



BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JUNE 2018



No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgement which must be made by the user of the report.

Wooden Boat Publications Inc.
P.O. Box 78
Naskeag Road
Brooklin, ME 04616
Tel. No.: (207) 359-4651
Fax No.: (207) 359-8920
www.proboat.com
rick@woodenboat.com

PROFESSIONAL BOATBUILDER is the magazine for those working in marine design, construction, and repair.

FIELD SERVED

PROFESSIONAL BOATBUILDER serves boat builders/manufacturing/construction, boat repairers, marinas, boat storage, marine consultants, yacht designers/naval architecture/engineering, marine surveyors, fabricators/laminators, government/military/academic/marine association, wholesaler/distributor/manufacture 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.

CHANNELS

PROFESSIONAL BOATBUILDER MAGAZINE



3 issues in the period
24,446 average circulation

EXECUTIVE SUMMARY

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

| | Non-Paid | Paid | Average |
|--|----------|------|---------|
| PROFESSIONAL BOATBUILDER MAGAZINE Unique Total* (3 issues in the period) | 24,446 | - | 24,446 |
| a. Print | 12,886 | - | 12,886 |
| b. Digital | 14,776 | - | 14,776 |
| 1. Requested | 14,776 | - | 14,776 |
| 2. Non-Requested | - | - | - |

*Unique Total represents unique recipients, not the sum of Print and Digital.

AVERAGE NON-QUALIFIED CIRCULATION

| Non-Qualified Not Included Elsewhere | Copies |
|---|--------------|
| Other Paid Circulation | - |
| Advertiser and Agency | 1,223 |
| Allocated for Trade Shows and Conventions | 83 |
| All Other | 434 |
| TOTAL | 1,740 |

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

| Qualified Circulation | Total Qualified | | Qualified Non-Paid | | Qualified Paid | |
|------------------------------------|-----------------|--------------|--------------------|--------------|----------------|----------|
| | Copies | Percent | Copies | Percent | Copies | Percent |
| Individual | 24,446 | 100.0 | 24,446 | 100.0 | - | - |
| Sponsored Individually Addressed | - | - | - | - | - | - |
| Membership Benefit | - | - | - | - | - | - |
| Multi-Copy Same Addressee | - | - | - | - | - | - |
| Single Copy Sales | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 24,446 | 100.0 | 24,446 | 100.0 | - | - |

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

| 2017/2018 Issue | Print | Digital | Unique Total Qualified* |
|------------------|--------|---------|-------------------------|
| December/January | 12,759 | 14,821 | 24,204 |
| February/March | 12,747 | 14,813 | 24,239 |
| April/May | 13,152 | 14,693 | 24,894 |

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2018

This issue is 2.8% or 672 copies above the average of the other 2 issues reported in Paragraph 2.

| Business and Industry | Unique Total Qualified* | Percent of Total | Print | Digital | Owner, Presidents, CEO, Managing Director | Vice Presidents, COO | Other Officers | Purchasing Agents | Managers & Foreman | Naval Yacht Designers, Engineers | Other Titled and Non-Titled Personnel |
|---|-------------------------|------------------|---------------|---------------|---|----------------------|----------------|-------------------|--------------------|----------------------------------|---------------------------------------|
| Boat Building/Manufacturing/Construction | 6,442 | 25.9 | 3,825 | 3,426 | 3,302 | 242 | 205 | 142 | 925 | 771 | 855 |
| Boat Repair/Maintenance | 4,399 | 17.7 | 3,296 | 1,865 | 2,960 | 105 | 129 | 61 | 549 | 98 | 497 |
| Marinas | 362 | 1.4 | 277 | 143 | 153 | 18 | 21 | 13 | 86 | 10 | 61 |
| Boat Storage | 118 | 0.5 | 73 | 48 | 68 | 3 | 5 | 1 | 28 | 3 | 10 |
| Marine Consulting | 1,294 | 5.2 | 813 | 668 | 924 | 34 | 39 | 7 | 74 | 104 | 112 |
| Yacht Design/Naval Architecture/Engineering | 2,568 | 10.3 | 967 | 1,905 | 1,084 | 33 | 35 | 7 | 84 | 1,100 | 225 |
| Marine Surveying | 937 | 3.7 | 574 | 512 | 721 | 10 | 26 | 2 | 28 | 60 | 90 |
| Fabricator/Laminator | 538 | 2.2 | 369 | 242 | 310 | 23 | 20 | 7 | 78 | 29 | 71 |
| Govt/Academic/Military/Marine Association | 968 | 3.9 | 581 | 560 | 108 | 19 | 84 | 12 | 104 | 334 | 307 |
| Wholesaler/Distributor/Mag. Rep. | 2,211 | 8.9 | 1,187 | 1,170 | 890 | 128 | 74 | 64 | 553 | 59 | 443 |
| Others Allied to the Field | 5,057 | 20.3 | 1,190 | 4,154 | 855 | 117 | 88 | 24 | 301 | 108 | 3,564 |
| UNIQUE TOTAL QUALIFIED CIRCULATION* | 24,894 | 100.0 | 13,152 | 14,693 | 11,375 | 732 | 726 | 340 | 2,810 | 2,676 | 6,235 |
| PERCENT | 100.0 | | 52.8 | 59.0 | 45.7 | 3.0 | 2.9 | 1.4 | 11.3 | 10.7 | 25.0 |

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2018

| Qualification Source | Qualified Within | | | Print | Digital | Unique Total Qualified* | Percent |
|---|------------------|--------------|--------------|---------------|---------------|-------------------------|--------------|
| | 1 Year | 2 Years | 3 Years | | | | |
| I. Direct Request: | 8,182 | 9,472 | 6,273 | 12,832 | 13,929 | 23,927 | 96.1 |
| II. Request from recipient's company: | 9 | 228 | 730 | 320 | 764 | 967 | 3.9 |
| 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: | - | - | - | - | - | - | - |
| UNIQUE TOTAL QUALIFIED CIRCULATION* | 8,191 | 9,700 | 7,003 | 13,152 | 14,693 | 24,894 | 100.0 |
| PERCENT | 32.9 | 39.0 | 28.1 | 52.9 | 59.1 | 100.0 | |

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2018

| Mailing Address | Print | Digital | Unique Total Qualified* | Percent |
|---|---------------|---------------|-------------------------|--------------|
| Individuals by name and title and/or function | 11,820 | 11,889 | 21,028 | 84.5 |
| Individuals by name only | 1,321 | 2,800 | 3,852 | 15.5 |
| Titles or functions only | 10 | 3 | 12 | - |
| Company names only | 1 | 1 | 2 | - |
| Multi-Copy Same Addressee copies | - | - | - | - |
| Single Copy Sales | - | - | - | - |
| UNIQUE TOTAL QUALIFIED CIRCULATION* | 13,152 | 14,693 | 24,894 | 100.0 |

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

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 |
|---|----------------------|---------------------|----------------------|---------------------|-----------------------|----------------------|
| | July – December 2015 | January – June 2016 | July - December 2016 | January – June 2017 | July - December 2017* | January – June 2018* |
| Unique Total Audit Average Qualified: *** | 20,339 | 21,025 | 22,701 | 21,809 | 23,106 | 24,446 |
| Unique Qualified Non-Paid:*** | 20,339 | 21,025 | 22,701 | 21,809 | 23,106 | 24,446 |
| Print: | 17,871 | 18,025 | 19,163 | 14,285 | 12,750 | 12,886 |
| Digital: | 2,468 | 3,000 | 3,538 | 12,357 | 13,790 | 14,776 |
| Unique Qualified Paid:*** | - | - | - | - | - | - |
| Print: | - | - | - | - | - | - |
| Digital: | - | - | - | - | - | - |
| 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: July 2017 - June 2018 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

***Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2018

| Region/Country | Print | Digital | Unique Total Qualified* | Percent | Region/Country | Print | Digital | Unique Total Qualified* | Percent |
|--------------------|-------|---------|-------------------------|---------|--|---------------|---------------|-------------------------|--------------|
| ASIA | - | 637 | 637 | 2.5 | Montenegro | - | 10 | 10 | |
| MIDDLE EAST | - | 188 | 188 | 0.8 | Netherlands | - | 1,200 | 1,200 | |
| EUROPE | | | | | Norway | - | 121 | 121 | |
| Austria | - | 29 | 29 | | Poland | - | 127 | 127 | |
| Belarus | - | 2 | 2 | | Portugal | - | 76 | 76 | |
| Belgium | - | 151 | 151 | | Romania | - | 24 | 24 | |
| Bulgaria | - | 20 | 20 | | Russian Federation | - | 66 | 66 | |
| Channel Islands | - | 2 | 2 | | Serbia | - | 21 | 21 | |
| Croatia | - | 130 | 130 | | Slovakia | - | 7 | 7 | |
| Cyprus | - | 9 | 9 | | Slovenia | - | 68 | 68 | |
| Czech Republic | - | 16 | 16 | | Spain | - | 369 | 369 | |
| Denmark | - | 67 | 67 | | Sweden | - | 255 | 255 | |
| Estonia | - | 21 | 21 | | Switzerland | - | 84 | 84 | |
| Finland | - | 244 | 244 | | Turkey | - | 284 | 284 | |
| France | - | 399 | 399 | | Ukraine | - | 52 | 52 | |
| Germany | - | 286 | 286 | | United Kingdom | - | 1,020 | 1,020 | |
| Gibraltar | - | 1 | 1 | | unspecified Europe | - | 1 | 1 | |
| Greece | - | 149 | 149 | | Subtotal | - | 6,188 | 6,188 | 24.9 |
| Greenland | - | 1 | 1 | | AFRICA | - | 224 | 224 | 0.9 |
| Hungary | - | 43 | 43 | | NORTH AMERICA | | | | |
| Iceland | - | 10 | 10 | | Canada | 639 | 550 | 913 | |
| Ireland | - | 67 | 67 | | Mexico | - | 37 | 37 | |
| Italy | - | 635 | 635 | | United States | 12,512 | 5,078 | 14,915 | |
| Latvia | - | 24 | 24 | | Subtotal | 13,151 | 5,665 | 15,865 | 63.7 |
| Liechtenstein | - | 2 | 2 | | CARIBBEAN | - | 95 | 95 | 0.4 |
| Lithuania | - | 22 | 22 | | CENTRAL AMERICA | - | 42 | 42 | 0.2 |
| Luxembourg | - | 8 | 8 | | SOUTH AMERICA | - | 611 | 611 | 2.5 |
| Malta | - | 31 | 31 | | ASIA PACIFIC | - | 956 | 956 | 3.8 |
| Monaco | - | 34 | 34 | | Email Only | 1 | 87 | 88 | 0.3 |
| | | | | | UNIQUE TOTAL QUALIFIED CIRCULATION* | 13,152 | 14,693 | 24,894 | 100.0 |

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

ADDITIONAL DATA

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.

PUBLISHER'S AFFIDAVIT

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

Jacqueline Smith, BI Reporting Analyst

Laurie Levasseur, Circulation Director

(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 | August 9, 2018 |
| City | Phoenix |
| State | Connecticut |
| Received by BPA Worldwide | August 9, 2018 |
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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 for the latest audit reports, membership information and publishing and advertising industry news.