

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) (See Paragraph 3b for Source)	41,086	-	41,086
MARITIME REPORTER AND ENGINEERING NEWS APPS			
a. Maritime Global News	*44,050	-	*44,050
b. Logistics News	*30,702	-	*30,702
MARITIME REPORTER AND ENGINEERING NEWS WEBSITE (Monthly Users with 720,085 average Pageviews)	353,857	-	353,857
MARITIME REPORTER AND ENGINEERING NEWS SOCIAL MEDIA			
LinkedIn group members	*159,967	-	*159,967

*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	328
Allocated for Trade Shows and Conventions	50
All Other	33
TOTAL	411

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	41,086	100.0	41,086	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	41,086	100.0	41,086	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021 Issue	Total Qualified
January	41,463
February	41,357
March	41,254
April	40,985
May	40,896
June	40,563

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2021
 This issue is 1.5% or 628 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.	11,886	29.3
Port engineers, marine superintendents, port captains, purchasing agents/managers, naval architects, engineers shoreside, ship surveyors, and project engineers.	3,417	8.4
Other employees ashore not included in above classifications	762	1.9
Sub-Total	16,065	39.6
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.	7,922	19.5
Other employees not included in above classifications	1,227	3.0
Sub-Total	9,149	22.5
3. PROFESSIONAL:		
Naval architects, marine engineers and marine consultants shoreside	6,199	15.3
Admiralty lawyers and insurance	363	0.9
Sub-Total	6,562	16.2
TOTAL 1, 2, and 3	31,776	78.3
4. MARINE EQUIPMENT:		
Manufacturers, and manufacturers representatives	7,356	18.1
5. GOVERNMENT AND ALLIED MARINE INDUSTRIES:		
U.S. Maritime Administration, U.S. Senators, U.S. Congressmen and others in official capacities	435	1.1
Schools, Associations and organizations	437	1.1
Other allied marine industries	559	1.4
TOTAL 4 and 5	8,787	21.7
TOTAL QUALIFIED CIRCULATION	40,563	100.0
PERCENT	100.0	

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2021

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	25,453	15,110	-	40,563	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	25,453	15,110	-	40,563	100.0
PERCENT	62.7	37.3	-	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2021

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	40,563	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	40,563	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2021*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	385		Kentucky	292	
New Hampshire	124		Tennessee	403	
Vermont	48		Alabama	469	
Massachusetts	891		Mississippi	300	
Rhode Island	290		EAST SO. CENTRAL	1,464	3.6
Connecticut	751		Arkansas	127	
NEW ENGLAND	2,489	6.1	Louisiana	1,850	
New York	1,635		Oklahoma	372	
New Jersey	1,193		Texas	4,592	
Pennsylvania	803		WEST SO. CENTRAL	6,941	17.1
MIDDLE ATLANTIC	3,631	9.0	Montana	78	
Ohio	743		Idaho	73	
Indiana	373		Wyoming	40	
Illinois	841		Colorado	265	
Michigan	714		New Mexico	64	
Wisconsin	594		Arizona	187	
EAST NO. CENTRAL	3,265	8.1	Utah	91	
Minnesota	345		Nevada	70	
Iowa	98		MOUNTAIN	868	2.1
Missouri	363		Alaska	200	
North Dakota	39		Washington	1,356	
South Dakota	35		Oregon	387	
Nebraska	55		California	2,910	
Kansas	160		Hawaii	169	
WEST NO. CENTRAL	1,095	2.7	PACIFIC	5,022	12.4
Delaware	73		UNITED STATES	31,955	78.8
Maryland	648		U.S. Territories	49	
Washington, DC	194		Canada	815	
Virginia	1,226		Mexico	131	
West Virginia	72		Other International	7,613	
North Carolina	584		APO/FPO	-	
South Carolina	384				
Georgia	562				
Florida	3,437				
SOUTH ATLANTIC	7,180	17.7			
			TOTAL QUALIFIED CIRCULATION	40,563	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2021*

Region/Country	Total Qualified	Percent
ASIA		
Bangladesh	41	
China	173	
Hong Kong - SAR	43	
India	609	
Indonesia	94	
Japan	109	
Korea, Democratic People's Republic Of	15	
Korea, Republic Of	97	
Malaysia	121	
Myanmar	12	
Pakistan	52	
Philippines	104	
Singapore	304	
Sri Lanka	35	
Taiwan	19	
Thailand	29	
Vietnam	40	
Subtotal	1,897	4.7
MIDDLE EAST		
Iran	97	
Israel	32	
Kuwait	15	
Oman	10	
Qatar	24	
Saudi Arabia	28	
Syrian Arab Republic	5	
United Arab Emirates	179	
Subtotal	390	1.0
EUROPE		
Austria	31	
Belgium	63	
Bulgaria	25	
Croatia	59	
Cyprus	29	
Denmark	199	
Finland	175	
France	126	
Germany	513	
Greece	219	
Ireland	24	
Italy	186	
Malta	14	
Monaco	14	
Netherlands	365	
Norway	490	
Poland	62	
Portugal	38	
Romania	56	

Region/Country	Total Qualified	Percent
Russian Federation	44	
Spain	139	
Sweden	175	
Switzerland	58	
Turkey	132	
Ukraine	15	
United Kingdom	930	
Subtotal	4,181	10.3
AFRICA		
Algeria	22	
Angola	4	
Egypt	117	
Ghana	25	
Kenya	13	
Morocco	14	
Nigeria	239	
South Africa	48	
Tunisia	10	
Subtotal	492	1.2
NORTH AMERICA		
Canada	815	
Mexico	131	
United States	31,955	
Subtotal	32,901	81.1
CARIBBEAN		
Jamaica	12	
Puerto Rico	35	
Trinidad and Tobago	26	
Virgin Islands, U.S.	14	
Subtotal	87	0.2
CENTRAL AMERICA		
Panama	34	
Subtotal	34	0.1
SOUTH AMERICA		
Argentina	75	
Brazil	128	
Chile	40	
Easter Island	42	
Suriname	37	
Venezuela	33	
Subtotal	355	0.9
ASIA PACIFIC		
Australia	182	
New Zealand	44	
Subtotal	226	0.5

TOTAL QUALIFIED CIRCULATION 40,563 100.0

*See Additional Data

APP CHANNEL

MARITIME GLOBAL NEWS

2021	Monthly Downloads	Cumulative Downloads
Beginning Balance		43,041
January	164	43,205
February	141	43,346
March	215	43,561
April	173	43,734
May	159	43,893
June	157	44,050

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

2021	Monthly Downloads	Cumulative Downloads
Beginning Balance		29,742
January	166	29,908
February	148	30,056
March	196	30,252
April	164	30,416
May	130	30,546
June	156	30,702

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/

2021	Pageviews	Sessions	Users	Average Session Duration
January	827,100	548,019	468,490	0:29
February	702,344	419,725	337,297	0:38
March	751,845	432,213	330,842	0:45
April	731,473	429,968	350,123	0:43
May	688,706	404,041	328,934	0:40
June	619,042	370,773	307,458	0:37
AVERAGE:	720,085	434,123	353,857	0:38

January – June 2021 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>

2021

Beginning Balance:	155,985
January	157,054
February	158,437
March	159,067
April	159,769
May	159,934
June	159,967

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.

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.

Date signed

August 10, 2021

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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.

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