

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**

**MARINE TECHNOLOGY REPORTER MAGAZINE**



4 issues in the period  
25,078 average circulation

**MARINE TECHNOLOGY REPORTER APP**



12,687 cumulative downloads

**MARINE TECHNOLOGY REPORTER WEBSITE**



13,797 average users

**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)	25,078	-	25,078
a. Print	13,288	-	13,288
b. Digital	11,790	-	11,790
1. Requested	11,790	-	11,790
2. Non-Requested	-	-	-
<b>MARINE TECHNOLOGY REPORTER APP</b>	*12,687	-	*12,687
<b>MARINE TECHNOLOGY REPORTER WEBSITE</b> (Monthly Users with 27,341 average Pageviews)	13,797	-	13,797

\*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	370
Allocated for Trade Shows and Conventions	1,614
All Other	50
<b>TOTAL</b>	<b>2,034</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	25,078	100.0	25,078	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>25,078</b>	<b>100.0</b>	<b>25,078</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

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

2018 Issue	Print	Digital	Total Qualified
July/August	12,904	12,175	25,079
September	13,074	11,961	25,035
October	13,027	12,021	25,048
November/December	14,149	11,001	25,150

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2018**  
 This issue is 0.4% or 96 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	9,199	36.6	5,278	3,921	3,524	1,977	2,821	195	378	304
Environmental monitoring/pollution control, marine construction, offshore structures, pipeline contractors, port/waterway/coastal/harbor authority, ship/boat building and repair services, submersibles	5,297	21.1	3,133	2,164	1,231	1,985	1,598	82	196	205
Marine consulting, marine engineering, naval architecture, subsea engineering	4,245	16.9	2,289	1,956	1,219	1,059	1,217	79	570	101
Education/Training (marine/ocean), information technology, marine research, software engineering and development services, systems integration	3,410	13.5	1,725	1,685	764	692	1,551	60	203	140
AUV manufacturer, instrumentation manufacturer (marine/oceanographic), manufacturer of marine machinery, maritime security, ROV manufacturer, subsea robotics, underwater vehicles manufacturer (manned/unmanned)	2,571	10.2	1,408	1,163	754	899	707	57	87	67
Others Allied to the Field	428	1.7	316	112	177	105	51	2	93	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>25,150</b>	<b>100.0</b>	<b>14,149</b>	<b>11,001</b>	<b>7,669</b>	<b>6,717</b>	<b>7,945</b>	<b>475</b>	<b>1,527</b>	<b>817</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2018**

Qualification Source	Qualified Within					Total Qualified	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	14,757	10,393	-	14,149	11,001	25,150	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>14,757</b>	<b>10,393</b>	<b>-</b>	<b>14,149</b>	<b>11,001</b>	<b>25,150</b>	<b>100.0</b>
<b>PERCENT</b>	<b>58.7</b>	<b>41.3</b>	<b>-</b>	<b>56.3</b>	<b>43.7</b>	<b>100.0</b>	

### 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2018

Mailing Address	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	14,149	11,001	25,150	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,149</b>	<b>11,001</b>	<b>25,150</b>	<b>100.0</b>

### AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	January - June 2016	July - December 2016	January - June 2017	July - December 2017	January - June 2018*	July - December 2018*
Total Audit Average Qualified:	25,412	25,264	25,451	25,143	25,447	25,078
Qualified Non-Paid:	25,412	25,264	25,451	25,143	25,447	25,078
Print:	14,679	14,656	14,159	13,591	14,080	13,288
Digital:	10,733	10,608	11,292	11,552	11,367	11,790
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: January - December 2018 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/DECEMBER 2018\*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	220	38	258		Kentucky	73	16	89	
New Hampshire	145	29	174		Tennessee	106	13	119	
Vermont	21	5	26		Alabama	139	18	157	
Massachusetts	714	142	856		Mississippi	158	21	179	
Rhode Island	237	67	304		EAST SO. CENTRAL	476	68	544	2.2
Connecticut	289	49	338		Arkansas	17	5	22	
NEW ENGLAND	1,626	330	1,956	7.8	Louisiana	689	76	765	
New York	641	126	767		Oklahoma	32	14	46	
New Jersey	420	62	482		Texas	1,254	239	1,493	
Pennsylvania	312	36	348		WEST SO. CENTRAL	1,992	334	2,326	9.2
MIDDLE ATLANTIC	1,373	224	1,597	6.3	Montana	26	8	34	
Ohio	228	28	256		Idaho	29	2	31	
Indiana	100	20	120		Wyoming	-	-	-	
Illinois	204	38	242		Colorado	103	15	118	
Michigan	246	64	310		New Mexico	24	1	25	
Wisconsin	196	28	224		Arizona	96	19	115	
EAST NO. CENTRAL	974	178	1,152	4.6	Utah	32	2	34	
Minnesota	102	21	123		Nevada	26	6	32	
Iowa	41	2	43		MOUNTAIN	336	53	389	1.5
Missouri	87	7	94		Alaska	153	20	173	
North Dakota	7	1	8		Washington	738	126	864	
South Dakota	10	4	14		Oregon	186	30	216	
Nebraska	9	6	15		California	1,867	608	2,475	
Kansas	20	3	23		Hawaii	130	33	163	
WEST NO. CENTRAL	276	44	320	1.3	PACIFIC	3,074	817	3,891	15.5
Delaware	58	13	71		UNITED STATES	13,547	2,685	16,232	64.5
Maryland	462	84	546		U.S. Territories	31	13	44	
Washington, DC	159	31	190		Canada	112	1,116	1,228	
Virginia	645	152	797		Mexico	6	79	85	
West Virginia	24	4	28		Other International	444	7,104	7,548	
North Carolina	264	44	308		APO/FPO	9	4	13	
South Carolina	183	31	214						
Georgia	167	28	195						
Florida	1,458	250	1,708						
SOUTH ATLANTIC	3,420	637	4,057	16.1					
					<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,149</b>	<b>11,001</b>	<b>25,150</b>	<b>100.0</b>

\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2018\***

Region/Country	Print	Digital	Total Qualified	Percent	Region/Country	Print	Digital	Total Qualified	Percent
<b>ASIA</b>					Turkey	9	131	140	
Bangladesh	2	36	38		Ukraine	2	18	20	
China	6	181	187		United Kingdom	145	1,400	1,545	
Hong Kong - SAR	1	24	25		Subtotal	283	3,554	3,837	15.2
India	24	563	587		<b>AFRICA</b>				
Indonesia	2	120	122		Algeria	1	19	20	
Japan	7	137	144		Benin	-	7	7	
Korea, Republic Of	10	106	116		Cameroon	1	6	7	
Malaysia	5	123	128		Egypt	3	108	111	
Maldives	1	6	7		Ghana	1	18	19	
Myanmar	-	15	15		Guinea	-	3	3	
Pakistan	1	59	60		Kenya	-	15	15	
Philippines	7	81	88		Libyan Arab Jamahiriya	-	4	4	
Singapore	18	208	226		Mauritius	-	4	4	
Sri Lanka	2	41	43		Morocco	1	6	7	
Taiwan	3	49	52		Nigeria	1	201	202	
Thailand	2	44	46		Senegal	-	4	4	
Vietnam	1	29	30		Sierra Leone	-	3	3	
Subtotal	92	1,822	1,914	7.6	South Africa	3	61	64	
<b>MIDDLE EAST</b>					Tanzania	2	5	7	
Bahrain	1	7	8		Tunisia	-	20	20	
Iran	4	122	126		Uganda	-	5	5	
Israel	-	58	58		Subtotal	13	489	502	2.0
Kuwait	-	13	13		<b>NORTH AMERICA</b>				
Lebanon	-	8	8		Canada	112	1,116	1,228	
Oman	-	6	6		Mexico	6	79	85	
Qatar	-	12	12		United States	13,547	2,685	16,232	
Saudi Arabia	1	36	37		unspecified North America	9	4	13	
Syrian Arab Republic	2	3	5		Subtotal	13,674	3,884	17,558	69.8
United Arab Emirates	4	128	132		<b>CARIBBEAN</b>				
Yemen	-	4	4		Bahamas	1	5	6	
Subtotal	12	397	409	1.6	Bermuda	-	5	5	
<b>EUROPE</b>					Cuba	-	6	6	
Austria	-	9	9		Dominican Republic	1	4	5	
Belgium	3	60	63		Jamaica	1	7	8	
Bulgaria	1	21	22		Puerto Rico	22	10	32	
Croatia	3	57	60		Trinidad and Tobago	1	15	16	
Cyprus	-	16	16		Virgin Islands, U.S.	9	3	12	
Denmark	5	69	74		Subtotal	35	55	90	0.4
Estonia	-	4	4		<b>CENTRAL AMERICA</b>				
Finland	8	51	59		Costa Rica	-	6	6	
France	13	205	218		Honduras	-	3	3	
Germany	17	240	257		Panama	1	14	15	
Greece	3	80	83		Subtotal	1	23	24	0.1
Iceland	1	18	19		<b>SOUTH AMERICA</b>				
Ireland	2	85	87		Argentina	2	72	74	
Italy	10	191	201		Brazil	13	185	198	
Lithuania	-	5	5		Chile	2	65	67	
Macedonia	-	4	4		Colombia	-	62	62	
Malta	-	10	10		Ecuador	3	7	10	
Monaco	1	6	7		Peru	2	31	33	
Netherlands	14	198	212		Suriname	-	3	3	
Norway	15	208	223		Uruguay	-	13	13	
Poland	9	34	43		Venezuela	1	38	39	
Portugal	2	57	59		Subtotal	23	476	499	2.0
Romania	3	46	49		<b>ASIA PACIFIC</b>				
Russian Federation	5	60	65		Australia	15	259	274	
Serbia	-	6	6		Fiji	-	3	3	
Slovenia	-	7	7		New Zealand	1	39	40	
Spain	7	139	146		Subtotal	16	301	317	1.3
Sweden	5	91	96		<b>TOTAL QUALIFIED CIRCULATION</b>				
Switzerland	-	28	28		<b>14,149</b>	<b>11,001</b>	<b>25,150</b>	<b>100.0</b>	

\*See Additional Data

## APP CHANNEL

2018	Monthly Downloads	Cumulative Downloads
Beginning Balance		12,460
July	31	12,491
August	38	12,529
September	39	12,568
October	45	12,613
November	35	12,648
December	39	12,687

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/)

2018	Pageviews	Sessions	Users	Average Session Duration
July	26,392	17,057	13,429	0:57
August	31,797	19,053	15,016	1:05
September	26,887	17,600	13,929	1:02
October	28,852	18,051	14,393	1:03
November	26,197	17,125	13,822	1:02
December	23,925	14,893	12,198	1:06
<b>AVERAGE:</b>	<b>27,341</b>	<b>17,296</b>	<b>13,797</b>	<b>1:02</b>

July – December 2018 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

### MAGAZINE:

### 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.

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 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	January 25, 2019
State	New York
City	New York
Received by BPA Worldwide	January 25, 2019
Type	BD
ID Number	M417B0D8

#### 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.