

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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Official Publication of: None
Established: 1989
Issues Per Year: 6

FIELD SERVED

PROFESSIONAL BOATBUILDER serves boat builders, boat repairs, marinas, boat storage, marine consultants, yacht designers/naval architecture/engineering, fabricators/laminators, government/military/academic/marine association, wholesaler/distributor/manufacturer representative, and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are owners, presidents, CEO's, Managing Directors, vice presidents, COO's, other officers, purchasing agents, managers, foremen, naval architects, engineers, yacht designers, and other titled and non-titled personnel including company copies.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	206
Advertiser and Agency _____	2,557
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	1,367
All Other _____	1,141
TOTAL	5,271

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	23,828	99.7	23,828	99.7	-	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	67	0.3	67	0.3	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	23,895	100.0	23,895	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
June/ July _____	162	771			24,245	October/ November ____	2,385	684			22,881
August/ September ____	125	462			24,557	TOTAL	2,672	1,917			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2008

This issue is 6.2% or 1,520 copies below the average of the other 2 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Owner, Presidents, CEO, Managing Director	Vice Presidents, COO	Other Officers	Purchasing Agents	Managers & Foreman	Naval Architects, Yacht Designers, Engineers	Other Titled and Non-Titled Personnel Including Company Copies
Boat Building/Manufacturing/ Construction _____	8,362	36.5	3,933	366	329	230	1,300	1,072	1,132
Boat Repair/Maintenance _____	4,504	19.7	2,902	152	135	78	674	86	477
Marinas _____	431	1.9	181	25	15	15	121	6	68
Boat Storage _____	115	0.5	64	8	3	-	20	4	16
Marine Consulting _____	1,064	4.7	794	26	56	2	37	90	59
Yacht Design/Naval Architecture/Engineering _____	2,729	11.9	1,139	56	43	2	108	1,161	220
Marine Surveying _____	1,041	4.5	807	13	23	-	34	71	93
Fabricator/Laminator _____	653	2.9	351	39	22	8	117	55	61
Govt/Academic/Military/Marine Association _____	964	4.2	73	20	69	11	118	310	363
Wholesaler/Distributor/Mag. Rep. _____	1,357	5.9	554	79	81	32	228	45	338
Others Allied to the Field _____	1,661	7.3	649	90	92	24	224	127	455
TOTAL QUALIFIED CIRCULATION	22,881	100.0	11,447	874	868	402	2,981	3,027	3,282
PERCENT	100.0		50.1	3.8	3.8	1.8	13.0	13.2	14.3

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2008

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL – Personal direct request from the recipient: _____	8,513	9,171	4,189			21,873	95.6
a. Written _____	5,286	7,102	2,598			14,986	65.5
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	3,227	2,069	1,591			6,887	30.1
II. TOTAL – Request from recipient's company: _____	171	303	459			933	4.1
a. Written _____	171	303	459			933	4.1
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
III. TOTAL – Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. TOTAL – Communication from recipient or recipient's company (other than request): _____	75	-	-			75	0.3
a. Written _____	75	-	-			75	0.3
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
V. TOTAL – Sources other than above (listed alphabetically): _____	-	-	-			-	-
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Independent field reports _____	-	-	-			-	-
Licenses – National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. TOTAL – Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	8,759	9,474	4,648			22,881	100.0
PERCENT	38.3	41.4	20.3			100.0	-

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2008

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			22,557	98.7
Individuals by name only _____			235	1.0
Titles or functions only _____			10	-
Company names only _____			4	-
Multi-Copy Same Addressee copies _____			75	0.3
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			22,881	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2008							
State & Zip Code		Total Qualified	Percent	State & Zip Code		Total Qualified	Percent
039-049 Maine _____		869		400-427 Kentucky _____		53	
030-038 New Hampshire _____		121		370-385 Tennessee _____		212	
050-059 Vermont _____		51		350-369 Alabama _____		98	
010-027 Massachusetts _____		749		386-397 Mississippi _____		82	
028-029 Rhode Island _____		364		EAST SO. CENTRAL		445	1.9
060-069 Connecticut _____		415		716-729 Arkansas _____		65	
NEW ENGLAND		2,569	11.2	700-714 Louisiana _____		159	
100-149 New York _____		706		730-749 Oklahoma _____		42	
070-089 New Jersey _____		466		750-799 Texas _____		372	
150-196 Pennsylvania _____		205		WEST SO. CENTRAL		638	2.8
MIDDLE ATLANTIC		1,377	6.0	590-599 Montana _____		29	
430-459 Ohio _____		333		832-838 Idaho _____		36	
460-479 Indiana _____		174		820-831 Wyoming _____		4	
600-629 Illinois _____		227		800-816 Colorado _____		58	
480-499 Michigan _____		630		870-884 New Mexico _____		13	
530-549 Wisconsin _____		366		850-865 Arizona _____		79	
EAST NO. CENTRAL		1,730	7.6	840-847 Utah _____		38	
550-567 Minnesota _____		190		889-898 Nevada _____		24	
500-528 Iowa _____		35		MOUNTAIN		281	1.2
630-658 Missouri _____		125		995-999 Alaska _____		96	
580-588 North Dakota _____		4		980-994 Washington _____		1,191	
570-577 South Dakota _____		5		970-979 Oregon _____		208	
680-693 Nebraska _____		6		900-961 California _____		1,122	
660-679 Kansas _____		41		967-968 Hawaii _____		116	
WEST NO. CENTRAL		406	1.8	PACIFIC		2,733	11.9
197-199 Delaware _____		30		UNITED STATES		15,609	68.2
206-219 Maryland _____		693		969 & 004-009 U.S. Territories _____		104	
200-205 Washington, DC _____		38		Canada _____		903	
220-246 Virginia _____		540		Mexico _____		20	
247-268 West Virginia _____		9		Other International _____		6,239	
270-289 North Carolina _____		722		APO/FPO _____		6	
290-299 South Carolina _____		249		TOTAL QUALIFIED CIRCULATION		22,881	100.0
300-319 Georgia _____		215		TOTAL QUALIFIED CIRCULATION		22,881	100.0
320-349 Florida _____		2,934		TOTAL QUALIFIED CIRCULATION		22,881	100.0
SOUTH ATLANTIC		5,430	23.8	TOTAL QUALIFIED CIRCULATION		22,881	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2008							
Region/Country		Total Qualified	Percent	Region/Country		Total Qualified	Percent
ASIA				Ireland _____		53	
Subtotal		516	2.3	Romania _____		24	
MIDDLE EAST				Russian Federation _____		41	
Subtotal		395	1.7	San Marino _____		2	
EUROPE				Serbia and Montenegro _____		5	
Albania _____		1		Slovakia _____		5	
Austria _____		9		Slovenia _____		51	
Belarus _____		3		Spain _____		224	
Belgium _____		58		Sweden _____		174	
Bulgaria _____		14		Switzerland _____		33	
Channel Islands _____		1		Ukraine _____		17	
Croatia _____		110		United Kingdom _____		582	
Cyprus _____		2		Unspecified Europe _____		10	
Czech Republic _____		11		Subtotal		3,125	13.7
Denmark _____		54		AFRICA			
Estonia _____		9		Subtotal		210	0.9
Finland _____		205		NORTH AMERICA			
France _____		222		Canada _____		903	
Germany _____		138		United States _____		15,719	
Gibraltar _____		2		Mexico _____		20	
Greece _____		52		Subtotal		16,642	72.7
Greenland _____		1		CARIBBEAN			
Hungary _____		26		Subtotal		104	0.5
Iceland _____		3		CENTRAL AMERICA			
Italy _____		396		Subtotal		11	-
Latvia _____		8		SOUTH AMERICA			
Lithuania _____		6		Subtotal		488	2.1
Luxembourg _____		2		ASIA PACIFIC			
Macedonia _____		3		Australia _____		975	
Malta _____		17		French Polynesia _____		1	
Monaco _____		3		New Caledonia _____		3	
Netherlands _____		340		New Zealand _____		410	
Norway _____		101		Palau _____		1	
Poland _____		48		Subtotal		1,390	6.1
Portugal _____		59		TOTAL QUALIFIED CIRCULATION		22,881	100.0
				TOTAL QUALIFIED CIRCULATION		22,881	100.0

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

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2005	2006	2007	January - June 2008	July - December 2008*
Total Audit Average Qualified: _____	25,800	25,422	24,783	24,114	23,895
Qualified Non-Paid: _____	25,800	25,422	24,783	24,114	23,895
Qualified Paid: _____	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC

***NOTE: July-December 2008 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

10. PAID CIRCULATION DATA

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

11. ADDITIONAL DATA

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT

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

Richard Wasowicz, Circ. Dir.

Carl Cramer, Publisher

(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 07, 2009

State Maine

County Hancock County

Received by BPA Worldwide January 07, 2009

Type PJ

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