



# BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JUNE 2020



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.

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**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/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.

## CHANNELS

### PROFESSIONAL BOATBUILDER MAGAZINE



3 issues in the period  
23,295 average circulation

## EXECUTIVE SUMMARY

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

|  | Non-Paid | Paid | Average |
|--|----------|------|---------|
| <b>PROFESSIONAL BOATBUILDER MAGAZINE</b><br>(3 issues in the period) | 23,295   | -    | 23,295  |

(See Paragraph 3b for Format Type and Source)

**AVERAGE NON-QUALIFIED CIRCULATION**

| Non-Qualified Not Included Elsewhere      | Copies       |
|---|--------------|
| Other Paid Circulation                    | -            |
| Advertiser and Agency                     | 1,245        |
| Allocated for Trade Shows and Conventions | -            |
| All Other                                 | 407          |
| <b>TOTAL</b>                              | <b>1,652</b> |

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

| Qualified Circulation              | Total Qualified |              | Qualified Non-Paid |              | Qualified Paid |          |
|------------------------------------|-----------------|--------------|--------------------|--------------|----------------|----------|
|                                    | Copies          | Percent      | Copies             | Percent      | Copies         | Percent  |
| Individual                         | 23,295          | 100.0        | 23,295             | 100.0        | -              | -        |
| Sponsored Individually Addressed   | -               | -            | -                  | -            | -              | -        |
| Membership Benefit                 | -               | -            | -                  | -            | -              | -        |
| Multi-Copy Same Addressee          | -               | -            | -                  | -            | -              | -        |
| Single Copy Sales                  | -               | -            | -                  | -            | -              | -        |
| <b>TOTAL QUALIFIED CIRCULATION</b> | <b>23,295</b>   | <b>100.0</b> | <b>23,295</b>      | <b>100.0</b> | <b>-</b>       | <b>-</b> |

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

| 2019/2020 Issue  | Print  | Digital | Unique Total Qualified* |
|------------------|--------|---------|-------------------------|
| December/January | 12,055 | 13,184  | 23,381                  |
| February/March   | 12,166 | 13,291  | 23,583                  |
| April/May        | 13,968 | 10,711  | 22,922                  |

\*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 2020**

This issue is 2.4% or 560 copies below 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    | 5,140                   | 22.4             | 3,655         | 1,963         | 2,686                                     | 207                  | 199            | 112               | 777                | 684                              | 475                                   |
| Boat Repair/Maintenance                     | 3,766                   | 16.4             | 2,972         | 1,257         | 2,627                                     | 94                   | 136            | 64                | 471                | 91                               | 283                                   |
| Marinas                                     | 482                     | 2.1              | 428           | 82            | 215                                       | 27                   | 19             | 14                | 109                | 6                                | 92                                    |
| Boat Storage                                | 89                      | 0.4              | 62            | 38            | 54  | 2                    | 4              | -                 | 16                 | 2                                | 11                                    |
| Marine Consulting                           | 1,143                   | 5.0              | 781           | 498           | 859                                       | 34                   | 36             | 6                 | 49                 | 105                              | 54                                    |
| Yacht Design/Naval Architecture/Engineering | 1,864                   | 8.1              | 878           | 1,181         | 857                                       | 28                   | 35             | 3                 | 40                 | 850                              | 51                                    |
| Marine Surveying                            | 751                     | 3.3              | 506           | 362           | 598                                       | 9                    | 24             | 1                 | 21                 | 57                               | 41                                    |
| Fabricator/Laminator                        | 359                     | 1.6              | 285           | 120           | 225                                       | 20                   | 13             | 1                 | 42                 | 29                               | 29                                    |
| Govt/Academic/Military/Marine Association   | 713                     | 3.1              | 500           | 320           | 76  | 18                   | 85             | 12                | 79                 | 221                              | 222                                   |
| Wholesaler/Distributor/Mag. Rep.            | 1,750                   | 7.6              | 1,192         | 637           | 712                                       | 109                  | 48             | 59                | 446                | 62                               | 314                                   |
| Others Allied to the Field                  | 6,865                   | 30.0             | 2,709         | 4,253         | 806                                       | 141                  | 52             | 22                | 463                | 118                              | 5,263                                 |
| <b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>  | <b>22,922</b>           | <b>100.0</b>     | <b>13,968</b> | <b>10,711</b> | <b>9,715</b>                              | <b>689</b>           | <b>651</b>     | <b>294</b>        | <b>2,513</b>       | <b>2,225</b>                     | <b>6,835</b>                          |
| <b>PERCENT</b>                              | <b>100.0</b>            |                  | <b>60.9</b>   | <b>46.7</b>   | <b>42.4</b>                               | <b>3.0</b>           | <b>2.8</b>     | <b>1.3</b>        | <b>11.0</b>        | <b>9.7</b>                       | <b>29.8</b>                           |

\*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 2020

| Qualification Source  | Qualified Within |               |              | Print         | Digital       | Unique Total Qualified* | Percent      |
|---|------------------|---------------|--------------|---------------|---------------|-------------------------|--------------|
|   | 1 Year           | 2 Years       | 3 Years      |               |               |                         |              |
| I. Direct Request:  | <b>7,911</b>     | <b>9,999</b>  | <b>5,002</b> | <b>13,963</b> | <b>10,706</b> | <b>22,912</b>           | <b>100.0</b> |
| II. Request from recipient's company:                               | <b>2</b>         | <b>2</b>      | <b>6</b>     | <b>5</b>      | <b>5</b>      | <b>10</b>               | -            |
| III. Membership Benefit:  | -                | -             | -            | -             | -             | -                       | -            |
| IV. Communication (other than request):                             | -                | -             | -            | -             | -             | -                       | -            |
| 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>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>                          | <b>7,913</b>     | <b>10,001</b> | <b>5,008</b> | <b>13,968</b> | <b>10,711</b> | <b>22,922</b>           | <b>100.0</b> |
| <b>PERCENT</b>  | <b>34.5</b>      | <b>43.6</b>   | <b>21.9</b>  | <b>61.0</b>   | <b>46.8</b>   | <b>100.0</b>            |              |

\*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 2020

| Mailing Address                               | Print         | Digital       | Unique Total Qualified* | Percent      |
|---|---------------|---------------|-------------------------|--------------|
| Individuals by name and title and/or function | 11,706        | 5,595         | 16,023                  | 69.9         |
| Individuals by name only                      | 2,259         | 5,115         | 6,895                   | 30.1         |
| Titles or functions only                      | 2             | -             | 2                       | -            |
| Company names only                            | 1             | 1             | 2                       | -            |
| Multi-Copy Same Addressee copies              | -             | -             | -                       | -            |
| Single Copy Sales                             | -             | -             | -                       | -            |
| <b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>    | <b>13,968</b> | <b>10,711</b> | <b>22,922</b>           | <b>100.0</b> |

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### AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

| 6-Month Period Ended:                                       | Audited Data         | Audited Data        | Audited Data         | Audited Data        | Circulation Claim     | Circulation Claim    |
|---|----------------------|---------------------|----------------------|---------------------|-----------------------|----------------------|
|   | July - December 2017 | January - June 2018 | July - December 2018 | January - June 2019 | July - December 2019* | January - June 2020* |
| Unique Total Audit Average Qualified: ***                   | 23,106               | 24,446              | 23,934               | 22,551              | 23,133                | 23,295               |
| Unique Qualified Non-Paid:***                               | 23,106               | 24,446              | 23,934               | 22,551              | 23,133                | 23,295               |
| Print:  | 12,750               | 12,886              | 12,979               | 12,160              | 12,261                | 12,730               |
| Digital:  | 13,790               | 14,776              | 13,789               | 12,698              | 12,834                | 12,395               |
| 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 2019 – June 2020 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 2020**

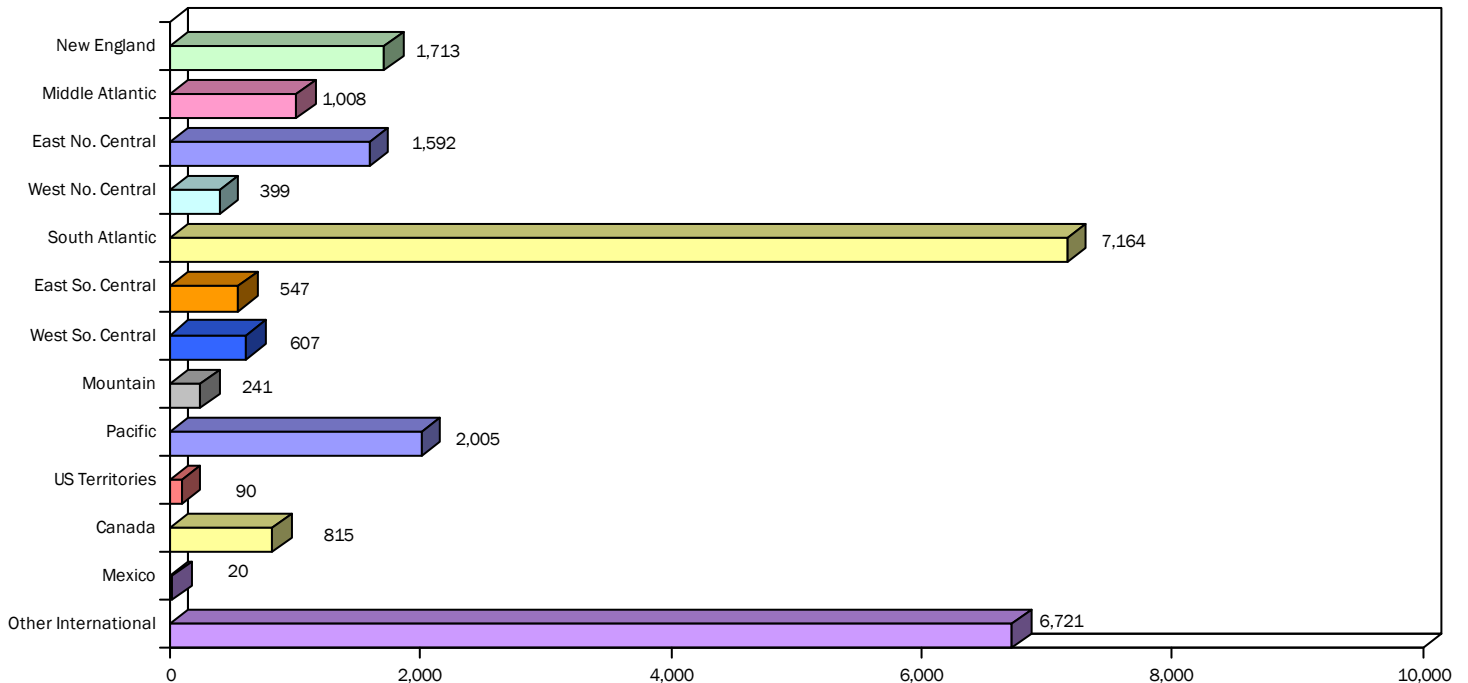
| State                   | Print        | Digital      | Unique Total Qualified* | Percent     | State                   | Print         | Digital      | Unique Total Qualified* | Percent     |
|-------------------------|--------------|--------------|-------------------------|-------------|-------------------------|---------------|--------------|-------------------------|-------------|
| Maine                   | 464          | 107          | 490                     |             | Kentucky                | 68            | 16           | 78                      |             |
| New Hampshire           | 72           | 15           | 77                      |             | Tennessee               | 217           | 60           | 254                     |             |
| Vermont                 | 42           | 8            | 44                      |             | Alabama                 | 125           | 32           | 140                     |             |
| Massachusetts           | 460          | 133          | 509                     |             | Mississippi             | 68            | 19           | 75                      |             |
| Rhode Island            | 234          | 90           | 272                     |             | <b>EAST SO. CENTRAL</b> | <b>478</b>    | <b>127</b>   | <b>547</b>              | <b>2.4</b>  |
| Connecticut             | 284          | 73           | 321                     |             | Arkansas                | 53            | 13           | 62                      |             |
| <b>NEW ENGLAND</b>      | <b>1,556</b> | <b>426</b>   | <b>1,713</b>            | <b>7.5</b>  | Louisiana               | 163           | 51           | 173                     |             |
| New York                | 465          | 130          | 516                     |             | Oklahoma                | 35            | 11           | 46                      |             |
| New Jersey              | 297          | 79           | 325                     |             | Texas                   | 275           | 91           | 326                     |             |
| Pennsylvania            | 145          | 43           | 167                     |             | <b>WEST SO. CENTRAL</b> | <b>526</b>    | <b>166</b>   | <b>607</b>              | <b>2.6</b>  |
| <b>MIDDLE ATLANTIC</b>  | <b>907</b>   | <b>252</b>   | <b>1,008</b>            | <b>4.4</b>  | Montana                 | 18            | 5            | 21                      |             |
| Ohio                    | 264          | 65           | 299                     |             | Idaho                   | 28            | 6            | 28                      |             |
| Indiana                 | 207          | 48           | 239                     |             | Wyoming                 | 4             | 2            | 4                       |             |
| Illinois                | 196          | 64           | 244                     |             | Colorado                | 52            | 20           | 59                      |             |
| Michigan                | 463          | 123          | 531                     |             | New Mexico              | 15            | 4            | 16                      |             |
| Wisconsin               | 254          | 62           | 279                     |             | Arizona                 | 50            | 15           | 57                      |             |
| <b>EAST NO. CENTRAL</b> | <b>1,384</b> | <b>362</b>   | <b>1,592</b>            | <b>6.9</b>  | Utah                    | 24            | 9            | 32                      |             |
| Minnesota               | 154          | 39           | 174                     |             | Nevada                  | 21            | 6            | 24                      |             |
| Iowa                    | 30           | 5            | 32                      |             | <b>MOUNTAIN</b>         | <b>212</b>    | <b>67</b>    | <b>241</b>              | <b>1.1</b>  |
| Missouri                | 115          | 31           | 133                     |             | Alaska                  | 125           | 32           | 140                     |             |
| North Dakota            | 5            | 2            | 6                       |             | Washington              | 717           | 223          | 808                     |             |
| South Dakota            | 3            | 2            | 5                       |             | Oregon                  | 115           | 45           | 135                     |             |
| Nebraska                | 11           | 5            | 16                      |             | California              | 721           | 250          | 839                     |             |
| Kansas                  | 29           | 8            | 33                      |             | Hawaii                  | 77            | 15           | 83                      |             |
| <b>WEST NO. CENTRAL</b> | <b>347</b>   | <b>92</b>    | <b>399</b>              | <b>1.7</b>  | <b>PACIFIC</b>          | <b>1,755</b>  | <b>565</b>   | <b>2,005</b>            | <b>8.7</b>  |
| Delaware                | 22           | 9            | 29                      |             | <b>UNITED STATES</b>    | <b>13,266</b> | <b>3,614</b> | <b>15,276</b>           | <b>66.6</b> |
| Maryland                | 457          | 133          | 514                     |             | U.S. Territories        | 73            | 25           | 90                      |             |
| Washington, DC          | 16           | 13           | 23                      |             | Canada                  | 629           | 331          | 815                     |             |
| Virginia                | 343          | 90           | 378                     |             | Mexico                  | -             | 20           | 20                      |             |
| West Virginia           | 3            | 1            | 4                       |             | Other International     | -             | 6,721        | 6,721                   |             |
| North Carolina          | 473          | 106          | 531                     |             | APO/FPO                 | -             | -            | -                       |             |
| South Carolina          | 235          | 68           | 273                     |             |                         |               |              |                         |             |
| Georgia                 | 274          | 80           | 327                     |             |                         |               |              |                         |             |
| Florida                 | 4,278        | 1,057        | 5,085                   |             |                         |               |              |                         |             |
| <b>SOUTH ATLANTIC</b>   | <b>6,101</b> | <b>1,557</b> | <b>7,164</b>            | <b>31.3</b> |                         |               |              |                         |             |

|  |               |               |               |              |
|--|---------------|---------------|---------------|--------------|
| <b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b> | <b>13,968</b> | <b>10,711</b> | <b>22,922</b> | <b>100.0</b> |
|--|---------------|---------------|---------------|--------------|

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**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION**





## 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.

Susan Sidler, Circulation

Howard White, Circulation

(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

July 28, 2020

State

Maine

City

Brooklin

Received by BPA Worldwide

July 28, 2020

Type

BJ

ID Number

P223B0J0

### About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.