

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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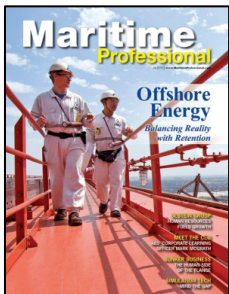
**MARITIME PROFESSIONAL** is a B2B brand with a focus in the maritime industry. The brand content and editorial scope of the publication includes news and industry comment, in-depth technical articles, industry round-up and special features. The content of every issue is also available to subscribers 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 PROFESSIONAL MAGAZINE



2 Issues in the period  
20,553 average circulation

### MARITIME PROFESSIONAL E-NEWSLETTERS



2 E-Newsletters in the period  
103 total issued in the period  
57,046 average per occurrence  
16,937 average per occurrence

### MARITIME PROFESSIONAL APP



12,785 cumulative downloads

### MARITIME PROFESSIONAL WEBSITE



15,921 average unique browsers

### MARITIME PROFESSIONAL ONLINE COMMUNITY MEMBERS



27,437 average Community Members (Online)

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>MARITIME PROFESSIONAL MAGAZINE</b> (2 issues in the period)	20,553	-	20,553
a. Print	16,903	-	16,903
b. Digital	3,652	-	3,652
1. Requested	3,652	-	3,652
2. Non-Requested	-	-	-
<b>MARITIME PROFESSIONAL E-NEWSLETTERS</b>			
a. Maritime Professional (53 issued in the period)	57,046	-	57,046
b. Maritime Jobs (50 issued in the period)	16,937	-	16,937
<b>MARITIME PROFESSIONAL APP</b> (Cumulative downloads)	*12,785	-	*12,785
<b>MARITIME PROFESSIONAL WEBSITE</b> (Monthly Unique Browsers with 28,624 average Page Impressions)	15,921	-	15,921
<b>MARITIME PROFESSIONAL ONLINE COMMUNITY MEMBERS</b> (Online)	27,437	-	27,437

\*App Downloads is a cumulative figure, not average.

**FIELD SERVED**

**MARITIME PROFESSIONAL** serves the commercial and naval maritime industry: Vessels and offshore structures ownership/operations/management, Ship and Boat Building, Drill Rig Fabrication and Repair, Naval architecture, Marine engineering, Maritime Equipment Manufacturers, Education / Research / Training, Academic, Maritime Recruitment, and other industries as reported in paragraph 3a herein.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are 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, others employed aboard ships, and other titled and non-titled personnel.

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	102
Allocated for Trade Shows and Conventions	800
All Other	202
<b>TOTAL</b>	<b>1,104</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	20,553	100.0	20,553	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,553</b>	<b>100.0</b>	<b>20,553</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

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

2015 Issue	Print	Digital	Total Qualified
300	16,983	3,729	20,712
Q4	16,820	3,574	20,394

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF Q4 2015**

This issue is 1.5% or 318 copies below the other issue reported in Paragraph 2.

TITLE/FUNCTION	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	Senior Management (Note 1)	Management (Note 2)	Purchasing Operating Management (Note 3)	Engineering (Note 4)	Shipboard Personel	Other
1. OWNERSHIP, OPERATION, MANAGEMENT-COMMERCIAL AND MILITARY VESSELS AND OFFSHORE STRUCTURES Oceangoing, Shallowdraft (Coastal, Lakes and Inland), Port Authority, Marine Terminal, Oceanographic/Hydrographic/Geodesy, Government (Federal/state/local), Offshore Oil & Gas Exploration/Production	10,822	53.1	9,218	1,604	5,178	3,231	683	839	827	64
2. Ship and Boat Building, Drill Rig Fabrication and Repair	3,676	18.0	3,161	515	1,931	1,061	186	382	76	40
3. MARINE AND OFFSHORE DESIGN Naval Architects, Marine Engineers	2,391	11.7	1,811	580	1,116	506	81	575	107	6
4. Maritime Equipment Manufacturers	1,997	9.8	1,679	318	841	885	72	174	20	5
5. Education / Research / Training, Academic	1,321	6.5	881	440	632	334	81	183	77	14
6. Maritime Recruitment, Other	187	0.9	70	117	68	63	14	13	28	1
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,394</b>	<b>100.0</b>	<b>16,820</b>	<b>3,574</b>	<b>9,766</b>	<b>6,080</b>	<b>1,117</b>	<b>2,166</b>	<b>1,135</b>	<b>130</b>
<b>PERCENT</b>	<b>100.0</b>		<b>82.5</b>	<b>17.5</b>	<b>47.9</b>	<b>29.8</b>	<b>5.5</b>	<b>10.6</b>	<b>5.6</b>	<b>0.6</b>

Note 1: Includes Owner, Corporate Officer, Chairman, CEO, CFO, CIO, Director, President, Vice President

Note 2: Includes General Manager, Sales/Marketing Manager, Foreman, Other Managers

Note 3: Includes Purchasing Agent/Manager, Marine Superintendent, Port Captain, Port Engineer

Note 4: Includes Naval Architect/Marine Engineers (shore side), Ship Surveyor, Project Engineer

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF Q4 2015**

QUALIFICATION SOURCE	Qualified Within					Total Qualified	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	12,708	7,686	-	16,820	3,574	20,394	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:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,708</b>	<b>7,686</b>	<b>-</b>	<b>16,820</b>	<b>3,574</b>	<b>20,394</b>	<b>100.0</b>
<b>PERCENT</b>	<b>62.3</b>	<b>37.7</b>	<b>-</b>	<b>82.5</b>	<b>17.5</b>	<b>100.0</b>	

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF Q4 2015\***

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	271	-	271		Kentucky	95	-	95	
New Hampshire	105	-	105		Tennessee	117	1	118	
Vermont	30	-	30		Alabama	259	-	259	
Massachusetts	581	4	585		Mississippi	177	1	178	
Rhode Island	216	2	218		<b>EAST SO. CENTRAL</b>	<b>648</b>	<b>2</b>	<b>650</b>	<b>3.2</b>
Connecticut	449	1	450		Arkansas	27	-	27	
<b>NEW ENGLAND</b>	<b>1,652</b>	<b>7</b>	<b>1,659</b>	<b>8.1</b>	Louisiana	1,035	2	1,037	
New York	1,037	5	1,042		Oklahoma	38	-	38	
New Jersey	716	2	718		Texas	1,719	6	1,725	
Pennsylvania	418	3	421		<b>WEST SO. CENTRAL</b>	<b>2,819</b>	<b>8</b>	<b>2,827</b>	<b>13.9</b>
<b>MIDDLE ATLANTIC</b>	<b>2,171</b>	<b>10</b>	<b>2,181</b>	<b>10.7</b>	Montana	19	-	19	
Ohio	308	3	311		Idaho	37	-	37	
Indiana	113	-	113		Wyoming	4	-	4	
Illinois	269	-	269		Colorado	64	-	64	
Michigan	293	-	293		New Mexico	13	-	13	
Wisconsin	285	1	286		Arizona	82	-	82	
<b>EAST NO. CENTRAL</b>	<b>1,268</b>	<b>4</b>	<b>1,272</b>	<b>6.2</b>	Utah	24	-	24	
Minnesota	87	-	87		Nevada	40	-	40	
Iowa	40	-	40		<b>MOUNTAIN</b>	<b>283</b>	<b>-</b>	<b>283</b>	<b>1.4</b>
Missouri	114	-	114		Alaska	257	1	258	
North Dakota	4	-	4		Washington	890	6	896	
South Dakota	8	-	8		Oregon	207	2	209	
Nebraska	7	-	7		California	1,289	4	1,293	
Kansas	24	-	24		Hawaii	99	-	99	
<b>WEST NO. CENTRAL</b>	<b>284</b>	<b>-</b>	<b>284</b>	<b>1.4</b>	<b>PACIFIC</b>	<b>2,742</b>	<b>13</b>	<b>2,755</b>	<b>13.5</b>
Delaware	46	-	46		<b>UNITED STATES</b>	<b>16,204</b>	<b>61</b>	<b>16,265</b>	<b>79.8</b>
Maryland	509	6	515		U.S. Territories	67	1	68	
Washington, DC	140	-	140		Canada	220	305	525	
Virginia	936	2	938		Mexico	9	50	59	
West Virginia	27	-	27		Other International	301	3,157	3,458	
North Carolina	275	-	275		AP0/FPO	19	-	19	
South Carolina	181	-	181						
Georgia	210	-	210						
Florida	2,013	9	2,022						
<b>SOUTH ATLANTIC</b>	<b>4,337</b>	<b>17</b>	<b>4,354</b>	<b>21.4</b>					
					<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,820</b>	<b>3,574</b>	<b>20,394</b>	<b>100.0</b>

\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2015\***

Region/Country	Print	Digital	Total Qualified	Percent	Region/Country	Print	Digital	Total Qualified	Percent
<b>ASIA</b>					Latvia	-	5	5	
Bangladesh	1	34	35		Malta	1	9	10	
China	1	79	80		Monaco	-	3	3	
Georgia	1	5	6		Montenegro	-	3	3	
Hong Kong - SAR	2	13	15		Netherlands	22	84	106	
India	5	412	417		Norway	41	58	99	
Indonesia	-	53	53		Poland	-	26	26	
Japan	-	19	19		Portugal	-	14	14	
Korea, Republic Of	1	24	25		Romania	-	43	43	
Malaysia	4	53	57		Russian Federation	1	26	27	
Myanmar	1	18	19		Serbia	-	4	4	
Pakistan	-	47	47		Spain	6	56	62	
Philippines	4	96	100		Sweden	9	24	33	
Singapore	11	124	135		Switzerland	2	9	11	
Sri Lanka	1	35	36		Turkey	8	54	62	
Taiwan	-	7	7		Ukraine	-	33	33	
Thailand	-	14	14		United Kingdom	48	298	346	
Vietnam	-	10	10		Subtotal	227	1,119	1,346	6.6
Subtotal	32	1,043	1,075	5.3	<b>AFRICA</b>				
<b>MIDDLE EAST</b>						9	418	427	2.1
	11	209	220	1.1	<b>NORTH AMERICA</b>				
<b>EUROPE</b>					Canada	220	305	525	
Austria	1	3	4		Mexico	9	50	59	
Belgium	3	29	32		United States	16,204	61	16,265	
Bulgaria	-	14	14		unspecified North America	19	-	19	
Croatia	-	42	42		Subtotal	16,452	416	16,868	82.7
Cyprus	-	9	9		<b>CARIBBEAN</b>				
Denmark	18	26	44			53	32	85	0.4
Estonia	-	5	5		<b>CENTRAL AMERICA</b>				
Finland	12	24	36			-	25	25	0.1
France	9	39	48		<b>SOUTH AMERICA</b>				
Germany	30	49	79			11	192	203	1.0
Greece	3	73	76		<b>ASIA PACIFIC</b>				
Iceland	-	4	4			25	120	145	0.7
Ireland	2	7	9		<b>TOTAL QUALIFIED CIRCULATION</b>				
Italy	11	46	57			16,820	3,574	20,394	100.0

\*See Additional Data

**E-NEWSLETTER CHANNEL**

2015			2015		
	Maritime Professional	Maritime Jobs		Maritime Professional	Maritime Jobs
<b>JULY</b>			<b>OCTOBER</b>		
July 2	56,361	17,524	October 1	63,355	17,807
July 6	-	17,459	October 5	-	18,924
July 7	56,549	-	October 6	63,987	-
July 9	55,992	17,325	October 8	66,278	19,217
July 13	-	17,507	October 12	-	19,196
July 14	56,107	-	October 13	65,650	-
July 16	56,250	17,407	October 15	65,653	18,979
July 20	-	17,628	October 19	-	19,026
July 21	56,766	-	October 20	66,456	-
July 23	57,369	-	October 22	66,761	19,238
July 27	-	17,339	October 26	-	19,194
July 28	57,044	-	October 27	65,796	-
July 30	56,278	17,250	October 29	65,720	18,916
<b>AUGUST</b>			<b>NOVEMBER</b>		
August 3	-	16,887	November 2	-	19,127
August 4	55,767	-	November 3	65,939	-
August 6	55,116	16,958	November 5	65,806	18,923
August 10	-	16,692	November 9	-	17,503
August 11	55,666	-	November 10	66,461	-
August 13	54,816	16,570	November 12	38,638	14,983
August 17	-	16,779	November 16	-	14,803
August 18	55,426	-	November 17	52,393	-
August 20	55,120	16,682	November 19	53,132	14,753
August 24	-	16,516	November 23	-	14,788
August 25	54,669	-	November 24	50,774	-
August 27	55,813	16,492	November 26	53,160	-
August 31	-	16,441	November 30	-	15,129
<b>SEPTEMBER</b>			<b>DECEMBER</b>		
September 1	54,992	-	December 1	38,649	-
September 3	56,071	16,237	December 3	40,158	-
September 7	-	17,090	December 7	-	15,219
September 8	55,865	-	December 8	52,966	-
September 10	57,166	16,310	December 10	54,630	15,539
September 14	-	16,449	December 14	-	15,124
September 15	56,614	-	December 15	55,613	-
September 17	58,392	16,629	December 17	53,283	15,394
September 21	-	16,658	December 21	-	15,207
September 22	58,415	-	December 22	52,858	-
September 24	63,814	16,830	December 24	53,385	15,431
September 28	-	17,840	December 28	-	15,379
September 29	63,062	-	December 29	56,861	-
			December 31	53,561	15,559
			<b>AVERAGE:</b>	<b>57,046</b>	<b>16,937</b>

 Maritime Professional (53 issued in the period)  
 Maritime Jobs (50 issued in the period)

## APP CHANNEL

2015	Monthly Downloads	Cumulative Downloads
	Beginning Balance	10,352
July	380	10,732
August	394	11,126
September	451	11,577
October	448	12,025
November	397	12,422
December	363	12,785

Cumulative downloads represents the aggregate number of downloads of the Maritime Professional 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.MARITIMEPROFESSIONAL.COM

2015	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	33,080	22,782	19,246	1.18	01:55	00:52
August	28,677	18,489	15,268	1.21	01:56	01:04
September	25,636	16,794	13,850	1.21	01:52	00:59
October	29,607	19,422	16,107	1.21	01:51	00:58
November	27,818	18,868	15,844	1.19	01:53	00:54
December	26,930	18,271	15,216	1.20	01:58	00:56
<b>AVERAGE:</b>	<b>28,624</b>	<b>19,104</b>	<b>15,921</b>	<b>1.20</b>	<b>01:54</b>	<b>00:57</b>

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

### 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'd 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'd 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](http://www.adicompli.com)

## COMMUNITY MEMBERS (ONLINE)\*

2015 ISSUE	COMMUNITY MEMBERS
July	27,350
August	27,387
September	27,422
October	27,457
November	27,489
December	27,515
<b>AVERAGE</b>	<b>27,437</b>

\*See Additional Data

## 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, Website, and Community Members (Online) are not reported at the media owner's option.

### COMMUNITY MEMBERS:

Online Community members register for access to "members only" portion of website.

### 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 28, 2016

State

New York

County

New York

Revised

January 28, 2016

Type

BD

ID Number

M489B0D5

#### 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.