

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.

**MAGAZINE CHANNEL FORMAT – PRINT AND DIGITAL ISSUES**

**MARINE TECHNOLOGY REPORTER** 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**

**MARINE TECHNOLOGY REPORTER PRINT AND DIGITAL MAGAZINE**

**MARINE TECHNOLOGY REPORTER APP**

**MARINE TECHNOLOGY REPORTER WEBSITE**

**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>MARINE TECHNOLOGY REPORTER PRINT AND DIGITAL MAGAZINE</b> (4 issues in the period)	25,363	-	25,363
(See Paragraph 3b for Source)			
<b>MARINE TECHNOLOGY REPORTER APP</b>	*13,608	-	*13,608
<b>MARINE TECHNOLOGY REPORTER WEBSITE</b> (Monthly Users with 225,836 average Pageviews)	67,555	-	67,555

\*App downloads 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**

**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	274
Allocated for Trade Shows and Conventions	-
All Other	25
<b>TOTAL</b>	<b>299</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	25,363	100.0	25,363	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>25,363</b>	<b>100.0</b>	<b>25,363</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

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

2021 Issue	Total Qualified
January	25,677
February	25,489
March/April	25,155
May/June	25,131

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2021**  
 This issue is 1.2% or 309 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	9,102	36.2	3,420	2,565	2,420	174	321	202
Environmental monitoring/pollution control, marine construction, offshore structures, pipeline contractors, port/waterway/coastal/harbor authority, ship/boat building and repair services, submersibles	6,255	24.9	1,722	2,733	1,438	69	156	137
Marine consulting, marine engineering, naval architecture, subsea engineering	3,775	15.0	1,053	1,001	1,065	70	509	77
Education/Training (marine/ocean), information technology, marine research, software engineering and development services, systems integration	3,130	12.5	729	716	1,338	61	180	106
AUV manufacturer, instrumentation manufacturer (marine/oceanographic), manufacturer of marine machinery, maritime security, ROV manufacturer, subsea robotics, underwater vehicles manufacturer (manned/unmanned)	2,520	10.0	764	969	612	53	74	48
Others Allied to the Field	349	1.4	135	84	57	2	71	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>25,131</b>	<b>100.0</b>	<b>7,823</b>	<b>8,068</b>	<b>6,930</b>	<b>429</b>	<b>1,311</b>	<b>570</b>

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

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	12,623	12,508	-	25,131	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>12,623</b>	<b>12,508</b>	<b>-</b>	<b>25,131</b>	<b>100.0</b>
<b>PERCENT</b>	<b>50.2</b>	<b>49.8</b>	<b>-</b>	<b>100.0</b>	

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

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	25,131	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>25,131</b>	<b>100.0</b>

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2021\***

Region/Country	Total Qualified	Percent	Region/Country	Total Qualified	Percent
<b>ASIA</b>			Sweden	86	
Bangladesh	35		Switzerland	37	
China	194		Turkey	139	
Hong Kong - SAR	27		Ukraine	18	
India	565		United Kingdom	1,923	
Indonesia	119		Subtotal	4,370	17.4
Japan	134		<b>AFRICA</b>		
Korea, Democratic People's Republic Of	108		Algeria	18	
Malaysia	128		Angola	3	
Maldives	6		Benin	5	
Myanmar	18		Cameroon	5	
Pakistan	58		Egypt	100	
Philippines	79		Ghana	19	
Singapore	206		Guinea	3	
Sri Lanka	47		Kenya	15	
Taiwan	56		Libyan Arab Jamahiriya	4	
Thailand	49		Mauritius	4	
Vietnam	28		Morocco	7	
Subtotal	1,857	7.4	Nigeria	192	
<b>MIDDLE EAST</b>			Senegal	4	
Bahrain	6		Sierra Leone	3	
Iran	121		South Africa	61	
Israel	64		Tanzania	5	
Kuwait	14		Tunisia	19	
Lebanon	8		Uganda	3	
Oman	6		Subtotal	470	1.9
Qatar	13		<b>NORTH AMERICA</b>		
Saudi Arabia	34		Canada	1,160	
Syrian Arab Republic	5		Mexico	89	
United Arab Emirates	141		United States	15,865	
Yemen	4		APO/FPO	6	
Subtotal	416	1.7	Subtotal	17,120	68.1
<b>EUROPE</b>			<b>CARIBBEAN</b>		
Austria	11		Bahamas	3	
Belgium	76		Bermuda	6	
Bulgaria	25		Cuba	7	
Croatia	59		Dominican Republic	5	
Cyprus	14		Jamaica	7	
Denmark	78		Puerto Rico	28	
Estonia	5		Trinidad and Tobago	15	
Finland	55		Virgin Islands, U.S.	11	
France	232		Subtotal	82	0.3
Germany	311		<b>CENTRAL AMERICA</b>		
Greece	90		Costa Rica	6	
Hungary	3		Honduras	3	
Iceland	20		Panama	13	
Ireland	73		Subtotal	22	0.1
Italy	212		<b>SOUTH AMERICA</b>		
Lithuania	3		Argentina	72	
Macedonia	4		Brazil	193	
Malta	11		Chile	62	
Monaco	10		Colombia	69	
Netherlands	278		Ecuador	9	
Norway	238		Peru	32	
Poland	48		Uruguay	13	
Portugal	56		Venezuela	36	
Romania	46		Subtotal	486	1.9
Russian Federation	66		<b>ASIA PACIFIC</b>		
Serbia	6		Australia	267	
Slovenia	7		Fiji	3	
Spain	130		New Zealand	38	
			Subtotal	308	1.2
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>25,131</b>	<b>100.0</b>

\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2021\***

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	267		Kentucky	102	
New Hampshire	176		Tennessee	149	
Vermont	34		Alabama	168	
Massachusetts	822		Mississippi	176	
Rhode Island	297		<b>EAST SO. CENTRAL</b>	<b>595</b>	<b>2.4</b>
Connecticut	371		Arkansas	27	
<b>NEW ENGLAND</b>	<b>1,967</b>	<b>7.8</b>	Louisiana	771	
New York	729		Oklahoma	52	
New Jersey	432		Texas	1,358	
Pennsylvania	336		<b>WEST SO. CENTRAL</b>	<b>2,208</b>	<b>8.8</b>
<b>MIDDLE ATLANTIC</b>	<b>1,497</b>	<b>5.9</b>	Montana	44	
Ohio	268		Idaho	34	
Indiana	151		Wyoming	8	
Illinois	269		Colorado	114	
Michigan	360		New Mexico	17	
Wisconsin	277		Arizona	113	
<b>EAST NO. CENTRAL</b>	<b>1,325</b>	<b>5.3</b>	Utah	34	
Minnesota	142		Nevada	26	
Iowa	38		<b>MOUNTAIN</b>	<b>390</b>	<b>1.5</b>
Missouri	130		Alaska	151	
North Dakota	9		Washington	895	
South Dakota	13		Oregon	235	
Nebraska	16		California	2,010	
Kansas	19		Hawaii	170	
<b>WEST NO. CENTRAL</b>	<b>367</b>	<b>1.5</b>	<b>PACIFIC</b>	<b>3,461</b>	<b>13.8</b>
Delaware	65		<b>UNITED STATES</b>	<b>15,865</b>	<b>63.1</b>
Maryland	511		U.S. Territories	39	
Washington, DC	168		Canada	1,160	
Virginia	805		Mexico	89	
West Virginia	28		Other International	7,972	
North Carolina	302		APO/FPO	6	
South Carolina	205				
Georgia	197				
Florida	1,774				
<b>SOUTH ATLANTIC</b>	<b>4,055</b>	<b>16.1</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>25,131</b>	<b>100.0</b>

\*See Additional Data

**APP CHANNEL**

**MARINE TECHNEWS**

2021	Monthly Downloads	Cumulative Downloads
Beginning Balance		13,497
January	22	13,519
February	17	13,536
March	16	13,552
April	22	13,574
May	19	13,593
June	15	13,608

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/](http://www.marinetechologynews.com/)

2021	Pageviews	Sessions	Users	Average Session Duration
January	116,279	57,428	40,923	3:01
February	93,383	50,860	39,817	1:15
March	104,565	53,619	48,298	1:27
April	250,437	100,965	75,458	2:17
May	448,944	166,256	105,548	2:36
June	341,408	133,733	95,290	2:08
<b>AVERAGE:</b>	<b>225,836</b>	<b>93,810</b>	<b>67,555</b>	<b>2:07</b>

January – June 2021 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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County	New York
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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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