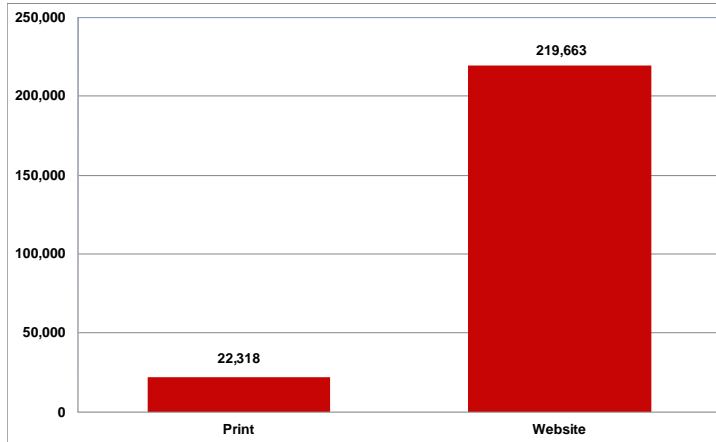


**TOTAL GROSS CONTACTS: 241,981\***



**EXECUTIVE SUMMARY**

PRODUCT	CONTACTS	PERIOD
<b>The Maritime Executive-Print:</b> (See pages 2 - 6)	Qualified Paid & Nonpaid: <b>22,318</b>	6 months ended December 31, 2016 <i>Subject to Audit</i>
<b>Website<sup>A</sup></b> (See page 7) www.maritime-executive.com	Page Impressions: <b>473,805</b> Visits: <b>322,554</b> Unique Browsers: <b>219,663</b>	For the month of September 2016
<b>Social Media</b> (See page 7)	Facebook Likes: <b>23,706</b> Twitter Followers (Total): <b>35,965</b> LinkedIn Followers: <b>65,585</b>	As of February 28, 2017

\*Total Gross Contacts include Paid and Nonpaid Circulation and Unique Browsers.

Gross data are contained in this Consolidated Media Report. There was no attempt made to eliminate any duplication that may exist.

<sup>A</sup>SOURCE: AAM Digital Audit



**CONSOLIDATED MEDIA REPORT**

Business Publication

6 months ended December 31, 2016

**CHANNEL PROFILES**

**PRINT**



**Field Served:** THE MARITIME EXECUTIVE serves the maritime industry including offshore oil & gas, offshore services, energy transportation, container shipping, passenger vessels, salvage, maritime training & education, ship management, shipbuilding and ship repair, government agencies, navies, maritime security, admiralty law, ports and logistics, subsea mining, offshore construction, marine technology and other industries as reported in Par. 3A.

**Published by:** The Maritime Executive

**Frequency:** Bi-monthly

**TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION 22,318**

**1A AVERAGE QUALIFIED PAID CIRCULATION**

Print Only, See Explanatory . . . . .	3	
Print & Digital (Unduplicated), See Explanatory . . . . .	10	
Total Individual . . . . .	13	
<b>Total Average Qualified Paid Circulation . . . . .</b>		<b>13</b>

**1B AVERAGE QUALIFIED NONPAID CIRCULATION**

Print Only, See Explanatory . . . . .	5,200	
Digital Only, See Explanatory . . . . .	9,601	
Print & Digital (Unduplicated), See Explanatory . . . . .	7,504	
Total Individual . . . . .	22,305	
<b>Total Average Qualified Nonpaid Circulation . . . . .</b>		<b>22,305</b>

**1C AVERAGE NONQUALIFIED CIRCULATION**

Noncontinuous Market Coverage Copies . . . . .	6,271
Allocated For Shows & Conventions . . . . .	1,417
Miscellaneous, Including Staff Copies, See Explanatory . . . . .	837
<b>Total Average Nonqualified Circulation . . . . .</b>	<b>8,525</b>

**1D AVERAGE QUALIFIED PAID & NONPAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS**

None

**2 QUALIFIED PAID & NONPAID CIRCULATION BY ISSUES**

2016 Issue	Total	Paid Print Only	Paid Digital Only	Paid Print & Digital (Unduplicated)	Total Paid	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid
Jul/Aug	23,083	4		12	16	5,216	10,250	7,601	23,067
Sep/Oct	22,542	4		14	18	5,235	9,667	7,622	22,524
Nov/Dec	21,332	2		5	7	5,149	8,887	7,289	21,325

**CONSOLIDATED  
MEDIA REPORT**

Business Publication

6 months ended December 31, 2016

## CHANNEL PROFILES

**PRINT**



THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE JULY/AUGUST 2016 ISSUE IN WHICH:

- QUALIFIED PAID CIRCULATION WAS 23.1% GREATER THAN THE PERIOD AVERAGE
- QUALIFIED NONPAID CIRCULATION WAS 3.4% GREATER THAN THE PERIOD AVERAGE

### 3A BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Total	%	Paid Print Only	Paid Digital Only	Paid Print & Digital (Unduplicated)	Total Paid	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Print & Digital (Unduplicated)	Total Qualified Nonpaid
Chartering .....	226	1.0					16	186	24	226
Consultants/Surveyors .....	741	3.2					76	531	134	741
Cruise Ship Operations .....	2	0.0							2	2
Deep Sea Domestic Transportation of Freight .....	12	0.1						7	5	12
Deep Sea Foreign Transportation of Freight .....	89	0.4						67	22	89
Deep Sea Transportation of Passengers, Except by Ferry .....	87	0.4						75	12	87
Finance, Insurance .....	662	2.9					115	395	152	662
Healthcare .....	69	0.3					7	46	16	69
IT/Telecommunications/Software Design/Navigation .....	653	2.8					99	331	223	653
Legal Services .....	376	1.6					69	186	121	376
Logistics .....	714	3.1					63	541	110	714
Manufacturing/Distribution .....	2,354	10.2					766	591	997	2,354
Marinas .....	5	0.0						2	3	5
Maritime Education/Training/Research .....	930	4.0	3		1	4	156	570	200	926
Maritime Industry .....	3,514	15.2					1,735	893	886	3,514
Maritime Security/Defense .....	425	1.8					45	266	114	425
Military/Government .....	710	3.1			1	1	176	386	147	709
Naval Architecture .....	298	65.0					73	136	89	298
Oil/Gas/Energy .....	1,122	4.9			1	1	176	700	245	1,121
Port Authority/Port Operators .....	806	3.5					87	415	304	806
PR/Marketing/Media/Publishing .....	585	2.5			1	1	148	234	202	584
Recruitment/Staffing .....	163	0.7					14	114	35	163
Salvage/Spill Response .....	238	1.0					58	78	102	238
Ship Brokers .....	108	0.5					7	84	17	108
Ship Classification Society .....	189	0.8					32	111	46	189
Ship Managers .....	412	1.8					30	339	43	412
Ship Owners/Operators .....	3,762	16.3			4	4	557	1,184	2,017	3,758
Ship Registry .....	64	0.3			1	1	9	34	20	63
Shipbuilding/Repair .....	1,461	6.3			1	1	244	554	662	1,460
Towing and Tugboat Services .....	43	0.2							43	43
Trade Org./Unions/Professional Org. .....	235	1.0					44	136	55	235
Travel Agencies .....	4	0.0						2	2	4
Water Transportation of Passengers, Not Elsewhere Classified .....	38	0.2						2	36	38
Other Maritime Industry .....	1,500	6.5	1		1	2	266	901	331	1,498
Other Classification .....	486	2.1			1	1	148	153	184	485
Other Paid Circulation										
Subscriptions .....										
Single Copy Sales .....										
<b>Total Qualified Circulation .....</b>	<b>23,083</b>	<b>100.0</b>	<b>4</b>		<b>12</b>	<b>16</b>	<b>5,216</b>	<b>10,250</b>	<b>7,601</b>	<b>23,067</b>

**CONSOLIDATED  
MEDIA REPORT**

Business Publication

6 months ended December 31, 2016

**CHANNEL PROFILES**

**PRINT**



**3B AGE OF SOURCE DATA ANALYSIS**

Source	Print Only	Digital Only	Print & Digital (Unduplicated)	Qualified Within				Total	%
				1 Year	2 Years	3 Years			
Qualified Paid & Nonpaid Circulation:									
Direct request from recipient .....	718	8,871	1,261	3,973	4,572	2,305	10,850	47.0	
Direct request from recipient's company .....									
Communication other than request .....	4,502	1,379	6,352	432	10,869	932	12,233	53.0	
Association .....									
Business Directories.....									
Lists.....									
Acquired Circulation .....									
Other Sources .....									
<b>Total Qualified Paid &amp; Nonpaid Circulation .....</b>	<b>5,220</b>	<b>10,250</b>	<b>7,613</b>	<b>4,405</b>	<b>15,441</b>	<b>3,237</b>	<b>23,083</b>	<b>100.0</b>	
<b>Percent .....</b>	<b>22.6</b>	<b>44.4</b>	<b>33.0</b>	<b>19.1</b>	<b>66.9</b>	<b>14.0</b>	<b>100.0</b>		
Paid Subscription Circulation .....									
Paid Acquired Circulation .....									
Single Copy Sales .....									
<b>Total Qualified Circulation .....</b>							<b>23,083</b>		

**3C MAILING ADDRESS ANALYSIS**

	Total	%	Paid Print Only	Paid Digital Only	Paid Print & Digital (Unduplicated)	Total Paid	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid
Individual by name and title and/or occupation ..	23,054	99.9	4		12	16	5,214	10,232	7,592	23,038
Individual by name only .....										
Title or occupation only .....	29	0.1					2	18	9	29
Company name only .....										
Multi-Copy Same Addressee .....										
<b>Total Qualified Paid Subscription &amp; Nonpaid Circulation .....</b>	<b>23,083</b>	<b>100.0</b>	<b>4</b>		<b>12</b>	<b>16</b>	<b>5,216</b>	<b>10,250</b>	<b>7,601</b>	<b>23,067</b>
Single Copy Sales .....										
<b>Total Qualified Circulation .....</b>	<b>23,083</b>									

CONSOLIDATED  
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6 months ended December 31, 2016

CHANNEL PROFILES

PRINT



4 GEOGRAPHIC ANALYSIS

State	Paid Print Only	Paid Digital Only	Paid Print & Digital (Unduplicated)	Total Paid	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid	Total Circulation
Alabama					90	63	116	269	269
Arizona					17	27	32	76	76
Arkansas					7	5	10	22	22
California			2	2	442	357	552	1,351	1,353
Colorado					32	18	35	85	85
Connecticut					86	88	174	348	348
Delaware					11	8	13	32	32
District of Columbia					130	96	74	300	300
Florida			3	3	628	786	1,027	2,441	2,444
Georgia					75	61	92	228	228
Idaho					4	3	14	21	21
Illinois			1	1	114	56	139	309	310
Indiana					51	18	60	129	129
Iowa					17	2	19	38	38
Kansas					12	7	14	33	33
Kentucky					35	12	52	99	99
Louisiana					400	185	547	1,132	1,132
Maine					24	36	49	109	109
Maryland					192	120	162	474	474
Massachusetts					120	134	219	473	473
Michigan					85	46	97	228	228
Minnesota					46	14	32	92	92
Mississippi					47	21	50	118	118
Missouri					47	13	40	100	100
Montana							3	5	8
Nebraska					4		4	8	8
Nevada					11	16	9	36	36
New Hampshire					28	17	33	78	78
New Jersey					178	178	294	650	650
New Mexico					1	6	4	11	11
New York	1			1	250	219	449	918	919
North Carolina					67	61	103	231	231
North Dakota					3	1	3	7	7
Ohio					121	40	124	285	285
Oklahoma					23	6	21	50	50
Oregon					53	43	90	186	186
Pennsylvania					129	63	137	329	329
Rhode Island					32	28	66	126	126
South Carolina					49	42	56	147	147
South Dakota					1	1	2	4	4
Tennessee					45	31	49	125	125
Texas					592	551	825	1,968	1,968
Utah	1			1	5	2	16	23	24
Vermont					1	2	4	7	7
Virginia			3	3	270	213	351	834	837
Washington			1	1	300	245	353	898	899
West Virginia					11	4	11	26	26
Wisconsin			1	1	67	28	59	154	155
Wyoming						1	2	3	3
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>2</b>		<b>11</b>	<b>13</b>	<b>4,953</b>	<b>3,977</b>	<b>6,689</b>	<b>15,619</b>	<b>15,632</b>
Alaska					23	38	63	124	124
Hawaii					15	19	51	85	85
<b>TOTAL ALASKA &amp; HAWAII</b>					<b>38</b>	<b>57</b>	<b>114</b>	<b>209</b>	<b>209</b>
Single Copy Sales									
U.S. Unclassified					1	37	11	49	49
<b>TOTAL UNITED STATES</b>	<b>2</b>		<b>11</b>	<b>13</b>	<b>4,992</b>	<b>4,071</b>	<b>6,814</b>	<b>15,877</b>	<b>15,890</b>
Poss. & Other Areas					1	16	7	24	24
<b>U.S. &amp; POSS., etc.</b>	<b>2</b>		<b>11</b>	<b>13</b>	<b>4,993</b>	<b>4,087</b>	<b>6,821</b>	<b>15,901</b>	<b>15,914</b>
Canada	1			1	11	324	52	387	388
International					212	5,824	727	6,763	6,763
Military or Civilian Personnel Overseas							15	1	16
Other International	1		1	2					2
<b>TOTAL INTERNATIONAL</b>	<b>2</b>		<b>1</b>	<b>3</b>	<b>223</b>	<b>6,163</b>	<b>780</b>	<b>7,166</b>	<b>7,169</b>
E-Mail Address Only									
Other Unclassified									
<b>GRAND TOTAL</b>	<b>4</b>		<b>12</b>	<b>16</b>	<b>5,216</b>	<b>10,250</b>	<b>7,601</b>	<b>23,067</b>	<b>23,083</b>

**CHANNEL PROFILES**

**PRINT**

**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS  
Sold During 6 Month Period Ended December 31, 2016**



- 5** **PRICE DATA** Reporting not required
- 6** **TERM DATA** Reporting not required
- 7** **SALES CHANNELS** Reporting not required
- 8** **PREMIUM USAGE** Reporting not required

**ADDITIONAL CIRCULATION INFORMATION**

**9** **POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION**  
Reporting not required

**10** **RENEWAL ANALYSIS OF PAID CIRCULATION**  
Reporting not required

## CHANNEL PROFILES

www.maritime-executive.com

**WEBSITE**

MONTHLY TOTALS	Page Impressions	Visits	Unique Browsers
September 2016	473,805	322,554	219,663

## Social Media As of July 31, 2016

See Explanatory

**Facebook Likes**

27,306

**Twitter Followers (Total)**

35,965

**LinkedIn Followers**

65,585



<https://www.facebook.com/MarExMag>



[https://twitter.com/Mar\\_Ex](https://twitter.com/Mar_Ex)



<http://www.linkedin.com/the-maritime-executive>

## EXPLANATORY

Audit Cycle: June Ending.

(a) Print Only Individual subscriptions, averaging 3 paid copies per issue and 5,200 qualified nonpaid copies per issue, represent copies served to individuals receiving the print version only of THE MARITIME EXECUTIVE.

(b) Digital Only Individual subscriptions, averaging 9,601 qualified nonpaid copies per issue, represent copies served to individuals receiving the digital version only. The digital version of THE MARITIME EXECUTIVE is made available to subscribers through an e-mail sent to recipients notifying them of the availability of each issue.

(c) Print and Digital (Unduplicated) Individual subscriptions, averaging 10 paid copies per issue and 7,504 qualified nonpaid copies per issue, represent copies served to individuals receiving the print and digital version of THE MARITIME EXECUTIVE. The digital version of THE MARITIME EXECUTIVE is made available to subscribers through an e-mail sent to recipients notifying them of the availability of each issue.

(d) Miscellaneous includes checking and promotional copies, averaging 84 copies per issue, served to advertisers and agencies.

### **Definition of Recipient Qualification:**

Qualified recipients are: maritime industry professionals - owners, corporate managers, operational managers, financial managers, sales/marketing managers, purchasing managers, naval architects/engineers, consultants/surveyors, education, lawyers/attorneys, mariners, military/government personnel and those allied to the industry.

### **Website:**

#### AAM Digital Services Definitions:

Domains included in web site traffic: [www.maritime-executive.com](http://www.maritime-executive.com).

This site uses the cookie-based method to measure unique browsers. If cookies are not accepted, then the IP address & user-agent in combination based method is used to measure unique browsers.

Note: The total number of unique browsers is adjusted to remove duplicate visits by the same browser. In other words, regardless of the number of times that an identified browser visited the site, they were considered a single unique browser for the period.

Page Impressions: The combination of one or more files presented to a browser as a single document as a result of a single request received by the server, and that is recorded at a point as late as possible in the process of delivery of the content to the user's browser, therefore closest to the actual opportunity to see the content by the user. In effect, one request by a browser should result in one page impression being reported. The counted page impression may not necessarily be in focus or visible in the user's browser.

Unique Browser: A measurement of unduplicated cookie browsers that accessed the digital content of a site during the measurement period reported. In the absence of a cookie, the combination of the IP address and user-agent string may be used to measure a unique browser. For numerous reasons, a unique browser does not represent a unique individual.

Visit: A series of interactions with a site by a unique browser or user (if registration-based or a panel participant) without 30 minutes of inactivity.





**CONSOLIDATED  
MEDIA REPORT**

**Business Publication**

**6 months ended December 31, 2016**



## EXPLANATORY (Continued)

**Social Media:**

**Facebook Likes:**

Facebook is a social networking website. A like represents the number of times that a registered user clicks on the Like button on a Facebook page controlled by a Publisher. A Facebook Like may not equate to an individual person.

**Twitter Followers:**

Twitter is a real-time short messaging service that works over multiple networks and devices. Followers are registered users of Twitter who "follow" the "tweets" of another registered user. A tweet consists of a text message of 140 characters or less. The number of Twitter Followers represents the total followers of the tweets and may contain followers that subscribe to multiple feeds. A Twitter Follower may not equate to an individual person.

**LinkedIn Members:**

LinkedIn is a social networking site designed specifically for the business community. With LinkedIn publishers have the ability to have a "company page." LinkedIn users may follow a company page, and are therefore considered "members." A LinkedIn member may not equate to an individual person.

**We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.**

Parent Company: The Maritime Executive, LLC

**MIKE OLTMANS**

Director of Online Development

**TONY MUNOZ**

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