

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

MARINE TECHNOLOGY REPORTER is a B2B brand with a focus in the marine technology and subsea industries. 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

MARINE TECHNOLOGY REPORTER MAGAZINE



4 issues in the period
26,085 average circulation

MARINE TECHNOLOGY REPORTER APP



13,497 cumulative downloads

MARINE TECHNOLOGY REPORTER WEBSITE



19,433 average users

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
MARINE TECHNOLOGY REPORTER MAGAZINE (4 issues in the period)	26,085	-	26,085
MARINE TECHNOLOGY REPORTER APP	*13,497	-	*13,497
MARINE TECHNOLOGY REPORTER WEBSITE (Monthly Users with 35,682 average Pageviews)	19,433	-	19,433

*App downloads are cumulative figures, not averages.

FIELD SERVED

MARINE TECHNOLOGY REPORTER serves the field of commercial diving, commercial vessels owner/operator, dredging, marine geodesy, marine salvage, meteorology, ocean exploration/survey, oceanography, offshore oil & gas exploration and production, owner/operator underwater vehicles (manned/unmanned), search and survey, vessel chartering, environmental monitoring/pollution control, marine construction, offshore structures, pipeline contractors, port/waterway/coastal/harbor authority, ship/boat building and repair services, submersibles, marine consulting, marine engineering, naval architecture, subsea engineering, education/training (marine/ocean), information technology, marine research, software engineering and development services, systems integration, AUV manufacturer, instrumentation manufacturer (marine/oceanographic), manufacturer of marine machinery, maritime security, ROV manufacturer, subsea robotics, underwater vehicles manufacturer (manned/unmanned) and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include senior management, management, engineering, military, scientific/technical subsea design, academics, consultants/analysts, and other functions.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	243
Allocated for Trade Shows and Conventions	-
All Other	20
TOTAL	263

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	26,085	100.0	26,085	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	26,085	100.0	26,085	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Total Qualified
July/August	26,128
September	26,090
October	26,087
November/December	26,035

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2020
 This issue is 0.3% or 67 copies below the average of the other 3 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Classification by Function					
			Senior Management	Management	Engineering, Academic, Scientific/ Technical	Military	Subsea Design (Naval Architects, Marine Engineers), Consultants/ Analysts	Other Functions
Commercial diving, commercial vessels owner/operator, dredging, marine geodesy, marine salvage, meteorology, ocean exploration/survey, oceanography, offshore oil & gas exploration and production, owner/operator underwater vehicles (manned/unmanned), search and survey, vessel chartering	9,420	36.2	3,639	2,506	2,530	181	342	222
Environmental monitoring/pollution control, marine construction, offshore structures, pipeline contractors, port/waterway/coastal/harbor authority, ship/boat building and repair services, submersibles	6,460	24.8	1,777	2,810	1,492	75	160	146
Marine consulting, marine engineering, naval architecture, subsea engineering	3,982	15.3	1,167	1,042	1,101	72	516	84
Education/Training (marine/ocean), information technology, marine research, software engineering and development services, systems integration	3,217	12.4	764	713	1,373	59	195	113
AUV manufacturer, instrumentation manufacturer (marine/oceanographic), manufacturer of marine machinery, maritime security, ROV manufacturer, subsea robotics, underwater vehicles manufacturer (manned/unmanned)	2,580	9.9	795	969	625	55	82	54
Others Allied to the Field	376	1.4	154	89	52	2	79	-
TOTAL QUALIFIED CIRCULATION	26,035	100.0	8,296	8,129	7,173	444	1,374	619

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2020

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	21,748	4,287	-	26,035	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	21,748	4,287	-	26,035	100.0
PERCENT	83.5	16.5	-	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2020

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	26,035	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	26,035	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2020*

Region/Country	Total Qualified	Percent	Region/Country	Total Qualified	Percent
ASIA			Sweden	87	
Bangladesh	39		Switzerland	35	
China	174		Turkey	131	
Hong Kong - SAR	26		Ukraine	17	
India	566		United Kingdom	1,946	
Indonesia	117		Subtotal	4,371	16.8
Japan	138		AFRICA		
Korea, Democratic People's Republic Of	34		Algeria	19	
Korea, Republic Of	72		Angola	3	
Malaysia	122		Benin	7	
Maldives	6		Cameroon	6	
Myanmar	16		Egypt	106	
Pakistan	59		Ghana	19	
Philippines	87		Kenya	17	
Singapore	207		Libyan Arab Jamahiriya	5	
Sri Lanka	44		Mauritius	3	
Taiwan	56		Morocco	7	
Thailand	50		Nigeria	204	
Vietnam	27		Senegal	4	
Subtotal	1,840	7.0	Sierra Leone	3	
MIDDLE EAST			South Africa	62	
Bahrain	7		Tanzania	5	
Iran	111		Tunisia	19	
Israel	65		Uganda	5	
Kuwait	16		Subtotal	494	1.9
Lebanon	7		NORTH AMERICA		
Oman	4		Canada	1,209	
Qatar	11		Mexico	93	
Saudi Arabia	38		United States	16,719	
Syrian Arab Republic	4		APO/FPO	12	
United Arab Emirates	143		Subtotal	18,033	69.3
Yemen	4		CARIBBEAN		
Subtotal	410	1.6	Bahamas	5	
EUROPE			Bermuda	5	
Austria	12		Cuba	6	
Belgium	70		Dominican Republic	4	
Bulgaria	22		Jamaica	9	
Croatia	55		Puerto Rico	28	
Cyprus	14		Trinidad and Tobago	14	
Denmark	79		Virgin Islands, U.S.	8	
Estonia	4		Subtotal	79	0.3
Finland	53		CENTRAL AMERICA		
France	224		Costa Rica	6	
Germany	306		Honduras	3	
Greece	91		Panama	15	
Iceland	21		Subtotal	24	0.1
Ireland	78		SOUTH AMERICA		
Italy	200		Argentina	76	
Lithuania	5		Brazil	181	
Macedonia	4		Chile	63	
Malta	11		Colombia	70	
Monaco	8		Ecuador	7	
Netherlands	290		Peru	31	
Norway	234		Suriname	3	
Poland	42		Uruguay	11	
Portugal	59		Venezuela	39	
Romania	47		Subtotal	481	1.8
Russian Federation	66		ASIA PACIFIC		
Serbia	5		Australia	262	
Slovenia	6		Fiji	3	
Spain	149		New Zealand	38	
			Subtotal	303	1.2
			TOTAL QUALIFIED CIRCULATION	26,035	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2020*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	290		Kentucky	104	
New Hampshire	176		Tennessee	151	
Vermont	32		Alabama	180	
Massachusetts	859		Mississippi	186	
Rhode Island	317		EAST SO. CENTRAL	621	2.4
Connecticut	384		Arkansas	31	
NEW ENGLAND	2,058	7.9	Louisiana	812	
New York	794		Oklahoma	54	
New Jersey	498		Texas	1,427	
Pennsylvania	355		WEST SO. CENTRAL	2,324	8.9
MIDDLE ATLANTIC	1,647	6.3	Montana	44	
Ohio	279		Idaho	33	
Indiana	154		Wyoming	8	
Illinois	280		Colorado	124	
Michigan	365		New Mexico	22	
Wisconsin	276		Arizona	119	
EAST NO. CENTRAL	1,354	5.2	Utah	35	
Minnesota	151		Nevada	32	
Iowa	41		MOUNTAIN	417	1.6
Missouri	127		Alaska	171	
North Dakota	11		Washington	921	
South Dakota	13		Oregon	240	
Nebraska	16		California	2,157	
Kansas	19		Hawaii	177	
WEST NO. CENTRAL	378	1.5	PACIFIC	3,666	14.1
Delaware	71		UNITED STATES	16,716	64.2
Maryland	523		U.S. Territories	36	
Washington, DC	170		Canada	1,209	
Virginia	829		Mexico	93	
West Virginia	28		Other International	7,969	
North Carolina	304		APO/FPO	12	
South Carolina	221				
Georgia	212				
Florida	1,893				
SOUTH ATLANTIC	4,251	16.3			
			TOTAL QUALIFIED CIRCULATION	26,035	100.0

*See Additional Data

APP CHANNEL

MARINE TECHNEWS

2020	Monthly Downloads	Cumulative Downloads
Beginning Balance		13,345
July	30	13,375
August	23	13,398
September	22	13,420
October	26	13,446
November	22	13,468
December	29	13,497

Cumulative downloads represents the aggregate number of downloads of the Marine TechNews 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

HTTP://WWW.MARINETECHNOLOGYNEWS.COM/

2020	Pageviews	Sessions	Users	Average Session Duration
July	26,009	18,104	15,369	0:51
August	28,396	19,308	16,409	0:50
September	32,078	21,767	19,154	0:57
October	33,875	23,380	20,383	0:51
November	33,292	21,899	19,305	0:40
December	60,443	35,850	25,979	2:45
AVERAGE:	35,682	23,384	19,433	1:09

July – December 2020 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.a

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.

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 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.

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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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