

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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National Fisherman

Diversified Business
Communications
121 Free St.
Portland, ME 04101
Tel.: (207) 842-5600
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Official Publication of: None
Established: 1903

MARKET SERVED

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

AVERAGE QUALIFIED CIRCULATION

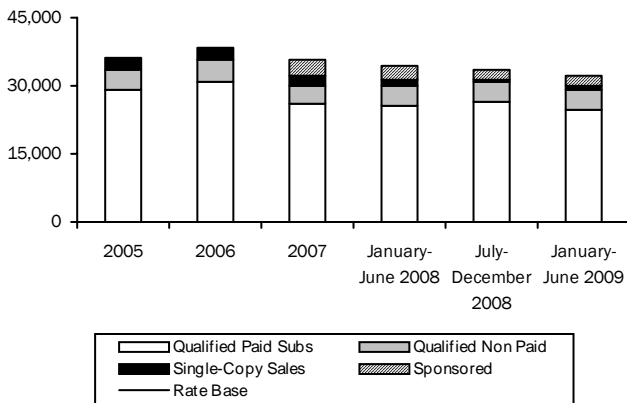
Total Qualified _____	32,110
Average Rate Base _____	**NC
Variance +/- _____	**NC
Percent +/- _____	**NC
Qualified Paid _____	27,677
Subscriptions _____	24,895
Sponsored _____	2,137
Single-Copy Sales _____	645
Qualified Non-Paid _____	4,433

**NC = None Claimed

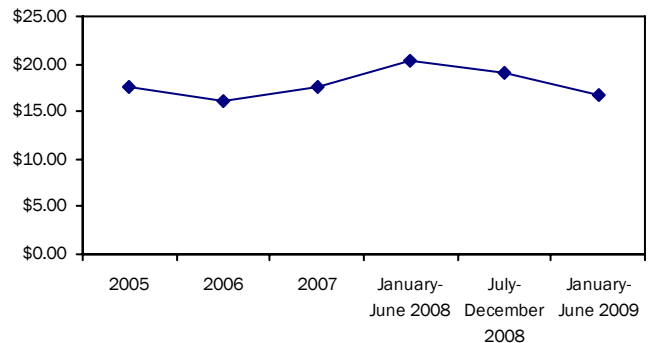
PRICE AND FREQUENCY

\$ 16.80	Average Annual Subscription Order Price for the Period Reported (Excluding 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 _____	24,856	77.5	4,219	13.1	29,075	90.6
*Membership Benefit _____	36	0.1	-	-	36	0.1
Multi-Copy Same Addressee _____	3	-	-	-	3	-
Sponsored Individually Addressed _____	137	0.4	-	-	137	0.4
Sponsored Multi-Copy Same Addressee _____	2,000	6.2	-	-	2,000	6.2
Sub-Total Subscriptions _____	27,032	84.2	4,219	13.1	31,251	97.3
Single-Copy Sales _____	645	2.0	-	-	645	2.0
Sponsored Single-Copy Sales _____	-	-	-	-	-	-
Non-Continuous _____	-	-	214	0.7	214	0.7
TOTAL	27,677	86.2	4,433	13.8	32,110	100.0

*See Paragraph 8

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD							
2009 Issue	Qualified Paid			Qualified Non - Paid			Total Qualified
	Single-Copy Sales	Subscriptions	Total	Continuous	Non-Continuous	Total	
January _____	655	26,254	26,909	3,914	159	4,073	30,982
February _____	559	26,140	26,699	4,001	152	4,153	30,852
March _____	618	27,373	27,991	4,301	283	4,584	32,575
April _____	692	28,399	29,091	4,404	282	4,686	33,777
May _____	671	27,795	28,466	4,361	255	4,616	33,082
June _____	672	26,227	26,899	4,334	150	4,484	31,383

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 \$16.80	Total	Percent		
3A. PRICES			3B. USE OF FREE PROMOTIONAL INCENTIVES	
Offers (≥ 5.0% of Total Orders)				Total
12@19.95 _____	2,863	24.5	Ordered without promotional incentive _____	11,671
12@22.95 _____	1,171	10.0	Ordered with editorial promotional incentive including reprints _____	-
12@11.95 _____	3,785	32.4	Ordered with other promotional incentive _____	-
12@\$11.48 _____	509	4.4	TOTAL	11,671
Sponsored 12@1.00 _____	45	0.4		100.0
All Other 12@17.76 _____	3,298	28.3		
TOTAL	11,671	100.0		

4. BREAKOUT OF QUALIFIED CIRCULATION TO THE CONSUMER MARKET FOR ISSUE OF MAY 2009

Qualified continuous and single copy sales circulation for this issue is 3.5% or 1,118 copies above the average of the other 5 issues reported in Paragraph two.
 Qualified non-continuous circulation for this issue is 24.4% or 50 copies above the average of the other 5 issues reported in Paragraph two. (See Paragraph 8)

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CONTINUOUS	NON-CONTINUOUS	QUALIFIED PAID	QUALIFIED NON-PAID
Paid Subscriptions _____	27,795	84.0	27,795	-	27,795	-
Non-Paid Subscriptions _____	4,616	14.0	4,361	255	-	4,616
Single-Copy Sales _____	671	2.0	671	-	671	-
TOTAL	33,082	100.0	32,827	255	28,466	4,616

5. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CONTINUOUS CIRCULATION FOR ISSUE OF MAY 2009

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	*Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Direct Request: _____	995	471	120	1,586	-	1,586	36.4
a. Written _____	995	471	120	1,586	-	1,586	36.4
b. Telecommunication _____	-	-	-	-	-	-	-
c. Electronic _____	-	-	-	-	-	-	-
II. TOTAL - Request from recipient's company: _____	19	11	7	37	-	37	0.8
a. Written _____	19	11	7	37	-	37	0.8
b. Telecommunication _____	-	-	-	-	-	-	-
c. Electronic _____	-	-	-	-	-	-	-
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. Electronic _____	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	2,637	55	46	2,738	-	2,738	62.8
*Rosters and directories _____	69	55	45	169	-	169	3.9
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-	-	-
*Other sources _____	2,568	-	1	2,569	-	2,569	58.9
VI. TOTAL - Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	3,651	537	173	4,361	-	4,361	100.0
*See Paragraph 8	PERCENT	83.7	12.3	4.0	100.0	-	100.0

Paid Source Information can be reported at the option of the publisher.

5. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-CONTINUOUS CIRCULATION FOR ISSUE OF MAY 2009

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. Electronic _____	-	-	-	-	-	-	-
II. TOTAL - Request from recipient's company: _____	-	-	-	-	-	-	-
a. Written _____	-	-	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-	-	-
c. Electronic _____	-	-	-	-	-	-	-
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. Electronic _____	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	255	-	-	-	-	255	100.0
Rosters and directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-	-	-
*Other sources _____	255	-	-	-	-	255	100.0
VI. TOTAL - Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	255	-	-	-	-	255	100.0
*See Paragraph 8	PERCENT	100.0	-	-	-	100.0	-

Paid Source Information can be reported at the option of the publisher.

6. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009								
	PAID			NON-PAID			Total Qualified	Percent of Total
	Single-Copy Sales	Subscriptions	Total	Continuous	Non-Continuous	Total		
039-049 Maine _____	86	1,937	2,023		19	19	2,042	
030-038 New Hampshire _____	17	380	397	2	4	6	403	
050-059 Vermont _____	-	50	50	-	-	-	50	
010-027 Massachusetts _____	105	2,551	2,656	3	24	27	2,683	
028-029 Rhode Island _____	26	583	609	-	5	5	614	
060-069 Connecticut _____	11	962	973	-	8	8	981	
NEW ENGLAND	245	6,463	6,708	5	60	65	6,773	20.5
100-149 New York _____	38	2,489	2,527	6	21	27	2,554	
070-089 New Jersey _____	40	1,545	1,585	1	15	16	1,601	
150-196 Pennsylvania _____	-	368	368	2	4	6	374	
MIDDLE ATLANTIC	78	4,402	4,480	9	40	49	4,529	13.7
430-459 Ohio _____	-	157	157	-	2	2	159	
460-479 Indiana _____	-	52	52	-	1	1	53	
600-629 Illinois _____	-	101	101	-	1	1	102	
480-499 Michigan _____	-	211	211	3	2	5	216	
530-549 Wisconsin _____	2	121	123	3	1	4	127	
EAST NO. CENTRAL	2	642	644	6	7	13	657	2.0
550-567 Minnesota _____	-	89	89	10	1	11	100	
500-528 Iowa _____	-	24	24	1	-	1	25	
630-658 Missouri _____	-	39	39	1	-	1	40	
580-588 North Dakota _____	-	2	2	1	-	1	3	
570-577 South Dakota _____	-	10	10	2	-	2	12	
680-693 Nebraska _____	-	14	14	2	-	2	16	
660-679 Kansas _____	-	13	13	-	-	-	13	
WEST NO. CENTRAL	-	191	191	17	1	18	209	0.6
197-199 Delaware _____	-	179	179	-	2	2	181	
206-219 Maryland _____	7	1,339	1,346	1	11	12	1,358	
200-205 Washington, DC _____	-	36	36	-	-	-	36	
220-246 Virginia _____	18	1,130	1,148	1	10	11	1,159	
247-268 West Virginia _____	-	23	23	-	-	-	23	
270-289 North Carolina _____	-	1,106	1,106	1	10	11	1,117	
290-299 South Carolina _____	2	386	388	1	4	5	393	
300-319 Georgia _____	-	356	356	1	3	4	360	
320-349 Florida _____	25	3,009	3,034	9	25	34	3,068	
SOUTH ATLANTIC	52	7,564	7,616	14	65	79	7,695	23.3
400-427 Kentucky _____	-	28	28	1	-	1	29	
370-385 Tennessee _____	-	68	68	-	1	1	69	
350-369 Alabama _____	-	227	227	2	2	4	231	
386-397 Mississippi _____	-	180	180	1	2	3	183	
EAST SO. CENTRAL	-	503	503	4	5	9	512	1.6
716-729 Arkansas _____	-	24	24	1	-	1	25	
700-714 Louisiana _____	-	432	432	-	4	4	436	
730-749 Oklahoma _____	-	35	35	-	-	-	35	
750-799 Texas _____	-	630	630	4	6	10	640	
WEST SO. CENTRAL	-	1,121	1,121	5	10	15	1,136	3.4
590-599 Montana _____	-	28	28	13	-	13	41	
832-838 Idaho _____	-	58	58	12	1	13	71	
820-831 Wyoming _____	-	14	14	-	-	-	14	
800-816 Colorado _____	-	70	70	10	1	11	81	
870-884 New Mexico _____	-	11	11	1	-	1	12	
850-865 Arizona _____	-	66	66	14	1	15	81	
840-847 Utah _____	-	25	25	3	-	3	28	
889-898 Nevada _____	-	39	39	6	-	6	45	
MOUNTAIN	-	311	311	59	3	62	373	1.1
995-999 Alaska _____	93	1,285	1,378	3,158	13	3,171	4,549	
980-994 Washington _____	98	1,821	1,919	830	17	847	2,766	
970-979 Oregon _____	47	763	810	162	7	169	979	
900-961 California _____	33	1,945	1,978	83	18	101	2,079	
967-968 Hawaii _____	18	191	209	8	2	10	219	
PACIFIC	289	6,005	6,294	4,241	57	4,298	10,592	32.0
UNITED STATES	666	27,202	27,868	4,360	248	4,608	32,476	98.2
969 & 004-009 U.S. Territories _____	-	50	50	1	-	1	51	
Canada _____	5	368	373	-	4	4	377	
Mexico _____	-	-	-	-	-	-	-	
Other International _____	-	165	165	-	3	3	168	
APO/FPO _____	-	10	10	-	-	-	10	
TOTAL QUALIFIED CIRCULATION	671	27,795	28,466	4,361	255	4,616	33,082	100.0

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2005	2006	2007	January - June 2008	July - December 2008*	January - June 2009*
Total Audit Average Qualified: _____	36,072	38,293	35,892	34,453	33,573	32,110
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 : _____	31,555	33,409	31,586	29,942	29,458	27,677
Subscriptions _____	29,025	30,905	25,902	25,630	26,577	24,895
Sponsored _____			3,504	3,230	2,078	2,137
Single-Copy Sales _____	2,530	2,504	2,180	1,082	803	645
Qualified Non-Paid: _____	4,517	4,884	4,306	4,511	4,115	4,433
Post Expire Copies included in Total Qualified Circulation: _____	6.0	3.0	6.0	7.0	9.0	9.0
Average Annual Order Price: _____	\$17.64	\$16.20	\$17.58	\$20.40	\$19.08	\$16.80

***NOTE: July 2008 - June 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

8. 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 six consecutive months) and on a non-continuous basis (up to six months service). Continuous and non-continuous circulation are reported separately throughout this report.

AVERAGE NON-QUALIFIED CIRCULATION: 1,836 COPIES

PARAGRAPH 1:

An average of 25 subscriptions were served that were sold through the Frequent Flyer program.

PARAGRAPH 4 - NON-CONTINUOUS:

This issue is 24.4% or 50 copies above the average of the other 5 issues reported in Paragraph two.

PARAGRAPH 5:

Paragraph 5 includes 4,616 qualified non-paid circulation. Qualified paid circulation of 28,466 combined with the qualified non-paid circulation equal 33,082 total qualified circulation for the analyzed issue.

Rosters and directories include 8 sources of circulation for a quantity of 1 copy or -% to 90 copies or 2.1%

Other sources:

Licenseses - National, State or Local Government - include 3 sources of circulation for a quantity of 1 copy or -% to 2,567 copies or 58.9% including Alaska State Commercial Licenses

PARAGRAPH 5 NON-CONTINUOUS:

An average of 214 copies per issue did not receive continuous service.

PUBLISHER'S AFFIDAVIT

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

Jerry Fraser, Publisher

Paula Collins, Circulation Manager

(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 23, 2009

State Maine

County Cumberland

Received by BPA Worldwide July 23, 2009

Type CPD

ID Number N121P0J9