

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.

Maritime Activity Reports Inc.  
118 East 25th Street  
2nd Floor  
New York, NY 10010  
Tel.: (212) 477-6700  
Fax: (212) 254-6271  
www.marinelink.com



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  
42,915 average circulation

**MARITIME REPORTER  
AND ENGINEERING  
NEWS  
APPS**



Maritime Global News  
41,794 cumulative downloads  
Maritime Logistics Professional  
29,037 cumulative  
downloads

**MARITIME REPORTER  
AND ENGINEERING  
NEWS  
WEBSITE**



264,636 average users

**MARITIME REPORTER  
AND ENGINEERING  
NEWS  
SOCIAL MEDIA**



148,354 LinkedIn group  
members

**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>MARITIME REPORTER AND ENGINEERING NEWS</b> (6 issues in the period)	42,915	-	42,915
<b>MARITIME REPORTER AND ENGINEERING NEWS APPS</b>			
a. Maritime Global News	*41,794	-	*41,794
b. Maritime Logistics Professional	*29,037	-	*29,037
<b>MARITIME REPORTER AND ENGINEERING NEWS WEBSITE</b> (Monthly Users with 528,261 average Pageviews)	264,636	-	264,636
<b>MARITIME REPORTER AND ENGINEERING NEWS SOCIAL MEDIA</b>			
LinkedIn group members	*148,354	-	*148,354

\*App downloads and Social Media claims are cumulative figures, not averages.

**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	302
Allocated for Trade Shows and Conventions	426
All Other	28
<b>TOTAL</b>	<b>756</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	42,915	100.0	42,915	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>42,915</b>	<b>100.0</b>	<b>42,915</b>	<b>100.0</b>	-	-

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

2020 Issue	Total Qualified
January	42,951
February	42,976
March	42,963
April	42,925
May	42,853
June	42,820

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2020**  
 This issue is 0.3% or 114 copies below the average of the other 5 issues reported in Paragraph 2.

Business and Occupation	Total Qualified	Percent of Total
<b>1. SHIP, BOAT &amp; BARGE OWNERS, OPERATORS - NAVY AND COMMERCIAL:</b>		
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.	12,668	29.6
Port engineers, marine superintendents, port captains, purchasing agents/managers, naval architects, engineers shoreside, ship surveyors, and project engineers.	3,450	8.1
Other employees ashore not included in above classifications	870	2.0
<b>Sub-Total</b>	<b>16,988</b>	<b>39.7</b>
<b>2. SHIPBUILDING, BOATBUILDING, DRILL RIG BUILDING AND REPAIR - NAVY AND COMMERCIAL:</b>		
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.	8,219	19.2
Other employees not included in above classifications	1,100	2.6
<b>Sub-Total</b>	<b>9,319</b>	<b>21.8</b>
<b>3. PROFESSIONAL:</b>		
Naval architects, marine engineers and marine consultants shoreside	6,680	15.6
Admiralty lawyers and insurance	408	0.9
<b>Sub-Total</b>	<b>7,088</b>	<b>16.5</b>
<b>TOTAL 1, 2, and 3</b>	<b>33,395</b>	<b>78.0</b>
<b>4. MARINE EQUIPMENT:</b>		
Manufacturers, and manufacturers representatives	7,884	18.4
<b>5. GOVERNMENT AND ALLIED MARINE INDUSTRIES:</b>		
U.S. Maritime Administration, U.S. Senators, U.S. Congressmen and others in official capacities	435	1.0
Schools, Associations and organizations	493	1.2
Other allied marine industries	613	1.4
<b>TOTAL 4 and 5</b>	<b>9,425</b>	<b>22.0</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>42,820</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	

**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:	14,779	28,041	-	42,820	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:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,779</b>	<b>28,041</b>	<b>-</b>	<b>42,820</b>	<b>100.0</b>
<b>PERCENT</b>	<b>34.5</b>	<b>65.5</b>	<b>-</b>	<b>100.0</b>	

### 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	42,820	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>42,820</b>	<b>100.0</b>

### GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2020\*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	435		Kentucky	283	
New Hampshire	143		Tennessee	419	
Vermont	54		Alabama	538	
Massachusetts	982		Mississippi	325	
Rhode Island	365		EAST SO. CENTRAL	1,565	3.7
Connecticut	840		Arkansas	144	
NEW ENGLAND	2,819	6.6	Louisiana	2,104	
New York	1,807		Oklahoma	384	
New Jersey	1,274		Texas	4,772	
Pennsylvania	822		WEST SO. CENTRAL	7,404	17.3
MIDDLE ATLANTIC	3,903	9.1	Montana	82	
Ohio	774		Idaho	78	
Indiana	392		Wyoming	51	
Illinois	898		Colorado	286	
Michigan	761		New Mexico	73	
Wisconsin	579		Arizona	198	
EAST NO. CENTRAL	3,404	7.9	Utah	91	
Minnesota	349		Nevada	73	
Iowa	107		MOUNTAIN	932	2.2
Missouri	367		Alaska	256	
North Dakota	43		Washington	1,453	
South Dakota	35		Oregon	404	
Nebraska	56		California	3,194	
Kansas	160		Hawaii	170	
WEST NO. CENTRAL	1,117	2.6	PACIFIC	5,477	12.8
Delaware	88		UNITED STATES	34,437	80.4
Maryland	721		U.S. Territories	53	
Washington, DC	219		Canada	747	
Virginia	1,405		Mexico	125	
West Virginia	80		Other International	7,458	
North Carolina	621		APO/FPO	-	
South Carolina	406				
Georgia	577				
Florida	3,699				
SOUTH ATLANTIC	7,816	18.2			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>42,820</b>	<b>100.0</b>

\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2020\***

Region/Country	Total Qualified	Percent
<b>ASIA</b>		
Bangladesh	40	
Brunei Darussalam	5	
China	176	
Georgia	4	
Hong Kong - SAR	42	
India	585	
Indonesia	97	
Japan	95	
Korea, Democratic People's Republic Of	15	
Korea, Republic Of	95	
Malaysia	116	
Maldives	5	
Myanmar	15	
Pakistan	54	
Philippines	106	
Singapore	295	
Sri Lanka	31	
Taiwan	21	
Thailand	24	
Vietnam	40	
Subtotal	1,861	4.3
<b>MIDDLE EAST</b>		
Bahrain	5	
Iran	104	
Israel	34	
Jordan	5	
Kuwait	16	
Lebanon	8	
Oman	11	
Qatar	22	
Saudi Arabia	30	
United Arab Emirates	188	
Yemen	8	
Subtotal	431	1.0
<b>EUROPE</b>		
Austria	32	
Belgium	49	
Bulgaria	27	
Croatia	53	
Cyprus	25	
Denmark	192	
Estonia	5	
Finland	174	
France	121	
Germany	442	
Greece	199	
Iceland	5	
Ireland	23	
Italy	168	
Latvia	4	
Lithuania	5	
Malta	12	
Monaco	13	
Netherlands	335	
Norway	490	
Poland	53	
Portugal	36	
Romania	50	
Russian Federation	34	
Serbia	4	

Region/Country	Total Qualified	Percent
Spain	140	
Sweden	186	
Switzerland	35	
Turkey	123	
Ukraine	17	
United Kingdom	885	
Subtotal	3,937	9.2
<b>AFRICA</b>		
Algeria	23	
Cameroon	8	
Egypt	120	
Ghana	28	
Kenya	12	
Libyan Arab Jamahiriya	7	
Morocco	13	
Nigeria	229	
Senegal	5	
South Africa	40	
Sudan	6	
Tanzania	6	
Tunisia	10	
Subtotal	507	1.2
<b>NORTH AMERICA</b>		
Canada	747	
Mexico	125	
United States	34,437	
Subtotal	35,309	82.5
<b>CARIBBEAN</b>		
Antigua and Barbuda	4	
Bahamas	11	
Bermuda	7	
Dominican Republic	8	
Jamaica	13	
Netherlands Antilles	9	
Puerto Rico	36	
Trinidad and Tobago	27	
Virgin Islands, U.S.	17	
Subtotal	132	0.3
<b>CENTRAL AMERICA</b>		
Costa Rica	10	
Guatemala	5	
Panama	35	
Subtotal	50	0.1
<b>SOUTH AMERICA</b>		
Argentina	77	
Brazil	121	
Chile	45	
Colombia	41	
Ecuador	9	
Peru	34	
Uruguay	6	
Venezuela	41	
Subtotal	374	0.9
<b>ASIA PACIFIC</b>		
Australia	175	
New Zealand	44	
Subtotal	219	0.5
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>42,820</b>	<b>100.0</b>

\*See Additional Data

# APP CHANNEL

## MARITIME GLOBAL NEWS

2020	Monthly Downloads	Cumulative Downloads
Beginning Balance		39,849
January	343	40,192
February	337	40,529
March	410	40,939
April	318	41,257
May	293	41,550
June	244	41,794

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

## MARITIME LOGISTICS PROFESSIONAL

2020	Monthly Downloads	Cumulative Downloads
Beginning Balance		27,574
January	401	27,975
February	246	28,221
March	250	28,471
April	223	28,694
May	180	28,874
June	163	29,037

Cumulative downloads represents the aggregate number of downloads of the Maritime Logistics Professional 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/

2020	Pageviews	Sessions	Users	Average Session Duration
January	405,332	243,809	197,090	0:51
February	475,516	268,856	228,921	0:53
March	586,503	343,263	298,807	0:51
April	530,404	295,071	254,551	0:53
May	657,590	394,243	349,265	0:45
June	514,223	300,412	259,182	0:52
<b>AVERAGE:</b>	<b>528,261</b>	<b>307,609</b>	<b>264,636</b>	<b>0:50</b>

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.

## SOCIAL MEDIA CHANNEL

### Maritime Reporter and Engineering News Social Media



LinkedIn group members

<http://linkedin.com/groups/44626/profile>

#### 2020

Beginning Balance:	135,925
January	137,275
February	139,319
March	140,999
April	142,680
May	145,510
June	148,354

## 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.

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

### 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.

### 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

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.