

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
42,431 average circulation

**MARITIME REPORTER
AND ENGINEERING
NEWS
APPS**



Maritime Global News
43,041 cumulative downloads
Logistics News
29,742 cumulative downloads

**MARITIME REPORTER
AND ENGINEERING
NEWS
WEBSITE**



262,287 average users

**MARITIME REPORTER
AND ENGINEERING
NEWS
SOCIAL MEDIA**



155,985 LinkedIn group members

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)	42,431	-	42,431
MARITIME REPORTER AND ENGINEERING NEWS APPS			
a. Maritime Global News	*43,041	-	*43,041
b. Logistics News	*29,742	-	*29,742
MARITIME REPORTER AND ENGINEERING NEWS WEBSITE (Monthly Users with 535,553 average Pageviews)	262,287	-	262,287
MARITIME REPORTER AND ENGINEERING NEWS SOCIAL MEDIA			
LinkedIn group members	*155,985	-	*155,985

*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	187
Allocated for Trade Shows and Conventions	-
All Other	20
TOTAL	207

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	42,431	100.0	42,431	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	42,431	100.0	42,431	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Total Qualified
July	42,684
August	42,323
September	42,178
October	42,264
November	42,334
December	42,803

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2020
 This issue is 1.1% or 446 copies above 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.	12,611	29.4
Port engineers, marine superintendents, port captains, purchasing agents/managers, naval architects, engineers shoreside, ship surveyors, and project engineers.	3,537	8.3
Other employees ashore not included in above classifications	799	1.9
Sub-Total	16,947	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.	8,369	19.5
Other employees not included in above classifications	1,229	2.9
Sub-Total	9,598	22.4
3. PROFESSIONAL:		
Naval architects, marine engineers and marine consultants shoreside	6,626	15.5
Admiralty lawyers and insurance	378	0.9
Sub-Total	7,004	16.4
TOTAL 1, 2, and 3	33,549	78.4
4. MARINE EQUIPMENT:		
Manufacturers, and manufacturers representatives	7,766	18.1
5. GOVERNMENT AND ALLIED MARINE INDUSTRIES:		
U.S. Maritime Administration, U.S. Senators, U.S. Congressmen and others in official capacities	417	1.0
Schools, Associations and organizations	476	1.1
Other allied marine industries	595	1.4
TOTAL 4 and 5	9,254	21.6
TOTAL QUALIFIED CIRCULATION	42,803	100.0
PERCENT	100.0	

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

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	15,844	26,959	-	42,803	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	15,844	26,959	-	42,803	100.0
PERCENT	37.0	63.0	-	100.0	

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

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	42,803	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	42,803	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2020*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	443		Kentucky	309	
New Hampshire	137		Tennessee	431	
Vermont	50		Alabama	499	
Massachusetts	967		Mississippi	323	
Rhode Island	328		EAST SO. CENTRAL	1,562	3.6
Connecticut	809		Arkansas	132	
NEW ENGLAND	2,734	6.4	Louisiana	2,056	
New York	1,765		Oklahoma	403	
New Jersey	1,296		Texas	4,852	
Pennsylvania	836		WEST SO. CENTRAL	7,443	17.4
MIDDLE ATLANTIC	3,897	9.1	Montana	86	
Ohio	780		Idaho	80	
Indiana	378		Wyoming	51	
Illinois	904		Colorado	285	
Michigan	779		New Mexico	71	
Wisconsin	596		Arizona	199	
EAST NO. CENTRAL	3,437	8.0	Utah	94	
Minnesota	360		Nevada	74	
Iowa	107		MOUNTAIN	940	2.2
Missouri	392		Alaska	235	
North Dakota	43		Washington	1,483	
South Dakota	35		Oregon	407	
Nebraska	55		California	3,115	
Kansas	164		Hawaii	189	
WEST NO. CENTRAL	1,156	2.7	PACIFIC	5,429	12.7
Delaware	82		UNITED STATES	34,320	80.2
Maryland	710		U.S. Territories	58	
Washington, DC	208		Canada	809	
Virginia	1,341		Mexico	128	
West Virginia	77		Other International	7,476	
North Carolina	621		APO/FPO	12	
South Carolina	403				
Georgia	579				
Florida	3,701				
SOUTH ATLANTIC	7,722	18.1			
			TOTAL QUALIFIED CIRCULATION	42,803	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2020*

Region/Country	Total Qualified	Percent
ASIA		
Bangladesh	42	
Brunei Darussalam	5	
China	165	
Georgia	4	
Hong Kong - SAR	41	
India	578	
Indonesia	93	
Japan	103	
Korea, Democratic People's Republic Of	15	
Korea, Republic Of	96	
Malaysia	117	
Maldives	7	
Myanmar	13	
Pakistan	47	
Philippines	107	
Singapore	296	
Sri Lanka	33	
Taiwan	20	
Thailand	28	
Vietnam	38	
Subtotal	1,848	4.3
MIDDLE EAST		
Bahrain	5	
Iran	92	
Israel	33	
Jordan	5	
Kuwait	14	
Lebanon	8	
Oman	10	
Qatar	21	
Saudi Arabia	26	
Syrian Arab Republic	2	
United Arab Emirates	165	
Yemen	4	
Subtotal	385	0.9
EUROPE		
Austria	29	
Belgium	59	
Bulgaria	26	
Croatia	54	
Cyprus	30	
Denmark	193	
Estonia	4	
Finland	164	
France	118	
Germany	492	
Greece	207	
Iceland	5	
Ireland	21	
Italy	181	
Latvia	3	
Lithuania	4	
Malta	12	
Monaco	14	
Montenegro	2	
Netherlands	340	
Norway	463	
Poland	57	
Portugal	34	
Romania	51	
Russian Federation	42	
Serbia	5	
Slovenia	2	
Spain	134	
Sweden	166	

*See Additional Data

Region/Country	Total Qualified	Percent
Switzerland	51	
Turkey	130	
Ukraine	16	
United Kingdom	909	
Subtotal	4,018	9.4
AFRICA		
Algeria	23	
Angola	2	
Cameroon	6	
Egypt	114	
Ethiopia	1	
Ghana	27	
Kenya	11	
Libyan Arab Jamahiriya	8	
Morocco	12	
Nigeria	233	
Senegal	5	
South Africa	44	
Sudan	5	
Tanzania	5	
Tunisia	10	
Subtotal	506	1.2
NORTH AMERICA		
Canada	809	
Mexico	128	
United States	34,321	
unspecified North America	12	
Subtotal	35,270	82.4
CARIBBEAN		
Antigua and Barbuda	4	
Bahamas	11	
Bermuda	6	
Cuba	3	
Dominican Republic	8	
Jamaica	12	
Netherlands Antilles	7	
Puerto Rico	35	
Trinidad and Tobago	27	
Virgin Islands, U.S.	14	
Subtotal	127	0.3
CENTRAL AMERICA		
Costa Rica	11	
Guatemala	5	
Panama	31	
Subtotal	47	0.1
SOUTH AMERICA		
Argentina	67	
Brazil	126	
Chile	45	
Colombia	41	
Ecuador	9	
Peru	37	
Uruguay	7	
Venezuela	36	
Subtotal	368	0.9
ASIA PACIFIC		
Australia	175	
Federated States Of Micronesia	2	
Guam	4	
Marianas	3	
New Zealand	50	
Subtotal	234	0.5
TOTAL QUALIFIED CIRCULATION	42,803	100.0

APP CHANNEL

MARITIME GLOBAL NEWS

2020	Monthly Downloads	Cumulative Downloads
Beginning Balance		41,794
July	216	42,010
August	239	42,249
September	218	42,467
October	205	42,672
November	151	42,823
December	218	43,041

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

2020	Monthly Downloads	Cumulative Downloads
Beginning Balance		29,037
July	109	29,146
August	117	29,263
September	127	29,390
October	122	29,512
November	114	29,626
December	116	29,742

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/

2020	Pageviews	Sessions	Users	Average Session Duration
July	578,136	332,671	287,432	0:53
August	496,969	320,520	232,753	0:54
September	412,906	237,747	194,748	1:07
October	505,638	331,895	267,890	0:55
November	501,831	330,218	252,363	0:48
December	717,840	499,285	338,541	0:52
AVERAGE:	535,553	342,056	262,287	0:54

July – December 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:	148,354
July	148,354
August	150,450
September	151,640
October	153,019
November	154,076
December	155,985

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

February 12, 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.