

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.

Maritime Professional

New Wave Media
118 East 25th Street
New York, NY 10010
Tel. No.: 212.477.6700
Fax No.: 212.254.6271
jomalley@marinelink.com

ABOUT MARITIME PROFESSIONAL

MARITIME PROFESSIONAL is a B2B brand with a focus in the maritime 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 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 across multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary.

FIELD SERVED

MARITIME PROFESSIONAL serves the commercial and naval maritime industry: Vessels and offshore structures ownership/operations/management, Ship and Boat Building, Drill Rig Fabrication and Repair, Naval architecture, Marine engineering, Maritime Equipment Manufacturers, Education / Research / Training, Academic, Maritime Recruitment, and other industries as reported in Paragraph 3a herein.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are 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, Naval Architects/Marine Engineers (shore side), Ship Surveyors, Project Engineers, others employed aboard ships, and other titled and non-titled personnel.

Channels Include:



Maritime Professional Magazine
2 issues in the period
20,839 average circulation
Page 2



Maritime Professional Website
www.maritimeprofessional.com
24,056 average Unique Browsers
54,198 average Page Impressions
Page 3



Maritime Professional Online Community Members
26,344 average Community Members (Online)
Page 3

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
Maritime Professional Magazine (2 issues in the period) _____	20,839	-	20,839
a. Print _____	17,355	-	17,355
b. Digital _____	3,484	-	3,484
1. Requested _____	3,435	-	3,435
2. Non-Requested _____	49	-	49
Maritime Professional Website (Monthly Unique Browsers with 54,198 average Page Impressions - Note 1) _____	24,056	-	24,056
Maritime Professional Community Members (Online) _____	26,344	-	26,344

Note 1: Unique Browsers: See Website Glossary in Channel Profile.

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNEL PROFILE MAGAZINE



Official Publication of: None
Established: 2011
Issues Per Year: 4

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	80
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	1,000
Digital _____	-
All Other _____	1,044
TOTAL	2,124

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	20,839	100.0	20,839	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,839	100.0	20,839	100.0	-	-

1. AVERAGE CIRCULATION FOR MAGAZINE FOR THE PERIOD - PRINT						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	17,355	100.0	17,355	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	17,355	100.0	17,355	100.0	-	-

1. AVERAGE CIRCULATION FOR MAGAZINE FOR THE PERIOD - DIGITAL						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	3,484	100.0	3,484	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	3,484	100.0	3,484	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2013 Issue	Print	Digital	Total Qualified
1Q (March) _____	17,390	3,419	20,809
2Q (May) _____	17,320	3,550	20,870

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF 2Q (MAY) 2013											
This issue is 0.3% or 61 copies above the other issue reported in Paragraph two.											
TITLE/FUNCTION	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	Senior Management (Note 1)	Management (Note 2)	Purchasing Operating Management (Note 3)	Engineering (Note 4)	Shipboard Personnel	Other	
1. OWNERSHIP, OPERATION, MANAGEMENT-COMMERCIAL, GOVERNMENT AND MILITARY VESSELS AND OFFSHORE STRUCTURES Oceangoing, Shallowdraft (Coastal, Lakes and Inland), Port Authority, Marine Terminal, Oceanographic	10,504	50.3	8,966	1,538	4,546	3,345	726	887	921	79	
2. Ship and Boat Building, Drill Rig Fabrication and Repair	4,005	19.2	3,458	547	2,048	1,188	211	436	72	50	
3. MARINE AND OFFSHORE DESIGN Naval Architects, Marine Engineers	2,665	12.8	2,060	605	1,150	577	94	714	126	4	
4. Maritime Equipment Manufacturers	2,147	10.3	1,873	274	829	1,017	78	198	19	6	
5. Education / Research / Training, Academic	1,394	6.7	920	474	602	365	96	216	99	16	
6. Maritime Recruitment, Other	155	0.7	43	112	43	46	18	8	39	1	
TOTAL QUALIFIED CIRCULATION	20,870	100.0	17,320	3,550	9,218	6,538	1,223	2,459	1,276	156	
PERCENT	100.0		83.0	17.0	44.2	31.3	5.9	11.8	6.1	0.7	

Note 1: Includes Owner, Corporate Officer, Chairman, CEO, CFO, CIO, Director, President, Vice President
 Note 2: Includes General Manager, Sales/Marketing Manager, Foreman, Other Managers
 Note 3: Includes Purchasing Agent/Manager, Marine Superintendent, Port Captain, Port Engineer
 Note 4: Includes Naval Architect/Marine Engineers (shore side), Ship Surveyor, Project Engineer

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF 2Q (MAY) 2013								
QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent	
	1 Year	2 Years	3 Years					
I. Direct Request: _____	6,890	10,329	-	13,718	3,501	17,219	82.5	
II. Request from recipient's company: _____	-	-	-	-	-	-	-	
III. Membership Benefit: _____	-	-	-	-	-	-	-	
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-	
V. TOTAL - Sources other than above (listed alphabetically): _____	2,781	870	-	3,602	49	3,651	17.5	
Association rosters and directories _____	-	-	-	-	-	-	-	
Business directories _____	-	-	-	-	-	-	-	
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-	
*Other sources _____	2,781	870	-	3,602	49	3,651	17.5	
VI. Single Copy Sales: _____	-	-	-	-	-	-	-	
TOTAL QUALIFIED CIRCULATION	9,671	11,199	-	17,320	3,550	20,870	100.0	
PERCENT	46.3	53.7	-	83.0	17.0	100.0		

*See Additional Data

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNEL PROFILE (CONTINUED) WEBSITE*



www.maritimeprofessional.com

24,056 average Unique Browsers
54,198 average Page Impressions
Average Page Duration 2:08
Average User Session Duration 1:32

Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January	62,949	36,901	28,406	1.30	02:03	01:27
February	56,189	32,617	24,829	1.31	02:09	01:33
March	62,437	34,896	26,404	1.32	02:06	01:39
April	50,234	29,873	22,579	1.32	02:11	01:29
May	49,333	29,758	22,658	1.31	02:14	01:28
June	44,043	25,123	19,459	1.29	02:05	01:34
AVERAGE:	54,198	31,528	24,056	1.31	02:08	01:32

*See Additional Data

WEBSITE GLOSSARY:

Unique Browsers: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.
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.
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.
User Session Duration: The average time visitors remain on a site per session.
Page Duration: The average time spent viewing any page on a web site.

COMMUNITY MEMBERS (ONLINE)



www.maritimeprofessional.com

Online Community members register for access to "members only" portion of website.

2013	Community Members
January	26,106
February	26,203
March	26,298
April	26,361
May	26,421
June	26,672
AVERAGE:	26,344

GEOGRAPHIC DISTRIBUTION*

State	Maritime Professional Magazine for Issue of 2Q (May) 2013				State	Maritime Professional Magazine for Issue of 2Q (May) 2013			
	Print	Digital	Total	Percent		Print	Digital	Total	Percent
Maine	279	5	284		Kentucky	93	1	94	
New Hampshire	108	1	109		Tennessee	121	3	124	
Vermont	30	-	30		Alabama	260	6	266	
Massachusetts	614	6	620		Mississippi	187	3	190	
Rhode Island	215	2	217		EAST SO. CENTRAL	661	13	674	3.2
Connecticut	394	12	406		Arkansas	28	1	29	
NEW ENGLAND	1,640	26	1,666	8.0	Louisiana	1,052	18	1,070	
New York	1,081	21	1,102		Oklahoma	40	-	40	
New Jersey	729	8	737		Texas	1,725	25	1,750	
Pennsylvania	431	5	436		WEST SO. CENTRAL	2,845	44	2,889	13.8
MIDDLE ATLANTIC	2,241	34	2,275	10.9	Montana	11	1	12	
Ohio	301	-	301		Idaho	34	1	35	
Indiana	118	-	118		Wyoming	2	-	2	
Illinois	272	2	274		Colorado	62	2	64	
Michigan	298	3	301		New Mexico	13	1	14	
Wisconsin	280	4	284		Arizona	81	2	83	
EAST NO. CENTRAL	1,269	9	1,278	6.1	Utah	13	2	15	
Minnesota	85	2	87		Nevada	35	1	36	
Iowa	35	1	36		MOUNTAIN	251	10	261	1.3
Missouri	108	-	108		Alaska	222	16	238	
North Dakota	3	-	3		Washington	941	18	959	
South Dakota	7	-	7		Oregon	206	4	210	
Nebraska	7	1	8		California	1,374	16	1,390	
Kansas	20	-	20		Hawaii	108	3	111	
WEST NO. CENTRAL	265	4	269	1.3	PACIFIC	2,851	57	2,908	13.9
Delaware	46	3	49		UNITED STATES	16,448	275	16,723	80.1
Maryland	569	10	579		U.S. Territories	74	-	74	
Washington, DC	146	3	149		Canada	349	300	649	
Virginia	1,033	18	1,051		Mexico	13	44	57	
West Virginia	28	1	29		Other International	411	2,931	3,342	
North Carolina	258	3	261		APO/FPO	25	-	25	
South Carolina	192	2	194		TOTAL	17,320	3,550	20,870	100.0
Georgia	210	3	213						
Florida	1,943	35	1,978						
SOUTH ATLANTIC	4,425	78	4,503	21.6					

*See Additional Data

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

GEOGRAPHIC DISTRIBUTION (CONTINUED) - INTERNATIONAL *

Region/Country	Maritime Professional Magazine for Issue of 2Q (May) 2013				Region/Country	Maritime Professional Magazine for Issue of 2Q (May) 2013			
	Print	Digital	Total	Percent		Print	Digital	Total	Percent
ASIA	47	979	1,026	4.9	Poland	-	36	36	
MIDDLE EAST	5	231	236	1.1	Portugal	-	17	17	
EUROPE					Romania	-	46	46	
Albania	-	1	1		Russian Federation	9	25	34	
Austria	-	4	4		Serbia	-	5	5	
Belarus	-	1	1		Slovenia	-	2	2	
Belgium	1	26	27		Spain	14	52	66	
Bulgaria	-	19	19		Sweden	10	18	28	
Croatia	-	45	45		Switzerland	1	10	11	
Cyprus	-	5	5		Turkey	-	58	58	
Denmark	26	12	38		Ukraine	-	36	36	
Estonia	-	5	5		United Kingdom	68	220	288	
Finland	17	18	35		Subtotal	315	972	1,287	6.2
France	20	35	55		AFRICA	-	371	371	1.8
Germany	43	33	76		NORTH AMERICA				
Gibraltar	-	1	1		Canada	349	300	649	
Greece	-	79	79		Mexico	13	44	57	
Hungary	-	1	1		United States	16,448	275	16,723	
Iceland	-	4	4		unspecified North America	25	-	25	
Ireland	-	8	8		Subtotal	16,835	619	17,454	83.6
Italy	11	50	61		CARIBBEAN	61	49	110	0.5
Latvia	-	5	5		CENTRAL AMERICA	-	30	30	0.2
Lithuania	-	2	2		SOUTH AMERICA	23	172	195	0.9
Malta	-	9	9		ASIA PACIFIC	34	127	161	0.8
Monaco	-	2	2		TOTAL	17,320	3,550	20,870	100.0
Montenegro	-	4	4						
Netherlands	41	51	92						
Norway	54	27	81						

*See Additional Data

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.

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.

MAGAZINE:**PARAGRAPH 3b:**

Other sources include 1 source of circulation for a quantity of 3,651 copies or 17.5%, including Maritime Professional membership subscribers.

WEBSITE ACTIVITY:

January - June 2013 data was provided by Google Analytics.
All website activity is audited by BPA Worldwide.

GEOGRAPHIC DISTRIBUTION:

Geographic data is not available for Website Activity or Community Members (Online) and therefore not reported herein.

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 24, 2013

State New York

County New York

Received by BPA Worldwide July 24, 2013

Type BD

ID Number M489B0J3

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.