



BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JUNE 2022



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.

MAGAZINE CHANNEL FORMAT – PRINT AND DIGITAL ISSUES

MARITIME REPORTER AND ENGINEERING 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

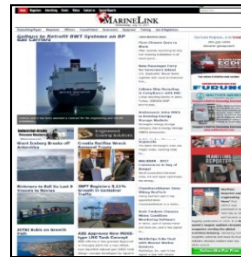
MARITIME REPORTER AND ENGINEERING NEWS PRINT AND DIGITAL MAGAZINE



MARITIME REPORTER AND ENGINEERING NEWS APPS



MARITIME REPORTER AND ENGINEERING NEWS WEBSITE



MARITIME REPORTER AND ENGINEERING NEWS SOCIAL MEDIA



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
MARITIME REPORTER AND ENGINEERING NEWS PRINT AND DIGITAL MAGAZINE (6 issues in the period)	40,637	-	40,637
a. Print	12,023	-	12,023
b. Digital	28,614	-	28,614
(See Paragraph 3b for Source)			
MARITIME REPORTER AND ENGINEERING NEWS APPS			
a. Maritime Global News	*45,496	-	*45,496
b. Logistics News	*32,002	-	*32,002
MARITIME REPORTER AND ENGINEERING NEWS WEBSITE (Monthly Users with 817,664 average Pageviews)	306,342	-	306,342
MARITIME REPORTER AND ENGINEERING NEWS SOCIAL MEDIA			
LinkedIn group members	*176,385	-	*176,385

*App downloads and Social Media claims 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

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	308
Allocated for Trade Shows and Conventions	368
All Other	45
TOTAL	721

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	40,637	100.0	40,637	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	40,637	100.0	40,637	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2022 Issue	Print	Digital	Total Qualified
January	14,589	26,283	40,872
February	14,382	26,242	40,624
March	-	40,627	40,627
April	14,394	26,219	40,613
May	14,397	26,248	40,645
June	14,374	26,067	40,441

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2022
 This issue is 0.6% or 235 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: (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.	12,085	29.9
Port engineers, marine superintendents, port captains, purchasing agents/managers, naval architects, engineers shoreside, ship surveyors, and project engineers.	3,359	8.3
Other employees ashore not included in above classifications	714	1.8
Sub-Total	16,158	40.0
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.	7,914	19.6
Other employees not included in above classifications	1,261	3.1
Sub-Total	9,175	22.7
3. PROFESSIONAL:		
Naval architects, marine engineers and marine consultants shoreside	6,146	15.2
Admiralty lawyers and insurance	332	0.8
Sub-Total	6,478	16.0
TOTAL 1, 2, and 3	31,811	78.7
4. MARINE EQUIPMENT:		
Manufacturers, and manufacturers representatives	7,167	17.7
5. GOVERNMENT AND ALLIED MARINE INDUSTRIES:		
U.S. Maritime Administration, U.S. Senators, U.S. Congressmen and others in official capacities	503	1.2
Schools, Associations and organizations	426	1.1
Other allied marine industries	534	1.3
TOTAL 4 and 5	8,630	21.3
TOTAL QUALIFIED CIRCULATION	40,441	100.0
PERCENT	100.0	

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2022

Qualification Source	Qualified Within					Total Qualified	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	20,353	20,088	-	14,374	26,067	40,441	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	20,353	20,088	-	14,374	26,067	40,441	100.0
PERCENT	50.3	49.7	-	35.5	64.5	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2022

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	40,441	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	40,441	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2022*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	364		Kentucky	292	
New Hampshire	118		Tennessee	366	
Vermont	49		Alabama	453	
Massachusetts	890		Mississippi	290	
Rhode Island	281		EAST SO. CENTRAL	1,401	3.5
Connecticut	707		Arkansas	124	
NEW ENGLAND	2,409	5.9	Louisiana	1,792	
New York	1,553		Oklahoma	371	
New Jersey	1,165		Texas	4,603	
Pennsylvania	781		WEST SO. CENTRAL	6,890	17.0
MIDDLE ATLANTIC	3,499	8.7	Montana	74	
Ohio	722		Idaho	69	
Indiana	381		Wyoming	42	
Illinois	796		Colorado	257	
Michigan	664		New Mexico	60	
Wisconsin	566		Arizona	177	
EAST NO. CENTRAL	3,129	7.7	Utah	85	
Minnesota	337		Nevada	70	
Iowa	94		MOUNTAIN	834	2.1
Missouri	349		Alaska	184	
North Dakota	40		Washington	1,304	
South Dakota	33		Oregon	369	
Nebraska	57		California	2,820	
Kansas	158		Hawaii	161	
WEST NO. CENTRAL	1,068	2.6	PACIFIC	4,838	12.0
Delaware	69		UNITED STATES	31,268	77.3
Maryland	634		U.S. Territories	49	
Washington, DC	190		Canada	832	
Virginia	1,271		Mexico	131	
West Virginia	57		Other International	8,161	
North Carolina	572		APO/FPO	-	
South Carolina	366				
Georgia	566				
Florida	3,475				
SOUTH ATLANTIC	7,200	17.8			
			TOTAL QUALIFIED CIRCULATION	40,441	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2022*

Region/Country	Total Qualified	Percent
ASIA		
Bangladesh	44	
Brunei Darussalam	5	
China	178	
Georgia	3	
Hong Kong - SAR	40	
India	653	
Indonesia	99	
Japan	111	
Korea, Democratic People's Republic Of	14	
Korea, Republic Of	97	
Malaysia	124	
Maldives	3	
Myanmar	15	
Pakistan	55	
Philippines	110	
Singapore	307	
Sri Lanka	39	
Taiwan	24	
Thailand	30	
Vietnam	44	
Subtotal	1,995	4.9
MIDDLE EAST		
Bahrain	8	
Iran	105	
Israel	40	
Jordan	3	
Kuwait	17	
Lebanon	5	
Oman	13	
Qatar	26	
Saudi Arabia	33	
Syrian Arab Republic	5	
United Arab Emirates	197	
Yemen	7	
Subtotal	459	1.1
EUROPE		
Austria	29	
Belgium	53	
Bulgaria	24	
Croatia	56	
Cyprus	28	
Denmark	206	
Estonia	5	
Finland	206	
France	141	
Germany	491	
Greece	222	
Iceland	6	
Ireland	25	
Italy	185	
Latvia	4	
Lithuania	8	
Macedonia	3	
Malta	14	
Monaco	13	
Netherlands	405	
Norway	563	
Poland	61	
Portugal	40	
Romania	57	
Russian Federation	49	
Serbia	3	
Spain	145	

*See Additional Data

Region/Country	Total Qualified	Percent
Sweden	220	
Switzerland	56	
Turkey	135	
Ukraine	18	
United Kingdom	968	
Subtotal	4,439	11.0
AFRICA		
Algeria	19	
Angola	5	
Cameroon	6	
Egypt	129	
Ghana	29	
Kenya	11	
Libyan Arab Jamahiriya	6	
Morocco	14	
Nigeria	244	
Senegal	5	
South Africa	50	
Sudan	6	
Tanzania	6	
Tunisia	6	
Subtotal	536	1.3
NORTH AMERICA		
Canada	832	
Mexico	131	
United States	31,268	
Subtotal	32,231	79.7
CARIBBEAN		
Antigua and Barbuda	5	
Bahamas	10	
Bermuda	5	
Cuba	4	
Dominican Republic	6	
Jamaica	13	
Netherlands Antilles	5	
Puerto Rico	35	
Trinidad and Tobago	28	
Virgin Islands, U.S.	14	
Subtotal	125	0.3
CENTRAL AMERICA		
Costa Rica	8	
Guatemala	3	
Panama	40	
Subtotal	51	0.1
SOUTH AMERICA		
Argentina	80	
Brazil	125	
Chile	45	
Colombia	41	
Ecuador	6	
Peru	40	
Uruguay	6	
Venezuela	37	
Subtotal	380	1.0
ASIA PACIFIC		
Australia	175	
New Zealand	50	
Subtotal	225	0.6
TOTAL QUALIFIED CIRCULATION	40,441	100.0

APP CHANNEL

MARITIME GLOBAL NEWS

2022	Monthly Downloads	Cumulative Downloads
Beginning Balance		44,969
January	112	45,081
February	84	45,165
March	92	45,257
April	81	45,338
May	69	45,407
June	89	45,496

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

2022	Monthly Downloads	Cumulative Downloads
Beginning Balance		31,412
January	128	31,540
February	115	31,655
March	120	31,775
April	72	31,847
May	81	31,928
June	74	32,002

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/

2022	Pageviews	Sessions	Users	Average Session Duration
January	804,658	444,406	317,125	0:34
February	762,791	421,738	280,186	0:43
March	811,739	439,399	282,183	0:46
April	795,334	430,837	277,449	0:44
May	853,836	443,512	307,966	0:37
June	877,626	500,371	373,146	0:33
AVERAGE:	817,664	446,710	306,342	0:39

January – June 2022 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'd 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'd 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>

2022

Beginning Balance:	164,443
January	165,736
February	169,476
March	172,839
April	174,402
May	175,531
June	176,385

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.

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.

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About BPA Worldwide.

BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 1,000 annual audits of media channels in 19 countries, BPA is a trusted resource for compliance and assurance services.

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