

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.

Active Interest Media
10 Bokum Road
Essex, CT 06426
Tel. No.: 860-767-3200
powerandmotoryacht.com

POWER & MOTORYACHT is a consumer brand for serious boaters who want to stay in the know about the latest boats, gear, and electronics, as well as trends in the sport. The brand content and editorial scope includes expert tests of the latest boats, marine electronics, gear, equipment, and accessories, as well as tips and advice on maintenance and how to use their boats to optimize their time on the water and enjoyment of boating. The content of each monthly issue is also available to the audience with digital enhancements offered in an iPad app, through continuous updates on the Web site, a daily e-newsletter, and Facebook, Twitter, and Instagram feeds for direct interaction with editorial staff and contributors.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

POWER & MOTORYACHT MAGAZINE



6 Issues in the period
100,219 average circulation

POWER & MOTORYACHT WEBSITE



91,159 average unique browsers

POWER & MOTORYACHT SOCIAL MEDIA



37,931 Facebook likes

EXECUTIVE SUMMARY

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

	Paid	Non-Paid	Average
POWER & MOTORYACHT MAGAZINE Unique Total* (6 issues in the period)	10,144	90,075	100,219
a. Print	9,018	85,008	94,026
b. Digital	1,158	5,398	6,556
1. Requested	1,158	5,261	6,419
2. Non-Requested	-	137	137
POWER & MOTORYACHT WEBSITE (Monthly Unique Browsers with 378,155 average Page Impressions)	-	91,159	91,159
POWER & MOTORYACHT SOCIAL MEDIA			
a. Facebook likes	-	**37,931	**37,931

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

**Social Media Claims are a cumulative figure, not an average.

MARKET SERVED

POWER & MOTORYACHT serves the recreational, powerboating market.

PRICE AND FREQUENCY

\$14.62	Average Annual Subscription Order Price for the Period Reported (Excluding Sponsored Subscriptions)
12	Issues Per Year
\$5.99	All Single-Copy Sales Prices for the Period

AVERAGE TOTAL QUALIFIED BASED ON 6 ISSUES IN THE PERIOD

Total Qualified	100,219
Average Rate Base	**NC
Variance +/-	**NC
Percent +/-	**NC
Qualified Paid	10,144
Subscriptions	8,374
Sponsored	-
Single-Copy Sales	1,770
Qualified Non-Paid	90,075

****NC = None Claimed**

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	8,374	8.4	89,930	89.7	98,304	98.1
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	145	0.1	145	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Sponsored Multi-Copy Same Addressee	-	-	-	-	-	-
Sub-Total Subscriptions:	8,374	8.4	90,075	89.8	98,449	98.2
Single-Copy Sales	1,770	1.8	-	-	1,770	1.8
Sponsored Single-Copy Sales	-	-	-	-	-	-
TOTAL	10,144	10.2	90,075	89.8	100,219	100.0

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Print	Digital	Qualified Paid			Qualified Non-Paid	Unique Total Qualified*
			Single-Copy Sales	Subscriptions	Total		
July	96,313	4,990	1,831	8,465	10,296	90,628	100,924
August	93,823	7,324	1,763	8,403	10,166	90,615	100,781
September	94,069	6,942	1,847	8,485	10,332	90,289	100,621
October	94,201	6,822	1,849	8,487	10,336	90,334	100,670
November	92,926	5,586	1,695	8,223	9,918	88,239	98,157
December	92,821	7,670	1,635	8,180	9,815	90,343	100,158

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

3. BREAKOUT OF QUALIFIED CIRCULATION TO THE CONSUMER MARKET FOR ISSUE OF NOVEMBER 2016
This issue is 2.5% or 2,474 copies below the average of the other 5 issues reported in Paragraph 2.

Breakout to the Consumer Mkt	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	Print	Digital	Qualified Non-Paid	Qualified Paid
Non-paid subscribers who own at least one powerboat 24 feet or longer	84,022	85.6	80,089	4,254	84,022	-
Non-paid subscribers whose boat is unclassified	4,217	4.3	4,021	196	4,217	-
Individual Paid Subscribers who own a powerboat 24 feet or longer	1,510	1.5	1,502	19	-	1,510
Individual Paid Subscribers whose boat is unclassified	6,713	6.9	5,649	1,087	-	6,713
Single Copy Sales	1,695	1.7	1,665	30	-	1,695
UNIQUE TOTAL QUALIFIED CIRCULATION*	98,157	100.0	92,926	5,586	88,239	9,918
PERCENT	100.0		94.7	5.7	89.9	10.1

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

4. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016

QUALIFICATION SOURCE	Qualified Within						Qualified Non-Paid	Qualified Paid	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years	Print	Digital					
I. Direct Request:	53,359	16,182	8,507	72,853	5,458	69,825	8,223	78,048	79.5	
II. Request from recipient's company:	-	-	-	-	-	-	-	-	-	
III. Membership Benefit:	-	-	-	-	-	-	-	-	-	
IV. Communication from recipient or re-distributor (other than request):	1,290	1,207	189	2,680	97	2,686	-	2,686	2.8	
V. TOTAL – Sources other than above:	15,727	1	-	15,728	1	15,728	-	15,728	16.0	
**Rosters and Directories	15,727	1	-	15,728	1	15,728	-	15,728	16.0	
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-	-	-	
Other sources	-	-	-	-	-	-	-	-	-	
VI. Single Copy Sales:	1,695	-	-	1,665	30	-	1,695	1,695	1.7	
UNIQUE TOTAL QUALIFIED CIRCULATION*	72,071	17,390	8,696	92,926	5,586	88,239	9,918	98,157	100.0	
PERCENT	73.4	17.7	8.9	94.7	5.7	89.9	10.1	100.0		

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

**See Additional Data

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January – June 2014	July - December 2014	January – June 2015	July - December 2015	January – June 2016	July – December 2016*
Unique Total Audit Average Qualified***:	100,840	104,171	101,739	100,908	101,024	100,219
Rate Base (if any):	**NC	**NC	**NC	**NC	**NC	**NC
Rate Base +/-:	**NC	**NC	**NC	**NC	**NC	**NC
Percent +/-:	**NC	**NC	**NC	**NC	**NC	**NC
Unique Qualified Paid Total***:	11,014	10,309	10,300	10,444	10,307	10,144
Subscriptions	8,653	8,478	8,368	8,587	8,500	8,374
Sponsored	-	-	-	-	-	-
Single-Copy Sales	2,361	1,831	1,932	1,857	1,807	1,770
Unique Qualified Non-Paid Total***:	89,826	93,862	91,439	-	90,717	90,075
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$14.50	\$13.99	\$14.29	\$14.63	\$14.56	\$14.62

***NOTE: July - December 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.

TOTAL NEW AND RENEWED QUALIFIED PAID SUBSCRIPTIONS ORDERED/SOLD FOR THE PERIOD

Includes gross subscription sales/orders with unpaid invoices pending.

Average Annual Order Price: 12 issues for \$14.62

PRICES	Total	Percent
Offers (≥ 5.0% of Total Orders)		
12 Issues for \$10.00	247	7.2
12 Issues for \$11.97	459	13.4
12 Issues for \$19.95	353	10.3
12 Issues for \$20.00	173	5.1
36 Issues for \$44.95	268	7.8
All Others*	1,924	56.2
TOTAL	3,424	100.0

USE OF FREE PROMOTIONAL INCENTIVES	Total	Percent
Ordered without promotional incentive	3,424	100.0
Ordered with editorial promotional incentive including reprints	-	-
Ordered with other promotional incentive	-	-
TOTAL	3,424	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016**

State	Print	Digital	Paid		Total Paid	Total Non-Paid	Unique Total Qualified*	Percent	State	Print	Digital	Paid		Total Paid	Total Non-Paid	Unique Total Qualified*	Percent
			Single-Copy Sales	Subscriptions								Single-Copy Sales	Subscriptions				
Maine	604	24	6	44	50	576	626		Kentucky	768	35	1	43	44	758	802	
New Hampshire	497	22	3	50	53	463	516		Tennessee	1,184	67	8	94	102	1,146	1,248	
Vermont	135	7	3	12	15	126	141		Alabama	1,075	56	10	61	71	1,058	1,129	
Massachusetts	3,840	126	123	379	502	3,452	3,954		Mississippi	527	14	10	32	42	499	541	
Rhode Island	895	34	11	63	74	854	928		EAST SO. CENTRAL	3,554	172	29	230	259	3,461	3,720	3.8
Connecticut	2,642	89	35	216	251	2,477	2,728		Arkansas	295	9	1	27	28	276	304	
NEW ENGLAND	8,613	302	181	764	945	7,948	8,893	9.1	Louisiana	869	32	14	78	92	807	899	
New York	6,075	212	50	515	565	5,709	6,274		Oklahoma	335	23	-	44	44	314	358	
New Jersey	3,296	139	30	272	302	3,123	3,425		Texas	3,348	156	19	283	302	3,196	3,498	
Pennsylvania	2,398	95	15	217	232	2,256	2,488		WEST SO. CENTRAL	4,847	220	34	432	466	4,593	5,059	5.2
MIDDLE ATLANTIC	11,769	446	95	1,004	1,099	11,088	12,187	12.4	Montana	81	2	-	13	13	70	83	
Ohio	3,500	146	22	220	242	3,399	3,641		Idaho	174	6	-	22	22	158	180	
Indiana	872	33	2	79	81	824	905		Wyoming	48	1	-	8	8	41	49	
Illinois	2,878	135	9	203	212	2,798	3,010		Colorado	486	32	1	74	75	442	517	
Michigan	4,147	188	17	332	349	3,974	4,323		New Mexico	80	1	-	11	11	70	81	
Wisconsin	1,445	63	3	117	120	1,387	1,507		Arizona	875	45	10	104	114	805	919	
EAST NO. CENTRAL	12,842	565	53	951	1,004	12,382	13,386	13.6	Utah	224	10	1	16	17	216	233	
Minnesota	1,336	55	5	97	102	1,287	1,389		Nevada	407	29	25	35	60	376	436	
Iowa	495	24	1	35	36	482	518		MOUNTAIN	2,375	126	37	283	320	2,178	2,498	2.5
Missouri	1,653	71	12	64	76	1,648	1,724		Alaska	415	15	3	19	22	408	430	
North Dakota	59	3	1	6	7	55	62		Washington	3,773	137	26	210	236	3,673	3,909	
South Dakota	50	4	-	11	11	42	53		Oregon	882	30	3	55	58	853	911	
Nebraska	118	5	-	8	8	115	123		California	7,231	252	123	545	668	6,808	7,476	
Kansas	357	13	1	30	31	338	369		Hawaii	183	6	2	11	13	176	189	
WEST NO. CENTRAL	4,068	175	20	251	271	3,967	4,238	4.3	PACIFIC	12,484	440	157	840	997	11,918	12,915	13.2
Delaware	371	22	2	22	24	367	391		UNITED STATES	92,208	4,406	1,377	6,921	8,298	87,963	96,261	98.1
Maryland	3,327	139	25	238	263	3,199	3,462		U.S. Territories	249	24	40	43	83	190	273	
Washington, DC	113	6	6	14	20	99	119		Canada	329	62	174	168	342	48	390	
Virginia	2,810	131	39	206	245	2,692	2,937		Mexico	-	-	-	-	-	-	-	
West Virginia	145	6	-	16	16	134	150		Other International	129	32	74	57	131	29	160	
North Carolina	2,073	104	19	196	215	1,959	2,174		APO/FPO	11	1	-	3	3	9	12	
South Carolina	1,278	62	19	121	140	1,199	1,339		Email Only	-	1,061	30	1,031	1,061	-	1,061	
Georgia	1,747	92	15	176	191	1,646	1,837		UNIQUE TOTAL QUALIFIED*	92,926	5,586	1,695	8,223	9,918	88,239	98,157	100.0
Florida	19,792	1,398	646	1,177	1,823	19,133	20,956										
SOUTH ATLANTIC	31,656	1,960	771	2,166	2,937	30,428	33,365	34.0									

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

**See Additional Data

WEBSITE CHANNEL

WWW.POWERANDMOTORYACHT.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	363,163	141,986	107,856	1.32	1:11	1:50
August	362,875	139,823	105,949	1.32	1:10	1:51
September	351,102	126,554	95,522	1.32	1:06	1:57
October	361,280	117,440	85,329	1.38	0:56	1:57
November	372,781	105,860	76,333	1.39	0:52	2:10
December	457,732	108,570	75,970	1.43	0:47	2:33
AVERAGE:	378,155	123,372	91,159	1.36	1:00	2:03

July - December 2016 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Page Impressions: A Page Impression is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

User Sessions: A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Unique Browsers: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Unique Browser Frequency: Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

Page Duration: The average time spent viewing any page on a web site.

User Session Duration: The average time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

SOCIAL MEDIA CHANNEL

Power & Motor Yacht Social Media



Facebook likes

<http://facebook.com/powerandmotoryacht>

2016

Beginning Balance	35,920
July	36,067
August	36,202
September	37,642
October	37,707
November	37,874
December	37,931

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

Copies are individually addressed and mailed via United States second class Postal Permit and copies are also distributed at newsstands.

All qualified circulation conforms to the Market Served and Method of Distribution, 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.

MAGAZINE:

AVERAGE NON-QUALIFIED CIRCULATION: 3,506 COPIES

PARAGRAPH 4 :

Paragraph 4 includes 1,825 copies of qualified paid circulation aged beyond three years.

Rosters and directories include 5 sources of circulation for quantities of 1 copy or -% to 6,843 copies or 7.0%.

PRICES:

"All Other" includes an average annual order price of \$14.36.

GEOGRAPHIC DISTRIBUTION:

Geographic data for Website and Social Media is not reported at the media owner's option.

1a. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT

	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	7,284	7.7	84,863	90.3	92,147	98.0
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	145	0.2	145	0.2
Sponsored Individually Addressed	-	-	-	-	-	-
Sponsored Multi-Copy Same Addressee	-	-	-	-	-	-
Sub-Total Subscriptions:	7,284	7.7	85,008	90.5	92,292	98.2
Single-Copy Sales	1,734	1.8	-	-	1,734	1.8
Sponsored Single-Copy Sales	-	-	-	-	-	-
TOTAL	9,018	9.5	85,008	90.5	94,026	100.0

1b. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL

	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	1,122	17.2	5,398	82.3	6,520	99.5
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Sponsored Multi-Copy Same Addressee	-	-	-	-	-	-
Sub-Total Subscriptions:	1,122	17.2	5,398	82.3	6,520	99.5
Single-Copy Sales	36	0.5	-	-	36	0.5
Sponsored Single-Copy Sales	-	-	-	-	-	-
TOTAL	1,158	17.7	5,398	82.3	6,556	100.0

1c. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - BOTH

	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	32	8.8	331	91.2	363	100.0
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Sponsored Multi-Copy Same Addressee	-	-	-	-	-	-
Sub-Total Subscriptions:	32	8.8	331	91.2	363	100.0
Single-Copy Sales	-	-	-	-	-	-
Sponsored Single-Copy Sales	-	-	-	-	-	-
TOTAL	32	8.8	331	91.2	363	100.0

PUBLISHER'S AFFIDAVIT

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

Patricia B. Fox, Vice-President, Circulation

Stephanie Flanagan, Group Director, 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

February 15, 2017

State

California

County

San Francisco

Received by BPA Worldwide

February 15, 2017

Type

CBJ

ID Number

P214B0D6

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.