

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
35,306 average circulation

MARITIME REPORTER AND ENGINEERING NEWS E-NEWSLETTERS

3 E-Newsletters in the period
312 total issued in the period
64,084 average per occurrence
165,000 average per occurrence
18,492 average per occurrence

MARITIME REPORTER AND ENGINEERING NEWS APP

24,379 cumulative downloads

MARITIME REPORTER AND ENGINEERING NEWS WEBSITE

129,934 average unique browsers
Shared Media Channel - See Note 1

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)	35,306	-	35,306
a. Print	27,222	-	27,222
b. Digital	8,084	-	8,084
1. Requested	8,084	-	8,084
2. Non-Requested	-	-	-
MARITIME REPORTER AND ENGINEERING E-NEWSLETTERS			
a. Maritime Today (132 issued in the period)	64,084	-	64,084
b. Maritime Global News (23 issued in the period)	165,000	-	165,000
c. Maritime Reporter (157 issued in the period)	18,492	-	18,492
MARITIME REPORTER AND ENGINEERING NEWS APP (Cumulative downloads)	*24,379	-	*24,379
MARITIME REPORTER AND ENGINEERING NEWS WEBSITE (Monthly Unique Browsers with 289,038 average Page Impressions)	129,934	-	129,934

*App Downloads is a cumulative figure, not average.

Note 1: www.marinelink.com - serving both Maritime Reporter and Engineering News & Marine News.

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	387
Allocated for Trade Shows and Conventions	513
All Other	92
TOTAL	992

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	35,306	100.0	35,306	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	35,306	100.0	35,306	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2015 Issue	Print	Digital	Total Qualified
July	27,108	8,086	35,194
August	26,987	7,162	34,149
September	26,934	8,207	35,141
October	26,972	8,276	35,248
November	27,703	8,425	36,128
December	27,628	8,346	35,974

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2015

This issue is 2.8% or 987 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.	12,921	35.8	10,411	2,510
Port engineers, marine superintendents, port captains, purchasing agents/managers, naval architects, engineers shore side, ship surveyors, and project engineers.	4,026	11.1	3,251	775
Other employees ashore not included in above classifications	258	0.7	218	40
Sub-Total	17,205	47.6	13,880	3,325
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.	7,512	20.8	5,775	1,737
Other employees not included in above classifications	180	0.5	114	66
Sub-Total	7,692	21.3	5,889	1,803
3. PROFESSIONAL:				
Naval architects, marine engineers and marine consultants shoreside	6,137	17.0	4,136	2,001
Admiralty lawyers and insurance	469	1.3	357	112
Sub-Total	6,606	18.3	4,493	2,113
TOTAL 1, 2, and 3	31,503	87.2	24,262	7,241
4. MARINE EQUIPMENT:				
Manufacturers, and manufacturers representatives	3,884	10.8	2,905	979
5. GOVERNMENT AND ALLIED MARINE INDUSTRIES:				
U.S. Maritime Administration, U.S. Senators, U.S. Congressmen and others in official capacities	253	0.7	179	74
Schools, Associations and organizations	474	1.3	345	129
Other allied marine industries	14	-	12	2
TOTAL 4 and 5	4,625	12.8	3,441	1,184
TOTAL QUALIFIED CIRCULATION	36,128	100.0	27,703	8,425
PERCENT	100.0		76.7	23.3

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2015

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	20,650	15,478	-	27,703	8,425	36,128	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	20,650	15,478	-	27,703	8,425	36,128	100.0
PERCENT	57.2	42.8	-	76.7	23.3	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2015

MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	27,703	8,425	36,128	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	27,703	8,425	36,128	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January - June 2013	July - December 2013	January - June 2014	July - December 2014	January - June 2015	July - December 2015*
Total Audit Average Qualified:	35,369	35,051	34,576	34,914	35,316	35,306
Qualified Non-Paid:	35,369	35,051	34,576	34,914	35,316	35,306
Print:	28,732	27,566	26,976	26,426	26,590	27,222
Digital:	6,637	7,485	7,600	8,488	8,726	8,084
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 2015 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 2015*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	398	12	410		Kentucky	207	3	210	
New Hampshire	138	5	143		Tennessee	245	9	254	
Vermont	38	2	40		Alabama	444	14	458	
Massachusetts	909	27	936		Mississippi	275	11	286	
Rhode Island	307	14	321		EAST SO. CENTRAL	1,171	37	1,208	3.3
Connecticut	666	23	689		Arkansas	81	1	82	
NEW ENGLAND	2,456	83	2,539	7.0	Louisiana	1,812	51	1,863	
New York	1,567	73	1,640		Oklahoma	56	-	56	
New Jersey	1,017	37	1,054		Texas	2,694	110	2,804	
Pennsylvania	657	30	687		WEST SO. CENTRAL	4,643	162	4,805	13.3
MIDDLE ATLANTIC	3,241	140	3,381	9.4	Montana	41	-	41	
Ohio	519	13	532		Idaho	51	1	52	
Indiana	253	4	257		Wyoming	1	-	1	
Illinois	512	19	531		Colorado	132	2	134	
Michigan	526	25	551		New Mexico	17	1	18	
Wisconsin	436	10	446		Arizona	105	7	112	
EAST NO. CENTRAL	2,246	71	2,317	6.4	Utah	43	3	46	
Minnesota	207	2	209		Nevada	92	2	94	
Iowa	75	1	76		MOUNTAIN	482	16	498	1.4
Missouri	209	5	214		Alaska	279	9	288	
North Dakota	14	-	14		Washington	1,274	63	1,337	
South Dakota	14	1	15		Oregon	305	8	313	
Nebraska	23	1	24		California	2,045	103	2,148	
Kansas	58	8	66		Hawaii	148	15	163	
WEST NO. CENTRAL	600	18	618	1.7	PACIFIC	4,051	198	4,249	11.8
Delaware	69	6	75		UNITED STATES	25,592	1,038	26,630	73.7
Maryland	711	49	760		U.S. Territories	73	5	78	
Washington, DC	164	14	178		Canada	394	581	975	
Virginia	1,323	94	1,417		Mexico	17	136	153	
West Virginia	44	2	46		Other International	1,625	6,665	8,290	
North Carolina	423	14	437		APO/FPO	2	-	2	
South Carolina	289	15	304						
Georgia	346	14	360						
Florida	3,333	105	3,438						
SOUTH ATLANTIC	6,702	313	7,015	19.4					
					TOTAL QUALIFIED CIRCULATION	27,703	8,425	36,128	100.0

*See Additional Data

2015	Maritime Today	Maritime Global News	Maritime Reporter
JULY			
July 1	51,083	-	18,057
July 2	51,471	-	18,015
July 3	50,848	-	17,981
July 5	-	-	24,884
July 6	51,312	-	17,883
July 7	50,931	165,784	17,901
July 8	51,435	-	17,895
July 9	50,822	-	17,828
July 10	51,045	-	17,782
July 12	-	-	24,742
July 13	50,730	-	17,883
July 14	50,314	165,055	17,770
July 15	50,391	-	17,652
July 16	51,322	-	17,819
July 17	50,499	-	17,849
July 19	-	-	25,005
July 20	51,002	-	18,035
July 21	52,079	165,391	18,050
July 22	52,671	-	17,995
July 23	51,964	-	17,889
July 24	52,842	-	17,867
July 26	-	-	24,641
July 27	52,359	-	17,709
July 28	52,951	166,309	17,850
July 29	52,337	-	17,677
July 30	53,330	-	17,557
July 31	52,491	-	17,618
AUGUST			
August 2	-	-	24,228
August 3	-	-	17,347
August 4	53,141	161,412	17,272
August 5	53,267	-	17,255
August 6	53,261	-	17,325
August 7	53,122	-	17,125
August 9	-	-	23,848
August 10	53,200	-	17,057
August 11	53,590	160,441	17,156
August 12	53,200	-	16,991
August 13	53,275	-	17,013
August 14	53,350	-	17,067
August 16	-	-	23,677
August 17	53,292	-	16,979
August 18	53,712	159,905	16,999
August 19	53,192	-	16,923
August 20	53,288	-	16,876
August 21	53,441	-	16,900
August 23	-	-	23,700
August 24	53,620	-	16,816
August 25	53,790	158,837	16,896
August 26	53,605	-	16,834
August 27	54,892	-	16,736
August 28	54,455	-	16,818
August 30	-	-	23,632
August 31	56,949	-	16,749
SEPTEMBER			
September 1	56,667	156,746	16,915
September 2	57,472	-	16,833
September 3	57,894	-	16,617
September 4	58,441	-	16,709
September 6	-	-	27,059
September 7	59,781	-	18,874
September 8	60,384	159,948	16,989
September 9	61,375	-	16,670
September 10	64,243	-	16,874
September 11	65,602	-	16,991
September 13	-	-	23,586
September 14	66,628	-	16,889
September 15	67,253	158,155	16,667
September 16	67,863	-	16,767
September 17	67,293	-	16,813
September 18	67,535	-	17,118
September 20	-	-	23,391
September 21	68,201	-	16,809
September 22	70,668	172,731	16,816
September 23	70,575	-	17,323
September 24	71,861	-	17,594
September 25	71,024	-	19,161
September 27	-	-	27,005
September 28	72,558	-	19,467
September 29	71,804	179,454	19,176
September 30	72,945	-	19,509
OCTOBER			
October 1	72,271	-	19,254
October 2	73,280	-	19,455
October 4	-	-	27,189
October 5	73,043	-	19,318
October 6	73,576	181,514	19,449
October 7	76,888	-	19,361
October 8	78,831	-	19,601
October 9	77,902	-	19,307
October 11	-	-	27,190
October 12	78,967	-	19,026
October 13	78,242	181,065	19,417
October 14	79,074	-	19,599
October 15	78,251	-	19,330
October 16	79,461	-	19,637
October 18	-	-	27,331
October 19	77,780	-	19,393
October 20	78,476	182,785	19,574
October 21	77,580	-	19,368
October 22	78,685	-	19,626
October 23	77,238	-	19,336
October 25	-	-	27,209
October 26	78,308	-	19,616
October 27	77,402	180,572	19,394
October 28	78,224	-	19,664
October 29	77,021	-	19,333
October 30	77,680	-	19,675

E-NEWSLETTER CHANNEL

2015	Maritime Today	Maritime Global News	Maritime Reporter
NOVEMBER			
November 1	-	-	27,241
November 2	76,934	-	19,529
November 3	76,436	180,992	19,439
November 4	76,930	-	19,562
November 5	76,126	-	19,357
November 6	76,933	-	19,593
November 8	-	-	27,341
November 9	76,188	-	19,416
November 10	76,649	-	15,059
November 11	70,898	-	15,048
November 12	71,082	-	15,143
November 13	71,208	-	15,346
November 15	-	-	21,415
November 16	70,666	-	15,050
November 17	68,120	180,552	15,138
November 18	71,676	-	15,205
November 19	69,866	-	15,053
November 20	71,031	-	15,220
November 22	-	-	21,152
November 23	70,362	-	15,222
November 24	68,384	142,388	15,163
November 25	73,910	-	14,879
November 26	68,038	-	15,324
November 27	69,522	-	15,384
November 29	-	-	21,360
November 30	69,612	-	15,480
DECEMBER			
December 1	68,113	-	15,439
December 2	67,913	-	15,616
December 3	68,582	-	15,812
December 4	68,094	-	15,728
December 6	-	-	21,957
December 7	66,658	-	15,357
December 8	67,876	-	15,444
December 9	66,215	-	15,431
December 10	66,876	-	15,630
December 11	66,719	-	15,777
December 13	-	-	22,048
December 14	64,275	-	15,526
December 15	64,992	145,887	15,692
December 16	63,970	-	15,533
December 17	64,012	-	15,639
December 18	64,440	-	15,755
December 20	-	-	21,738
December 21	62,696	-	15,620
December 22	62,065	145,938	15,708
December 23	62,191	-	15,882
December 24	61,807	-	16,124
December 25	61,345	-	-
December 27	-	-	22,138
December 28	61,090	-	15,827
December 29	60,415	143,136	15,842
December 30	58,327	-	15,559
December 31	60,571	-	16,007
AVERAGE:	64,084	165,000	18,492

Maritime Today (132 issued in the period)
 Maritime Global News (23 issued in the period)
 Maritime Reporter (157 issued in the period)

APP CHANNEL

2015	Monthly Downloads	Cumulative Downloads
Beginning Balance		22,026
July	451	22,477
August	470	22,947
September	424	23,371
October	411	23,782
November	267	24,049
December	330	24,379

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 have not been removed from these figures

WEBSITE CHANNEL*

WWW.MARINELINK.COM

2015	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	303,725	180,712	137,551	1.31	01:53	01:17
August	280,644	162,581	123,328	1.32	01:50	01:20
September	270,443	157,460	118,850	1.32	01:51	01:19
October	306,847	179,487	134,322	1.34	01:51	01:19
November	273,721	160,290	121,410	1.32	01:56	01:22
December	298,851	184,768	144,146	1.28	02:05	01:17
AVERAGE:	289,038	170,883	129,934	1.32	01:54	01:19

July – December 2015 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

*Shared Media Channel - www.marinelink.com – serving both Maritime Reporter and Engineering News & Marine News.

WEBSITE GLOSSARY

Page Impressions: A Page Impression 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.

User 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.

Unique Browsers: An identified and unduplicated cookie browser that accesses Internet content or advertising during a measurement period.

Unique Browser Frequency: Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

Page Duration: The average time spent viewing any page on a web site.

User Session Duration: The average time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

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.

Apps are downloaded to view enhanced versions of the print edition and are available as a single download or by subscription use on tablets, smartphones 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 E-Newsletters, 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.

Date signed

January 18, 2016

State

New York

County

New York

Received by BPA Worldwide

January 18, 2016

Type

BJ

ID Number

M021B0D5

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.