

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 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. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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National Fisherman

Diversified Business
Communications
121 Free St.
Portland, ME 04101
Tel. No.: (207) 842-5600
FAX No.: (207) 842-5607

Official Publication of: None
Established: 1903

MARKET SERVED

NATIONAL FISHERMAN serves the industries of commercial fishing, boats and boatbuilding.

AVERAGE TOTAL QUALIFIED BASED ON 6 ISSUES IN THE PERIOD

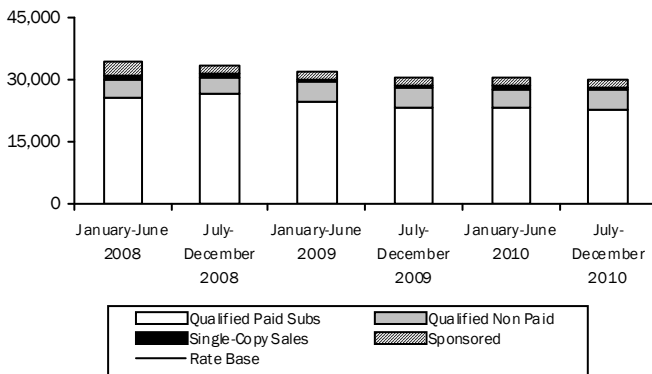
Total Qualified _____	30,076
Average Rate Base _____	**NC
Variance +/- _____	**NC
Percent +/- _____	**NC
Qualified Paid _____	25,600
Subscriptions _____	22,995
Sponsored _____	2,000
Single-Copy Sales _____	605
Qualified Non-Paid _____	4,476

**NC = None Claimed

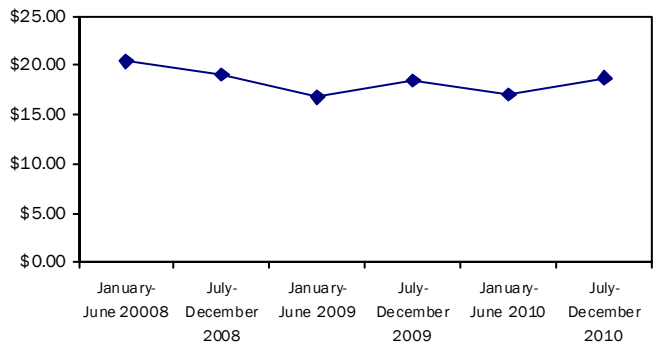
PRICE AND FREQUENCY

\$18.69	Average Annual Subscription Order Price for the Period Reported (Excluding Sponsored Subscriptions)
\$0.01	Average Annual Subscription Order Price for the Period Reported (Sponsored Subscriptions)
12	Issues Per Year
\$3.99	All Single-Copy Sales Prices for the Period

Average Qualified Circulation Trend



Average Annualized Subscription Price



1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individuals_____	22,551	75.0	4,299	14.3	26,850	89.3
*Membership Benefit_____	444	1.5	-	-	444	1.5
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Sponsored Individually Addressed_____	-	-	-	-	-	-
*Sponsored Multi-Copy Same Addressee_____	2,000	6.6	-	-	2,000	6.6
Sub-Total Subscriptions _____	24,995	83.1	4,299	14.3	29,294	97.4
Single-Copy Sales _____	605	2.0	-	-	605	2.0
Sponsored Single-Copy Sales _____	-	-	-	-	-	-
*Non-Continuous _____	-	-	177	0.6	177	0.6
TOTAL	25,600	85.1	4,476	14.9	30,076	100.0

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD							
2010 Issue	Qualified Paid			Qualified Non - Paid			Total Qualified
	Single-Copy Sales	Subscriptions	Total	Continuous	*Non-Continuous	Total	
July_____	623	24,497	25,120	4,306	165	4,471	29,591
August_____	618	26,040	26,658	4,300	304	4,604	31,262
September_____	607	25,764	26,371	4,282	230	4,512	30,883
October_____	570	25,432	26,002	4,331	89	4,420	30,422
November_____	606	24,135	24,741	4,276	133	4,409	29,150
December_____	604	24,103	24,707	4,297	140	4,437	29,144

*See Additional Data

3. BREAKOUT OF QUALIFIED CIRCULATION TO THE CONSUMER MARKET FOR ISSUE OF NOVEMBER 2010

Qualified continuous and single copy sales circulation for this issue is 3.5% or 1,058 copies below the average of the other 5 issues reported in Paragraph two. Qualified non-continuous circulation for this issue is 28.5% or 53 copies below the average of the other 5 issues reported in Paragraph two. (See Additional Data)

MARKET SERVED	TOTAL QUALIFIED	PERCENT OF TOTAL	CONTINUOUS	NON-CONTINUOUS	QUALIFIED PAID	QUALIFIED NON-PAID
Paid Subscribers _____	22,135	75.9	22,135	-	22,135	-
Individual Non-Paid _____	4,409	15.1	4,276	133	-	4,409
Sponsored Multi Copy Same Addressee: copies purchased by an engineering firm for distribution to marinas _____	2,000	6.9	2,000	-	2,000	-
Single Copy Sales _____	606	2.1	606	-	606	-
TOTAL	29,150	100.0	29,017	133	24,741	4,409

4. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CONTINUOUS CIRCULATION FOR ISSUE OF NOVEMBER 2010

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	*Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Direct Request: _____	895	348	191	1,434	-	1,434	33.6
a. Written _____	895	348	191	1,434	-	1,434	33.6
b. Telecommunication _____	-	-	-	-	-	-	-
c. Digital _____	-	-	-	-	-	-	-
II. TOTAL - Request from recipient's company: _____	23	3	5	31	-	31	0.7
a. Written _____	22	3	5	30	-	30	0.7
b. Telecommunication _____	-	-	-	-	-	-	-
c. Digital _____	1	-	-	1	-	1	-
III. TOTAL - Membership Benefit: _____	-	-	-	-	-	-	-
a. Individual _____	-	-	-	-	-	-	-
b. Organizational _____	-	-	-	-	-	-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
a. Written _____	-	-	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-	-	-
c. Digital _____	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	2,202	606	3	2,811	-	2,811	65.7
*Rosters and directories _____	126	-	-	126	-	126	2.9
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-	-	-
*Other sources _____	2,076	606	3	2,685	-	2,685	62.8
VI. TOTAL - Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	3,120	957	199	4,276	-	4,276	100.0
PERCENT	72.9	22.4	4.7	100.0	-	100.0	

*See Additional Data

4. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-CONTINUOUS CIRCULATION FOR ISSUE OF NOVEMBER 2010

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	*Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Direct Request: _____	-	-	-	-	-	-	-
a. Written _____	-	-	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-	-	-
c. Digital _____	-	-	-	-	-	-	-
II. TOTAL - Request from recipient's company: _____	-	-	-	-	-	-	-
a. Written _____	-	-	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-	-	-
c. Digital _____	-	-	-	-	-	-	-
III. TOTAL - Membership Benefit: _____	-	-	-	-	-	-	-
a. Individual _____	-	-	-	-	-	-	-
b. Organizational _____	-	-	-	-	-	-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
a. Written _____	-	-	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-	-	-
c. Digital _____	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	133	-	-	133	-	133	100.0
Rosters and directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	133	-	-	133	-	133	100.0
VI. TOTAL - Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	133	-	-	133	-	133	100.0
PERCENT	100.0	-	-	100.0	-	100.0	

*See Additional Data

5. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2010								
	PAID			NON-PAID			Total Qualified	Percent of Total
	Single-Copy	Subscriptions	Total	Continuous	Non-Continuous	Total		
039-049 Maine _____	81	1,647	1,728	9	9	18	1,746	
030-038 New Hampshire _____	12	315	327	5	2	7	334	
050-059 Vermont _____	-	53	53	3	-	3	56	
010-027 Massachusetts _____	104	2,050	2,154	9	11	20	2,174	
028-029 Rhode Island _____	19	521	540	-	2	2	542	
060-069 Connecticut _____	11	802	813	2	3	5	818	
NEW ENGLAND	227	5,388	5,615	28	27	55	5,670	19.4
100-149 New York _____	5	2,100	2,105	14	9	23	2,128	
070-089 New Jersey _____	41	1,300	1,341	2	7	9	1,350	
150-196 Pennsylvania _____	-	323	323	9	2	11	334	
MIDDLE ATLANTIC	46	3,724	3,770	25	18	43	3,812	13.1
430-459 Ohio _____	-	196	196	5	1	6	202	
460-479 Indiana _____	-	60	60	5	-	5	65	
600-629 Illinois _____	-	107	107	1	1	2	109	
480-499 Michigan _____	-	227	227	24	1	25	252	
530-549 Wisconsin _____	2	148	150	15	1	16	166	
EAST NO. CENTRAL	2	738	740	50	4	54	794	2.7
550-567 Minnesota _____	-	112	112	43	1	44	156	
500-528 Iowa _____	-	48	48	3	-	3	51	
630-658 Missouri _____	-	74	74	3	-	3	77	
580-588 North Dakota _____	-	10	10	3	-	3	13	
570-577 South Dakota _____	-	14	14	13	-	13	27	
680-693 Nebraska _____	-	26	26	-	-	-	26	
660-679 Kansas _____	-	26	26	1	-	1	27	
WEST NO. CENTRAL	-	309	309	66	1	67	377	1.3
197-199 Delaware _____	-	156	156	1	1	2	158	
206-219 Maryland _____	7	1,186	1,193	3	5	8	1,201	
200-205 Washington, DC _____	-	40	40	1	-	1	41	
220-246 Virginia _____	19	1,076	1,095	9	5	14	1,109	
247-268 West Virginia _____	-	20	20	-	-	-	20	
270-289 North Carolina _____	-	987	987	9	4	13	1,000	
290-299 South Carolina _____	2	321	323	4	1	5	328	
300-319 Georgia _____	-	287	287	4	1	5	292	
320-349 Florida _____	25	2,494	2,519	36	11	47	2,566	
SOUTH ATLANTIC	53	6,565	6,618	67	28	95	6,715	23.0
400-427 Kentucky _____	-	30	30	2	-	2	32	
370-385 Tennessee _____	-	90	90	7	-	7	97	
350-369 Alabama _____	-	216	216	3	1	4	220	
386-397 Mississippi _____	-	129	129	5	1	6	135	
EAST SO. CENTRAL	-	465	465	17	2	19	484	1.7
716-729 Arkansas _____	-	28	28	1	-	1	29	
700-714 Louisiana _____	-	416	416	-	2	2	418	
730-749 Oklahoma _____	-	63	63	-	-	-	63	
750-799 Texas _____	-	546	546	10	2	12	558	
WEST SO. CENTRAL	-	1,052	1,052	11	4	15	1,068	3.7
590-599 Montana _____	-	32	32	52	-	52	84	
832-838 Idaho _____	-	62	62	30	-	30	92	
820-831 Wyoming _____	-	14	14	2	-	2	16	
800-816 Colorado _____	-	71	71	16	-	16	87	
870-884 New Mexico _____	-	20	20	7	-	7	27	
850-865 Arizona _____	-	60	60	21	-	21	81	
840-847 Utah _____	-	30	30	7	-	7	37	
889-898 Nevada _____	-	30	30	10	-	10	40	
MOUNTAIN	-	317	317	145	-	145	464	1.6
995-999 Alaska _____	89	1,245	1,334	2,651	21	2,672	4,006	
980-994 Washington _____	98	1,533	1,631	872	12	884	2,510	
970-979 Oregon _____	45	639	684	197	4	201	885	
900-961 California _____	28	1,488	1,516	135	8	143	1,659	
967-968 Hawaii _____	12	161	173	9	1	10	183	
PACIFIC	272	5,066	5,338	3,864	46	3,910	9,243	31.7
UNITED STATES	600	23,624	24,224	4,273	130	4,403	28,627	98.2
969 & 004-009 U.S. Territories _____	-	48	48	1	-	1	49	
Canada _____	6	313	319	1	2	3	322	
Mexico _____	-	-	-	-	1	1	1	
Other International _____	-	131	131	1	-	1	132	
APO/FPO _____	-	19	19	-	-	-	19	
TOTAL QUALIFIED CIRCULATION	606	24,136	24,741	4,276	133	4,409	29,150	100.0

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 2008	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010*
Total Audit Average Qualified: _____	34,453	33,575	32,110	30,597	30,490	30,076
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
Qualified Paid : _____	29,942	29,458	27,677	26,104	25,924	25,600
Subscriptions _____	25,630	26,577	24,895	23,360	23,241	22,995
Sponsored _____	3,230	2,078	2,137	2,106	2,042	2,000
Single-Copy Sales _____	1,082	803	645	638	641	605
Qualified Non-Paid: _____	4,511	4,115	4,433	4,493	4,566	4,476
Post Expire Copies included in Total Qualified Circulation: _____	7.0	9.0	9.0	8.0	9.0	5.9
Average Annual Order Price: _____	\$20.40	\$19.08	\$16.80	\$18.48	\$17.65	\$18.69

*NOTE: July - December 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

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 \$18.69			USE OF FREE PROMOTIONAL INCENTIVES		
PRICES	Total	Percent		Total	Percent
Offers (≥ 5.0% of Total Orders)			Ordered without promotional incentive _____	8,211	99.6
12 @ \$22.95 _____	2,252	27.3	Ordered with editorial promotional incentive including reprints _____	-	-
12 @ \$19.95 _____	953	11.6	Ordered with other promotional incentive (See Additional Data)	31	0.4
12 @ \$11.48 _____	593	7.2	TOTAL	8,242	100.0
12 @ \$11.95 _____	537	6.5			
12 @ \$14.95 _____	516	6.3			
12 @ \$15.95 _____	483	5.9			
24 @ \$39.95 _____	472	5.7			
All Other (Avg. Price: 12 @ \$18.49) _____	2,436	29.5			
TOTAL	8,242	100.0			

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

Copies are addressed to individual paid and non-paid subscribers and are distributed via Periodicals Class mail under U.S. Postal Permit. Copies are also placed on the newsstand for sale.

All qualified circulation conforms to the terms of qualification as reported above. Copies are distributed to individuals on a continuous basis (at least three consecutive months) and on a non-continuous basis (up to three months service). Continuous and non-continuous circulation are reported separately throughout this report. Multi-copy same addressee circulation is audited only to the point of distribution. An agreement not more than three years old has been obtained indicating that the recipient at the point of distribution agrees to accept the magazine for redistribution.

AVERAGE NON-QUALIFIED CIRCULATION: 1,556 COPIES

PARAGRAPH 1:

2,000 copies or 6.6% are Sponsored Multi-Copy Same Addressee. These are copies are purchased by an engineering firm for distribution to marinas at an Average Sponsored Order Price of \$0.01.

An average of 444 subscriptions were served as a benefit of membership to United Fisherman of Alaska and is non-deductible

PARAGRAPHS 1 & 2 - NON-CONTINUOUS:

An average of 177 subscribers did not receive continuous service.

PARAGRAPH 3 - NON-CONTINUOUS:

The November 2010 issue is 28.5% or 53 copies below the average of the other 5 issues reported in Paragraph two.

PARAGRAPH 4 - CONTINUOUS:

Paragraph 5 includes 4,276 qualified non-paid circulation. Qualified paid circulation of 24,741 combined with the qualified non-paid circulation equal 29,017 total qualified circulation for the analyzed issue.

Rosters and directories include 9 sources of circulation for quantities of 1 copy or -% to 94 copies or 2.2%.

Other sources include 1 source of circulation for a quantity of 2,681 copies or 62.7%, including Licensees of National, State or Local Government including Alaska State Commercial Licenses.

PROMOTIONAL INCENTIVES:

31 copies were sold with a Bumper Sticker offered to subscribers with no stated value.

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	February 4, 2011
Jerry Fraser, Publisher	State	Maine
Paula Collins, Circulation Manager	County	Cumberland
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	February 4, 2011
IMPORTANT NOTE:	Type	CPJ
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	N121P0D0