

(See Additional Data)

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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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
24,362 average circulation

MARITIME PROFESSIONAL E-NEWSLETTER



52 issued in the period
58,916 average per occurrence

MARITIME PROFESSIONAL APP



19,598 cumulative downloads

MARITIME LOGISTICS PROFESSIONAL WEBSITE



20,022 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)	24,362	-	24,362
a. Print	-	-	-
b. Digital	24,362	-	24,362
1. Requested	24,362	-	24,362
2. Non-Requested	-	-	-
MARITIME PROFESSIONAL E-NEWSLETTER			
a. Maritime Professional (52 issued in the period)	58,916	-	58,916
MARITIME PROFESSIONAL APP (Cumulative downloads)	*19,598	-	*19,598
MARITIME LOGISTICS PROFESSIONAL WEBSITE (Monthly Users with 36,241 average Pageviews)	20,022	-	20,022

*App Downloads are cumulative figures, not averages.

FIELD SERVED

MARITIME LOGISTICS PROFESSIONAL serves the field of logistics, including ocean and inland carriers, containerized, bulk, ro-ro, 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	797
Allocated for Trade Shows and Conventions	-
All Other	50
TOTAL	847

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	24,362	100.0	24,362	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	24,362	100.0	24,362	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Print	Digital	Total Qualified
January/February	-	23,862	23,862
March/April	-	24,282	24,282
May/June	-	24,943	24,943

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2017

This issue is 3.6% or 871 copies above 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, ro-ro, general cargo, tankers (crude carriers, product carriers, LNG, chemical carriers), heavy lift vessels, livestock, passenger, barges, feeder services	8,766	35.1	-	8,766	4,297	2,959	938	572
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	9,940	39.9	-	9,940	4,673	3,441	1,421	405
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	4,991	20.0	-	4,991	3,048	1,231	589	123
4. FINANCIAL, INSURANCE, LEGAL SERVICES, OTHER	1,246	5.0	-	1,246	564	418	212	52
TOTAL QUALIFIED CIRCULATION	24,943	100.0	-	24,943	12,582	8,049	3,160	1,152
PERCENT	100.0		-	100.0	50.4	32.3	12.7	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 2017

QUALIFICATION SOURCE	Qualified Within					Total Qualified	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	14,825	10,118	-	-	24,943	24,943	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	14,825	10,118	-	-	24,943	24,943	100.0
PERCENT	59.4	40.6	-	-	100.0	100.0	

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2017*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	-	228	228		Kentucky	-	128	128	
New Hampshire	-	87	87		Tennessee	-	192	192	
Vermont	-	31	31		Alabama	-	294	294	
Massachusetts	-	661	661		Mississippi	-	139	139	
Rhode Island	-	206	206		EAST SO. CENTRAL	-	753	753	3.0
Connecticut	-	434	434		Arkansas	-	66	66	
NEW ENGLAND	-	1,647	1,647	6.6	Louisiana	-	920	920	
New York	-	1,276	1,276		Oklahoma	-	64	64	
New Jersey	-	1,021	1,021		Texas	-	2,030	2,030	
Pennsylvania	-	554	554		WEST SO. CENTRAL	-	3,080	3,080	12.3
MIDDLE ATLANTIC	-	2,851	2,851	11.4	Montana	-	32	32	
Ohio	-	498	498		Idaho	-	52	52	
Indiana	-	240	240		Wyoming	-	-	-	
Illinois	-	710	710		Colorado	-	124	124	
Michigan	-	462	462		New Mexico	-	13	13	
Wisconsin	-	353	353		Arizona	-	181	181	
EAST NO. CENTRAL	-	2,263	2,263	9.1	Utah	-	61	61	
Minnesota	-	234	234		Nevada	-	54	54	
Iowa	-	74	74		MOUNTAIN	-	517	517	2.1
Missouri	-	210	210		Alaska	-	211	211	
North Dakota	-	18	18		Washington	-	925	925	
South Dakota	-	21	21		Oregon	-	280	280	
Nebraska	-	43	43		California	-	2,756	2,756	
Kansas	-	97	97		Hawaii	-	116	116	
WEST NO. CENTRAL	-	697	697	2.8	PACIFIC	-	4,288	4,288	17.2
Delaware	-	56	56		UNITED STATES	-	20,851	20,851	83.6
Maryland	-	509	509		U.S. Territories	-	59	59	
Washington, DC	-	105	105		Canada	-	520	520	
Virginia	-	760	760		Mexico	-	60	60	
West Virginia	-	32	32		Other International	-	3,453	3,453	
North Carolina	-	421	421		APO/FPO	-	-	-	
South Carolina	-	215	215		TOTAL QUALIFIED CIRCULATION	-	24,943	24,943	100.0
Georgia	-	478	478						
Florida	-	2,179	2,179						
SOUTH ATLANTIC	-	4,755	4,755	19.1					

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2017*

Region/Country	Print	Digital	Total Qualified	Percent	Region/Country	Print	Digital	Total Qualified	Percent
ASIA					Iceland	-	5	5	
Bangladesh	-	37	37		Ireland	-	9	9	
China	-	71	71		Italy	-	61	61	
Georgia	-	6	6		Latvia	-	4	4	
Hong Kong - SAR	-	15	15		Malta	-	11	11	
India	-	416	416		Netherlands	-	142	142	
Indonesia	-	49	49		Norway	-	72	72	
Japan	-	21	21		Poland	-	23	23	
Korea, Democratic People's Republic Of	-	28	28		Portugal	-	16	16	
Malaysia	-	53	53		Romania	-	41	41	
Myanmar	-	21	21		Russian Federation	-	23	23	
Pakistan	-	46	46		Serbia	-	4	4	
Philippines	-	94	94		Spain	-	59	59	
Singapore	-	134	134		Sweden	-	33	33	
Sri Lanka	-	34	34		Switzerland	-	8	8	
Taiwan	-	9	9		Turkey	-	54	54	
Thailand	-	16	16		Ukraine	-	32	32	
Vietnam	-	11	11		United Kingdom	-	425	425	
Subtotal	-	1,061	1,061	4.2	Subtotal	-	1,422	1,422	5.7
MIDDLE EAST						-	396	396	1.6
	-	204	204	0.8	AFRICA				
EUROPE					NORTH AMERICA				
Albania	-	3	3		Canada	-	520	520	
Austria	-	5	5		Mexico	-	60	60	
Belgium	-	32	32		United States	-	20,792	20,792	
Bulgaria	-	17	17		unspecified North America	-	59	59	
Croatia	-	32	32		Subtotal	-	21,431	21,431	85.9
Cyprus	-	8	8		CARIBBEAN				
Denmark	-	44	44			-	92	92	0.4
Finland	-	43	43		CENTRAL AMERICA				
France	-	59	59			-	24	24	0.1
Germany	-	84	84		SOUTH AMERICA				
Greece	-	73	73			-	191	191	0.8
					ASIA PACIFIC				
						-	122	122	0.5
					TOTAL QUALIFIED CIRCULATION	-	24,943	24,943	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2017	Maritime Professional	2017	Maritime Professional
JANUARY		APRIL	
January 3	59,576	April 4	60,459
January 5	58,817	April 6	60,341
January 10	58,840	April 11	59,569
January 12	58,707	April 13	59,340
January 17	57,971	April 18	59,856
January 19	57,780	April 20	59,972
January 24	58,440	April 25	59,140
January 26	57,208	April 27	58,892
January 31	59,414	MAY	
FEBRUARY		May 2	60,680
February 2	59,593	May 4	60,702
February 7	62,728	May 9	59,678
February 9	62,400	May 11	59,437
February 14	62,488	May 16	59,954
February 16	62,521	May 18	59,963
February 21	61,807	May 23	59,104
February 23	61,574	May 25	58,788
February 28	61,935	May 30	59,456
MARCH		JUNE	
March 2	44,539	June 1	58,703
March 7	60,362	June 6	59,143
March 9	60,243	June 8	59,227
March 14	60,966	June 13	58,494
March 16	61,173	June 15	58,247
March 21	28,436	June 20	58,831
March 23	60,456	June 22	58,900
March 28	61,437	June 27	57,942
March 30	61,689	June 29	57,735
		AVERAGE:	58,916

Maritime Professional (52 issued in the period)

APP CHANNEL

2017	Monthly Downloads	Cumulative Downloads
Beginning Balance		18,257
January	346	18,603
February	257	18,860
March	236	19,096
April	154	19,250
May	157	19,407
June	191	19,598

Cumulative downloads represents the aggregate number of downloads of the Maritime Professional 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

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
January	31,230	21,807	18,672	0:56
February	35,609	24,636	20,807	0:55
March	43,884	29,970	24,033	0:55
April	35,020	24,329	19,031	0:53
May	35,932	25,401	18,921	1:05
June	35,776	25,479	18,672	1:16
AVERAGE:	36,241	25,270	20,022	1:00

January – June 2017 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.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

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.

CHANGE IN FREQUENCY:

Effective with the January/February 2017 issue, MARITIME LOGISTICS PROFESSIONAL changed its frequency from 4 to 6 issues per year.

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	July 14, 2017
State	New York
County	New York
Revised	July 14, 2017
Type	BD
ID Number	M489B0J7

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.