



BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JUNE 2021



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
41 WoodenBoat Lane
Brooklin, ME 04616
Tel. No.: (207) 359-4651
Fax No.: (207) 359-8920
www.proboat.com
ssidler@earthlink.net

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

MAGAZINE CHANNEL FORMAT – PRINT AND DIGITAL ISSUES

PROFESSIONAL BOATBUILDER is produced in print and digital formats. The editorial for the print copy is the same for all recipients. The digital format is written and designed for the digital reading experience, accessed by a computer, mobile phone, or tablet. Digital formats may include features such as videos and surveys allowing for user interaction with the brand.

FIELD SERVED

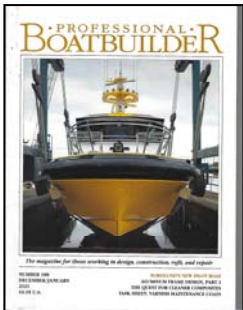
PROFESSIONAL BOATBUILDER serves boat builders/manufacturing/construction, boat repairers, marinas, boat storage, marine consultants, yacht designers/naval architecture/engineering, marine surveyors, fabricators/laminators, government/military/academic/marine association, wholesaler/distributor/manufacture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



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
PROFESSIONAL BOATBUILDER PRINT AND DIGITAL MAGAZINE			
Unique Total* (3 issues in the period)	23,282	-	23,282
a. Print	13,502	-	13,502
b. Digital	11,408	-	11,408

(See Paragraph 3b for Source)

*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	1,246
Allocated for Trade Shows and Conventions	-
All Other	564
TOTAL	1,810

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	23,282	100.0	23,282	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	23,282	100.0	23,282	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020/2021 Issue	Print	Digital	Unique Total Qualified*
December/January	13,787	10,642	22,758
February/March	14,186	11,554	24,062
April/May	12,532	12,029	23,027

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2020/ JANUARY 2021

This issue is 3.3% or 787 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	4,548	20.0	2,987	2,018	2,538	178	207	92	620	617	296
Boat Repair/Maintenance	3,906	17.2	3,021	1,328	2,731	95	151	65	509	89	266
Marinas	274	1.2	216	81	123	11	23	10	67	8	32
Boat Storage	92	0.4	65	38	56	2	4	-	19	2	9
Marine Consulting	1,166	5.1	792	506	867	31	35	7	54	109	63
Yacht Design/Naval Architecture/Engineering	1,953	8.6	871	1,273	885	24	37	4	44	905	54
Marine Surveying	756	3.3	491	357	606	9	23	1	20	47	50
Fabricator/Laminator	341	1.5	265	111	210	17	17	4	43	24	26
Govt/Academic/Military/Marine Association	703	3.1	467	338	81	14	95	13	75	217	208
Wholesaler/Distributor/Mag. Rep.	1,489	6.5	936	640	625	84	54	53	380	49	244
Others Allied to the Field	7,530	33.1	3,676	3,952	453	54	58	12	124	61	6,768
UNIQUE TOTAL QUALIFIED CIRCULATION*	22,758	100.0	13,787	10,642	9,175	519	704	261	1,955	2,128	8,016
PERCENT	100.0		60.6	46.8	40.3	2.3	3.1	1.1	8.6	9.4	35.2

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

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2020/JANUARY 2021

Qualification Source	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	5,827	9,514	7,413	13,785	10,640	22,754	100.0
II. Request from recipient's company:	-	2	2	2	2	4	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication (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*	5,827	9,516	7,415	13,787	10,642	22,758	100.0
PERCENT	25.6	41.8	32.6	60.5	46.7	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 DECEMBER 2020/JANUARY 2021

Mailing Address	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	11,253	5,556	15,616	68.6
Individuals by name only	2,529	5,085	7,136	31.4
Titles or functions only	3	1	4	-
Company names only	2	-	2	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	13,787	10,642	22,758	100.0

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

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 2018	January - June 2019	July - December 2019	January - June 2020	July - December 2020*	January - June 2021*
Unique Total Audit Average Qualified: ***	23,934	22,551	23,133	23,295	22,386	23,282
Unique Qualified Non-Paid:***	23,934	22,551	23,133	23,295	22,386	23,282
Print:	12,979	12,160	12,261	12,730	13,683	13,502
Digital:	13,789	12,698	12,834	12,395	10,435	11,408
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 2020 – June 2021 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.

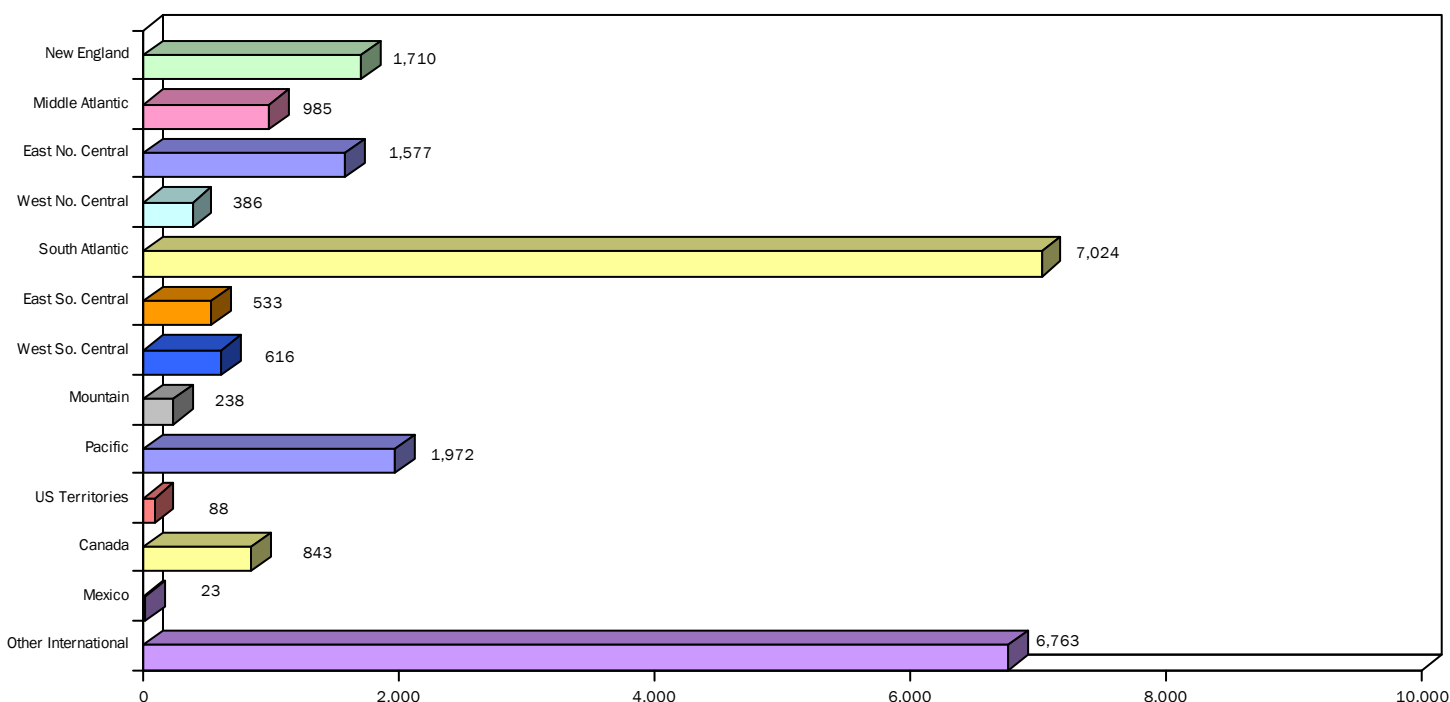
GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2020/JANUARY 2021

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	451	115	487		Kentucky	64	15	75	
New Hampshire	77	16	83		Tennessee	218	56	252	
Vermont	36	7	39		Alabama	114	32	133	
Massachusetts	455	134	514		Mississippi	67	19	73	
Rhode Island	241	87	270		EAST SO. CENTRAL	463	122	533	2.3
Connecticut	275	79	317		Arkansas	52	11	60	
NEW ENGLAND	1,535	438	1,710	7.5	Louisiana	158	49	172	
New York	449	131	499		Oklahoma	33	14	47	
New Jersey	296	68	318		Texas	280	95	337	
Pennsylvania	144	48	168		WEST SO. CENTRAL	523	169	616	2.7
MIDDLE ATLANTIC	889	247	985	4.3	Montana	20	3	22	
Ohio	254	62	290		Idaho	27	6	28	
Indiana	206	56	244		Wyoming	3	1	3	
Illinois	193	70	247		Colorado	52	18	60	
Michigan	455	116	521		New Mexico	14	3	15	
Wisconsin	248	59	275		Arizona	45	13	53	
EAST NO. CENTRAL	1,356	363	1,577	6.9	Utah	25	10	33	
Minnesota	151	36	168		Nevada	21	3	24	
Iowa	27	5	29		MOUNTAIN	207	57	238	1.1
Missouri	109	32	128		Alaska	65	22	77	
North Dakota	5	2	6		Washington	719	233	824	
South Dakota	4	2	6		Oregon	112	39	131	
Nebraska	9	5	14		California	732	251	857	
Kansas	28	10	35		Hawaii	77	16	83	
WEST NO. CENTRAL	333	92	386	1.7	PACIFIC	1,705	561	1,972	8.7
Delaware	20	8	26		UNITED STATES	13,057	3,506	15,041	66.1
Maryland	454	119	501		U.S. Territories	73	23	88	
Washington, DC	16	13	24		Canada	657	327	843	
Virginia	333	92	369		Mexico	-	23	23	
West Virginia	4	2	5		Other International	-	6,763	6,763	
North Carolina	478	102	539		APO/FPO	-	-	-	
South Carolina	241	70	282						
Georgia	269	72	315						
Florida	4,231	979	4,963						
SOUTH ATLANTIC	6,046	1,457	7,024	30.9					

UNIQUE TOTAL QUALIFIED CIRCULATION* **13,787** **10,642** **22,758** **100.0**

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

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

State

City

Received by BPA Worldwide

Type

ID Number

August 4, 2021

Maine

Brooklin

August 4, 2021

BJ

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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.

MAGAZINE CHANNEL FORMAT: This magazine is produced in print and digital formats.

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