



Issues Per Year: 12
Issues This Report: 12

PHILIPS PUBLISHING GROUP
4257 24th Ave West
Seattle, WA 98199
(206) 284-8285 (206) 284-0391 FAX
circulation@pacmar.com
www.pacmar.com

PUBLICATION DESCRIPTION

PACIFIC MARITIME MAGAZINE (www.pacmar.com) is aimed at the operations sector of the North American West Coast maritime industry. The focus is on the business and operational issues that face ocean carriers, shippers and marine cargo terminal operators, stevedoring firms and longshoremen, tug and barge lines, workboats, ferries and tour boats, marine construction firms and others involved in the movement of marine cargo and people, the operation of marine cargo terminals and the design, construction and maintenance of the marine transportation and intermodal infrastructure along the Pacific Coast.

FIELD SERVED/DEFINITION OF RECIPIENT QUALIFICATION

PACIFIC MARITIME MAGAZINE serves the North American West Coast maritime and intermodal transportation markets. Specifically, those who physically move cargo along and across the Pacific, those who lease space at ports, those who design, build, operate and maintain marine cargo terminals and those responsible for the design, construction and maintenance of the marine transportation infrastructure.

Qualified recipients include company owners and managers, port engineers, naval architects, stevedores and longshoremen, shippers, freight forwarders, third party logistics providers (3PLs), captains and crew of commercial vessels, professional staff with purchasing authority and other titled and non-titled personnel actively involved in the commercial maritime and intermodal industry.

AVERAGE MONTHLY CIRCULATION: OCTOBER 1, 2016 – SEPTEMBER 30, 2017

QUALIFIED CIRCULATION	Non-Paid	Paid	Total
Individual Subscription	4,367	266	4,633
Association/Group/Directory Lists	2,592	-	2,592
Rotated	234	-	234
Qualified Trade Show	19	-	19
Bulk Distribution	434	3	437
TOTAL QUALIFIED CIRCULATION	7,646	269	7,915

NON-QUALIFIED CIRCULATION	Non-Paid	Paid	Total
Advertiser/Agency	53	-	53
Sales/File/Office/Return/Other	159	-	159
Trade Show/Convention/Special Event	110	-	110
TOTAL NON-QUALIFIED CIRCULATION	322	-	322

TOTAL PRINTED	8,237
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Please see the following pages for Recipient Classification, Subscription Source, Recency of Renewal, Geographical Distribution, Business/Industry Classification, Qualified Circulation by Issue, Additions and Removals by Issue, Subscription Rates, Explanation, Audit of Internal Records, and Affidavit.

RECIPIENT CLASSIFICATION

RECIPIENT	Non-Paid	Paid	Total	Percent
Individual by Name and Title and/or Company	6,225	189	6,414	80.2%
Individual by Name Only	511	89	600	7.5%
Title Only	-	-	-	-
Company Name Only	547	7	554	6.9%
Bulk Distribution	423	5	428	5.4%
Total Qualified Circulation	7,706	290	7,996	100.0%
Non-Qualified Circulation	304	-	304	
TOTAL PRINTED			8,300	

SUBSCRIPTION SOURCE AND RECENCY OF RENEWAL

RECIPIENT	Non-Paid	Paid	Renewed, Requested, or Updated Within				Total	Percent
			1 Year	2 Years	3 Years	3+ Years		
Direct Request from the Recipient	4,345	285	2,434	1,446	748	2	4,630	57.9%
Request from Recipient's Company	-	-	-	-	-	-	-	-
Association/Group/Directory Lists	2,938	-	2,890	-	4	44	2,938	36.7%
Bulk Distribution	423	5	N/A	N/A	N/A	N/A	428	5.4%
Total Qualified Circulation	7,706	290	5,324	1,446	752	46	7,996	100.0%
Non-Qualified Circulation	304	-					304	
TOTAL PRINTED							8,300	

U.S. GEOGRAPHICAL DISTRIBUTION

REGION	Non-Paid	Paid	Total	Percent	REGION	Non-Paid	Paid	Total	Percent
Maine	108	3	111	1.4%	Kentucky	6	-	6	0.1%
New Hampshire	7	1	8	0.1%	Tennessee	23	-	23	0.3%
Vermont	4	-	4	0.1%	Alabama	30	-	30	0.4%
Massachusetts	79	2	81	1.0%	Mississippi	16	-	16	0.2%
Rhode Island	18	-	18	0.2%	E. S. Central	75	-	75	0.9%
Connecticut	77	-	77	1.0%	Arkansas	6	-	6	0.1%
New England	293	6	299	3.7%	Louisiana	127	1	128	1.6%
New York	130	4	134	1.7%	Oklahoma	2	-	2	-
New Jersey	101	4	105	1.3%	Texas	242	4	246	3.1%
Pennsylvania	36	1	37	0.5%	W. S. Central	377	5	382	4.8%
Mid Atlantic	267	9	276	3.5%	Montana	6	1	7	0.1%
Delaware	6	-	6	0.1%	Idaho	18	1	19	0.2%
Maryland	56	1	57	0.7%	Wyoming	1	1	2	-
D.C.	32	2	34	0.4%	Colorado	5	1	6	0.1%
Virginia	73	2	75	0.9%	New Mexico	1	-	1	-
West Virginia	5	-	5	0.1%	Arizona	19	1	20	0.3%
North Carolina	30	-	30	0.4%	Utah	7	1	8	0.1%
South Carolina	46	1	47	0.6%	Nevada	22	3	25	0.3%
Georgia	44	-	44	0.6%	Mountain	79	9	88	1.1%
Florida	198	9	207	2.6%	Alaska	1,115	28	1,143	14.3%
S. Atlantic	490	15	505	6.3%	Washington	2,429	89	2,518	31.5%
Ohio	24	1	25	0.3%	Oregon	537	20	557	7.0%
Indiana	10	-	10	0.1%	California	1,481	90	1,571	19.6%
Illinois	43	-	43	0.5%	Hawaii	221	3	224	2.8%
Michigan	38	-	38	0.5%	Pacific	5,783	230	6,013	75.2%
Wisconsin	34	-	34	0.4%	U.S. Territories	15	1	16	0.2%
E. N. Central	149	1	150	1.9%	U.S. Total	7,573	278	7,851	98.2%
Minnesota	15	1	16	0.2%	Canada	115	12	127	1.6%
Iowa	6	-	6	0.1%	Foreign	18	-	18	0.2%
Missouri	15	-	15	0.2%	Foreign Total	133	12	145	1.8%
North Dakota	-	-	-	-					
South Dakota	1	1	2	-					
Nebraska	3	-	3	-	Total Qualified	7,706	290	7,996	100.0%
Kansas	5	-	5	0.1%	Total Non-Qualified	304	-	304	
W. N. Central	45	2	47	0.6%	TOTAL PRINTED			8,300	

BUSINESS/INDUSTRY CLASSIFICATION

SIC CODE	DIVISION-GROUP DESCRIPTION	Non-Paid	Paid	Total	Percent
15-17	Construction				
16	Port & Harbor Construction & Maintenance	135	13	148	1.9%
20-39	Manufacturing				
37	Shipyard/Boatyard Ship Building/Repairing	290	15	305	3.8%
40-49	Transportation, Communications & Utilities				
44	Commercial Vessel Owner/Operator/Pilot	2,735	69	2,804	35.1%
44	Port & Harbor Operations	381	18	399	5.0%
44	Tug & Barge Services	347	19	366	4.6%
44	Shipper, BCO, NVOCC, Consolidator, Freight	809	21	830	10.4%
44	Stevedore/Terminal Operator	143	19	162	2.0%
44	Marine Surveyors	236	12	248	3.1%
44	Steamship Company/Agent	472	2	474	5.9%
44	Diving/Salvage/Spill Response	177	4	181	2.3%
40-42, 45, 47	Air/Auto/Train Transportation	141	9	150	1.9%
50-51	Wholesale Trade				
50	Equipment Suppliers	499	26	525	6.6%
60-67 / 70-89	Finance, Insurance & Real Estate / Services				
63, 81	Insurance/Law	343	17	360	4.5%
82	Educational Services	181	7	188	2.4%
87	Naval Architects	126	7	133	1.7%
91-97	Public Administration				
91	Government	266	22	288	3.6%
	Not Classified	2	5	7	0.1%
	Bulk Distribution	423	5	428	5.4%
Total Qualified Circulation		7,706	290	7,996	100.0%
Total Non-Qualified Circulation		304	-	304	
TOTAL PRINTED				8,300	

Source: Standard Industrial Classification (SIC) Code, Division, and Group (bold text) – U.S. Department of Labor
Description – *Pacific Maritime Magazine*

QUALIFIED CIRCULATION BY ISSUE

ISSUE	Non-Paid	Paid	Total
October 2016	7,562	263	7,825
November 2016	7,639	262	7,901
December 2016	7,689	255	7,944
January 2017	7,629	252	7,881
February 2017	7,717	258	7,975
March 2017	7,643	264	7,907
April 2017	7,635	269	7,904
May 2017	7,645	271	7,916
June 2017	7,633	276	7,909
July 2017	7,635	283	7,918
August 2017	7,614	282	7,896
September 2017	7,706	290	7,996
6 Month Average	7,647	259	7,906
12 Month Average	7,646	269	7,915

RECIPIENT LIST ADDITIONS AND REMOVALS BY ISSUE

ISSUE	Additions		Removals		Total Additions	Total Removals	Net
	Non-Paid	Paid	Non-Paid	Paid			
October 2016	1,155	4	1,139	7	1,159	1,146	13
November 2016	454	13	441	14	467	455	12
December 2016	746	15	713	22	761	735	26
January 2017	790	18	769	21	808	790	18
February 2017	695	7	674	1	702	675	27
March 2017	488	12	464	11	500	475	25
April 2017	1,093	12	1,060	7	1,105	1,067	38
May 2017	215	14	205	12	229	217	12
June 2017	674	11	683	6	685	689	(4)
July 2017	575	13	598	6	588	604	(16)
August 2017	677	6	703	7	683	710	(27)
September 2017	574	17	483	8	591	491	100
6 Month Total	4,328	69	4,200	76	4,397	4,276	121
6 Month Average	721	12	700	13	733	713	20
12 Month Total	8,136	142	7,932	122	8,278	8,054	224
12 Month Average	678	12	661	10	690	671	19

SUBSCRIPTION RATES

Single Copy	1 Year	2 Years	3 Years
\$6.50	\$40.00	\$69.00	\$109.00

PAID TERM	Rate	Number of Subscriptions
12 issues	\$39.00/\$40.00	121
24 issues	\$53.00/\$69.00	99
36 issues	\$92.00/\$109.00	58
Miscellaneous terms and rates		12
Total Qualified Paid Circulation		290

EXPLANATION

Publisher is not required to submit data for all paragraphs/tables. This report does not include an analysis of Job Title Classification.

Trade Show/Special Event Distribution Locations (Qualified & Non-Qualified):

	Date(s) Attended	City, State	# of Copies
Alaska & Puget Sound Leadership Summit	10/10/16	Anchorage, AK	150
Power Engineering - 30th Anniversary Celebration	10/20/16	Alameda, CA	100
Promise of the Arctic Conference	11/02/16 – 11/03/16	Seattle, WA	120
Seattle Chamber of Commerce Alaska Forum Meeting	11/03/16	Seattle, WA	100
eNavigation Conference	12/06/16 – 12/07/16	Seattle, WA	150
LNG Symposium	02/02/17	Seattle, WA	150
Cal Maritime Leadership Symposium	02/15/17	Sacramento, CA	183
Seattle Chamber of Commerce Alaska Forum Meeting	03/02/17	Seattle, WA	100
Seattle Chamber of Commerce Alaska Forum Meeting	04/06/17	Seattle, WA	100
2017 Joint CAMM/IFSM Int'l Conference at MITAGS	04/17/17	Linthicum Heights, MD	100
Seattle Chamber of Commerce Alaska Forum Meeting	05/05/17	Seattle, WA	100
Seattle Chamber of Commerce Alaska Forum Meeting	06/01/17	Seattle, WA	100
Seattle Chamber of Commerce Alaska Forum Meeting	09/07/17	Seattle, WA	100
TOTAL			1,553

Bulk Distribution Locations (Non-Paid):

	City, State	# of Copies
Alaska Maritime Training Center	Seward, AK	20
Ballard High School	Seattle, WA	5
Ballard Oil	Seattle, WA	5
Caffe Appassionato	Seattle, WA	12
California Maritime Academy	Vallejo, CA	6
Chelan Café	Seattle, WA	25
Compass Courses	Edmonds, WA	15
Cook Inlet Tug & Barge	Anchorage, AK	5
Falck Maritime Services	Kenner, LA	10
Foss	Long Beach, CA	7
Fremont Maritime Services	Seattle, WA	10
Inchcape Shipping Services	Emeryville, CA	5
Inlandboatmen's Union	Seattle, WA	5
Maine Maritime Academy	Castine, ME	70
Marine Exchange of Alaska	Juneau, AK	10
Marine Exchange of Puget Sound	Seattle, WA	5
Maritime Institute	San Diego, CA	5
Mass. Maritime Academy	Buzzards Bay, MA	12
NPFVOA Vessel Safety Program	Seattle, WA	5
Orange Coast College	Newport Beach, CA	10
Pacific Maritime Institute	Seattle, WA	6
Pacific Maritime Magazine	Long Beach, CA	5
Pacific Tugboat Service	Long Beach, CA	12
Redondo Beach Marine	Redondo Beach, CA	6
Sailor's Union of the Pacific	Seattle, WA	20
Sea School	Charleston, SC	20
Seaman's Church Institute	Houston, TX	5
Seattle Maritime Academy	Seattle, WA	10
Star Center	Dania Beach, FL	6
Stella Maris Seafarers Center	San Diego, CA	10
Tongue Point Job Corps Center	Astoria, OR	5
UAS Vocational Technical Center	Juneau, AK	5
University Of Alaska Se, Ketchikan	Ketchikan, AK	6
USCG Regional Exam Center	Oakland, CA	5
USCG Regional Exam Center	Long Beach, CA	10
USCG Regional Exam Center	Portland, OR	10
USCG Regional Exam Center	Juneau, AK	5
Western Towboat	Seattle, WA	30
Yanmar America Corporation	Adairsville, GA	15
TOTAL		423

Source for Rotated and Association/Group/Directory Distribution Lists*:

	Date(s) Added to File
Crowley Maritime Customer List	07/2017, 08/2017
FCC Alaska Registered Ships Required to License Radio Equipment	03/2017
FCC California Registered Ships Required to License Radio Equipment	03/2017, 05/2017
FCC Washington Registered Ships Required to License Radio Equipment	05/2017
<i>Fishermen's News</i> Subscriber List	11/2016, 12/2016, 01/2017
Pacific Northwest Ports Handbook	06/2017

* Recipients of qualified rotated circulation receive the publication for a minimum of three consecutive months. List sources also include other qualified industry directories, membership, and attendee lists that account for less than 10.0% of publisher's Association/Group/Directory circulation.

Audit of Records and Affidavit

Verified has conducted an audit of printing, distribution, and financial records, as well other data to substantiate circulation data submitted to Verified. This audit followed guidelines prepared in conformity with generally accepted circulation auditing procedures involving records covering all distribution methods utilized for qualified circulation during the period(s) covered by the reports. The results of this audit warrant the issuance of this audit report as a true and accurate statement of the qualified circulation of the client publication.

Verified Audit Circulation swears that to the best of its knowledge, all statements contained in this report are true and accurate.