



BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JUNE 2023



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.

MAGAZINE CHANNEL FORMAT – PRINT AND DIGITAL ISSUES

MARITIME REPORTER AND ENGINEERING NEWS 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

MARITIME REPORTER AND ENGINEERING NEWS PRINT AND DIGITAL MAGAZINE

MARITIME REPORTER AND ENGINEERING NEWS APPS

MARITIME REPORTER AND ENGINEERING NEWS WEBSITE

MARITIME REPORTER AND ENGINEERING NEWS SOCIAL MEDIA

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
MARITIME REPORTER AND ENGINEERING NEWS PRINT AND DIGITAL MAGAZINE (6 issues in the period)	42,056	-	42,056
a. Print	12,084	-	12,084
b. Digital	29,972	-	29,972
(See Paragraph 3b for Source)			
MARITIME REPORTER AND ENGINEERING NEWS APPS*			
a. Maritime Global News	45,745	-	45,745
b. Logistics News	32,338	-	32,338
MARITIME REPORTER AND ENGINEERING NEWS WEBSITE (Monthly Users with 564,838 average Pageviews)	284,425	-	284,425
MARITIME REPORTER AND ENGINEERING NEWS SOCIAL MEDIA*			
LinkedIn group members	203,071	-	203,071

*App downloads and Social Media claims 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

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	308
Allocated for Trade Shows and Conventions	229
All Other	17
TOTAL	554

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	42,056	100.0	42,056	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	42,056	100.0	42,056	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2023 Issues	Print	Digital	Total Qualified
January	14,897	27,174	42,071
February	14,417	27,598	42,015
March	-	42,093	42,093
April	14,389	27,694	42,083
May	14,384	27,659	42,043
June	14,416	27,615	42,031

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2023
 This issue is 0.1% or 30 copies below 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: (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.	12,854	30.6
Port engineers, marine superintendents, port captains, purchasing agents/managers, naval architects, engineers shoreside, ship surveyors, and project engineers.	3,573	8.5
Other employees ashore not included in above classifications	549	1.3
Sub-Total	16,976	40.4
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.	9,308	22.2
Other employees not included in above classifications	1,143	2.7
Sub-Total	10,451	24.9
3. PROFESSIONAL:		
Naval architects, marine engineers and marine consultants shoreside	5,571	13.2
Admiralty lawyers and insurance	710	1.7
Sub-Total	6,281	14.9
TOTAL 1, 2, and 3	33,708	80.2
4. MARINE EQUIPMENT:		
Manufacturers, and manufacturers representatives	6,870	16.3
5. GOVERNMENT AND ALLIED MARINE INDUSTRIES:		
U.S. Maritime Administration, U.S. Senators, U.S. Congressmen and others in official capacities	736	1.8
Schools, Associations and organizations	341	0.8
Other allied marine industries	376	0.9
TOTAL 4 and 5	8,323	19.8
TOTAL QUALIFIED CIRCULATION	42,031	100.0
PERCENT	100.0	

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2023

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	29,625	12,406	-	14,416	27,615	42,031	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	29,625	12,406	-	14,416	27,615	42,031	100.0
PERCENT	70.5	29.5	-	34.3	65.7	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2023

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	42,031	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	42,031	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2023*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	326		Kentucky	235	
New Hampshire	126		Tennessee	318	
Vermont	39		Alabama	374	
Massachusetts	794		Mississippi	217	
Rhode Island	232		EAST SO. CENTRAL	1,144	2.7
Connecticut	598		Arkansas	126	
NEW ENGLAND	2,115	5.0	Louisiana	1,892	
New York	1,200		Oklahoma	486	
New Jersey	956		Texas	5,322	
Pennsylvania	732		WEST SO. CENTRAL	7,826	18.6
MIDDLE ATLANTIC	2,888	6.9	Montana	70	
Ohio	622		Idaho	65	
Indiana	291		Wyoming	46	
Illinois	656		Colorado	295	
Michigan	558		New Mexico	54	
Wisconsin	473		Arizona	183	
EAST NO. CENTRAL	2,600	6.2	Utah	79	
Minnesota	261		Nevada	60	
Iowa	86		MOUNTAIN	852	2.0
Missouri	292		Alaska	156	
North Dakota	39		Washington	1,199	
South Dakota	26		Oregon	322	
Nebraska	49		California	2,402	
Kansas	153		Hawaii	154	
WEST NO. CENTRAL	906	2.2	PACIFIC	4,233	10.1
Delaware	64		UNITED STATES	28,720	68.3
Maryland	583		U.S. Territories	46	
Washington, DC	174		Canada	1,364	
Virginia	1,056		Mexico	451	
West Virginia	59		Other International	11,450	
North Carolina	476		APO/FPO	-	
South Carolina	321				
Georgia	444				
Florida	2,979				
SOUTH ATLANTIC	6,156	14.6			
			TOTAL QUALIFIED CIRCULATION	42,031	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2023*

Region/Country	Total Qualified	Percent
ASIA		
Azerbaijan	4	
Bangladesh	37	
Brunei Darussalam	6	
China	137	
Hong Kong - SAR	43	
India	627	
Indonesia	130	
Japan	123	
Kazakhstan	4	
Korea, Democratic People's Republic Of	42	
Korea, Republic Of	90	
Malaysia	234	
Maldives	4	
Myanmar	13	
Pakistan	66	
Philippines	75	
Singapore	621	
Sri Lanka	37	
Taiwan	17	
Thailand	58	
Vietnam	56	
Subtotal	2,424	5.8
MIDDLE EAST		
Bahrain	10	
Iran	102	
Israel	40	
Jordan	5	
Kuwait	27	
Lebanon	4	
Oman	11	
Qatar	46	
Saudi Arabia	49	
Syrian Arab Republic	5	
United Arab Emirates	235	
Yemen	4	
Subtotal	538	1.3
EUROPE		
Austria	21	
Belgium	156	
Bulgaria	27	
Croatia	77	
Cyprus	33	
Denmark	255	
Estonia	30	
Finland	204	
France	243	
Germany	619	
Greece	191	
Iceland	3	
Ireland	36	
Italy	428	
Latvia	4	
Lithuania	14	
Macedonia	3	
Malta	14	
Monaco	35	
Netherlands	909	
Norway	700	
Poland	76	
Portugal	59	
Romania	53	
Russian Federation	31	
Serbia	10	
Slovenia	5	
Spain	236	

Region/Country	Total Qualified	Percent
Sweden	174	
Switzerland	98	
Turkey	117	
Ukraine	12	
United Kingdom	1,935	
Subtotal	6,808	16.2
AFRICA		
Algeria	20	
Angola	8	
Cameroon	6	
Cote D'Ivoire	3	
Egypt	128	
Ghana	20	
Kenya	10	
Libyan Arab Jamahiriya	6	
Morocco	13	
Nigeria	217	
Senegal	7	
South Africa	90	
Sudan	3	
Tanzania	3	
Tunisia	9	
Subtotal	543	1.3
NORTH AMERICA		
Canada	1,364	
Mexico	451	
United States	28,720	
Subtotal	30,535	72.6
CARIBBEAN		
Antigua and Barbuda	3	
Bahamas	4	
Bermuda	4	
Cuba	3	
Dominican Republic	9	
Jamaica	9	
Netherlands Antilles	6	
Puerto Rico	35	
Trinidad and Tobago	25	
Virgin Islands, U.S.	11	
Subtotal	109	0.2
CENTRAL AMERICA		
Costa Rica	9	
Guatemala	4	
Panama	30	
Subtotal	43	0.1
SOUTH AMERICA		
Argentina	110	
Brazil	139	
Chile	33	
Colombia	58	
Ecuador	6	
Peru	36	
Uruguay	6	
Venezuela	25	
Subtotal	413	1.0
ASIA PACIFIC		
Australia	520	
New Zealand	98	
Subtotal	618	1.5
TOTAL QUALIFIED CIRCULATION	42,031	100.0

*See Additional Data

APP CHANNEL

MARITIME GLOBAL NEWS

2023	Monthly Downloads	Cumulative Downloads
Beginning Balance		45,559
January	8	45,567
February	32	45,599
March	51	45,650
April	23	45,673
May	31	45,704
June	41	45,745

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

LOGISTICS NEWS

2023	Monthly Downloads	Cumulative Downloads
Beginning Balance		32,062
January	33	32,095
February	41	32,136
March	46	32,182
April	54	32,236
May	48	32,284
June	54	32,338

Cumulative downloads represents the aggregate number of downloads of the Logistics News 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

WWW.MARINELINK.COM/

2023	Pageviews	Sessions	Users	Average Session Duration
January	769,008	468,903	352,852	0:32
February	534,717	331,297	252,953	0:36
March	366,406	259,131	224,609	0:38
April	587,490	337,440	258,864	0:39
May	513,995	304,790	272,574	1:06
June	617,415	355,756	344,703	1:13
AVERAGE:	564,838	342,886	284,425	0:47

January - June 2023 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>

2023

Beginning Balance:	185,292
January	186,965
February	190,006
March	191,968
April	195,086
May	198,865
June	203,071

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 Apps, Website 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.

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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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