



Established 1945
Issues Per Year: 12
Issues This Report: 12

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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, 2017 – JUNE 30, 2018

QUALIFIED CIRCULATION	Non-Paid	Paid	Qualified
Individual Subscription	325	1,472	1,797
Association/Group/Directory Lists	149	136	285
Rotated	1,623	-	1,623
Bulk Distribution	134	288	422
Single Copy Sales	-	-	-
Trade Show/Convention/Special Event	132	-	132
TOTAL QUALIFIED CIRCULATION	2,363	1,896	4,259

NON-QUALIFIED CIRCULATION	Non-Paid	Paid	Total
Advertiser/Agency	43	-	43
Sales/File/Office/Return/Other	215	-	215
Trade Show/Convention/Special Event	125	-	125
TOTAL NON-QUALIFIED CIRCULATION	383	-	383

TOTAL PRINTED	4,642
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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	1,365	918	2,283	51.0%
Individual by Name Only	820	632	1,452	32.4%
Title Only	-	-	-	-
Company Name Only	6	19	25	0.6%
Bulk Distribution	133	284	417	9.3%
Trade Show/Convention/Special Event	300	-	300	6.7%
Total Qualified Circulation	2,624	1,853	4,477	100.0%
Non-Qualified Circulation	273	-	273	
TOTAL PRINTED			4,750	

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	340	1,433	937	567	256	13	1,773	39.6%
Request from Recipient's Company	-	-	-	-	-	-	-	-
Association/Group/Directory Lists	1,851	136	1,987	-	-	-	1,987	44.4%
Bulk Distribution	133	284	N/A	N/A	N/A	N/A	417	9.3%
Trade Show/Convention/Special Event	300	-	N/A	N/A	N/A	N/A	300	6.7%
Total Qualified Circulation	2,624	1,853	2,924	567	256	13	4,477	100.0%
Non-Qualified Circulation	273	-					273	
TOTAL PRINTED							4,750	

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	1,337	1,247	2,584	61.9%
	Captain	9	69	78	1.9%
	Crewman	2	33	35	0.8%
	Other Commercial Fishing Related Industry	61	63	124	3.0%
20-39	Manufacturing				
	Processor	17	19	36	0.9%
	Boat Design/Build/Repair	101	18	119	2.8%
40-49	Transportation, Communications & Utilities				
	Port & Harbor Operations	88	10	98	2.3%
50-51	Wholesale Trade				
	Buyer	5	9	14	0.3%
	Equipment Manufacturer/Supplier	413	28	441	10.6%
60-67 / 70-89	Finance, Insurance & Real Estate / Services				
	Finance/Insurance/Law	68	15	83	2.0%
	Educational Services	39	19	58	1.4%
	Surveyor	6	7	13	0.3%
91-97	Public Administration				
	Government	39	23	62	1.5%
	Not Classified	6	9	15	0.4%
	Bulk Distribution	133	284	417	10.0%
Total Qualified Circulation		2,324	1,853	4,177	100.0%
Total Non-Qualified Circulation		273	-	273	
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	7	4	11	0.2%	Kentucky	1	-	1	-
New Hampshire	4	1	5	0.1%	Tennessee	3	2	5	0.1%
Vermont	1	-	1	-	Alabama	2	-	2	-
Massachusetts	8	1	9	0.2%	Mississippi	2	-	2	-
Rhode Island	5	1	6	0.1%	E. S. Central	8	2	10	0.2%
Connecticut	2	-	2	-	Arkansas	1	1	2	-
New England	27	7	34	0.8%	Louisiana	12	2	14	0.3%
New York	8	4	12	0.3%	Oklahoma	1	2	3	0.1%
New Jersey	1	1	2	-	Texas	24	2	26	0.6%
Pennsylvania	3	-	3	0.1%	W. S. Central	38	7	45	1.0%
Mid Atlantic	12	5	17	0.4%	Montana	11	10	21	0.5%
Delaware	-	-	-	-	Idaho	8	12	20	0.4%
Maryland	2	1	3	0.1%	Wyoming	2	1	3	0.1%
D.C.	2	2	4	0.1%	Colorado	3	5	8	0.2%
Virginia	6	-	6	0.1%	New Mexico	-	1	1	-
West Virginia	-	-	-	-	Arizona	10	11	21	0.5%
North Carolina	5	-	5	0.1%	Utah	5	-	5	0.1%
South Carolina	2	-	2	-	Nevada	9	6	15	0.3%
Georgia	4	-	4	0.1%	Mountain	48	46	94	2.1%
Florida	20	3	23	0.5%	Alaska	1,167	500	1,667	37.2%
S. Atlantic	41	6	47	1.0%	Washington	978	768	1,746	39.0%
Ohio	9	1	10	0.2%	Oregon	134	192	326	7.3%
Indiana	2	1	3	0.1%	California	75	267	342	7.6%
Illinois	13	-	13	0.3%	Hawaii	2	9	11	0.2%
Michigan	7	2	9	0.2%	Pacific	2,356	1,736	4,092	91.4%
Wisconsin	3	4	7	0.2%	U.S. Territories	-	-	-	-
E. N. Central	34	8	42	0.9%	U.S. Total	2,576	1,831	4,407	98.4%
Minnesota	5	9	14	0.3%	Canada	41	14	55	1.2%
Iowa	-	1	1	-	Foreign	13	2	15	0.3%
Missouri	2	-	2	-	Foreign Total	54	16	70	1.6%
North Dakota	-	1	1	-					
South Dakota	-	3	3	0.1%					
Nebraska	2	-	2	-	Total Qualified	2,630	1,847	4,477	100.0%
Kansas	3	-	3	0.1%	Total Non-Qualified	273	-	273	
W. N. Central	12	14	26	0.6%	TOTAL PRINTED			4,750	

