

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
35,273 average circulation

**MARITIME REPORTER
AND ENGINEERING
NEWS
APP**



36,886 cumulative downloads

**MARITIME REPORTER
AND ENGINEERING
NEWS
WEBSITES**



153,157 average users
Marinelink.com
15,252 average users
Maritimejobs.com

**MARITIME REPORTER
AND ENGINEERING
NEWS
SOCIAL MEDIA**



132,521 LinkedIn group members

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)	35,273	-	35,273
a. Print	21,776	-	21,776
b. Digital	13,497	-	13,497
1. Requested	13,497	-	13,497
2. Non-Requested	-	-	-
MARITIME REPORTER AND ENGINEERING NEWS APP	*36,886	-	*36,886
MARITIME REPORTER AND ENGINEERING NEWS WEBSITES			
a. www.marinelink.com (Monthly Users with 356,769 average Pageviews)	153,157	-	153,157
b. www.maritimejobs.com/(Monthly Users with 36,677 average Pageviews)	15,252	-	15,252
MARITIME REPORTER AND ENGINEERING NEWS SOCIAL MEDIA			
LinkedIn group members	*132,521	-	*132,521

*App downloads and Social Media claims are cumulative figures, not averages.

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	552
Allocated for Trade Shows and Conventions	618
All Other	50
TOTAL	1,220

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	35,273	100.0	35,273	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	35,273	100.0	35,273	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Print	Digital	Total Qualified
July	23,394	12,186	35,580
August	21,406	13,864	35,270
September	20,385	14,628	35,013
October	20,314	14,719	35,033
November	24,938	10,791	35,729
December	20,219	14,792	35,011

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

This issue is 1.6% or 548 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.	12,053	33.7	8,803	3,250
Port engineers, marine superintendents, port captains, purchasing agents/managers, naval architects, engineers shoreside, ship surveyors, and project engineers.	3,591	10.1	2,651	940
Other employees ashore not included in above classifications	601	1.7	375	226
Sub-Total	16,245	45.5	11,829	4,416
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.	7,124	19.9	4,884	2,240
Other employees not included in above classifications	676	1.9	487	189
Sub-Total	7,800	21.8	5,371	2,429
3. PROFESSIONAL:				
Naval architects, marine engineers and marine consultants shoreside	5,773	16.1	3,666	2,107
Admiralty lawyers and insurance	462	1.3	311	151
Sub-Total	6,235	17.4	3,977	2,258
TOTAL 1, 2, and 3	30,280	84.7	21,177	9,103
4. MARINE EQUIPMENT:				
Manufacturers, and manufacturers representatives	4,424	12.4	3,151	1,273
5. GOVERNMENT AND ALLIED MARINE INDUSTRIES:				
U.S. Maritime Administration, U.S. Senators, U.S. Congressmen and others in official capacities	439	1.2	267	172
Schools, Associations and organizations	527	1.5	304	223
Other allied marine industries	59	0.2	39	20
TOTAL 4 and 5	5,449	15.3	3,761	1,688
TOTAL QUALIFIED CIRCULATION	35,729	100.0	24,938	10,791
PERCENT	100.0		69.8	30.2

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

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	16,600	19,129	-	24,938	10,791	35,729	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	16,600	19,129	-	24,938	10,791	35,729	100.0
PERCENT	46.5	53.5	-	69.8	30.2	100.0	

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

Mailing Address	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	24,938	10,791	35,729	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	24,938	10,791	35,729	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January - June 2016	July - December 2016	January - June 2017	July - December 2017	January - June 2018	July - December 2018*
Total Audit Average Qualified:	35,762	35,669	35,655	35,550	35,748	35,273
Qualified Non-Paid:	35,762	35,669	35,655	35,550	35,748	35,273
Print:	27,731	27,680	26,375	23,915	24,157	21,776
Digital:	8,031	7,989	9,280	11,635	11,591	13,497
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: July - 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 2018*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	343	26	369		Kentucky	204	20	224	
New Hampshire	113	7	120		Tennessee	218	28	246	
Vermont	23	5	28		Alabama	382	56	438	
Massachusetts	781	104	885		Mississippi	210	31	241	
Rhode Island	294	26	320		EAST SO. CENTRAL	1,014	135	1,149	3.2
Connecticut	692	61	753		Arkansas	69	9	78	
NEW ENGLAND	2,246	229	2,475	6.9	Louisiana	1,521	217	1,738	
New York	1,314	167	1,481		Oklahoma	48	5	53	
New Jersey	921	108	1,029		Texas	2,141	323	2,464	
Pennsylvania	544	54	598		WEST SO. CENTRAL	3,779	554	4,333	12.1
MIDDLE ATLANTIC	2,779	329	3,108	8.7	Montana	44	4	48	
Ohio	442	44	486		Idaho	50	4	54	
Indiana	224	23	247		Wyoming	8	-	8	
Illinois	475	32	507		Colorado	76	13	89	
Michigan	503	75	578		New Mexico	21	1	22	
Wisconsin	439	42	481		Arizona	113	16	129	
EAST NO. CENTRAL	2,083	216	2,299	6.4	Utah	33	-	33	
Minnesota	208	27	235		Nevada	59	4	63	
Iowa	67	6	73		MOUNTAIN	404	42	446	1.3
Missouri	214	20	234		Alaska	167	23	190	
North Dakota	18	-	18		Washington	1,182	144	1,326	
South Dakota	39	-	39		Oregon	286	25	311	
Nebraska	37	5	42		California	2,487	348	2,835	
Kansas	44	3	47		Hawaii	114	35	149	
WEST NO. CENTRAL	627	61	688	1.9	PACIFIC	4,236	575	4,811	13.5
Delaware	80	3	83		UNITED STATES	22,902	2,929	25,831	72.3
Maryland	566	81	647		U.S. Territories	55	13	68	
Washington, DC	141	23	164		Canada	688	350	1,038	
Virginia	1,053	156	1,209		Mexico	-	157	157	
West Virginia	38	9	47		Other International	1,283	7,337	8,620	
North Carolina	384	38	422		APO/FPO	10	5	15	
South Carolina	284	21	305						
Georgia	317	31	348						
Florida	2,871	426	3,297						
SOUTH ATLANTIC	5,734	788	6,522	18.3					
					TOTAL QUALIFIED CIRCULATION	24,938	10,791	35,729	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018*

Region/Country	Print	Digital	Total Qualified	Percent
ASIA				
Bangladesh	-	43	43	
Brunei Darussalam	-	8	8	
China	7	193	200	
Georgia	-	4	4	
Hong Kong - SAR	3	53	56	
India	4	594	598	
Indonesia	-	104	104	
Japan	22	100	122	
Korea, Republic Of	1	110	111	
Malaysia	1	139	140	
Maldives	-	7	7	
Myanmar	-	15	15	
Pakistan	-	52	52	
Philippines	-	122	122	
Singapore	12	351	363	
Sri Lanka	-	37	37	
Taiwan	-	25	25	
Thailand	1	71	72	
Vietnam	-	40	40	
Subtotal	51	2,068	2,119	5.9
MIDDLE EAST				
Bahrain	-	8	8	
Iran	-	109	109	
Israel	2	34	36	
Jordan	-	5	5	
Kuwait	2	13	15	
Lebanon	-	10	10	
Oman	1	10	11	
Qatar	-	21	21	
Saudi Arabia	-	36	36	
Syrian Arab Republic	-	6	6	
United Arab Emirates	4	201	205	
Yemen	-	5	5	
Subtotal	9	458	467	1.3
EUROPE				
Austria	4	28	32	
Belgium	3	81	84	
Bulgaria	-	28	28	
Croatia	2	62	64	
Cyprus	2	27	29	
Denmark	125	85	210	
Estonia	-	5	5	
Finland	118	84	202	
France	14	123	137	
Germany	352	146	498	
Greece	7	210	217	
Iceland	1	6	7	
Ireland	3	26	29	
Italy	7	197	204	
Latvia	-	4	4	
Lithuania	-	4	4	
Macedonia	-	3	3	
Malta	-	15	15	
Monaco	-	13	13	
Netherlands	48	355	403	
Norway	410	153	563	
Poland	-	63	63	
Portugal	1	39	40	
Romania	2	58	60	
Russian Federation	-	49	49	
Serbia	-	6	6	
Slovenia	-	2	2	
Spain	10	149	159	
Sweden	24	146	170	
Switzerland	5	40	45	

*See Additional Data

Region/Country	Print	Digital	Total Qualified	Percent
Turkey	3	155	158	
Ukraine	-	18	18	
United Kingdom	68	1,080	1,148	
Subtotal	1,209	3,460	4,669	13.1
AFRICA				
Algeria	-	22	22	
Angola	-	2	2	
Cameroon	-	7	7	
Egypt	-	132	132	
Ethiopia	-	2	2	
Ghana	-	29	29	
Kenya	-	12	12	
Libyan Arab Jamahiriya	-	10	10	
Morocco	-	10	10	
Nigeria	-	243	243	
Senegal	-	6	6	
South Africa	1	52	53	
Sudan	-	6	6	
Tanzania	-	4	4	
Tunisia	-	12	12	
Subtotal	1	549	550	1.5
NORTH AMERICA				
Canada	688	350	1,038	
Mexico	-	157	157	
United States	22,902	2,929	25,831	
unspecified North America	10	5	15	
Subtotal	23,600	3,441	27,041	75.7
CARIBBEAN				
Antigua and Barbuda	-	5	5	
Bahamas	3	11	14	
Bermuda	1	6	7	
Cuba	-	3	3	
Dominican Republic	-	10	10	
Jamaica	-	13	13	
Netherlands Antilles	-	10	10	
Puerto Rico	30	9	39	
Virgin Islands, U.S.	16	3	19	
Subtotal	50	70	120	0.3
CENTRAL AMERICA				
Costa Rica	-	12	12	
Guatemala	-	5	5	
Honduras	-	4	4	
Panama	-	37	37	
Subtotal	-	58	58	0.2
SOUTH AMERICA				
Argentina	1	91	92	
Brazil	-	143	143	
Chile	-	48	48	
Colombia	1	46	47	
Ecuador	-	9	9	
Peru	-	43	43	
Uruguay	-	9	9	
Venezuela	1	40	41	
Subtotal	3	429	432	1.2
ASIA PACIFIC				
Australia	4	202	206	
Federated States Of Micronesia	2	-	2	
Guam	5	-	5	
Marianas	2	1	3	
New Zealand	2	55	57	
Subtotal	15	258	273	0.8
TOTAL QUALIFIED CIRCULATION	24,938	10,791	35,729	100.0

APP CHANNEL

2018	Monthly Downloads	Cumulative Downloads
Beginning Balance		35,308
July	210	35,518
August	274	35,792
September	271	36,063
October	300	36,363
November	277	36,640
December	246	36,886

Cumulative downloads represents the aggregate number of downloads of the Maritime Global News 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

WWW.MARINELINK.COM/

2018	Pageviews	Sessions	Users	Average Session Duration
July	368,672	214,015	163,481	1:07
August	413,793	232,277	173,330	1:16
September	355,871	204,346	153,937	1:10
October	377,942	208,989	154,884	1:18
November	337,029	189,982	146,975	1:13
December	287,309	161,868	126,335	1:13
AVERAGE:	356,769	201,912	153,157	1:12

July – December 2018 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

HTTPS://WWW.MARITIMEJOBS.COM/

2018	Pageviews	Sessions	Users	Average Session Duration
July	41,175	19,578	17,001	1:32
August	41,056	19,244	16,618	1:23
September	37,540	17,938	15,647	1:21
October	37,448	18,598	16,271	1:20
November	33,773	15,952	14,043	1:17
December	29,067	13,722	11,934	1:20
AVERAGE:	36,677	17,505	15,252	1:22

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.

SOCIAL MEDIA CHANNEL

Maritime Reporter and Engineering News Social Media



LinkedIn group members

<http://linkedin.com/groups/44626/profile>

2018

Beginning Balance:	130,685
July	130,578
August	131,464
September	131,641
October	131,961
November	132,289
December	132,521

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, smart phones 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, Websites and Social Media 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 22, 2019

State

New York

County

New York

Received by BPA Worldwide

January 22, 2019

Type

BJ

ID Number

M021B0D8

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.