

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 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.

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.

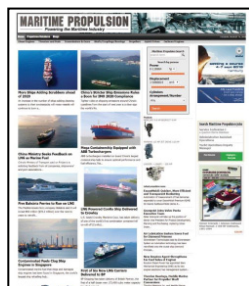
CHANNELS

MARINE NEWS MAGAZINE



6 issues in the period
30,518 average circulation

MARITIME PROPULSION WEBSITE



17,301 average users

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
MARINE NEWS MAGAZINE (6 issues in the period)	30,518	-	30,518
MARITIME PROPULSION WEBSITE (Monthly Users with 28,555 average Pageviews)	17,301	-	17,301

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	176
Allocated for Trade Shows and Conventions	-
All Other	27
TOTAL	203

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	30,518	100.0	30,518	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	30,518	100.0	30,518	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Total Qualified
July	30,548
August	30,590
September	30,221
October	30,376
November	30,637
December	30,733

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2020
 This issue is 0.8% or 259 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, 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	11,519	37.5
Port engineers - shoreside, marine superintendents, port captains, purchasing managers/agents, naval architects, marine engineers - shoreside	2,997	9.8
Other employees ashore not included in above classifications	378	1.2
SUB-TOTAL	14,894	48.5
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	6,471	21.1
Other employees not included in the above classifications	563	1.8
SUB-TOTAL	7,034	22.9
3. PROFESSIONAL:		
Naval architects, marine engineers and marine consultants shoreside	3,788	12.3
Admiralty lawyers and insurance	380	1.2
SUB-TOTAL	4,168	13.5
TOTAL 1, 2, AND 3	26,096	84.9
4. MARINE EQUIPMENT:		
Manufacturers and manufacturer's representatives	3,876	12.6
5. GOVERNMENT AND ALLIED MARINE INDUSTRIES:		
U.S. Marine Administration, U.S. Senators, U.S. Congressmen and others in official capacities	273	0.9
Schools, associations and organizations	463	1.5
Other allied marine industries	25	0.1
TOTAL 4 AND 5	4,637	15.1
TOTAL QUALIFIED CIRCULATION	30,733	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:	16,845	13,888	-	30,733	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	16,845	13,888	-	30,733	100.0
PERCENT	54.8	45.2	-	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	30,733	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	30,733	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2020*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	380		Kentucky	248	
New Hampshire	127		Tennessee	354	
Vermont	41		Alabama	426	
Massachusetts	779		Mississippi	267	
Rhode Island	294		EAST SO. CENTRAL	1,295	4.2
Connecticut	611		Arkansas	105	
NEW ENGLAND	2,232	7.3	Louisiana	1,594	
New York	1,349		Oklahoma	90	
New Jersey	962		Texas	2,323	
Pennsylvania	637		WEST SO. CENTRAL	4,112	13.3
MIDDLE ATLANTIC	2,948	9.6	Montana	39	
Ohio	600		Idaho	56	
Indiana	297		Wyoming	6	
Illinois	694		Colorado	121	
Michigan	607		New Mexico	17	
Wisconsin	462		Arizona	144	
EAST NO. CENTRAL	2,660	8.7	Utah	52	
Minnesota	282		Nevada	49	
Iowa	74		MOUNTAIN	484	1.6
Missouri	314		Alaska	212	
North Dakota	16		Washington	1,224	
South Dakota	17		Oregon	353	
Nebraska	41		California	2,243	
Kansas	92		Hawaii	137	
WEST NO. CENTRAL	836	2.7	PACIFIC	4,169	13.6
Delaware	65		UNITED STATES	25,215	82.0
Maryland	607		U.S. Territories	57	
Washington, DC	152		Canada	561	
Virginia	1,146		Mexico	114	
West Virginia	26		Other International	4,777	
North Carolina	517		APO/FPO	9	
South Carolina	332				
Georgia	453				
Florida	3,181				
SOUTH ATLANTIC	6,479	21.0			
			TOTAL QUALIFIED CIRCULATION	30,733	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2020*

Region/Country	Total Qualified	Percent	Region/Country	Total Qualified	Percent
ASIA			Switzerland	20	
Bangladesh	38		Turkey	92	
Brunei Darussalam	5		Ukraine	19	
China	113		United Kingdom	553	
Georgia	2		Subtotal	2,118	6.9
Hong Kong - SAR	30		AFRICA		
India	554		Algeria	20	
Indonesia	96		Cameroon	9	
Japan	39		Egypt	48	
Korea, Republic Of	75		Ethiopia	1	
Malaysia	94		Ghana	29	
Maldives	3		Kenya	10	
Myanmar	18		Libyan Arab Jamahiriya	7	
Pakistan	44		Morocco	8	
Philippines	126		Nigeria	152	
Singapore	202		Senegal	5	
Sri Lanka	35		South Africa	16	
Taiwan	18		Sudan	1	
Thailand	23		Tanzania	4	
Vietnam	26		Tunisia	9	
Subtotal	1,541	5.0	Subtotal	319	1.0
MIDDLE EAST			NORTH AMERICA		
Bahrain	6		Canada	561	
Iran	51		Mexico	114	
Israel	16		United States	25,215	
Jordan	3		unspecified North America	9	
Kuwait	12		Subtotal	25,899	84.2
Lebanon	8		CARIBBEAN		
Oman	7		Antigua and Barbuda	5	
Qatar	11		Bahamas	7	
Saudi Arabia	25		Bermuda	4	
Syrian Arab Republic	2		Cuba	4	
United Arab Emirates	133		Dominican Republic	7	
Yemen	2		Jamaica	10	
Subtotal	276	0.9	Netherlands Antilles	1	
EUROPE			Puerto Rico	36	
Austria	15		Trinidad and Tobago	21	
Belgium	39		Virgin Islands, U.S.	10	
Bulgaria	22		Subtotal	105	0.3
Croatia	31		CENTRAL AMERICA		
Cyprus	15		Costa Rica	12	
Denmark	74		Guatemala	1	
Estonia	1		Panama	26	
Finland	62		Subtotal	39	0.1
France	79		SOUTH AMERICA		
Germany	199		Argentina	54	
Greece	101		Brazil	76	
Iceland	6		Chile	30	
Ireland	18		Colombia	33	
Italy	115		Ecuador	9	
Latvia	3		Peru	27	
Lithuania	2		Uruguay	6	
Malta	10		Venezuela	31	
Monaco	9		Subtotal	266	0.9
Montenegro	1		ASIA PACIFIC		
Netherlands	178		Australia	123	
Norway	162		Federated States Of		
Poland	30		Micronesia	1	
Portugal	22		Guam	5	
Romania	45		Marianas	5	
Russian Federation	31		New Zealand	36	
Serbia	3		Subtotal	170	0.6
Slovenia	3				
Spain	95				
Sweden	63				
			TOTAL QUALIFIED CIRCULATION	30,733	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.MARITIMEPROPULSION.COM

2020	Pageviews	Sessions	Users	Average Session Duration
July	30,868	20,781	18,816	0:47
August	29,656	19,730	17,878	0:47
September	28,653	19,908	18,120	0:43
October	28,221	18,971	17,647	0:44
November	27,565	17,610	15,972	0:47
December	26,369	16,893	15,376	0:47
AVERAGE:	28,555	18,982	17,301	0:45

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.

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

February 12, 2021

State

New York

County

New York

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February 12, 2021

Type

BJ

ID Number

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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.