

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 REPORTER AND ENGINEERING NEWS 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 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 REPORTER AND ENGINEERING NEWS



6 Issues in the period
34,914 average circulation

MARITIME REPORTER AND ENGINEERING NEWS E-NEWSLETTERS



3 E-Newsletters in the period
301 total issued in the period
60,504 average per occurrence
149,361 average per occurrence
18,278 average per occurrence

MARITIME REPORTER AND ENGINEERING NEWS APP



19,365 cumulative downloads

MARITIME REPORTER AND ENGINEERING NEWS WEBSITE



206,984 average unique browsers
Shared Media Channel - See Note 1

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
MARITIME REPORTER AND ENGINEERING NEWS (6 issues in the period)	34,914	-	34,914
a. Print	26,426	-	26,426
b. Digital	8,488	-	8,488
1. Requested	8,488	-	8,488
2. Non-Requested	-	-	-
MARITIME REPORTER AND ENGINEERING E-NEWSLETTERS			
a. Maritime Today (127 issued in the period)	60,504	-	60,504
b. Maritime Global News (20 issued in the period)	149,361	-	149,361
c. Maritime Reporter (154 issued in the period)	18,278	-	18,278
MARITIME REPORTER AND ENGINEERING NEWS APP (Cumulative downloads)	*19,365	-	*19,365
MARITIME REPORTER AND ENGINEERING NEWS WEBSITE (Monthly Unique Browsers with 415,999 average Page Impressions)	206,984	-	206,984

*App Downloads is a cumulative figure, not average.

Note 1: www.marinelink.com - serving both Maritime Reporter and Engineering News & Marine News.

FIELD SERVED

MARITIME REPORTER AND ENGINEERING NEWS serves the commercial and naval maritime industry – ship, boat and barge owners/operators, offshore oil drilling operations, shipbuilding, ship repair, boatbuilding and repair, marine engineers, naval architects, and other industries as reported in paragraph 3a herein.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are personnel in the commercial and Naval marine industries - 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, foremen, and others employed aboard ships.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	382
Allocated for Trade Shows and Conventions	513
All Other	295
TOTAL	1,191

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	34,914	100.0	34,914	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	34,914	100.0	34,914	100.0	-	-

1a. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - PRINT

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	26,426	100.0	26,426	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	26,426	100.0	26,426	100.0	-	-

1b. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - DIGITAL

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	8,488	100.0	8,488	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	8,488	100.0	8,488	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2014 Issue	Print	Digital	Total Qualified
July	27,009	7,584	34,593
August	24,412	10,245	34,657
September	24,407	10,424	34,831
October	27,845	7,287	35,132
November	27,662	7,480	35,142
December	27,218	7,908	35,126

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2014

This issue is 0.8% or 274 copies above the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND OCCUPATION	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital
1. SHIP, BOAT & BARGE OWNERS, OPERATORS - NAVY AND COMMERCIAL:				
Commercial, U.S.C.G., Military Sealift Command, Army Corps of Engineers: (Ocean, Coastal Harbors, Offshore Drilling, Inland Rivers, Port Authorities). Cruise ships, tankers, offshore drill rigs, cargo ships, naval vessels, workboats, including tugboats, barges, ferries, dredges, offshore crew/supply boats, research/patrol/police, cruise/dinner/passenger boats.				
Corporate officers, directors, owners, presidents, vice-presidents, general managers, other managers, corporate secretaries, treasurers, and foremen.	12,792	36.4	10,181	2,611
Port engineers, marine superintendents, port captains, purchasing agents/managers, naval architects, engineers shore side, ship surveyors, and project engineers.	3,868	11.0	3,320	548
Other employees ashore not included in above classifications	304	0.9	264	40
Sub-Total	16,964	48.3	13,765	3,199
2. SHIPBUILDING, BOATBUILDING, DRILL RIG BUILDING AND REPAIR - NAVY AND COMMERCIAL:				
Corporate officers, directors, owners, presidents, vice presidents, general managers, other managers, corporate secretaries, treasurers, port engineers, marine superintendents, port captains, purchasing agents/managers, naval architects, engineers shoreside, ship surveyors, project engineers, and foremen.				
	7,565	21.6	6,167	1,398
Other employees not included in above classifications	17	-	15	2
Sub-Total	7,582	21.6	6,182	1,400
3. PROFESSIONAL:				
Naval architects, marine engineers and marine consultants shoreside				
	6,109	17.4	4,231	1,878
Admiralty lawyers and insurance	329	0.9	270	59
Sub-Total	6,438	18.3	4,501	1,937
TOTAL 1, 2, and 3	30,984	88.2	24,448	6,536
4. MARINE EQUIPMENT:				
Manufacturers, and manufacturers representatives				
	3,379	9.6	2,632	747
5. GOVERNMENT AND ALLIED MARINE INDUSTRIES:				
U.S. Maritime Administration, U.S. Senators, U.S. Congressmen and others in official capacities				
	274	0.7	205	69
Schools, Associations and organizations	487	1.4	361	126
Other allied marine industries	18	0.1	16	2
TOTAL 4 and 5	4,158	11.8	3,214	944
TOTAL QUALIFIED CIRCULATION	35,142	100.0	27,662	7,480
PERCENT	100.0		78.7	21.3

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2014

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	18,518	16,624	-	27,662	7,480	35,142	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	18,518	16,624	-	27,662	7,480	35,142	100.0
PERCENT	52.7	47.3	-	78.7	21.3	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2014

MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	27,662	7,480	35,142	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	27,662	7,480	35,142	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data		Audited Data		Audited Data		Audited Data		Audited Data		Circulation Claim
	January – June 2012	July – December 2012	January – June 2013	July – December 2013	January – June 2014	July – December 2014*	January – June 2014	July – December 2014*	January – June 2014	July – December 2014*	
Total Audit Average Qualified:	35,395	35,540	35,369	35,051	34,576	34,914					34,914
Qualified Non-Paid:	35,395	35,540	35,369	35,051	34,576	34,914					34,914
Print:	30,197	29,683	28,732	27,566	26,976	26,426					26,426
Digital:	5,198	5,857	6,637	7,485	7,600	8,488					8,488
Qualified Paid:	-	-	-	-	-	-					-
Print:	-	-	-	-	-	-					-
Digital:	-	-	-	-	-	-					-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC					**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC					**NC

*NOTE: July - December 2014 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 2014*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	420	9	429		Kentucky	159	4	163	
New Hampshire	152	3	155		Tennessee	233	17	250	
Vermont	37	2	39		Alabama	431	21	452	
Massachusetts	892	36	928		Mississippi	294	15	309	
Rhode Island	310	14	324		EAST SO. CENTRAL	1,117	57	1,174	3.4
Connecticut	631	27	658		Arkansas	79	2	81	
NEW ENGLAND	2,442	91	2,533	7.3	Louisiana	1,711	62	1,773	
New York	1,609	70	1,679		Oklahoma	56	-	56	
New Jersey	1,068	57	1,125		Texas	2,491	180	2,671	
Pennsylvania	633	30	663		WEST SO. CENTRAL	4,337	244	4,581	13.0
MIDDLE ATLANTIC	3,310	157	3,467	9.9	Montana	36	2	38	
Ohio	488	16	504		Idaho	49	-	49	
Indiana	230	18	248		Wyoming	7	-	7	
Illinois	480	46	526		Colorado	119	11	130	
Michigan	517	27	544		New Mexico	18	1	19	
Wisconsin	433	18	451		Arizona	110	5	115	
EAST NO. CENTRAL	2,148	125	2,273	6.5	Utah	48	2	50	
Minnesota	189	14	203		Nevada	89	2	91	
Iowa	75	3	78		MOUNTAIN	476	23	499	1.4
Missouri	196	27	223		Alaska	235	9	244	
North Dakota	12	-	12		Washington	1,327	98	1,425	
South Dakota	12	-	12		Oregon	316	8	324	
Nebraska	23	1	24		California	2,044	170	2,214	
Kansas	48	14	62		Hawaii	151	17	168	
WEST NO. CENTRAL	555	59	614	1.7	PACIFIC	4,073	302	4,375	12.4
Delaware	74	5	79		UNITED STATES	25,159	1,568	26,727	76.1
Maryland	750	50	800		U.S. Territories	88	9	97	
Washington, DC	176	15	191		Canada	555	399	954	
Virginia	1,385	101	1,486		Mexico	25	116	141	
West Virginia	44	1	45		Other International	1,823	5,381	7,204	
North Carolina	458	29	487		APO/FPO	12	7	19	
South Carolina	301	17	318						
Georgia	360	44	404						
Florida	3,153	248	3,401						
SOUTH ATLANTIC	6,701	510	7,211	20.5					
					TOTAL QUALIFIED CIRCULATION	27,662	7,480	35,142	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2014*

Country	Print	Digital	Total Qualified	Percent	Country	Print	Digital	Total Qualified	Percent
ASIA					AFRICA				
Bangladesh	2	34	36		Algeria	-	19	19	
Brunei Darussalam	-	9	9		Cameroon	-	6	6	
China	6	189	195		Egypt	2	123	125	
Georgia	-	3	3		Ethiopia	-	3	3	
Hong Kong - SAR	9	46	55		Ghana	-	21	21	
India	20	576	596		Kenya	-	8	8	
Indonesia	2	108	110		Libyan Arab Jamahiriya	-	9	9	
Japan	12	54	66		Morocco	-	10	10	
Korea, Republic Of	14	89	103		Nigeria	2	230	232	
Malaysia	8	142	150		Senegal	-	5	5	
Maldives	1	6	7		South Africa	2	34	36	
Myanmar	-	19	19		Sudan	1	4	5	
Pakistan	-	56	56		Tunisia	-	11	11	
Philippines	2	110	112		Subtotal	7	483	490	1.4
Singapore	61	280	341		NORTH AMERICA				
Sri Lanka	3	40	43		Canada	555	399	954	
Taiwan	1	28	29		Mexico	25	116	141	
Thailand	-	40	40		United States	25,159	1,568	26,727	
Vietnam	-	47	47		unspecified North America	12	7	19	0.1
Subtotal	141	1,876	2,017	5.7	Subtotal	25,751	2,090	27,841	79.2
MIDDLE EAST					CARIBBEAN				
Bahrain	1	8	9		Antigua and Barbuda	2	3	5	
Iran	1	135	136		Bahamas	3	5	8	
Israel	1	38	39		Bermuda	2	2	4	
Jordan	-	6	6		Cuba	-	3	3	
Kuwait	-	18	18		Dominican Republic	-	9	9	
Lebanon	-	11	11		Jamaica	-	15	15	
Oman	-	6	6		Netherlands Antilles	1	7	8	
Qatar	-	18	18		Puerto Rico	53	6	59	
Saudi Arabia	3	36	39		Trinidad and Tobago	3	25	28	
Syrian Arab Republic	-	5	5		Virgin Islands, U.S.	24	1	25	
United Arab Emirates	43	162	205		Subtotal	88	76	164	0.5
Yemen	1	8	9		CENTRAL AMERICA				
Subtotal	50	451	501	1.4	Belize	-	3	3	
EUROPE					Costa Rica	1	7	8	
Austria	13	9	22		Guatemala	-	4	4	
Belgium	22	59	81		Honduras	1	2	3	
Bulgaria	3	21	24		Panama	2	33	35	
Croatia	1	58	59		Subtotal	4	49	53	0.2
Cyprus	1	16	17		SOUTH AMERICA				
Czech Republic	-	3	3		Argentina	7	79	86	
Denmark	149	3	152		Brazil	110	2	112	
Estonia	3	7	10		Chile	1	42	43	
Finland	146	-	146		Colombia	2	35	37	
France	29	99	128		Ecuador	-	11	11	
Germany	277	8	285		Peru	3	40	43	
Greece	11	184	195		Uruguay	1	9	10	
Iceland	1	3	4		Venezuela	11	32	43	
Ireland	1	22	23		Subtotal	135	250	385	1.1
Italy	15	157	172		ASIA PACIFIC				
Latvia	-	7	7		American Samoa	-	1	1	
Lithuania	1	2	3		Australia	24	200	224	
Macedonia	-	3	3		Guam	7	-	7	
Malta	-	12	12		Marianas	4	1	5	
Monaco	-	8	8		New Zealand	15	53	68	
Montenegro	-	5	5		Subtotal	50	255	305	0.8
Netherlands	115	184	299		TOTAL QUALIFIED CIRCULATION				
Norway	271	6	277		27,662	7,480	35,142	100.0	
Poland	4	52	56						
Portugal	5	33	38						
Romania	5	64	69						
Russian Federation	8	33	41						
Serbia	1	5	6						
Spain	21	111	132						
Sweden	110	47	157						
Switzerland	16	23	39						
Turkey	8	157	165						
Ukraine	2	22	24						
United Kingdom	197	527	724						
Subtotal	1,436	1,950	3,386	9.6					

*See Additional Data

2014	Maritime Today	Maritime Global News	Maritime Reporter
JULY			
July 1	50,702	181,169	14,617
July 2	64,121	-	18,659
July 3	62,316	-	16,887
July 4	60,914	-	16,564
July 6	-	-	24,007
July 7	61,639	-	17,022
July 8	61,637	-	18,571
July 9	59,994	-	18,883
July 10	60,212	-	19,277
July 11	59,156	-	18,975
July 13	-	-	27,145
July 14	59,515	-	19,172
July 15	59,035	165,997	18,705
July 16	59,499	-	18,710
July 17	58,755	-	18,985
July 18	56,738	-	32,360
July 20	-	-	27,324
July 21	58,758	-	19,001
July 22	59,348	166,185	19,115
July 23	58,612	-	19,007
July 24	59,398	-	18,977
July 25	57,899	-	18,254
July 27	-	-	25,171
July 28	58,814	-	18,448
July 29	58,122	156,237	18,647
July 30	58,818	-	27,034
July 31	32,487	-	18,661
AUGUST			
August 1	57,642	-	18,376
August 3	-	-	25,560
August 4	57,531	-	19,379
August 5	56,820	164,160	19,168
August 6	58,854	-	18,917
August 7	58,245	-	19,091
August 8	58,626	-	19,090
August 10	-	-	26,384
August 11	57,937	-	19,002
August 12	58,548	166,144	18,904
August 13	58,270	-	18,909
August 14	59,060	-	18,714
August 15	58,410	-	18,504
August 17	-	-	25,912
August 18	59,142	-	18,647
August 19	58,800	-	18,702
August 20	60,171	-	18,441
August 21	59,808	-	18,373
August 22	61,115	-	18,554
August 24	-	-	23,206
August 25	61,333	-	17,850
August 26	-	-	18,370
August 27	-	-	18,175
August 28	56,492	-	25,353
August 29	64,592	-	18,047
August 31	-	-	25,194
SEPTEMBER			
September 1	65,831	-	18,039
September 2	19,221	155,845	18,613
September 3	41,325	-	17,915
September 4	65,318	-	18,104
September 5	64,342	-	17,612
September 7	-	-	25,191
September 8	66,836	-	18,225
September 10	66,028	-	17,916
September 11	64,690	-	17,832
September 12	64,695	-	17,572
September 14	-	-	24,687
September 15	67,506	-	17,792
September 16	63,927	-	17,425
September 17	67,113	-	18,709
September 18	64,504	-	17,429
September 19	-	-	17,509
September 21	-	-	24,209
September 22	68,347	-	17,784
September 23	65,732	-	18,309
September 24	68,971	-	17,428
September 25	64,586	-	17,879
September 26	66,876	-	16,227
September 28	-	-	23,067
September 29	67,192	-	16,263
September 30	66,779	-	16,546
OCTOBER			
October 1	67,105	-	16,381
October 2	66,982	-	16,520
October 3	66,650	-	15,706
October 5	-	-	22,395
October 6	68,297	-	16,094
October 7	66,601	146,454	15,986
October 8	66,906	-	16,495
October 9	66,252	-	16,717
October 10	67,656	-	15,894
October 12	-	-	22,400
October 13	67,512	-	16,785
October 14	65,341	139,201	15,490
October 15	64,260	-	-
October 16	66,460	-	15,707
October 17	67,184	-	15,470
October 19	-	-	22,236
October 20	68,011	-	15,484
October 21	65,440	139,047	14,922
October 22	66,898	-	15,550
October 23	67,296	-	15,114
October 24	68,384	-	15,499
October 26	-	-	22,392
October 27	67,500	-	15,529
October 28	64,576	138,197	14,428
October 29	64,217	-	16,029
October 30	64,502	-	16,123
October 31	67,304	-	17,060

E-NEWSLETTER CHANNEL

2014	Maritime Today	Maritime Global News	Maritime Reporter
NOVEMBER			
November 2	-	-	21,958
November 3	67,768	-	15,202
November 4	64,790	135,414	14,574
November 5	65,117	-	14,827
November 6	-	-	15,967
November 7	66,243	-	15,011
November 9	65,959	-	22,083
November 10	66,433	-	14,998
November 11	63,944	135,471	15,785
November 12	64,268	-	14,454
November 13	64,836	-	14,582
November 14	64,973	-	14,326
November 16	-	-	21,329
November 17	65,221	-	15,173
November 18	65,200	131,470	14,952
November 19	64,330	-	14,394
November 21	63,311	-	15,547
November 23	-	-	21,007
November 24	62,974	-	15,161
November 25	61,955	133,539	15,705
November 26	61,912	-	15,237
November 27	59,677	-	15,094
November 28	59,775	-	14,564
November 30	-	-	20,323
DECEMBER			
December 1	57,399	-	14,554
December 2	56,579	132,306	14,988
December 3	55,218	-	15,154
December 4	55,162	-	14,526
December 5	53,823	-	14,772
December 7	-	-	19,793
December 8	52,730	-	15,154
December 9	52,339	140,241	14,795
December 10	52,981	-	-
December 11	51,998	-	15,812
December 12	52,739	-	16,454
December 14	-	-	23,338
December 15	52,232	-	16,616
December 16	52,831	150,804	16,796
December 17	52,424	-	16,685
December 18	53,275	-	16,872
December 19	52,582	-	16,625
December 21	-	-	23,283
December 22	53,197	-	16,887
December 23	52,434	153,995	16,679
December 24	52,995	-	16,785
December 25	52,247	-	16,481
December 26	53,190	-	16,795
December 28	-	-	23,219
December 29	52,487	-	16,555
December 30	53,091	155,350	16,706
December 31	52,374	-	16,597
AVERAGE:	60,504	149,361	18,278

Maritime Today (127 issued in the period)
 Maritime Global News (20 issued in the period)
 Maritime Reporter (154 issued in the period)

APP CHANNEL

2014	Monthly Downloads	Cumulative Downloads
Beginning Balance		16,430
July	474	16,904
August	493	17,397
September	496	17,893
October	567	18,460
November	492	18,952
December	413	19,365

Cumulative downloads represents the aggregate number of downloads of the Maritime Global News App, not copies. Information regarding App deletion/removal is not available

WEBSITE CHANNEL

WWW.MARINELINK.COM

2014	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
October	485,141	296,783	247,256	1.20	01:43	01:05
November	440,144	256,988	218,217	1.18	01:30	01:04
December	322,712	194,309	155,481	1.25	01:42	01:07
AVERAGE:	415,999	249,360	206,984	1.21	01:38	01:05

July - December 2014 data was provided by Google Analytics. All website activity is audited by BPA Worldwide. Shared Media Channel - www.marinelink.com - serving both Maritime Reporter and Engineering News & Marine News.

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.

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-Newsletters, Website and App is 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.

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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 for the latest audit reports, membership information and publishing and advertising industry news.