

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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SEA TECHNOLOGY is a publication for the marine industry with in depth coverage of design, engineering and the application of equipment and services in the global ocean community. Published monthly for more than 50 years, Sea Technology magazine is circulated in more than 115 countries worldwide and provides information for marine business, science, engineering, diving, and offshore applications for commercial and military marine markets.

FIELD SERVED

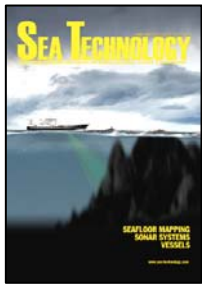
SEA TECHNOLOGY serves the worldwide field of oceanography: ships, underwater vehicles, structures, basic underwater materials, ship and base instrumentation, navigation, positioning, computers, data processing, communications, telemetry, optical, laboratory, sensors, samplers, recorders, radar, sonar, detection systems, cable, rope, deck gear, marine hardware, electrical equipment, general machinery, equipment supplies, research, development, consulting, survey, exploration, mapping services, construction, diving, charter services, government, civilian employee, government, military personnel, educational institution, libraries, fishing, seafood processing, offshore petroleum, mineral recovery, environmental monitoring, pollution control, ports, harbors, homeland security, renewable energy and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are administrator, executive, owner, manager, department/division head, director, chief engineer, designer, engineer, scientist, professor, consultant, technician, operator, diver, buyer, marketing/sales manager and other titled and non-titled personnel in the above field as outlined in Paragraph 3a.

CHANNELS

SEA TECHNOLOGY MAGAZINE



6 Issues in the period
13,933 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
SEA TECHNOLOGY MAGAZINE Unique Total* (6 issues in the period)	13,748	185	13,933
a. Print	11,141	180	11,321
b. Digital	5,715	10	5,725
1. Requested	5,715	10	5,725
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	198
Allocated for Trade Shows and Conventions	333
All Other	3,034
TOTAL	3,565

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	12,474	89.5	12,311	88.4	163	1.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	1,458	10.5	1,436	10.3	22	0.2
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	13,932	100.0	13,747	98.7	185	1.3

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Print	Digital	Unique Total Qualified*
January	11,428	5,660	14,005
February	11,383	5,704	13,988
March	11,377	5,724	13,989
April	11,398	5,771	14,032
May	11,262	5,773	13,899
June	11,078	5,717	13,686

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016
 This issue is 0.3% or 41 copies below the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	Print	Digital	Admin-istrator, Executive, Owner	Manager, Department/ Division Head, Director, Chief Engineer	Designer Engineer, Scientist, Professor, Consultant	Technician, Operator, Diver	Buyer, Marketing, Sales Manager	Other Titled and Non-Titled Personnel
1. Ships, underwater vehicles, structures and basic underwater materials	2,938	21.1	2,301	1,493	767	859	876	196	85	155
2. Ship and base instrumentation, navigation, positioning, computers, data processing, communications, telemetry, optical, laboratory, sensors, samplers, and recorders.	1,483	10.7	1,156	715	400	388	472	93	70	60
3. Radar, sonar, and detection systems	835	6.0	637	409	153	235	350	31	31	35
4. Cable, rope, deck gear, marine hardware, electrical equipment, general machinery, and equipment supplies.	386	2.8	321	137	142	114	63	19	31	17
5. Research, development or consulting	2,516	18.1	1,939	1,187	661	490	1,135	94	20	116
6. Survey, exploration or mapping services	485	3.5	367	242	120	151	122	40	12	40
7. Construction, diving or charter services	317	2.3	263	107	153	86	27	30	5	16
8. Government, civilian employee	805	5.8	663	339	40	223	401	70	10	61
9. Government, military personnel	199	1.4	150	109	18	86	45	18	4	28
10. Educational, institution or library	778	5.6	612	365	73	103	355	37	5	205
11. Fishing, seafood processing	83	0.6	74	29	52	11	9	6	1	4
12. Offshore petroleum, mineral recovery	328	2.3	259	139	57	114	106	16	9	26
13. Environmental monitoring, pollution control	361	2.6	283	182	88	106	105	19	17	26
14. Ports, harbors and homeland security	108	0.8	96	40	32	30	25	5	8	8
15. Renewable Energy	131	0.9	104	57	48	32	29	3	7	12
16. Other	690	5.0	581	223	214	112	71	13	36	244
17. Multi-Copy, same address	1,456	10.5	1,456	-	356	440	306	91	62	201
UNIQUE TOTAL QUALIFIED CIRCULATION*	13,899	100.0	11,262	5,773	3,374	3,580	4,497	781	413	1,254
PERCENT	100.0		81.0	41.5	24.3	25.7	32.4	5.6	3.0	9.0

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

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	7,694	3,286	1,641	9,989	5,764	12,621	90.8
II. Request from recipient's company:	135	7	-	137	9	142	1.0
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	642	264	221	1,127	-	1,127	8.1
V. TOTAL - Sources other than above (listed alphabetically):	9	-	-	9	-	9	0.1
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	9	-	-	9	-	9	0.1
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	8,480	3,557	1,862	11,262	5,773	13,899	100.0
PERCENT	61.0	25.6	13.4	81.1	41.6	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 MAY 2016

MAILING ADDRESS	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	7,922	4,179	9,700	69.8
Individuals by name only	1,809	1,571	2,657	19.1
Titles or functions only	7	-	7	-
Company names only	68	23	79	0.6
Multi-Copy Same Addressee copies	1,456	-	1,456	10.5
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	11,262	5,773	13,899	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		Circulation Claim	
	July – December 2013	January – June 2014	July – December 2014	January – June 2015	July – December 2015*	January – June 2016*
Total Audit Average Qualified:***	13,387	13,823	13,942	13,835	13,909	13,933
Qualified Non-Paid:***	13,167	13,629	13,738	13,640	13,709	13,748
Print:	11,267	11,519	11,531	11,303	11,232	11,141
Digital:	4,704	4,909	5,097	5,313	5,534	5,715
Qualified Paid:***	220	194	204	195	200	185
Print:	220	194	203	193	197	180
Digital:	-	-	3	6	8	10
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 2015 – June 2016 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 MAY 2016

State	Print	Digital	Unique Total Qualified*	Percent
Maine	75	26	85	
New Hampshire	110	41	122	
Vermont	15	9	20	
Massachusetts	493	208	579	
Rhode Island	209	99	254	
Connecticut	127	57	148	
NEW ENGLAND	1,029	440	1,208	8.7
New York	187	63	217	
New Jersey	199	81	231	
Pennsylvania	96	45	117	
MIDDLE ATLANTIC	482	189	565	4.1
Ohio	63	31	73	
Indiana	38	8	38	
Illinois	37	10	43	
Michigan	65	21	73	
Wisconsin	26	6	30	
EAST NO. CENTRAL	229	76	257	1.8
Minnesota	24	14	32	
Iowa	5	2	7	
Missouri	11	6	14	
North Dakota	2	-	2	
South Dakota	4	2	5	
Nebraska	10	5	11	
Kansas	6	3	7	
WEST NO. CENTRAL	62	32	78	0.6
Delaware	21	10	27	
Maryland	349	150	403	
Washington, DC	48	24	60	
Virginia	433	187	516	
West Virginia	4	3	6	
North Carolina	166	67	195	
South Carolina	44	18	51	
Georgia	46	18	56	
Florida	644	275	756	
SOUTH ATLANTIC	1,755	752	2,070	14.9
Kentucky	12	6	15	
Tennessee	17	5	20	
Alabama	40	12	48	
Mississippi	132	58	155	
EAST SO. CENTRAL	201	81	238	1.7
Arkansas	6	1	6	
Louisiana	218	76	241	
Oklahoma	17	4	19	
Texas	563	227	659	
WEST SO. CENTRAL	804	308	925	6.7
Montana	9	6	12	
Idaho	12	5	14	
Wyoming	4	2	5	
Colorado	51	24	63	
New Mexico	7	1	8	
Arizona	34	14	41	
Utah	13	4	16	
Nevada	10	1	11	
MOUNTAIN	140	57	170	1.2
Alaska	53	28	70	
Washington	366	183	446	
Oregon	88	40	110	
California	977	376	1,142	
Hawaii	105	38	122	
PACIFIC	1,589	665	1,899	13.6
UNITED STATES	6,291	2,600	7,401	53.3
U.S. Territories	21	11	26	
Canada	510	320	658	
Mexico	28	25	41	
Other International	4,405	2,812	5,766	
APO/FPO	7	5	7	
UNIQUE TOTAL QUALIFIED CIRCULATION*	11,262	5,773	13,899	100.0

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

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

Region/Country	Print	Digital	Unique Total Qualified*	Percent	Region/Country	Print	Digital	Unique Total Qualified*	Percent
ASIA					Switzerland	8	8	12	
Azerbaijan	1	3	3		Turkey	106	76	136	
Bangladesh	117	4	119		Ukraine	16	4	20	
China	154	170	237		United Kingdom	627	369	799	
Georgia	-	1	1		unspecified Europe	1	-	1	
Hong Kong - SAR	12	10	17		Subtotal	2,122	1,380	2,788	20.1
India	309	149	362		AFRICA				
Indonesia	48	29	59		Algeria	25	29	53	
Japan	132	99	165		Botswana	1	-	1	
Korea, Republic Of	89	68	120		Congo	1	-	1	
Malaysia	49	24	59		Egypt	18	9	21	
Pakistan	108	15	117		Ethiopia	-	1	1	
Philippines	49	21	59		Ghana	2	-	2	
Singapore	87	60	113		Kenya	2	3	4	
Sri Lanka	55	12	60		Libyan Arab Jamahiriya	1	1	2	
Taiwan	70	50	87		Mauritius	1	3	3	
Thailand	21	14	27		Morocco	40	57	89	
Uzbekistan	2	-	2		Mozambique	1	2	2	
Vietnam	13	8	17		Namibia	2	-	2	
Subtotal	1,316	737	1,624	11.7	Nigeria	58	25	72	
MIDDLE EAST					South Africa	22	21	35	
Iran	59	17	67		Tanzania	20	-	20	
Iraq	1	-	1		Tunisia	64	13	76	
Israel	25	26	37		Subtotal	258	164	384	2.8
Jordan	2	1	2		NORTH AMERICA				
Kuwait	2	1	3		Canada	510	320	658	
Oman	2	1	2		Mexico	28	25	41	
Qatar	-	1	1		United States	6,319	2,616	7,434	
Saudi Arabia	8	10	12		Subtotal	6,857	2,961	8,133	58.5
United Arab Emirates	20	18	32		CARIBBEAN				
Subtotal	119	75	157	1.1	Bahamas	-	1	1	
EUROPE					Bermuda	1	4	4	
Austria	3	1	4		Cuba	18	1	19	
Belarus	1	-	1		Dominica	1	1	1	
Belgium	44	29	55		Dominican Republic	1	1	1	
Bulgaria	13	7	15		Jamaica	3	3	5	
Channel Islands	2	-	2		Martinique	1	1	1	
Croatia	12	11	17		Saint Vincent and the Grenadines	1	-	1	
Cyprus	4	2	4		Trinidad and Tobago	8	3	11	
Czech Republic	-	1	1		Subtotal	34	15	44	0.3
Denmark	36	23	50		CENTRAL AMERICA				
Estonia	3	3	5		Costa Rica	2	3	4	
Faroe Islands	-	1	1		Guatemala	-	1	1	
Finland	47	27	60		Panama	-	1	1	
France	187	126	253		Subtotal	2	5	6	-
Germany	165	109	217		SOUTH AMERICA				
Greece	41	40	57		Argentina	61	38	79	
Iceland	5	5	8		Brazil	188	153	250	
Ireland	14	15	27		Chile	57	25	66	
Italy	178	133	230		Colombia	13	11	18	
Latvia	2	2	3		Ecuador	11	11	19	
Lithuania	4	2	6		French Guiana	1	1	2	
Luxembourg	1	-	1		Peru	11	9	14	
Malta	6	2	6		Suriname	-	1	1	
Moldova	1	-	1		Uruguay	6	3	6	
Monaco	2	2	4		Venezuela	6	12	13	
Netherlands	74	48	107		Subtotal	354	264	468	3.4
Norway	91	67	125		ASIA PACIFIC				
Poland	49	28	62		Australia	140	141	223	
Portugal	43	33	53		Fiji	3	2	3	
Romania	29	15	37		New Caledonia	2	2	2	
Russian Federation	141	68	180		New Zealand	55	27	67	
Serbia	1	-	1		Subtotal	200	172	295	2.1
Slovakia	-	1	1		UNIQUE TOTAL QUALIFIED CIRCULATION*	11,262	5,773	13,899	100.0
Slovenia	1	1	2						
Spain	103	92	151						
Sweden	61	29	73						

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

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

Province	Print	Digital	Unique Total Qualified*	Percent
Newfoundland and Labrador	49	36	62	0.4
Prince Edward Island	2	-	2	-
Nova Scotia	130	82	172	1.2
New Brunswick	12	15	21	0.2
Quebec	59	35	71	0.5
Ontario	83	47	108	0.8
Manitoba	2	3	4	-
Saskatchewan	-	-	-	-
Alberta, N.W.T and Nunavu	18	20	30	0.2
B.C. and Yukon	155	82	188	1.4
TOTAL FOR CANADA	510	320	658	4.7
United States	6,319	2,616	7,434	53.5
Other Foreign	4,433	2,837	5,807	41.8
TOTAL OUTSIDE CANADA	10,752	5,453	13,241	95.3
UNIQUE TOTAL QUALIFIED CIRCULATION *	11,262	5,773	13,899	100.0

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

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

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 03 Designer/engineer, scientist, professor, consultant
 04 Technician, operator, driver
 05 Buyer, marketing/sales manager
 07 Other _____

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 E _____ Research, development or consulting.
 G _____ Survey, exploration or mapping services.
 H _____ Construction, dredge or charter services.
 J _____ Government, civilian employee.
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 M _____ Fishing, seafood processing.
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 T _____ Ports, harbors, harbormaster security.
 U _____ Renewable energy.
 Z _____ Other _____

PUBLISHER'S AFFIDAVIT

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

Leslie H. Carr, Circulation
 C. Amos Bussmann, Owner/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 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 22, 2016
 State Maine
 Country USA
 Received by BPA Worldwide July 22, 2016
 Type BJ
 ID Number S017B0J6

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