

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

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.

MAGAZINE CHANNEL FORMAT – PRINT AND DIGITAL ISSUES

MARINE TECHNOLOGY REPORTER is produced in print and digital formats. The editorial for the print copy is the same for all recipients. The digital format is written and designed for the digital reading experience, accessed by a computer, mobile phone, or tablet. Digital formats may include features such as videos and surveys allowing for user interaction with the brand.

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 PRINT AND DIGITAL MAGAZINE

MARINE TECHNOLOGY REPORTER E-NEWSLETTER

MARINE TECHNOLOGY REPORTER APP

MARINE TECHNOLOGY REPORTER WEBSITE

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
MARINE TECHNOLOGY REPORTER PRINT AND DIGITAL MAGAZINE (4 issues in the period)	25,338	-	25,338
a. Print	8,795	-	8,795
b. Digital	16,543	-	16,543
(See Paragraph 3b for Source)			
MARINE TECHNOLOGY REPORTER E-NEWSLETTER (104 issued in the period)	17,294	-	17,294
MARINE TECHNOLOGY REPORTER APP	*13,837	-	*13,837
MARINE TECHNOLOGY REPORTER WEBSITE (Monthly Users with 134,563 average Pageviews)	58,733	-	58,733

*App downloads are cumulative figures, not averages.

MAGAZINE CHANNEL FORMAT: This magazine is produced in print and digital formats.

No attempt has been made to identify or eliminate duplication that may exist across media channels.

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) and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

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

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	284
Allocated for Trade Shows and Conventions	388
All Other	38
TOTAL	710

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	25,338	100.0	25,338	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,338	100.0	25,338	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2022 Issue	Print	Digital	Total Qualified
January/February	11,852	13,542	25,394
February/Edition 2	-	25,462	25,462
March/April	11,867	13,446	25,313
May/June	11,462	13,719	25,181

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2022
 This issue is 0.8% or 209 copies below the average of the other 3 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Classification by Function					
			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	9,049	35.9	3,402	2,550	2,413	173	314	197
Environmental monitoring/pollution control, marine construction, offshore structures, pipeline contractors, port/waterway/coastal/harbor authority, ship/boat building and repair services, submersibles	6,188	24.6	1,691	2,717	1,424	68	155	133
Marine consulting, marine engineering, naval architecture, subsea engineering	3,841	15.3	1,063	1,008	1,100	69	524	77
Education/Training (marine/ocean), information technology, marine research, software engineering and development services, systems integration	3,178	12.6	735	747	1,355	61	177	103
AUV manufacturer, instrumentation manufacturer (marine/oceanographic), manufacturer of marine machinery, maritime security, ROV manufacturer, subsea robotics, underwater vehicles manufacturer (manned/unmanned)	2,581	10.2	783	994	630	50	76	48
Others Allied to the Field	344	1.4	137	81	54	2	70	-
TOTAL QUALIFIED CIRCULATION	25,181	100.0	7,811	8,097	6,976	423	1,316	558

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2022

Qualification Source	Qualified Within					Total Qualified	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	15,817	9,364	-	11,462	13,719	25,181	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	15,817	9,364	-	11,462	13,719	25,181	100.0
PERCENT	62.8	37.2	-	45.5	54.5	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2022

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	25,181	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	25,181	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2022*

Region/Country	Total Qualified	Percent	Region/Country	Total Qualified	Percent
ASIA			Slovenia	7	
Bangladesh	36		Spain	134	
China	204		Sweden	84	
Hong Kong - SAR	31		Switzerland	39	
India	575		Turkey	141	
Indonesia	123		Ukraine	21	
Japan	137		United Kingdom	1,947	
Korea, Democratic People's Republic Of	34		Subtotal	4,426	17.6
Korea, Republic Of	76		AFRICA		
Malaysia	130		Algeria	18	
Maldives	6		Angola	4	
Myanmar	18		Benin	5	
Pakistan	59		Cameroon	5	
Philippines	84		Egypt	97	
Singapore	212		Ghana	19	
Sri Lanka	47		Guinea	3	
Taiwan	59		Kenya	15	
Thailand	49		Libyan Arab Jamahiriya	4	
Vietnam	28		Mauritius	4	
Subtotal	1,908	7.6	Morocco	7	
MIDDLE EAST			Nigeria	190	
Bahrain	7		Senegal	4	
Iran	120		Sierra Leone	3	
Israel	65		South Africa	58	
Kuwait	15		Tanzania	5	
Lebanon	9		Tunisia	18	
Oman	5		Subtotal	459	1.8
Qatar	13		NORTH AMERICA		
Saudi Arabia	34		Canada	1,184	
Syrian Arab Republic	4		Mexico	90	
United Arab Emirates	139		United States	15,787	
Yemen	3		Subtotal	17,061	67.7
Subtotal	414	1.6	CARIBBEAN		
EUROPE			Bahamas	3	
Austria	11		Bermuda	6	
Belgium	77		Cuba	6	
Bulgaria	24		Dominican Republic	5	
Croatia	61		Jamaica	7	
Cyprus	15		Puerto Rico	27	
Denmark	81		Trinidad and Tobago	16	
Estonia	5		Virgin Islands, U.S.	11	
Finland	56		Subtotal	81	0.3
France	227		CENTRAL AMERICA		
Germany	317		Costa Rica	6	
Greece	91		Honduras	3	
Hungary	3		Panama	13	
Iceland	21		Subtotal	22	0.1
Ireland	73		SOUTH AMERICA		
Italy	218		Argentina	71	
Lithuania	3		Brazil	198	
Macedonia	4		Chile	66	
Malta	11		Colombia	68	
Monaco	10		Ecuador	9	
Netherlands	282		Peru	33	
Norway	240		Uruguay	13	
Poland	49		Venezuela	36	
Portugal	56		Subtotal	494	2.0
Romania	46		ASIA PACIFIC		
Russian Federation	67		Australia	273	
Serbia	5		Fiji	3	
			New Zealand	40	
			Subtotal	316	1.3
			TOTAL QUALIFIED CIRCULATION	25,181	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2022*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	271		Kentucky	100	
New Hampshire	175		Tennessee	149	
Vermont	45		Alabama	163	
Massachusetts	820		Mississippi	173	
Rhode Island	298		EAST SO. CENTRAL	585	2.3
Connecticut	369		Arkansas	27	
NEW ENGLAND	1,978	7.9	Louisiana	757	
New York	719		Oklahoma	52	
New Jersey	432		Texas	1,351	
Pennsylvania	341		WEST SO. CENTRAL	2,187	8.7
MIDDLE ATLANTIC	1,492	5.9	Montana	43	
Ohio	268		Idaho	35	
Indiana	147		Wyoming	7	
Illinois	264		Colorado	114	
Michigan	357		New Mexico	16	
Wisconsin	279		Arizona	109	
EAST NO. CENTRAL	1,315	5.2	Utah	35	
Minnesota	135		Nevada	26	
Iowa	37		MOUNTAIN	385	1.5
Missouri	133		Alaska	146	
North Dakota	10		Washington	884	
South Dakota	13		Oregon	233	
Nebraska	17		California	1,994	
Kansas	18		Hawaii	170	
WEST NO. CENTRAL	363	1.5	PACIFIC	3,427	13.6
Delaware	66		UNITED STATES	15,787	62.7
Maryland	505		U.S. Territories	38	
Washington, DC	167		Canada	1,184	
Virginia	803		Mexico	90	
West Virginia	29		Other International	8,082	
North Carolina	301		APO/FPO	-	
South Carolina	203				
Georgia	198				
Florida	1,783				
SOUTH ATLANTIC	4,055	16.1			
			TOTAL QUALIFIED CIRCULATION	25,181	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2022	Marine Technology E-News
January	12,909
February	19,735
March	17,326
April	18,419
May	17,961
June	17,567
AVERAGE:	17,294

Marine Technology E-News (104 issued in the period)

APP CHANNEL

MARINE TECHNEWS

2022	Monthly Downloads	Cumulative Downloads
	Beginning Balance	13,726
January	31	13,757
February	16	13,773
March	12	13,785
April	18	13,803
May	19	13,822
June	15	13,837

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

WEBSITE CHANNEL

HTTP://WWW.MARINETECHNOLOGYNEWS.COM/

2022	Pageviews	Sessions	Users	Average Session Duration
January	138,142	66,329	58,567	0:31
February	121,624	59,246	52,533	0:33
March	146,621	75,138	66,443	0:34
April	132,584	63,772	57,928	0:35
May	133,559	64,192	58,354	0:34
June	134,853	64,898	58,577	0:33
AVERAGE:	134,563	65,595	58,733	0:33

January - June 2022 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.a

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 Cookied 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

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.

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, App and Website 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.

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About BPA Worldwide.

BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 1,000 annual audits of media channels in 19 countries, BPA is a trusted resource for compliance and assurance services.

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