



BOATING LIFE

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circulation
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PUBLICATION DESCRIPTION

Boating Life is the only publication aimed at the operations sector of the Northwest maritime industry. It focuses on the business issues that face the ocean carriers, marine cargo, terminal operators, tug and barge lines and others involved in the movement of cargo, 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

Boating Life serves the Northwest 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, 2009 – MARCH 31, 2010

QUALIFIED CIRCULATION	Non-Paid	Paid	Total
Individual Subscription	3,886	583	4,469
Association/Group/Directory Lists	1,396	-	1,396
Rotated -	-	-	-
Bulk Distribution	397	-	397
Single Copy Sales	-	7	7
TOTAL QUALIFIED CIRCULATION	5,679	590	6,269

NON-QUALIFIED CIRCULATION	Non-Paid	Paid	Total
Advertiser/Agency 70	-	-	70
Sales/File/Office/Return/Other 23	-	-	23
Trade Show/Convention/Special Event	129	-	129
TOTAL NON-QUALIFIED CIRCULATION	222	-	222

TOTAL PRINTED	6,491
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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, 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	3,790	455	4,245	66.6%
Individual by Name Only	984	125	1,109	17.4%
Title Only	-	-	-	-
Company Name Only	511	12	523	8.2%
Bulk Distribution	487	-	487	7.6%
Single Copy Sales	-	10	10	0.2%
Total Qualified Circulation 5,772		602	6,374	100.0%
Non-Qualified Circulation	61	-	61	
TOTAL PRINTED			6,435	

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 3,885		592	4	1,396	3,077	N/A	4,477	70.2%
Request from Recipient's Company	-	-	-	-	-	N/A	-	-
Association/Group/Directory Lists 1,400		-	-	-	-	1,400	1,400	22.0%
Bulk Distribution	487	-	N/A	N/A	N/A	N/A	487	7.6%
Single Copy Sales	-	10	N/A	N/A	N/A	N/A	10	0.2%
Total Qualified Circulation	5,772	602	4	1,396	3,077	1,400	6,374	100.0%
Non-Qualified Circulation	61	-					61	
TOTAL PRINTED							6,435	

U.S. GEOGRAPHICAL DISTRIBUTION

REGION	Non-Paid	Paid	Total	Percent	REGION Non-Paid	Paid	Total	Percent
Maine 80		5	85	1.3%	Kentucky	5	5	0.1%
New Hampshire	8	2	10	0.2%	Tennessee	13	15	0.2%
Vermont 4		-	4	0.1%	Alabama	15	17	0.3%
Massachusetts 40		3	43	0.7%	Mississippi	11	11	0.2%
Rhode Island	12	-	12	0.2%	E. S. Central	44	48	0.8%
Connecticut 27		3	30	0.5%	Arkansas	3	3	-
New England	171	13	184	2.9%	Louisiana 106		111	1.7%
New York	92	6	98	1.5%	Oklahoma	3	3	-
New Jersey	59	5	64	1.0%	Texas	118	130	2.0%
Pennsylvania 33		1	34	0.5%	W. S. Central	230	247	3.9%
Mid Atlantic	184	12	196	3.1%	Montana 5		6	0.1%
Delaware 9		2	11	0.2%	Idaho	12	13	0.2%
Maryland 43		3	46	0.7%	Wyoming	-	-	-
D.C. 20		1	21	0.3%	Colorado	9	10	0.2%
Virginia 57		6	63	1.0%	New Mexico	2	3	-
West Virginia	2	-	2	-	Arizona	22	25	0.4%
North Carolina	20	1	21	0.3%	Utah	5	5	0.1%
South Carolina	18	2	20	0.3%	Nevada	19	22	0.3%
Georgia 17		-	17	0.3%	Mountain 7	4	10	1.3%
Florida 188		8	196	3.1%	Alaska	279	308	4.8%
S. Atlantic	374	23	397	6.2%	Washington 1,668		1,845	28.9%
Ohio 26		4	30	0.5%	Oregon	347	380	6.0%
Indiana 8		1	9	0.1%	California 1,392		1,601	25.1%
Illinois 34		3	37	0.6%	Hawaii	253	265	4.2%
Michigan 47		5	52	0.8%	Pacific 3,939	460	4,399	69.0%
Wisconsin 25		1	26	0.4%	U.S. Territories	12	17	0.3%
E. N. Central	140	14	154	2.4%	U.S. Total	5,203	5,766	90.5%
Minnesota 18		3	21	0.3%	Canada 487		507	8.0%
Iowa 4		-	4	0.1%	Foreign	82	91	1.4%
Missouri 10		1	11	0.2%	Foreign Total	569	598	9.4%
North Dakota	-	-	-	-	Single Copy Sales	-	10	0.2%
South Dakota	1	-	1	-	Total Qualified	5,772	6,374	100.0%
Nebraska -		1	1	-	Total Non-Qualified	61	61	
Kansas 2		-	2	-	TOTAL PRINTED		6,435	
W. N. Central	35	5	40	0.6%				

BUSINESS/INDUSTRY CLASSIFICATION

SIC DIVISION-GR CODE DESCRIPTION	OUP	Non-Paid Pa id	Total	Percent	
15-17	Construction				
16	Port and Harbor Construction & Maintenance	55	12	67	1.1%
20-39	Manufacturing				
37	Shipyards/Boatyard Building & Repairing	361	31	392	6.1%
40-49	Transportation, Communications & Utilities				
40-42, 45, 47	Air, Auto & Train Transportation	72	7	79	1.2%
44 Vessel	Operator	1,477	113	1,590	24.9%
44	Tug & Barge Services	352	39	391	6.1%
44	Port & Harbor Operations 348		30	378	5.9%
44 Marine	Surveyors	222	13	235	3.7%
44 Stevedor	e/Terminal Operator 169		46	215	3.4%
44 Steamshi	p Line	196	12	208	3.3%
44	Diving & Salvage	43	7	50	0.8%
50-51	Wholesale Trade				
50 Equi	pment Suppliers	551	49	600	9.4%
60-67	Finance, Insurance & Real Estate				
63 Insuranc	e	115	14	129	2.0%
70-89	Services				
81 La	wyers	93	12	105	1.6%
87 Naval	Architects	192	10	202	3.2%
87	Government Research Vessels	83	10	93	1.5%
91-97	Public Administration				
91 Governme	nt	252	28	280	4.4%
95 Spill	Response	54	10	64	1.0%
	Others Associated with Industry	618	133	751	11.8%
Not	Classified	32	16	48	0.8%
Bulk	Distribution	487	-	487	7.6%
	Single Copy Sales	-	10	10	0.2%
Total Qualified Circulation 5,772			602	6,374	100.0%
Total Non-Qualified Circulation		61	-	61	
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Source: Standard Industrial Classification (SIC) Code, Division, and Group (bold text) – U.S. Department of Labor
Description – *Boating Life*

Vessel Operation, Construction and Maintenance includes vessel operators, tug and barge services, steamship lines, government research vessels, shipyard/boatyard building and repairing, marine surveyors, and naval architects.

Shoreside Operations and Support includes stevedore/terminal operators, port and harbor construction and maintenance, port and harbor operations, air, auto and train transportation, spill response, diving and salvage, government, equipment suppliers, insurance, lawyers, and others allied to the industry.

QUALIFIED CIRCULATION BY ISSUE

ISSUE Non-Paid		Paid	Total
October 2007	5,628	594	6,222
November 2007	5,318	592	5,910
December 2007	5,784	595	6,379
January 2008	5,786	577	6,363
February 2008	5,785	580	6,365
March 2008	5,772	602	6,374
6 Month Average	5,679	590	6,269

SUBSCRIPTION RATES

AREA	Single Copy	1 Year	2 Years	3 Years
U.S.	\$6.00	\$36.00	\$48.00	\$60.00
Foreign	\$6.00	\$48.00	\$60.00	\$72.00

PAID TERM	Rate	Number of Subscriptions
12 issues	\$24.00	236
12 issues	\$36.00	171
24 issues	\$48.00	137
Miscellaneous terms and rates		48
Total Paid Subscriptions		592
Single Copy Sales		10
Total Qualified Paid Circulation		602

EXPLANATION

Publisher is not required to submit data for all paragraphs/tables. This report does not include an analysis of Job Title Classification, Additions and Removals by Issue, or Average Qualified Circulation History. Association/Group/Directory records include non-paid and paid subscriptions more than 90 days in arrears.

Trade Show/Special Event Distribution Locations:

	Date(s) Attended	City, State	# of Copies
Marine Fuel Sustainability Conference	10/01/09	Long Beach, CA	200
Port of Longview	10/01/09	Longview WA	75
Enavigation Conference	11/13/2009 - 11/14/2009	Seattle, WA	200
Pacific Marine Expo	11/15/2009 - 11/16/2009	Seattle, WA	300
TOT AL			775

Bulk Distribution Locations:

	City, State	# of Copies
Armchair Sailor	Seattle, WA	5
Ballard High School	Seattle, WA	5
Ballard Oil	Seattle, WA	5
Bay & Delta Tug Company	San Francisco, CA	20
Caffe Appassionato	Seattle, WA	12
California Maritime Academy	Vallejo, CA	6
Captain's Nautical Supplies	Seattle, WA	8
Catholic Seamen's Center	Seattle, WA	10
Chelan Café	Seattle, WA	25
Compass Courses	Edmonds, WA	5
Courtyard by Marriott Long Beach Foss	Torrance, CA	35
	Long Beach, CA	7
Fremont Maritime Services	Seattle, WA	25
Inchcape Shipping Services	San Francisco, CA	12
INLANDBOATMEN'S UNION	Seattle, WA	5
Kerr Norton Strachan Agency	San Francisco, CA	2
LOS ANGELES HARBOR HOTEL	San Pedro, CA	5
Maine Maritime Academy	Castine, ME	50
Marine Exchange of Alaska	Juneau, AK	10
Marine Exchange of Puget Sound	Seattle, WA	20
Marine Mechanics Institute	Orlando, FL	30
Marine Safety International	San Diego, CA	10
Marine Safety International	Norfolk, VA	4
Maritime Institute	San Diego, CA	5
MEBA District 1 PCD	San Francisco, CA	20
Mike's Main Channel Marine	San Pedro, CA	25
NPFVOA Vessel Safety Program	Seattle, WA	12
Pacific Maritime Institute	Seattle, WA	10
Pacific Maritime Magazine	Seattle, WA	10
Pacific Tugboat Service	Long Beach, CA	20
Ports O'Call Restaurant	San Pedro, CA	6
Redondo Beach Marine	Redondo Beach, CA	13
Seamen's Training Center	Benicia, CA	10
Seattle Maritime Academy	Seattle, WA	20
Stella Maris Seafareres Center	San Diego, CA	10
USCG Regional Exam Center	San Pedro, CA	10
TOTAL		487

Single Copy Sales Locations:

	City, State
First and Pike News	Seattle, WA
Hammer and Wikan	Petersburg, AK
LFS, Inc.	Bellingham, WA

Audit of Records & 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.