31	139	170	
Ireland	9	61	70		Chile	4	56	60	
Italy	18	154	172		Colombia	3	55	58	
Lithuania	-	6	6		Ecuador	-	8	8	
Macedonia	-	4	4		Peru	-	28	28	
Malta	1	10	11		Suriname	-	3	3	
Monaco	1	4	5		Uruguay	1	11	12	
Netherlands	30	158	188		Venezuela	6	26	32	
Norway	75	111	186		Subtotal	48	389	437	1.7
Poland	1	30	31		<b>ASIA PACIFIC</b>				
Portugal	2	44	46		Australia	25	198	223	
Romania	3	37	40		Fiji	-	3	3	
Russian Federation	2	56	58		Guam	6	-	6	
Serbia	-	5	5		New Zealand	3	30	33	
Slovenia	-	5	5		Subtotal	34	231	265	1.0
Spain	16	116	132		<b>TOTAL QUALIFIED CIRCULATION</b>				
Sweden	8	60	68		<b>14,767</b>	<b>10,722</b>	<b>25,489</b>	<b>100.0</b>	
Switzerland	3	19	22						
Turkey	4	112	116						
Ukraine	1	15	16						
United Kingdom	214	1,152	1,366						
Subtotal	532	2,765	3,297	12.9					

\*See Additional Data

# E-NEWSLETTER CHANNEL

2016		MTR E-Newsletter	2016		MTR E-Newsletter	
<b>JULY</b>			<b>OCTOBER</b>			
July 1		35,354	October 4		31,016	
July 5		40,459	October 5		37,444	
July 6		37,800	October 6		30,989	
July 7		40,455	October 7		37,364	
July 8		37,888	October 11		30,099	
July 12		40,965	October 12		37,812	
July 13		27,152	October 13		30,372	
July 14		28,682	October 14		37,895	
July 15		33,688	October 18		30,605	
July 19		35,707	October 19		37,566	
July 20		29,813	October 20		30,849	
July 21		28,545	October 21		37,309	
July 22		29,983	October 25		29,919	
July 26		35,071	October 26		37,868	
July 27		37,357	October 27		29,811	
July 28		41,525	October 28		37,955	
July 29		37,272	<b>NOVEMBER</b>			
<b>AUGUST</b>			November 1		30,679	
August 2		41,437	November 2		37,779	
August 3		37,452	November 3		30,115	
August 4		25,650	November 4		37,861	
August 5		36,221	November 8		30,196	
August 9		41,417	November 9		37,426	
August 11		36,949	November 10		30,217	
August 12		30,972	November 11		37,346	
August 16		41,363	November 15		29,894	
August 17		33,169	November 16		37,832	
August 18		40,041	November 17		29,820	
August 19		29,893	November 18		37,917	
August 23		40,557	November 22		30,215	
August 24		35,899	November 23		37,372	
August 25		39,428	November 24		30,149	
August 26		28,747	November 25		37,285	
August 31		29,247	November 29		29,557	
<b>SEPTEMBER</b>			November 30		37,886	
September 1		38,707	<b>DECEMBER</b>			
September 2		28,383	December 1		29,535	
September 7		35,978	December 2		37,855	
September 8		36,224	December 6		29,508	
September 9		36,254	December 7		37,436	
September 13		33,717	December 8		29,514	
September 14		36,953	December 9		37,350	
September 15		33,566	December 14		37,824	
September 16		36,778	December 15		28,736	
September 20		33,280	December 16		37,911	
September 21		37,227	December 20		28,899	
September 22		33,152	December 21		37,382	
September 23		37,566	December 22		31,446	
September 27		32,378	December 23		37,295	
September 28		37,876	December 27		30,942	
September 29		32,249	December 28		37,880	
September 30		37,956	December 29		30,787	
			December 30		37,967	
					<b>AVERAGE:</b>	<b>34,625</b>

MTR E-Newsletter (101 issued in the period)

The newsletter provides additional deployments per issue to serve subscribers that have elected to receive news by specific keywords and or topics.

## APP CHANNEL

2016	Monthly Downloads	Cumulative Downloads
Beginning Balance		6,659
July	100	6,759
August	98	6,857
September	98	6,955
October	88	7,043
November	78	7,121
December	159	7,280

Cumulative downloads represents the aggregate number of downloads of the Marine TechNews app, not copies. Information regarding App deletion/removal is not available from third party vendors and has not been removed from these figures.

# WEBSITE CHANNEL

[HTTP://WWW.MARINETECHNOLOGYNEWS.COM/](http://www.marinetechologynews.com/)

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	29,081	16,217	13,443	1.21	01:32	01:13
August	35,006	20,417	16,691	1.22	01:46	01:16
September	35,593	20,140	16,667	1.21	01:41	01:18
October	34,664	20,761	17,445	1.19	01:43	01:09
November	34,624	18,970	15,334	1.24	01:50	01:31
December	33,026	18,617	15,513	1.20	01:39	01:16
<b>AVERAGE:</b>	<b>33,665</b>	<b>19,187</b>	<b>15,848</b>	<b>1.21</b>	<b>01:41</b>	<b>01:17</b>

July – December 2016 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

## WEBSITE GLOSSARY

**Page Impressions:** A Page Impression 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.

**User 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.

**Unique Browsers:** An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

**Unique Browser Frequency:** Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

**Page Duration:** The average time spent viewing any page on a web site.

**User Session Duration:** The average time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit [www.adicompli.com](http://www.adicompli.com)

## ADDITIONAL DATA

### METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient's 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. Apps are downloaded to view enhanced versions of the print edition and are available as a single download or by subscription use on tablets, smartphones or other mobile devices.

### STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, 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, App and Website are 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

February 15, 2017

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New York

County

New York

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February 15, 2017

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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](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.