

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.

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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

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Official Publication of: None  
Established: 1989  
Issues Per Year: 6

**FIELD SERVE**

PROFESSIONAL BOATBUILDER serves boat builders, boat repairers, marinas, boat storage, marine consultants, yacht designers/naval architecture/engineering, fabricators/laminators, government/military/academic/marine association, wholesaler/distributor/manufacturer representative, and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are owners, presidents, CEO's, Managing Directors, vice presidents, COO's, other officers, purchasing agents, managers, foremen, naval architects, engineers, yacht designers, and other titled and non-titled personnel including company copies.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	169
Advertiser and Agency _____	2,514
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
All Other _____	1,563
<b>TOTAL</b>	<b>4,246</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	24,019	99.6	24,019	99.6	-	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	95	0.4	95	0.4	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>24,114</b>	<b>100.0</b>	<b>24,114</b>	<b>100.0</b>	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2007/2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
December/ January _____	167	795			24,045	April/ May _____	2,000	1,007			23,646
February/ March _____	102	715			24,649	<b>TOTAL</b>	<b>2,269</b>	<b>2,517</b>			

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2008**

This issue is 2.9% or 701 copies below the average of the other 2 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Owner, Presidents, CEO, Managing Director	Vice Presidents, COO	Other Officers	Purchasing Agents	Managers & Foreman	Naval Architects, Yacht Designers, Engineers	Other Titled and Non-Titled Personnel Including Company Copies
Boat Building/Manufacturing/ Construction _____	8,703	36.8	3,985	381	337	237	1,395	1,106	1,262
Boat Repair/Maintenance _____	4,629	19.6	2,932	156	140	83	700	93	525
Marinas _____	451	1.9	192	27	16	14	119	6	77
Boat Storage _____	107	0.5	64	5	3	-	19	3	13
Marine Consulting _____	1,114	4.7	826	23	57	1	46	84	77
Yacht Design/Naval Architecture/Engineering _____	2,757	11.7	1,139	67	45	4	98	1,165	239
Marine Surveying _____	1,055	4.5	810	16	23	1	34	69	102
Fabricator/Laminator _____	679	2.9	360	43	25	8	118	56	69
Govt/Academic/Military/Marine Association _____	1,031	4.4	74	23	78	15	135	315	391
Wholesaler/Distributor/Mag. Rep. _____	1,452	6.1	583	86	86	32	260	49	356
Others Allied to the Field _____	1,668	7.1	645	89	98	29	252	124	431
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>23,646</b>	<b>100.0</b>	<b>11,610</b>	<b>916</b>	<b>908</b>	<b>424</b>	<b>3,176</b>	<b>3,070</b>	<b>3,542</b>
<b>PERCENT</b>	<b>100.0</b>		<b>49.1</b>	<b>3.9</b>	<b>3.8</b>	<b>1.8</b>	<b>13.4</b>	<b>13.0</b>	<b>15.0</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2008**

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. <b>TOTAL</b> – Personal direct request from the recipient: _____	<b>10,813</b>	<b>7,146</b>	<b>4,374</b>			<b>22,333</b>	<b>94.4</b>
a. Written _____	8,418	4,862	2,607			15,887	67.2
b. Telecommunication _____	-	-	-			-	-
c. Internet and E-Mail _____	2,395	2,284	1,767			6,446	27.2
II. <b>TOTAL</b> – Request from recipient's company: _____	<b>248</b>	<b>444</b>	<b>536</b>			<b>1,228</b>	<b>5.2</b>
a. Written _____	248	444	536			1,228	5.2
b. Telecommunication _____	-	-	-			-	-
c. Internet and E-Mail _____	-	-	-			-	-
III. <b>TOTAL</b> – Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. <b>TOTAL</b> – Communication from recipient or recipient's company (other than request): _____	<b>85</b>	-	-			<b>85</b>	<b>0.4</b>
a. Written _____	85	-	-			85	0.4
b. Telecommunication _____	-	-	-			-	-
c. Internet and E-Mail _____	-	-	-			-	-
V. <b>TOTAL</b> – Sources other than above (listed alphabetically): _____	-	-	-			-	-
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Independent field reports _____	-	-	-			-	-
Licensees – National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. <b>TOTAL</b> – Single Copy Sales: _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>11,146</b>	<b>7,590</b>	<b>4,910</b>			<b>23,646</b>	<b>100.0</b>
<b>PERCENT</b>	<b>47.1</b>	<b>32.1</b>	<b>20.8</b>			<b>100.0</b>	<b>-</b>

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2008**

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			23,211	98.2
Individuals by name only _____			334	1.4
Titles or functions only _____			10	-
Company names only _____			6	-
Multi-Copy Same Addressee copies _____			85	0.4
Single Copy Sales _____			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>23,646</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2008			
State & Zip Code	Total Qualified	Percent	
039-049 Maine _____	904		
030-038 New Hampshire _____	118		
050-059 Vermont _____	49		
010-027 Massachusetts _____	765		
028-029 Rhode Island _____	370		
060-069 Connecticut _____	415		
<b>NEW ENGLAND</b>	<b>2,621</b>	<b>11.1</b>	
100-149 New York _____	697		
070-089 New Jersey _____	465		
150-196 Pennsylvania _____	216		
<b>MIDDLE ATLANTIC</b>	<b>1,378</b>	<b>5.8</b>	
430-459 Ohio _____	331		
460-479 Indiana _____	188		
600-629 Illinois _____	229		
480-499 Michigan _____	633		
530-549 Wisconsin _____	368		
<b>EAST NO. CENTRAL</b>	<b>1,749</b>	<b>7.4</b>	
550-567 Minnesota _____	194		
500-528 Iowa _____	36		
630-658 Missouri _____	131		
580-588 North Dakota _____	6		
570-577 South Dakota _____	5		
680-693 Nebraska _____	5		
660-679 Kansas _____	40		
<b>WEST NO. CENTRAL</b>	<b>417</b>	<b>1.8</b>	
197-199 Delaware _____	33		
206-219 Maryland _____	715		
200-205 Washington, DC _____	36		
220-246 Virginia _____	542		
247-268 West Virginia _____	8		
270-289 North Carolina _____	744		
290-299 South Carolina _____	250		
300-319 Georgia _____	233		
320-349 Florida _____	3,069		
<b>SOUTH ATLANTIC</b>	<b>5,630</b>	<b>23.8</b>	

  

State & Zip Code	Total Qualified	Percent	
400-427 Kentucky _____	60		
370-385 Tennessee _____	220		
350-369 Alabama _____	109		
386-397 Mississippi _____	87		
<b>EAST SO. CENTRAL</b>	<b>476</b>	<b>2.0</b>	
716-729 Arkansas _____	66		
700-714 Louisiana _____	159		
730-749 Oklahoma _____	40		
750-799 Texas _____	401		
<b>WEST SO. CENTRAL</b>	<b>666</b>	<b>2.8</b>	
590-599 Montana _____	30		
832-838 Idaho _____	34		
820-831 Wyoming _____	5		
800-816 Colorado _____	62		
870-884 New Mexico _____	14		
850-865 Arizona _____	75		
840-847 Utah _____	41		
889-898 Nevada _____	23		
<b>MOUNTAIN</b>	<b>284</b>	<b>1.2</b>	
995-999 Alaska _____	97		
980-994 Washington _____	1,244		
970-979 Oregon _____	209		
900-961 California _____	1,144		
967-968 Hawaii _____	125		
<b>PACIFIC</b>	<b>2,819</b>	<b>11.9</b>	
<b>UNITED STATES</b>	<b>16,040</b>	<b>67.8</b>	
969 & 004-009 U.S. Territories _____	109		
Canada _____	1,060		
Mexico _____	24		
Other International _____	6,406		
AP0/FPO _____	7		
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>23,646</b>	<b>100.0</b>	

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2008			
Region/Country	Total Qualified	Percent	
<b>ASIA</b>			
Subtotal	525	2.2	
<b>MIDDLE EAST</b>			
Subtotal	391	1.7	
<b>EUROPE</b>			
Austria _____	8		
Belarus _____	2		
Belgium _____	59		
Bulgaria _____	10		
Channel Islands _____	1		
Croatia _____	111		
Cyprus _____	2		
Czech Republic _____	10		
Denmark _____	59		
Estonia _____	12		
Finland _____	190		
France _____	245		
Germany _____	138		
Gibraltar _____	2		
Greece _____	51		
Greenland _____	1		
Hungary _____	26		
Iceland _____	2		
Italy _____	402		
Latvia _____	8		
Lithuania _____	5		
Luxembourg _____	2		
Macedonia _____	3		
Malta _____	16		
Monaco _____	3		
Netherlands _____	350		
Norway _____	109		
Poland _____	50		
Portugal _____	59		
Ireland _____	51		
Romania _____	23		

  

Region/Country	Total Qualified	Percent	
Russian Federation _____	40		
San Marino _____	2		
Serbia and Montenegro _____	6		
Slovakia _____	5		
Slovenia _____	44		
Spain _____	225		
Sweden _____	184		
Switzerland _____	34		
Ukraine _____	21		
United Kingdom _____	603		
unspecified Europe _____	9		
Subtotal	3,183	13.5	
<b>AFRICA</b>			
Subtotal	201	0.9	
<b>NORTH AMERICA</b>			
Canada _____	1,060		
United States _____	16,156		
Mexico _____	24		
Subtotal	17,240	72.9	
<b>CARIBBEAN</b>			
Subtotal	111	0.5	
<b>CENTRAL AMERICA</b>			
Subtotal	14	0.1	
<b>SOUTH AMERICA</b>			
Subtotal	502	2.1	
<b>ASIA PACIFIC</b>			
Australia _____	1,061		
French Polynesia _____	1		
New Caledonia _____	3		
New Zealand _____	411		
Papua New Guinea _____	2		
Palau _____	1		
Subtotal	1,479	6.3	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>23,646</b>	<b>100.0</b>	

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2004	2005	2006	*2007	**2008
Total Audit Average Qualified _	27,273	25,800	25,422	24,783	24,114
Qualified Non-Paid Total ____	27,273	25,800	25,422	24,783	24,114
Qualified Paid Total _____	-	-	-	-	-
Post Expire Copies included in Paid Circulation _____	***NC	***NC	***NC	***NC	***NC
Average Annual Order Price _	***NC	***NC	***NC	***NC	***NC

**\*NOTE: The audited average qualified circulation for January - June 2007 = 25,070. The unaudited average qualified circulation for July - December 2007 = 24,496. Yielding an average qualified circulation of 24,783.**

**\*\* 2008 data is unaudited.**

**\*\*\*NC = None Claimed**

#### 10. PAID CIRCULATION DATA

***NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
6	Issues Per Year
***NC	All Single Copy Sales Prices for the Period
***NC	Renewal Rate of Paid Subscribers (Optional)

#### 11. ADDITIONAL DATA

**PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.**

#### PUBLISHER'S AFFIDAVIT

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

Richard Wasowicz, Circ. Dir.

Carl Cramer, Publisher

(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 circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed July 03, 2008

State Maine

County Hancock County

Received by BPA Worldwide July 03, 2008

Type PJ

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