

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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**MARINE TECHNOLOGY REPORTER** is a B2B brand with a focus in the marine technology and subsea industries. 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**

**MARINE TECHNOLOGY REPORTER MAGAZINE**

5 Issues in the period  
25,406 average circulation

**MARINE TECHNOLOGY REPORTER E-NEWSLETTERS**

90 Issues in the period  
26,949 average circulation

**MARINE TECHNOLOGY REPORTER APP**

3,222 Cumulative downloads

**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>MARINE TECHNOLOGY REPORTER MAGAZINE</b> (5 issues in the period)	25,406	-	25,406
a. Print	14,685	-	14,685
b. Digital	10,721	-	10,721
1. Requested	10,721	-	10,721
2. Non-Requested	-	-	-
<b>MARINE TECHNOLOGY REPORTER E-NEWSLETTER</b> (90 issued in the period)	26,949	-	26,949
<b>MARINE TECHNOLOGY REPORTER APP</b> (cumulative downloads)	*3,222	-	*3,222

**FIELD SERVED**

**MARINE TECHNOLOGY REPORTER** serves the field of commercial diving, commercial vessels owner/operator, dredging, marine geodesy, marine salvage, meteorology, ocean exploration/survey, oceanography, offshore oil & gas exploration and production, owner/operator underwater vehicles (manned/unmanned), search and survey, vessel chartering, environmental monitoring/pollution control, marine construction, offshore structures, pipeline contractors, port/waterway/ coastal/harbor authority, ship/boat building and repair services, submersibles, marine consulting, marine engineering, naval architecture, subsea engineering, education/training (marine/ocean), information technology, marine research, software engineering and development services, systems integration, AUV manufacturer, instrumentation manufacturer (marine/oceanographic), manufacturer of marine machinery, maritime security, ROV manufacturer, subsea robotics, underwater vehicles manufacturer (manned/unmanned).

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include senior management, management, engineering, military, scientific/technical subsea design, and other functions.

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency Allocated for Trade Shows and Conventions	129
	330
All Other	126
<b>TOTAL</b>	<b>585</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	25,406	100.0	25,406	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>25,406</b>	<b>100.0</b>	<b>25,406</b>	<b>100.0</b>	-	-

**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	14,685	100.0	14,685	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,685</b>	<b>100.0</b>	<b>14,685</b>	<b>100.0</b>	-	-

**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	10,721	100.0	10,721	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10,721</b>	<b>100.0</b>	<b>10,721</b>	<b>100.0</b>	-	-

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2014 Issue	Print	Digital	Total Qualified
January/February	14,736	10,682	25,418
March	14,729	10,695	25,424
April	14,714	10,712	25,426
May	14,628	10,747	25,375
June	14,617	10,769	25,386

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014**  
**This issue is 0.2% or 39 copies below the average of the other 4 issues reported in Paragraph 2.**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Classification by Function							
			Print	Digital	Senior Management	Management	Engineering, Academic, Scientific/ Technical	Military	Subsea Design (Naval Architects, Marine Engineers), Consultants/ Analysts	Other Functions
Commercial diving, commercial vessels owner/operator, dredging, marine geodesy, marine salvage, meteorology, ocean exploration/survey, oceanography, offshore oil & gas exploration and production, owner/operator underwater vehicles (manned/unmanned), search and survey, vessel chartering	9,431	37.1	5,329	4,102	4,408	1,986	2,252	267	429	89
Environmental monitoring/pollution control, marine construction, offshore structures, pipeline contractors, port/waterway/coastal/harbor authority, ship/boat building and repair services, submersibles	5,166	20.4	3,008	2,158	1,285	2,316	1,183	118	232	32
Marine consulting, marine engineering, naval architecture, subsea engineering	4,581	18.1	2,765	1,816	1,308	1,242	1,191	98	708	34
Education/Training (marine/ocean), information technology, marine research, software engineering and development services, systems integration	3,412	13.4	1,781	1,631	748	644	1,596	73	249	102
AUV manufacturer, instrumentation manufacturer (marine/oceanographic), manufacturer of marine machinery, maritime security, ROV manufacturer, subsea robotics, underwater vehicles manufacturer (manned/unmanned)	2,183	8.6	1,296	887	685	795	506	77	84	36
Others Allied to the Field	602	2.4	449	153	258	136	74	3	131	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>25,375</b>	<b>100.0</b>	<b>14,628</b>	<b>10,747</b>	<b>8,692</b>	<b>7,119</b>	<b>6,802</b>	<b>636</b>	<b>1,833</b>	<b>293</b>

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

QUALIFICATION SOURCE	Qualified Within					Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years						
I. Direct Request:	<b>12,278</b>	<b>13,097</b>	-			<b>14,628</b>	<b>10,747</b>	<b>25,375</b>	<b>100.0</b>
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:	-	-	-			-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,278</b>	<b>13,097</b>	-			<b>14,628</b>	<b>10,747</b>	<b>25,375</b>	<b>100.0</b>
<b>PERCENT</b>	<b>48.4</b>	<b>51.6</b>	-			<b>57.6</b>	<b>42.4</b>	<b>100.0</b>	

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

MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	14,628	10,747	25,375	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,628</b>	<b>10,747</b>	<b>25,375</b>	<b>100.0</b>

### AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

	Audited Data		Audited Data		Audited Data		Audited Data		Audited Data		Circulation Claim
	6-Month Period Ended:	July - December 2011	January - June 2012	July - December 2012	January - June 2013	July - December 2013	January - June 2014*				
Total Audit Average Qualified:		24,592	25,089	24,992	25,213	25,216	25,406				
Qualified Non-Paid:		24,592	25,089	24,992	25,213	25,216	25,406				
Print:		17,742	17,660	16,721	16,077	15,002	14,685				
Digital:		6,850	7,429	8,271	9,136	10,214	10,721				
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: January - June 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 MAY 2014\*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	248	25	273		Kentucky	43	5	48	
New Hampshire	137	27	164		Tennessee	71	13	84	
Vermont	20	5	25		Alabama	151	18	169	
Massachusetts	861	145	1,006		Mississippi	200	39	239	
Rhode Island	317	159	476		EAST SO. CENTRAL	465	75	540	2.1
Connecticut	321	38	359		Arkansas	10	3	13	
NEW ENGLAND	1,904	399	2,303	9.1	Louisiana	784	101	885	
New York	687	101	788		Oklahoma	29	8	37	
New Jersey	456	86	542		Texas	1,487	330	1,817	
Pennsylvania	306	58	364		WEST SO. CENTRAL	2,310	442	2,752	10.8
MIDDLE ATLANTIC	1,449	245	1,694	6.7	Montana	18	8	26	
Ohio	211	41	252		Idaho	22	4	26	
Indiana	74	12	86		Wyoming	3	5	8	
Illinois	185	36	221		Colorado	102	40	142	
Michigan	199	30	229		New Mexico	18	6	24	
Wisconsin	173	33	206		Arizona	67	15	82	
EAST NO. CENTRAL	842	152	994	3.9	Utah	22	7	29	
Minnesota	55	25	80		Nevada	25	4	29	
Iowa	34	4	38		MOUNTAIN	277	89	366	1.4
Missouri	54	9	63		Alaska	198	38	236	
North Dakota	1	1	2		Washington	783	116	899	
South Dakota	1	1	2		Oregon	191	34	225	
Nebraska	5	4	9		California	1,511	300	1,811	
Kansas	13	5	18		Hawaii	158	44	202	
WEST NO. CENTRAL	163	49	212	0.8	PACIFIC	2,841	532	3,373	13.3
Delaware	50	15	65		UNITED STATES	13,850	2,588	16,438	64.8
Maryland	566	117	683		U.S. Territories	39	26	65	
Washington, DC	177	29	206		Canada	271	996	1,267	
Virginia	816	130	946		Mexico	3	87	90	
West Virginia	24	7	31		Other International	449	7,044	7,493	
North Carolina	228	59	287		APQ/FPO	16	6	22	
South Carolina	145	31	176						
Georgia	157	32	189						
Florida	1,436	185	1,621						
SOUTH ATLANTIC	3,599	605	4,204	16.7					
					<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,628</b>	<b>10,747</b>	<b>25,375</b>	<b>100.0</b>

\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014\***

Region/Country	Print	Digital	Total Qualified	Percent	Region/Country	Print	Digital	Total Qualified	Percent
<b>ASIA</b>					<b>AFRICA</b>				
Afghanistan	-	2	2		Algeria	-	19	19	
Armenia	-	1	1		Angola	-	3	3	
Bangladesh	-	38	38		Benin	-	7	7	
Brunei Darussalam	-	3	3		Burundi	-	1	1	
China	2	177	179		Cameroon	-	6	6	
Cocos (Keeling) Islands	-	1	1		Cape Verde	-	4	4	
East Timor (Timor-Leste)	-	1	1		Congo	-	1	1	
Georgia	-	3	3		Cote D'Ivoire	-	1	1	
Hong Kong - SAR	3	23	26		Egypt	-	122	122	
India	3	615	618		Equatorial Guinea	-	1	1	
Indonesia	1	132	133		Eritrea	-	1	1	
Japan	2	121	123		Ethiopia	-	2	2	
Kazakhstan	-	3	3		Ghana	-	23	23	
Korea, Democratic People's Republic Of	-	70	70		Guinea	-	4	4	
Korea, Republic Of	1	38	39		Kenya	-	13	13	
Macao	-	3	3		Libyan Arab Jamahiriya	-	7	7	
Malaysia	1	164	165		Madagascar	-	3	3	
Maldives	-	6	6		Mauritius	-	2	2	
Myanmar	-	13	13		Morocco	-	8	8	
Nepal	-	1	1		Namibia	-	2	2	
Pakistan	-	62	62		Nigeria	-	199	199	
Philippines	1	88	89		Senegal	-	6	6	
Singapore	8	218	226		Sierra Leone	-	3	3	
Sri Lanka	-	41	41		Somalia	-	1	1	
Taiwan	1	53	54		South Africa	3	83	86	
Thailand	-	49	49		Sudan	-	2	2	
Uzbekistan	-	1	1		Swaziland	-	1	1	
Vietnam	1	29	30		Tanzania	3	9	12	
Subtotal	24	1,956	1,980	7.8	Togo	-	1	1	
<b>MIDDLE EAST</b>					Tunisia	-	24	24	
Bahrain	-	10	10		Uganda	-	4	4	
Iran	-	160	160		Zimbabwe	-	1	1	
Israel	-	60	60		Subtotal	6	564	570	2.2
Jordan	-	4	4		<b>NORTH AMERICA</b>				
Kuwait	-	17	17		Canada	271	996	1,267	
Lebanon	-	9	9		Mexico	3	87	90	
Oman	-	5	5		United States	13,811	2,563	16,374	
Qatar	-	11	11		unspecified North America	55	31	86	
Saudi Arabia	-	39	39		Subtotal	14,140	3,677	17,817	70.4
Syrian Arab Republic	-	8	8		<b>CARIBBEAN</b>				
United Arab Emirates	-	154	154		Antigua and Barbuda	-	1	1	
Yemen	-	6	6		Aruba	-	2	2	
Subtotal	-	483	483	1.9	Bahamas	-	6	6	
<b>EUROPE</b>					Barbados	-	4	4	
Albania	1	1	2		Bermuda	-	3	3	
Andorra	-	1	1		Cayman Islands	-	1	1	
Austria	-	9	9		Cuba	-	6	6	
Belarus	-	2	2		Dominica	-	2	2	
Belgium	2	64	66		Dominican Republic	-	7	7	
Bulgaria	1	23	24		Jamaica	-	9	9	
Croatia	-	59	59		Netherlands Antilles	-	3	3	
Cyprus	1	11	12		Puerto Rico	21	13	34	
Denmark	8	73	81		Saint Lucia	-	1	1	
Estonia	-	6	6		Trinidad and Tobago	2	19	21	
Faroe Islands	2	1	3		Virgin Islands, U.S.	7	5	12	
Finland	7	51	58		Subtotal	30	82	112	0.4
France	15	189	204		<b>CENTRAL AMERICA</b>				
Germany	79	200	279		Belize	-	2	2	
Gibraltar	-	1	1		Costa Rica	-	9	9	
Greece	-	99	99		El Salvador	-	1	1	
Greenland	-	3	3		Guatemala	-	2	2	
Holy See (Vatican City State)	-	1	1		Honduras	-	2	2	
Hungary	-	4	4		Panama	-	17	17	
Iceland	1	23	24		Subtotal	-	33	33	0.1
Ireland	2	67	69		<b>SOUTH AMERICA</b>				
Italy	3	184	187		Argentina	1	94	95	
Latvia	-	2	2		Bolivia	-	1	1	
Liechtenstein	-	1	1		Brazil	32	162	194	
Lithuania	-	6	6		Chile	2	85	87	
Luxembourg	-	1	1		Colombia	-	74	74	
Macedonia	-	4	4		Ecuador	-	10	10	
Malta	1	16	17		Falkland Islands (Malvinas)	-	1	1	
Monaco	-	9	9		Peru	-	32	32	
Montenegro	-	3	3		Suriname	-	2	2	
Netherlands	20	156	176		Uruguay	-	13	13	
Norway	69	163	232		Venezuela	5	31	36	
Poland	-	65	65		Subtotal	40	505	545	2.1
Portugal	-	77	77		<b>ASIA PACIFIC</b>				
Romania	2	48	50		American Samoa	1	1	2	
Russian Federation	4	69	73		Australia	7	229	236	
San Marino	-	1	1		Federated States Of	2	4	6	
Serbia	-	14	14		Fiji	-	4	4	
Slovakia	-	2	2		Guam	7	1	8	
Slovenia	-	6	6		Kiribati	-	1	1	
Spain	9	149	158		Marianas	1	2	3	
Sweden	6	83	89		Marshall Islands	-	1	1	
Switzerland	3	14	17		New Caledonia	-	1	1	
Turkey	1	162	163		New Zealand	3	42	45	
Ukraine	2	26	28		Tonga	-	1	1	
United Kingdom	128	1,011	1,139		Subtotal	21	287	308	1.2
Subtotal	367	3,160	3,527	13.9	<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,628</b>	<b>10,747</b>	<b>25,375</b>	<b>100.0</b>

\*See Additional Data

# E-NEWSLETTER CHANNEL

2014	MTR E-Newsletter	2014	MTR E-Newsletter	2014	MTR E-Newsletter
January		March 26	24,006	May 19	25,856
January 6	46,245	March 27	30,300	May 20	28,614
January 7	10,458	March 28	23,759	May 21	26,253
January 8	10,743	April		May 22	29,192
January 13	45,876	April 1	29,827	May 23	26,744
January 14	10,486	April 2	24,996	May 26	27,749
January 21	18,128	April 3	30,132	May 27	29,189
January 23	18,094	April 8	30,282	May 28	26,039
January 27	40,278	April 9	24,680	May 29	28,808
January 28	17,782	April 10	30,247	May 30	26,606
January 29	17,935	April 11	25,206	June	
February		April 15	29,745	June 2	27,446
February 3	46,889	April 16	25,500	June 3	29,383
February 4	10,987	April 17	29,611	June 4	25,932
February 6	10,954	April 18	26,614	June 5	30,447
February 10	46,005	April 22	28,937	June 6	25,573
February 11	10,793	April 23	25,761	June 9	28,134
February 18	18,226	April 24	29,268	June 10	30,688
February 20	18,231	April 25	24,309	June 11	28,069
February 24	40,868	April 29	29,335	June 12	30,631
February 25	17,987	April 30	26,091	June 13	28,005
March		May		June 16	28,324
March 3	46,888	May 1	28,578	June 17	27,786
March 4	18,179	May 2	25,892	June 18	28,387
March 6	18,274	May 6	28,717	June 19	27,768
March 10	47,147	May 7	26,006	June 20	28,449
March 12	18,182	May 8	27,937	June 23	27,979
March 18	18,120	May 9	26,680	June 24	26,595
March 19	25,537	May 13	27,217	June 25	25,735
March 20	29,531	May 14	37,075	June 26	26,471
March 21	23,965	May 15	29,089	June 27	27,019
March 25	30,145	May 16	27,285	June 30	25,530
				<b>AVERAGE:</b>	<b>26,949</b>

MTR E-Newsletter (90 issued in the period)

## APP CHANNEL

2014	Monthly Downloads	Cumulative Downloads
Beginning Balance		2,205
January	226	2,431
February	119	2,550
March	158	2,708
April	177	2,885
May	185	3,070
June	152	3,222

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

## 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.

### GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter and App 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 15, 2014
State	New York
County	New York
Received by BPA Worldwide	July 15, 2014
Type	BD
ID Number	M417B0J4

### 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](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.