

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.

Diversified Business Communications  
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**WORKBOAT** B2B brand has been connecting qualified buyers with leading suppliers for more than 45 years. In print through WorkBoat magazine, online at WorkBoat.com, and face to-face at the WorkBoat Show, Professional Series and Executive Summit, WorkBoat delivers information to all segments of the marine industry in North America.

### FIELD SERVED

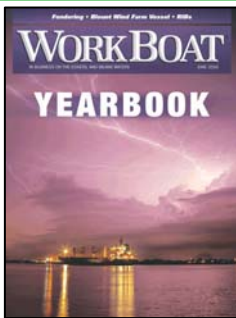
**WORKBOAT** serves the commercial and government marine markets.

### 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. 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.

## CHANNELS

### WORKBOAT MAGAZINE



6 Issues in the period  
26,091 average circulation

## EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
<b>WORKBOAT MAGAZINE</b> (6 issues in the period)	26,091	-	26,091

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	153
Advertiser and Agency	1,888
Allocated for Trade Shows and Conventions	479
All Other	304
<b>TOTAL</b>	<b>2,824</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	26,091	100.0	26,091	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>26,091</b>	<b>100.0</b>	<b>26,091</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

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

2016 Issue	Total Qualified
January	27,046
February	27,249
March	27,250
April	25,000
May	25,000
June	25,000

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016**  
 This issue is 5.0% or 1,309 copies below the average of the other 5 issues reported in Paragraph 2.

TITLE	TOTAL QUALIFIED	PERCENT OF TOTAL
Owners, operators, managers, captains and chief engineers of commercial vessels	12,465	49.8
Owners and managers of yards for vessel construction, conversion and/or repair	2,122	8.5
Independent professionals: Naval architects, marine engineers, surveyors, consultants, divers, admiralty lawyers (Note 1)	6,077	24.3
Municipal, state, federal and university officials independent port and waterway authority managers (Note 2)	2,498	10.0
Offshore drilling/mining contractors, management at oil, gas, mineral geophysical engineering or exploration companies (Note 3)	845	3.4
Others, allied to commercial vessel field	993	4.0
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>25,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	

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

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016**

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	<b>18,525</b>	<b>3,375</b>	<b>2,325</b>	<b>24,225</b>	<b>96.9</b>
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	<b>775</b>	<b>775</b>	<b>3.1</b>
V. <b>TOTAL</b> - 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:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,525</b>	<b>3,375</b>	<b>3,100</b>	<b>25,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>74.1</b>	<b>13.5</b>	<b>12.4</b>	<b>100.0</b>	

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016**

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	25,000	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>25,000</b>	<b>100.0</b>

**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

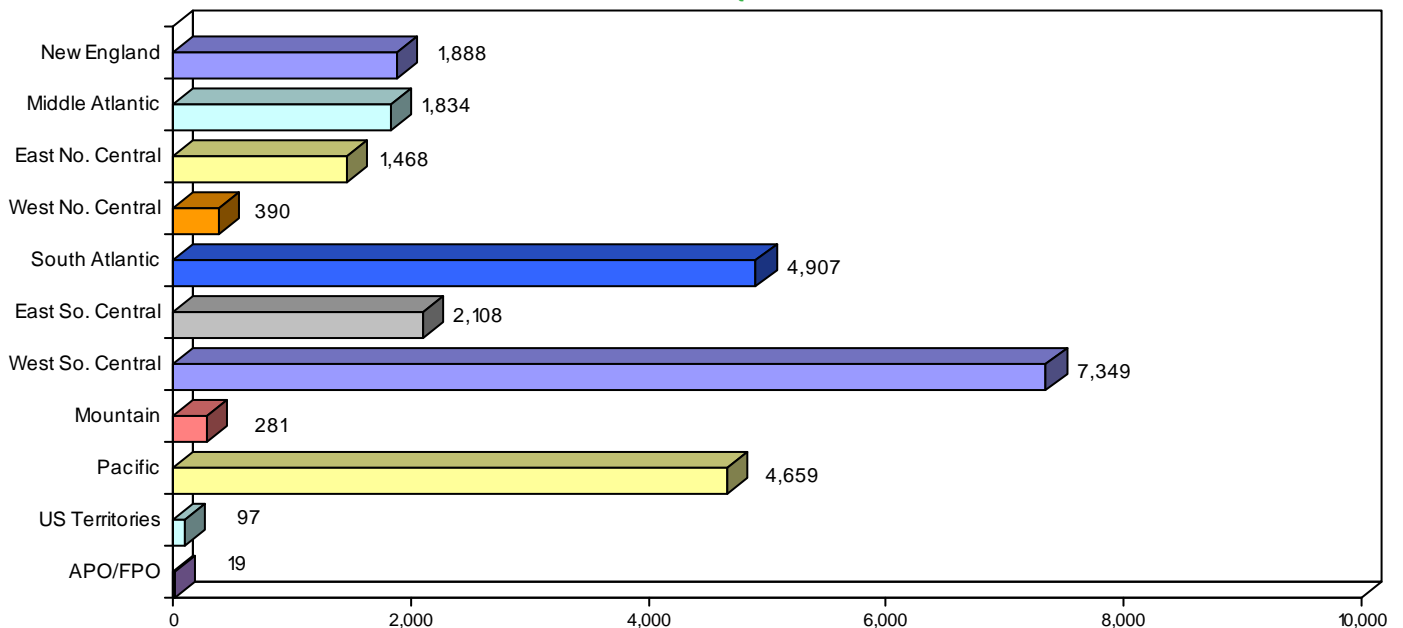
	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
6-Month Period Ended:	<b>July - December 2013</b>	<b>January - June 2014</b>	<b>July - December 2014</b>	<b>January - June 2015</b>	<b>July - December 2015</b>	<b>January - June 2016*</b>
Total Audit Average Qualified:	25,100	27,100	27,500	27,500	27,383	26,091
Qualified Non-Paid:	25,100	27,100	27,500	27,500	27,383	26,091
Qualified Paid:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

\*NOTE: January - June 2016 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.  
 \*\*NC = None Claimed.

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016**

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	374		Kentucky	250	
New Hampshire	99		Tennessee	241	
Vermont	34		Alabama	806	
Massachusetts	757		Mississippi	811	
Rhode Island	278		EAST SO. CENTRAL	2,108	8.4
Connecticut	346		Arkansas	79	
NEW ENGLAND	1,888	7.6	Louisiana	5,292	
New York	924		Oklahoma	36	
New Jersey	572		Texas	1,942	
Pennsylvania	338		WEST SO. CENTRAL	7,349	29.4
MIDDLE ATLANTIC	1,834	7.3	Montana	24	
Ohio	286		Idaho	43	
Indiana	157		Wyoming	4	
Illinois	353		Colorado	50	
Michigan	414		New Mexico	12	
Wisconsin	258		Arizona	74	
EAST NO. CENTRAL	1,468	5.9	Utah	24	
Minnesota	126		Nevada	50	
Iowa	34		MOUNTAIN	281	1.1
Missouri	192		Alaska	517	
North Dakota	3		Washington	2,496	
South Dakota	6		Oregon	379	
Nebraska	9		California	1,147	
Kansas	20		Hawaii	120	
WEST NO. CENTRAL	390	1.6	PACIFIC	4,659	18.6
Delaware	68		UNITED STATES	24,884	99.5
Maryland	523		U.S. Territories	97	
Washington, DC	115		Canada	-	
Virginia	825		Mexico	-	
West Virginia	51		Other International	-	
North Carolina	367		APO/FPO	19	
South Carolina	233				
Georgia	248				
Florida	2,477				
SOUTH ATLANTIC	4,907	19.6			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>25,000</b>	<b>100.0</b>

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION**



## ADDITIONAL DATA

### PUBLISHER'S AFFIDAVIT

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

Jerry Fraser, Publisher

Carrie Eisenhandler, Audience Development Consultant

(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	June 6, 2016
State	Maine
City	Portland
Received by BPA Worldwide	June 6, 2016
Type	BD
ID Number	W030B0J6

### About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.