

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 NEWS is a B2B brand with a focus in the marine 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.



Scan for publisher’s contact information.

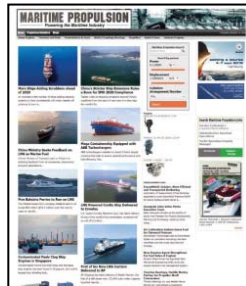
CHANNELS

MARINE NEWS MAGAZINE



6 issues in the period
 30,275 average circulation

MARITIME PROPULSION WEBSITE



18,716 average users

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
MARINE NEWS MAGAZINE (6 issues in the period)	30,275	-	30,275
MARITIME PROPULSION WEBSITE (Monthly Users with 31,976 average Pageviews)	18,716	-	18,716

FIELD SERVED

MARINE NEWS serves the commercial and Naval marine industries including ship, boat, barge and workboat owners, operators, offshore oil drilling operations, shipbuilding, boatbuilding, boat repair, marine engineers, naval architects, port authorities 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 (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	266
Allocated for Trade Shows and Conventions	333
All Other	28
TOTAL	627

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	30,275	100.0	30,275	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	30,275	100.0	30,275	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Total Qualified
January	30,123
February	30,182
March	30,215
April	30,298
May	30,371
June	30,458

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2020
 This issue is 0.7% or 220 copies above the average of the other 5 issues reported in Paragraph 2.

Business and Occupation	Total Qualified	Percent of Total
1. SHIP, BOAT & BARGE OWNERS, OPERATORS-NAVY AND COMMERCIAL:		
Commercial, U.S.C.G., Military Sealift Command, Army Corps of Engineers, tugs, pushboats, all types of barges, dredges and salvage vessels, offshore service and supply vessels, crew boats, excursion dinner, passenger and ferry boats, "for hire" dive and charter boats, research vessels, pilot boats, fire boats, police boats, harbor and utility boats, pollution control vessels, coastal and great lakes freighters and tankers, offshore drill rigs, port authorities:		
Corporate officers, directors, owners, presidents, vice presidents, general managers, other managers, corporate secretaries, and treasurers	11,838	38.9
Port engineers - shoreside, marine superintendents, port captains, purchasing managers/agents, naval architects, marine engineers - shoreside	2,811	9.2
Other employees ashore not included in above classifications	396	1.3
SUB-TOTAL	15,045	49.4
2. SHIPBUILDING, BOATBUILDING AND REPAIR:		
Corporate officers, directors, owners, presidents, vice presidents, general managers, other managers, corporate secretaries, treasurers, port engineers - shoreside, marine superintendents, port captains, purchasing managers/agents, naval architects, marine engineers - shoreside, ship surveyors, project engineers, and foremen	6,406	21.1
Other employees not included in the above classifications	497	1.6
SUB-TOTAL	6,903	22.7
3. PROFESSIONAL:		
Naval architects, marine engineers and marine consultants shoreside	3,435	11.3
Admiralty lawyers and insurance	437	1.4
SUB-TOTAL	3,872	12.7
TOTAL 1, 2, AND 3	25,820	84.8
4. MARINE EQUIPMENT:		
Manufacturers and manufacturer's representatives	3,792	12.4
5. GOVERNMENT AND ALLIED MARINE INDUSTRIES:		
U.S. Marine Administration, U.S. Senators, U.S. Congressmen and others in official capacities	291	1.0
Schools, associations and organizations	520	1.7
Other allied marine industries	35	0.1
TOTAL 4 AND 5	4,638	15.2
TOTAL QUALIFIED CIRCULATION	30,458	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2020

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	16,167	14,291	-	30,458	100.0
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication (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	16,167	14,291	-	30,458	100.0
PERCENT	53.1	46.9	-	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2020

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	30,458	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	30,458	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2020*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	363		Kentucky	258	
New Hampshire	121		Tennessee	348	
Vermont	34		Alabama	432	
Massachusetts	761		Mississippi	265	
Rhode Island	292		EAST SO. CENTRAL	1,303	4.3
Connecticut	625		Arkansas	108	
NEW ENGLAND	2,196	7.2	Louisiana	1,596	
New York	1,285		Oklahoma	76	
New Jersey	945		Texas	2,247	
Pennsylvania	585		WEST SO. CENTRAL	4,027	13.2
MIDDLE ATLANTIC	2,815	9.3	Montana	41	
Ohio	544		Idaho	56	
Indiana	275		Wyoming	6	
Illinois	621		Colorado	123	
Michigan	560		New Mexico	10	
Wisconsin	427		Arizona	144	
EAST NO. CENTRAL	2,427	8.0	Utah	35	
Minnesota	247		Nevada	30	
Iowa	57		MOUNTAIN	445	1.5
Missouri	296		Alaska	223	
North Dakota	16		Washington	1,231	
South Dakota	17		Oregon	353	
Nebraska	40		California	2,275	
Kansas	73		Hawaii	153	
WEST NO. CENTRAL	746	2.4	PACIFIC	4,235	13.9
Delaware	58		UNITED STATES	24,509	80.5
Maryland	585		U.S. Territories	50	
Washington, DC	166		Canada	548	
Virginia	1,173		Mexico	117	
West Virginia	22		Other International	5,234	
North Carolina	455		APO/FPO	-	
South Carolina	328				
Georgia	400				
Florida	3,128				
SOUTH ATLANTIC	6,315	20.7			
			TOTAL QUALIFIED CIRCULATION	30,458	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2020*

Region/Country	Total Qualified	Percent
ASIA		
Bangladesh	41	
Brunei Darussalam	6	
China	137	
Hong Kong - SAR	34	
India	623	
Indonesia	99	
Japan	43	
Korea, Democratic People's Republic Of	12	
Korea, Republic Of	72	
Malaysia	108	
Maldives	2	
Myanmar	22	
Pakistan	54	
Philippines	142	
Singapore	220	
Sri Lanka	35	
Taiwan	15	
Thailand	25	
Vietnam	36	
Subtotal	1,726	5.7
MIDDLE EAST		
Bahrain	9	
Iran	61	
Israel	20	
Jordan	4	
Kuwait	12	
Lebanon	10	
Oman	8	
Qatar	14	
Saudi Arabia	29	
Syrian Arab Republic	4	
United Arab Emirates	156	
Yemen	7	
Subtotal	334	1.1
EUROPE		
Austria	17	
Belgium	37	
Bulgaria	24	
Croatia	32	
Cyprus	14	
Denmark	86	
Estonia	4	
Finland	84	
France	83	
Germany	192	
Greece	116	
Iceland	8	
Ireland	20	
Italy	119	
Lithuania	3	
Macedonia	3	
Malta	10	
Monaco	8	
Netherlands	216	
Norway	184	
Poland	29	
Portugal	26	
Romania	51	
Russian Federation	29	
Serbia	2	

*See Additional Data

Region/Country	Total Qualified	Percent
Slovenia	4	
Spain	108	
Sweden	86	
Switzerland	22	
Turkey	98	
Ukraine	21	
United Kingdom	538	
Subtotal	2,274	7.5
AFRICA		
Algeria	20	
Cameroon	9	
Egypt	51	
Ethiopia	4	
Ghana	31	
Kenya	13	
Libyan Arab Jamahiriya	7	
Morocco	9	
Nigeria	155	
Senegal	4	
South Africa	25	
Tanzania	5	
Tunisia	10	
Subtotal	343	1.1
NORTH AMERICA		
Canada	548	
Mexico	117	
United States	24,509	
Subtotal	25,174	82.6
CARIBBEAN		
Antigua and Barbuda	5	
Bahamas	7	
Bermuda	6	
Cuba	3	
Dominican Republic	7	
Jamaica	12	
Puerto Rico	41	
Trinidad and Tobago	19	
Virgin Islands, U.S.	9	
Subtotal	109	0.4
CENTRAL AMERICA		
Costa Rica	11	
Panama	30	
Subtotal	41	0.1
SOUTH AMERICA		
Argentina	64	
Brazil	74	
Chile	29	
Colombia	34	
Ecuador	9	
Peru	26	
Uruguay	6	
Venezuela	36	
Subtotal	278	0.9
ASIA PACIFIC		
Australia	140	
New Zealand	39	
Subtotal	179	0.6

TOTAL QUALIFIED CIRCULATION 30,458 100.0

WEBSITE CHANNEL

WWW.MARITIMEPROPULSION.COM

2020	Pageviews	Sessions	Users	Average Session Duration
January	30,001	18,589	16,213	0:56
February	31,782	19,506	17,278	0:55
March	29,370	18,194	15,933	1:07
April	28,744	18,641	16,863	0:49
May	40,939	29,642	27,366	0:35
June	31,022	20,899	18,645	0:45
AVERAGE:	31,976	20,911	18,716	0:51

January – June 2020 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.

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.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print brand existed first, 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.

PRINT & DIGITAL EDITIONS:

In these uncharted waters caused by the coronavirus (COVID-19) pandemic, resulting in workplace closures, sporadic workplace visits and work-from-home solutions, delivery of print editions are impacted. Recognizing this, BPA Worldwide has granted an exception to reporting print and digital editions separately throughout the report.

GEOGRAPHICAL BREAKOUT:

Geographic data for Website 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.

Date signed August 13, 2020

State New York

County New York

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Type BJ

ID Number M24980JO

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.