

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

MARITIME LOGISTICS PROFESSIONAL is a B2B brand with a focus in the maritime logistics market. 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 available to subscribers globally via the online publication.

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

MARITIME LOGISTICS PROFESSIONAL MAGAZINE

3 issues in the period
25,098 average circulation

MARITIME LOGISTICS PROFESSIONAL APP

23,514 cumulative downloads

MARITIME LOGISTICS PROFESSIONAL WEBSITE

77,985 average users

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
MARITIME LOGISTICS PROFESSIONAL MAGAZINE (3 issues in the period)	25,098	-	25,098
a. Print	3,418	-	3,418
b. Digital	21,680	-	21,680
1. Requested	21,680	-	21,680
2. Non-Requested	-	-	-
MARITIME LOGISTICS PROFESSIONAL APP	*23,514	-	*23,514
MARITIME LOGISTICS PROFESSIONAL WEBSITE (Monthly Users with 95,164 average Pageviews)	77,985	-	77,985

*App downloads are cumulative figures, not averages.

FIELD SERVED

MARITIME LOGISTICS PROFESSIONAL serves the field of logistics, including ocean and inland carriers, containerized, bulk, roro, general cargo, tankers, ports and terminals, transport and logistics hubs, cargo handling, warehousing, manufacturers and suppliers including raw materials, automotive, electronics, agricultural, oil and gas, food, clothing and other industries as reported in paragraph 3a herein.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are executive and senior management of Inventory and Supply Chain integration and management including: Owner, Corporate Officer, Chairman, CEO, CFO, Director, President, Vice President, Manager, Materials Manager, Production Manager, Supply Chain Manager, Systems Support Manager, Transportation Manager, Logistics, Distribution, warehouse, port and terminal executives, management and engineers including: General Manager, Manager, Superintendent, Port Engineer, Port Captain, Purchasing Agent, Logistics Engineer and others as appearing in paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	264
Allocated for Trade Shows and Conventions	383
All Other	17
TOTAL	664

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	25,098	100.0	25,098	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,098	100.0	25,098	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Print	Digital	Total Qualified
January/February	10,254	15,186	25,440
March/April	-	25,092	25,092
May/June	-	24,763	24,763

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2018

This issue is 2.0% or 503 copies below the average of the other 2 issues reported in Paragraph 2.

Business/Industry	Total Qualified	Percent Of Total	Print	Digital	Executive & Upper Supply Chain Management (Note 1)	Transportation, Purchasing/Procurement, Operations Management (Note 2)	Logistics & Supply Chain Middle Management (Note 3)	Customer Service, Sales & Other Management (Note 4)
1. SHIPPING CARRIERS: ocean and inland carriers, containerized, bulk, roro, general cargo, tankers (crude carriers, product carriers, LNG, chemical carriers), heavy lift vessels, livestock, passenger, barges, feeder services	8,879	35.9	-	8,879	4,234	3,027	1,017	601
2. PORTS AND TERMINALS: terminals, bulk terminals, container yards, transport and logistics hubs, Port Authorities, cargo handling, warehousing and distribution centers, customs authorities, security services, stevedoring, ship repair and maintenance, pilot and tug service, ship/boat building/repair, marine engineering and architecture	9,684	39.1	-	9,684	4,592	3,255	1,434	403
3. SHIPPERS: (utilizing maritime logistics) suppliers, manufacturers, wholesalers and retailers of raw materials, automotive, electronics, agricultural, oil and gas, coal, clothing, food aggregates, foundry, mining, brokering, freight forwarding, 3rd party logistics	4,989	20.1	-	4,989	3,073	1,217	594	105
4. FINANCIAL, INSURANCE, LEGAL SERVICES	1,211	4.9	-	1,211	549	411	214	37
TOTAL QUALIFIED CIRCULATION	24,763	100.0	-	24,763	12,448	7,910	3,259	1,146
PERCENT	100.0	-	-	100.0	50.3	31.9	13.2	4.6

Note 1: Includes Corporate Officer, Chairman, CEO, CFO, CIO, Director, President, Vice President, and Owner

Note 2: Includes General Manager, IT Manager, Port Captain, Superintendent, Transportation Manager, Purchasing/Procurement Manager

Note 3: Includes Warehouse Manager, Distribution Manager, Inventory Manager, Supply Chain Manager, Logistics Manager, Engineering Manager, Materials Manager

Note 4: Includes Sales/Marketing Manager, Customer Service Manager, Naval Architect/Marine Engineer, Ship Surveyor

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2018

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	12,505	12,258	-	-	24,763	24,763	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	12,505	12,258	-	-	24,763	24,763	100.0
PERCENT	50.5	49.5	-	-	100.0	100.0	

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2018*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	-	241	241		Kentucky	-	115	115	
New Hampshire	-	90	90		Tennessee	-	193	193	
Vermont	-	34	34		Alabama	-	266	266	
Massachusetts	-	642	642		Mississippi	-	141	141	
Rhode Island	-	197	197		EAST SO. CENTRAL	-	715	715	2.9
Connecticut	-	450	450		Arkansas	-	62	62	
NEW ENGLAND	-	1,654	1,654	6.7	Louisiana	-	874	874	
New York	-	1,299	1,299		Oklahoma	-	56	56	
New Jersey	-	996	996		Texas	-	2,018	2,018	
Pennsylvania	-	548	548		WEST SO. CENTRAL	-	3,010	3,010	12.1
MIDDLE ATLANTIC	-	2,843	2,843	11.5	Montana	-	30	30	
Ohio	-	509	509		Idaho	-	57	57	
Indiana	-	241	241		Wyoming	-	-	-	
Illinois	-	705	705		Colorado	-	116	116	
Michigan	-	454	454		New Mexico	-	18	18	
Wisconsin	-	350	350		Arizona	-	182	182	
EAST NO. CENTRAL	-	2,259	2,259	9.1	Utah	-	63	63	
Minnesota	-	240	240		Nevada	-	56	56	
Iowa	-	70	70		MOUNTAIN	-	522	522	2.1
Missouri	-	214	214		Alaska	-	220	220	
North Dakota	-	18	18		Washington	-	895	895	
South Dakota	-	21	21		Oregon	-	279	279	
Nebraska	-	47	47		California	-	2,641	2,641	
Kansas	-	91	91		Hawaii	-	115	115	
WEST NO. CENTRAL	-	701	701	2.8	PACIFIC	-	4,150	4,150	16.8
Delaware	-	58	58		UNITED STATES	-	20,652	20,652	83.4
Maryland	-	531	531		U.S. Territories	-	56	56	
Washington, DC	-	139	139		Canada	-	500	500	
Virginia	-	811	811		Mexico	-	56	56	
West Virginia	-	33	33		Other International	-	3,496	3,496	
North Carolina	-	410	410		APO/FPO	-	3	3	
South Carolina	-	220	220		TOTAL QUALIFIED CIRCULATION	-	24,763	24,763	100.0
Georgia	-	454	454						
Florida	-	2,142	2,142						
SOUTH ATLANTIC	-	4,798	4,798	19.4					

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2018*

Region/Country	Print	Digital	Total Qualified	Percent	Region/Country	Print	Digital	Total Qualified	Percent
ASIA					Ireland	-	9	9	
Bangladesh	-	37	37		Italy	-	61	61	
China	-	76	76		Latvia	-	4	4	
Georgia	-	6	6		Malta	-	10	10	
Hong Kong - SAR	-	14	14		Netherlands	-	132	132	
India	-	433	433		Norway	-	75	75	
Indonesia	-	53	53		Poland	-	30	30	
Japan	-	17	17		Portugal	-	16	16	
Korea, Republic Of	-	28	28		Romania	-	40	40	
Malaysia	-	56	56		Russian Federation	-	23	23	
Myanmar	-	21	21		Serbia	-	4	4	
Pakistan	-	47	47		Spain	-	62	62	
Philippines	-	105	105		Sweden	-	36	36	
Singapore	-	130	130		Switzerland	-	8	8	
Sri Lanka	-	38	38		Turkey	-	63	63	
Taiwan	-	9	9		Ukraine	-	31	31	
Thailand	-	18	18		United Kingdom	-	385	385	
Vietnam	-	12	12		Subtotal	-	1,370	1,370	5.5
Subtotal	-	1,100	1,100	4.5	AFRICA	-	424	424	1.7
MIDDLE EAST	-	210	210	0.8	NORTH AMERICA	-	500	500	
EUROPE					Canada	-	56	56	
Austria	-	5	5		Mexico	-	20,652	20,652	
Belgium	-	26	26		United States	-	3	3	
Bulgaria	-	16	16		unspecified North America	-			
Croatia	-	35	35		Subtotal	-	21,211	21,211	85.7
Cyprus	-	8	8		CARIBBEAN	-	89	89	0.4
Denmark	-	43	43		CENTRAL AMERICA	-	27	27	0.1
Finland	-	41	41		SOUTH AMERICA	-	207	207	0.8
France	-	51	51		ASIA PACIFIC	-	125	125	0.5
Germany	-	75	75		TOTAL QUALIFIED CIRCULATION	-	24,763	24,763	100.0
Greece	-	76	76						
Iceland	-	5	5						

*See Additional Data

APP CHANNEL

2018	Monthly Downloads	Cumulative Downloads
Beginning Balance		22,738
January	37	22,775
February	108	22,883
March	152	23,035
April	165	23,200
May	156	23,356
June	158	23,514

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

WEBSITE CHANNEL

WWW.MARITIMEPROFESSIONAL.COM

2018	Pageviews	Sessions	Users	Average Session Duration
January	36,816	26,797	18,237	1:33
February	32,755	23,861	16,358	1:40
March	37,940	28,308	20,156	1:19
April	137,100	127,346	119,528	0:16
May	181,443	171,781	162,347	0:12
June	144,935	138,038	131,285	0:11
AVERAGE:	95,164	86,021	77,985	0:51

January - June 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

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	July 17, 2018
State	New York
City	New York
Revised	July 17, 2018
Type	BD
ID Number	M489B0J8

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.