

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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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

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WORK BOAT

Diversified Business Comms
121 Free Street
Portland, ME 04101
Tel.: (207) 842-5600
Fax: (207) 842-5603
www.workboat.com

Official Publication of: None
Established: 1943
Issues Per Year: 12



FIELD SERVED

WORKBOAT serves the commercial and government marine markets.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are titled and non-titled individuals within the field served including owners, operators, managers, captains and chief engineers of commercial vessels. Owners and managers of yards for vessel construction, conversion and/or repair. Independent professionals: naval architects, marine engineers, surveyors, consultants, divers, admiralty lawyers, insurance or bank professionals, agents, brokers, or professional associations. Municipal, state, federal and university officials; independent port and waterway authority managers; personnel of US Coast Guard, US Army Corps of Engineers or US Navy associated with workboats principally under 400 feet. Offshore drilling/mining contractors, management at oil, gas, mineral, geophysical engineering or exploration companies, production and drilling superintendents. Pollution control/oil spill recovery. Others, allied to commercial vessel field.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	322
Advertiser and Agency _____	1,823
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	633
Digital _____	-
All Other _____	329
TOTAL	3,107

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	25,100	100.0	25,100	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,100	100.0	25,100	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	-	-			25,100	October _____	1,189	1,189			25,100
August _____	149	149			25,100	November _____	815	815			25,100
September _____	182	182			25,100	December _____	-	-			25,100
						TOTAL	2,335	2,335			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009		
This issue is equal to the average of the other 5 issues reported in Paragraph two.		
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
Owners, operators, managers, captains and chief engineers of commercial vessels _____	14,004	55.8
Owners and managers of yards for vessel construction, conversion and/or repair _____	1,987	7.9
Independent professionals: Naval architects, marine engineers, surveyors, consultants, divers, admiralty lawyers (Note 1) _____	6,250	24.9
Municipal, state, federal and university officials independent port and waterway authority managers (Note 2) _____	2,098	8.4
Offshore drilling/mining contractors, management at oil, gas, mineral geophysical engineering or exploration companies (Note 3) _____	761	3.0
Others, allied to commercial vessel field _____	-	-
TOTAL QUALIFIED CIRCULATION	25,100	100.0
PERCENT	100.0	

Note 1: Also including insurance or bank professionals, agents, brokers, or professional associations

Note 2: Also including personnel of US Coast Guard; US Army Corps of Engineers or US Navy associated with workboats principally under 400 feet

Note 3: Also including production and drilling superintendents; pollution control/oil spill recovery

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	19,351	3,888	1,861			25,100	100.0
II. Request from recipient's company: _____	-	-	-			-	-
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	-	-	-			-	-
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	19,351	3,888	1,861			25,100	100.0
PERCENT	77.1	15.5	7.4			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			25,100	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			25,100	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009					
State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	418		400-427 Kentucky _____	216	
030-038 New Hampshire _____	116		370-385 Tennessee _____	247	
050-059 Vermont _____	34		350-369 Alabama _____	853	
010-027 Massachusetts _____	967		386-397 Mississippi _____	733	
028-029 Rhode Island _____	366		EAST SO. CENTRAL	2,049	8.2
060-069 Connecticut _____	424		716-729 Arkansas _____	99	
NEW ENGLAND	2,325	9.3	700-714 Louisiana _____	4,357	
100-149 New York _____	1,089		730-749 Oklahoma _____	44	
070-089 New Jersey _____	723		750-799 Texas _____	1,843	
150-196 Pennsylvania _____	409		WEST SO. CENTRAL	6,343	25.3
MIDDLE ATLANTIC	2,221	8.8	590-599 Montana _____	17	
430-459 Ohio _____	346		832-838 Idaho _____	45	
460-479 Indiana _____	161		820-831 Wyoming _____	2	
600-629 Illinois _____	373		800-816 Colorado _____	53	
480-499 Michigan _____	454		870-884 New Mexico _____	18	
530-549 Wisconsin _____	269		850-865 Arizona _____	94	
EAST NO. CENTRAL	1,603	6.4	840-847 Utah _____	25	
550-567 Minnesota _____	121		889-898 Nevada _____	56	
500-528 Iowa _____	52		MOUNTAIN	310	1.2
630-658 Missouri _____	193		995-999 Alaska _____	589	
580-588 North Dakota _____	6		980-994 Washington _____	2,282	
570-577 South Dakota _____	8		970-979 Oregon _____	379	
680-693 Nebraska _____	14		900-961 California _____	1,276	
660-679 Kansas _____	21		967-968 Hawaii _____	130	
WEST NO. CENTRAL	415	1.7	PACIFIC	4,656	18.5
197-199 Delaware _____	75		UNITED STATES	24,964	99.5
206-219 Maryland _____	565		969 & 004-009 U.S. Territories _____	110	
200-205 Washington, DC _____	122		Canada _____	-	
220-246 Virginia _____	775		Mexico _____	-	
247-268 West Virginia _____	58		Other International _____	-	
270-289 North Carolina _____	352		APO/FPO _____	26	
290-299 South Carolina _____	261		TOTAL QUALIFIED CIRCULATION	25,100	100.0
300-319 Georgia _____	237				
320-349 Florida _____	2,597				
SOUTH ATLANTIC	5,042	20.1			

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2006	2007	January - June 2008	July - December 2008	January-June 2009*	July-December 2009*
Total Audit Average Qualified _____	25,142	25,092	25,077	25,100	25,100	25,100
Qualified Non-Paid Total _	25,142	25,092	25,077	25,100	25,100	25,100
Qualified Paid Total _____	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price _____	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: January – December 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC= None Claimed.

8. PAID CIRCULATION DATA

**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

9. ADDITIONAL DATA:

PARAGRAPHS 5 & 6 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Mike Lodato, Group VP

Stephanie Hedlund, Director of Customer Insights & Analytics

(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 circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed January 11, 2010

State Maine

County Cumberland

Received by BPA Worldwide January 11, 2010

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