

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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MARINE NEWS is a B2B brand with a focus in the marine 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.

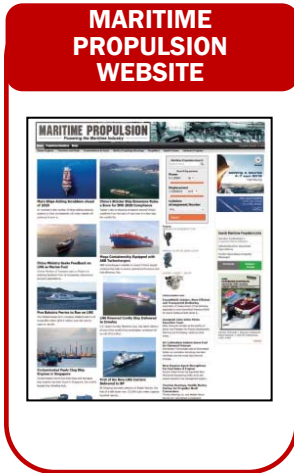
MAGAZINE CHANNEL FORMAT – PRINT AND DIGITAL ISSUES

MARINE 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



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
MARINE NEWS PRINT AND DIGITAL MAGAZINE (6 issues in the period)	30,374	-	30,374
(See Paragraph 3b for Source)			
MARITIME PROPULSION WEBSITE (Monthly Users with 34,436 average Pageviews)	21,708	-	21,708

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 NEWS serves the commercial and Naval marine industries including ship, boat, barge and workboat owners, operators, offshore oil drilling operations, shipbuilding, boatbuilding, boat repair, marine engineers, naval architects, port authorities 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 (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	282
Allocated for Trade Shows and Conventions	42
All Other	42
TOTAL	366

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	30,374	100.0	30,374	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	30,374	100.0	30,374	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021 Issue	Total Qualified
January	30,392
February	30,659
March	30,233
April	30,431
May	30,266
June	30,262

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2021
 This issue is 0.4% or 134 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, tugs, pushboats, all types of barges, dredges and salvage vessels, offshore service and supply vessels, crew boats, excursion dinner, passenger and ferry boats, "for hire" dive and charter boats, research vessels, pilot boats, fire boats, police boats, harbor and utility boats, pollution control vessels, coastal and great lakes freighters and tankers, offshore drill rigs, port authorities:		
Corporate officers, directors, owners, presidents, vice presidents, general managers, other managers, corporate secretaries, and treasurers	11,146	36.8
Port engineers - shoreside, marine superintendents, port captains, purchasing managers/agents, naval architects, marine engineers - shoreside	2,972	9.8
Other employees ashore not included in above classifications	363	1.2
SUB-TOTAL	14,481	47.8
2. SHIPBUILDING, BOATBUILDING AND REPAIR:		
Corporate officers, directors, owners, presidents, vice presidents, general managers, other managers, corporate secretaries, treasurers, port engineers - shoreside, marine superintendents, port captains, purchasing managers/agents, naval architects, marine engineers - shoreside, ship surveyors, project engineers, and foremen	6,456	21.4
Other employees not included in the above classifications	613	2.0
SUB-TOTAL	7,069	23.4
3. PROFESSIONAL:		
Naval architects, marine engineers and marine consultants shoreside	3,750	12.4
Admiralty lawyers and insurance	394	1.3
SUB-TOTAL	4,144	13.7
TOTAL 1, 2, AND 3	25,694	84.9
4. MARINE EQUIPMENT:		
Manufacturers and manufacturer's representatives	3,813	12.6
5. GOVERNMENT AND ALLIED MARINE INDUSTRIES:		
U.S. Marine Administration, U.S. Senators, U.S. Congressmen and others in official capacities	269	0.9
Schools, associations and organizations	457	1.5
Other allied marine industries	29	0.1
TOTAL 4 AND 5	4,568	15.1
TOTAL QUALIFIED CIRCULATION	30,262	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:	15,224	15,038	-	30,262	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	15,224	15,038	-	30,262	100.0
PERCENT	50.3	49.7	-	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	30,262	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	30,262	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2021*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	370		Kentucky	247	
New Hampshire	121		Tennessee	350	
Vermont	39		Alabama	405	
Massachusetts	744		Mississippi	269	
Rhode Island	273		EAST SO. CENTRAL	1,271	4.2
Connecticut	581		Arkansas	100	
NEW ENGLAND	2,128	7.0	Louisiana	1,530	
New York	1,302		Oklahoma	92	
New Jersey	942		Texas	2,318	
Pennsylvania	635		WEST SO. CENTRAL	4,040	13.4
MIDDLE ATLANTIC	2,879	9.5	Montana	35	
Ohio	615		Idaho	61	
Indiana	299		Wyoming	4	
Illinois	664		Colorado	119	
Michigan	586		New Mexico	16	
Wisconsin	495		Arizona	142	
EAST NO. CENTRAL	2,659	8.8	Utah	53	
Minnesota	275		Nevada	47	
Iowa	73		MOUNTAIN	477	1.6
Missouri	318		Alaska	195	
North Dakota	15		Washington	1,195	
South Dakota	18		Oregon	350	
Nebraska	41		California	2,121	
Kansas	95		Hawaii	142	
WEST NO. CENTRAL	835	2.8	PACIFIC	4,003	13.2
Delaware	56		UNITED STATES	24,558	81.2
Maryland	577		U.S. Territories	48	
Washington, DC	146		Canada	563	
Virginia	1,122		Mexico	114	
West Virginia	28		Other International	4,979	
North Carolina	497		APO/FPO	-	
South Carolina	320				
Georgia	451				
Florida	3,069				
SOUTH ATLANTIC	6,266	20.7			
			TOTAL QUALIFIED CIRCULATION	30,262	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2021*

Region/Country	Total Qualified	Percent	Region/Country	Total Qualified	Percent
ASIA			Spain	101	
Bangladesh	39		Sweden	72	
Brunei Darussalam	5		Switzerland	20	
China	117		Turkey	95	
Georgia	2		Ukraine	19	
Hong Kong - SAR	32		United Kingdom	552	
India	585		Subtotal	2,228	7.4
Indonesia	97		AFRICA		
Japan	44		Algeria	19	
Korea, Democratic People's Republic Of	11		Cameroon	10	
Korea, Republic Of	66		Egypt	51	
Malaysia	93		Ethiopia	2	
Maldives	3		Ghana	27	
Myanmar	19		Kenya	12	
Pakistan	50		Libyan Arab Jamahiriya	7	
Philippines	125		Morocco	9	
Singapore	205		Nigeria	149	
Sri Lanka	34		Senegal	5	
Taiwan	18		South Africa	20	
Thailand	24		Sudan	2	
Vietnam	28		Tanzania	4	
Subtotal	1,597	5.3	Tunisia	9	
MIDDLE EAST			Subtotal	326	1.1
Bahrain	8		NORTH AMERICA		
Iran	55		Canada	563	
Israel	17		Mexico	114	
Jordan	2		United States	24,558	
Kuwait	13		Subtotal	25,235	83.4
Lebanon	7		CARIBBEAN		
Oman	7		Antigua and Barbuda	5	
Qatar	13		Bahamas	8	
Saudi Arabia	29		Bermuda	4	
Syrian Arab Republic	3		Cuba	3	
United Arab Emirates	146		Dominican Republic	7	
Yemen	2		Jamaica	10	
Subtotal	302	1.0	Netherlands Antilles	1	
EUROPE			Puerto Rico	36	
Austria	16		Trinidad and Tobago	21	
Belgium	39		Virgin Islands, U.S.	9	
Bulgaria	22		Subtotal	104	0.3
Croatia	33		CENTRAL AMERICA		
Cyprus	15		Costa Rica	13	
Denmark	75		Guatemala	1	
Estonia	2		Panama	28	
Finland	77		Subtotal	42	0.1
France	79		SOUTH AMERICA		
Germany	203		Argentina	59	
Greece	106		Brazil	75	
Iceland	6		Chile	27	
Ireland	19		Colombia	32	
Italy	121		Ecuador	9	
Latvia	3		Peru	27	
Lithuania	2		Uruguay	6	
Malta	11		Venezuela	31	
Monaco	9		Subtotal	266	0.9
Netherlands	207		ASIA PACIFIC		
Norway	181		Australia	123	
Poland	33		Guam	3	
Portugal	26		New Zealand	36	
Romania	47		Subtotal	162	0.5
Russian Federation	30		TOTAL QUALIFIED CIRCULATION		
Serbia	3			30,262	100.0
Slovenia	4				

*See Additional Data

WEBSITE CHANNEL

WWW.MARITIMEPROPULSION.COM

2021	Pageviews	Sessions	Users	Average Session Duration
January	28,979	19,239	17,281	0:48
February	30,893	21,292	18,566	0:41
March	33,354	22,189	20,310	0:44
April	31,208	20,622	18,580	0:47
May	36,947	28,303	26,701	0:30
June	45,240	31,753	28,810	0:40
AVERAGE:	34,436	23,899	21,708	0:41

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.

ADDITIONAL DATA

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 brand existed first, 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.

GEOGRAPHICAL BREAKOUT:

Geographic data for Website is 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

July 28, 2021

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New York

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.