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PUBLICATION DESCRIPTION

FISHERMEN'S NEWS (www.fishermensnews.com) is aimed at the commercial fishing industry on the US West Coast; from the Bering Sea off of Alaska, to the rich waters off of San Diego, and the Hawaiian atoll. We focus on the business and operational issues that face small boat fishermen, dive fisheries and shellfish growers, as well as the freezer/longline, crab and catcher-processor fleets of the North Pacific.

FIELD SERVED/DEFINITION OF RECIPIENT QUALIFICATION

FISHERMEN'S NEWS serves the US West Coast commercial fishing industry. Specifically; those who operate or act as crew on fishing vessels along the US West Coast, those who work in the seafood processing or distribution industry, those who design, build, operate and maintain commercial fishing vessels and those who supply commercial fishing equipment to the fleet.

Qualified recipients include: fishing vessel owners and/or license holders, captains, crewmen, designers and boatbuilders, surveyors, buyers, processors, and equipment suppliers and manufacturers. We also serve fishing port and harbor operators, as well as associated government departments, educational establishments and others involved in the commercial fishing industry.

AVERAGE MONTHLY CIRCULATION: JULY 1, 2016 – JUNE 30, 2017

QUALIFIED CIRCULATION	Non-Paid	Paid	Qualified
Individual Subscription	396	1,503	1,899
Association/Group/Directory Lists	153	171	324
Rotated	1,236	-	1,236
Bulk Distribution	182	352	534
Single Copy Sales	-	-	-
Trade Show/Convention/Special Event	101	-	101
TOTAL QUALIFIED CIRCULATION	2,068	2,026	4,094

NON-QUALIFIED CIRCULATION	Non-Paid	Paid	Total
Advertiser/Agency	59	-	59
Sales/File/Office/Return/Other	222	-	222
Trade Show/Convention/Special Event	140	-	140
TOTAL NON-QUALIFIED CIRCULATION	421	-	421

TOTAL PRINTED	4,515
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Please see the following pages for Recipient Classification, Subscription Source, Recency of Renewal, Business/Industry Classification, Geographical Distribution, 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	1,189	972	2,161	53.1%
Individual by Name Only	738	684	1,422	35.0%
Title Only	-	-	-	0.0%
Company Name Only	-	14	14	0.3%
Bulk Distribution	164	307	471	11.6%
Total Qualified Circulation	2,091	1,977	4,068	100.0%
Non-Qualified Circulation	382	-	382	
TOTAL PRINTED			4,450	

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	401	1,524	1,071	569	259	26	1,925	47.3%
Request from Recipient's Company	-	-	-	-	-	-	-	-
Association/Group/Directory Lists	1,526	146	1,631	41	-	-	1,672	41.1%
Bulk Distribution	164	307	N/A	N/A	N/A	N/A	471	11.6%
Total Qualified Circulation	2,091	1,977	2,702	610	259	26	4,068	100.0%
Non-Qualified Circulation	382	-					382	
TOTAL PRINTED							4,450	

BUSINESS/INDUSTRY CLASSIFICATION

SIC CODE	DIVISION-GROUP DESCRIPTION	Non-Paid	Paid	Total	Percent
1-9	Agriculture, Forestry, Fishing				
	Fishing Vessel Owner and/or License Holder	1,430	1,326	2,756	67.7%
	Captain	8	69	77	1.9%
	Crewman	5	35	40	1.0%
	Other Commercial Fishing Related Industry	71	77	148	3.6%
20-39	Manufacturing				
	Processor	10	23	33	0.8%
	Boat Design/Build/Repair	102	24	126	3.1%
40-49	Transportation, Communications & Utilities				
	Port & Harbor Operations	11	7	18	0.4%
50-51	Wholesale Trade				
	Buyer	5	11	16	0.4%
	Equipment Manufacturer/Supplier	150	42	192	4.7%
60-67 / 70-89	Finance, Insurance & Real Estate / Services				
	Finance/Insurance/Law	65	11	76	1.9%
	Educational Services	48	21	69	1.7%
	Surveyor	5	6	11	0.3%
91-97	Public Administration				
	Government	23	29	52	1.3%
	Bulk Distribution	158	296	454	11.2%
Total Qualified Circulation		2,091	1,977	4,068	100.0%
Total Non-Qualified Circulation		382	-	382	
TOTAL PRINTED				4,450	

Source: Standard Industrial Classification (SIC) Code, Division, and Group (bold text) – U.S. Department of Labor
Description – *Fishermen's News*

U.S. GEOGRAPHICAL DISTRIBUTION

REGION	Non-Paid	Paid	Total	Percent	REGION	Non-Paid	Paid	Total	Percent
Maine	1	3	4	0.1%	Kentucky	-	-	-	-
New Hampshire	1	1	2	-	Tennessee	2	1	3	0.1%
Vermont	-	1	1	-	Alabama	1	-	1	-
Massachusetts	4	1	5	0.1%	Mississippi	2	2	4	0.1%
Rhode Island	1	2	3	0.1%	E. S. Central	5	3	8	0.2%
Connecticut	-	-	-	-	Arkansas	1	2	3	0.1%
New England	7	8	15	0.4%	Louisiana	4	3	7	0.2%
New York	2	4	6	0.1%	Oklahoma	-	2	2	-
New Jersey	-	1	1	-	Texas	7	3	10	0.2%
Pennsylvania	1	1	2	-	W. S. Central	12	10	22	0.5%
Mid Atlantic	3	6	9	0.2%	Montana	6	11	17	0.4%
Delaware	-	-	-	-	Idaho	3	14	17	0.4%
Maryland	-	2	2	-	Wyoming	1	1	2	-
D.C.	1	2	3	0.1%	Colorado	4	6	10	0.2%
Virginia	1	-	1	-	New Mexico	-	-	-	-
West Virginia	-	-	-	-	Arizona	7	12	19	0.5%
North Carolina	1	-	1	-	Utah	1	1	2	-
South Carolina	1	-	1	-	Nevada	11	6	17	0.4%
Georgia	1	-	1	-	Mountain	33	51	84	2.1%
Florida	6	6	12	0.3%	Alaska	782	494	1,276	31.4%
S. Atlantic	11	10	21	0.5%	Washington	929	839	1,768	43.5%
Ohio	1	1	2	-	Oregon	218	200	418	10.3%
Indiana	-	1	1	-	California	39	304	343	8.4%
Illinois	1	-	1	-	Hawaii	36	8	44	1.1%
Michigan	1	3	4	0.1%	Pacific	2,004	1,845	3,849	94.6%
Wisconsin	-	5	5	0.1%	U.S. Territories	-	-	-	-
E. N. Central	3	10	13	0.3%	U.S. Total	2,081	1,954	4,035	99.2%
Minnesota	2	9	11	0.3%	Canada	8	21	29	0.7%
Iowa	-	1	1	-	Foreign	2	2	4	0.1%
Missouri	1	-	1	-	Foreign Total	10	23	33	0.8%
North Dakota	-	-	-	-					
South Dakota	-	1	1	-					
Nebraska	-	-	-	-	Total Qualified	2,091	1,977	4,068	100.0%
Kansas	-	-	-	-	Total Non-Qualified	382	-	382	
W. N. Central	3	11	14	0.3%	TOTAL PRINTED			4,450	

