

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.

Two Corporate Drive, Ninth Floor
Shelton, CT 06484-6259
Phone: +1 203.447.2800
Fax: +1 203.447.2900
www.bpaww.com

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
Fax: (207) 842-5607

Official Publication of: None
Established: 1903

MARKET SERVED

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

AVERAGE QUALIFIED CIRCULATION

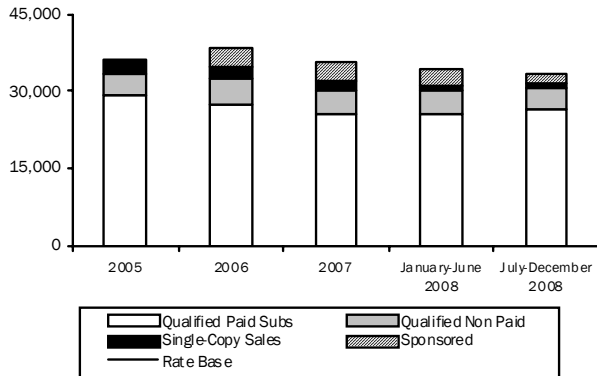
Total Qualified _____	33,575
Average Rate Base _____	**NC
Variance +/- _____	**NC
Percent +/- _____	**NC
Qualified Paid _____	29,460
Subscriptions _____	26,579
Sponsored _____	2,078
Single-Copy Sales _____	803
Qualified Non-Paid _____	4,115

**NC = None Claimed

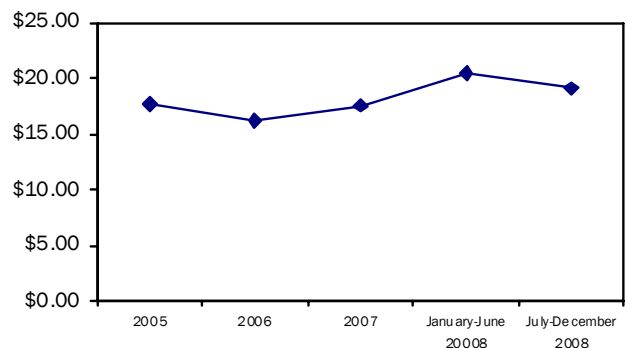
PRICE AND FREQUENCY

\$19.08	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



National Fisherman / December 2008

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individuals _____	26,531	79.0	3,952	11.8	30,483	90.8
Membership Benefit _____	36	0.1	-	-	36	0.1
Multi-Copy Same Addressee _____	12	-	1	-	13	-
Sponsored Individually Addressed _____	78	0.2	-	-	78	0.2
Sponsored Multi-Copy Same Addressee _____	2,000	6.0	-	-	2,000	6.0
Sub-Total Subscriptions _____	28,657	85.3	3,953	11.8	32,610	97.1
Single-Copy Sales _____	803	2.4	-	-	803	2.4
Sponsored Single-Copy Sales _____	-	-	-	-	-	-
Non-Continuous _____	-	-	162	0.5	162	0.5
TOTAL	29,460	87.7	4,115	12.3	33,575	100.0

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD							
2008 Issue	Qualified Paid			Qualified Non - Paid			Total Qualified
	Single-Copy Sales	Subscriptions	Total	Continuous	Non-Continuous	Total	
July _____	746	28,780	29,526	4,101	92	4,193	33,719
August _____	754	30,070	30,824	4,093	222	4,315	35,139
September _____	766	29,864	30,630	4,074	236	4,310	34,940
October _____	859	29,134	29,993	4,067	202	4,269	34,262
November _____	799	27,290	28,089	3,706	106	3,812	31,901
December _____	896	26,800	27,696	3,680	113	3,793	31,489

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 \$19.08	Total	Percent		
3A. PRICES			3B. LENGTH OF SUBSCRIPTIONS	
Offers (≥ 5.0% of Total Orders)				
12@19.95 _____	2,050	20.9	Less than 1 year _____	99 1.0
12@22.95 _____	1,884	19.2	1 year or more (but less than two) _____	8,197 83.4
12@11.95 _____	922	9.4	2 years or more (but less than three) _____	1,037 10.6
Other: Sponsored 12@ \$0.12 _____	2,000	20.4	3 years or more _____	495 5.0
Sponsored 12@1.00 _____	72	0.7		
All Other 12@18.60 _____	2,900	29.4		
Sponsored -Excluded from Average Annual Order Price _____	-	-	TOTAL	9,828 100.0
TOTAL	9,828	100.0		

3C. USE OF FREE PROMOTIONAL INCENTIVES	Total	Percent
Ordered without promotional incentive _____	9,828	100.0
Ordered with editorial promotional incentive including reprints _____	-	-
Ordered with other promotional incentive _____	-	-
TOTAL	9,828	100.0

3D. HOW ORDERED	Total	Percent
Ordered by Individuals _____	7,756	78.9
Membership Benefit _____	-	-
Ordered as Multi-Copy Same Addressee _____	-	-
Ordered by Sponsor, Individually Addressed _____	72	0.7
Ordered by Sponsor, Distributed as Multi-Copy Same Addressee _____	2,000	20.4
Ordered with Other Product or Service (See Paragraph 8) _____	-	-
TOTAL	9,828	100.0

4. BREAKOUT OF QUALIFIED CIRCULATION TO THE CONSUMER MARKET FOR ISSUE OF NOVEMBER 2008

Qualified continuous and single copy sales circulation for this issue is 5.8% or 1,942 copies below the average of the other 5 issues reported in Paragraph two. Qualified non-continuous circulation for this issue is 38.7% or 67 copies below 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 _____	27,290	85.6	27,290	-	27,290	-
Non-Paid Subscriptions _____	3,812	11.9	3,706	106	-	3,812
Single-Copy Sales _____	799	2.5	799	-	799	-
TOTAL	31,901	100.0	31,795	106	28,089	3,812

5. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CONTINUOUS CIRCULATION FOR ISSUE OF NOVEMBER 2008

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	*Qualified Paid	Total Qualified Non-Paid	Percent
	1 year	2 years	3 years				
I. TOTAL – Personal direct request from the recipient: _____	952	486	153	1,591	-	1,591	43.0
a. Written _____	951	485	153	1,589	-	1,589	42.9
b. Telecommunication _____	-	-	-	-	-	-	-
c. Electronic _____	1	1	-	2	-	2	0.1
II. TOTAL – Request from recipient's company: _____	28	9	8	45	-	45	1.2
a. Written _____	28	9	8	45	-	45	1.2
b. Telecommunication _____	-	-	-	-	-	-	-
c. Electronic _____	-	-	-	-	-	-	-
III. TOTAL – Membership Benefit: _____	-	-	-	-	-	-	-
a. Individual _____	-	-	-	-	-	-	-
b. Organizational _____	-	-	-	-	-	-	-
IV. TOTAL – Communication from recipient or re-distributor (other than request): _____	-	-	-	-	-	-	-
a. Written _____	-	-	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-	-	-
c. Electronic _____	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically): _____	34	1,986	50	2,070	-	2,070	55.8
Rosters and directories _____	33	129	11	173	-	173	4.7
Licenses – National, State or Local Government _____	1	1,857	17	1,875	-	1,875	50.5
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	22	22	-	22	0.6
VI. TOTAL – Single-Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED NON-PAID CIRCULATION	1,014	2,481	211	3,706	-	3,706	100.0
PERCENT	27.4	66.9	5.7	100.0	-	100.0	-

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

5. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID NON-CONTINUOUS CIRCULATION FOR ISSUE OF NOVEMBER 2008

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	*Qualified Paid	Total Qualified Non-Paid	Percent
	1 year	2 years	3 years				
I. TOTAL – Personal direct request from the recipient: _____	-	-	-	-	-	-	-
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 re-distributor (other than request): _____	-	-	-	-	-	-	-
a. Written _____	-	-	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-	-	-
c. Electronic _____	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically): _____	106	-	-	106	-	106	100.0
Rosters and directories _____	-	-	-	-	-	-	-
Licenses – National, State or Local Government _____	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	106	-	-	106	-	106	100.0
VI. TOTAL – Single-Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED NON-PAID CIRCULATION	106	-	-	106	-	106	100.0
PERCENT	100.0	-	-	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 NOVEMBER 2008								
	PAID			NON-PAID			Total Qualified	Percent of Total
	Single-Copy Sales	Subscriptions	Total	Continuous	Non-Continuous	Total		
039-049 Maine _____	104	1,804	1,908	-	7	7	1,915	
030-038 New Hampshire _____	17	375	392	2	2	4	396	
050-059 Vermont _____	-	51	51	-	-	-	51	
010-027 Massachusetts _____	122	2,548	2,670	5	10	15	2,685	
028-029 Rhode Island _____	31	574	605	-	2	2	607	
060-069 Connecticut _____	13	945	958	-	3	3	961	
NEW ENGLAND	287	6,297	6,584	7	24	31	6,615	20.8
100-149 New York _____	42	2,387	2,429	7	9	16	2,445	
070-089 New Jersey _____	48	1,540	1,588	1	6	7	1,595	
150-196 Pennsylvania _____	-	391	391	3	2	5	396	
MIDDLE ATLANTIC	9-	4,318	4,408	11	17	28	4,436	13.9
430-459 Ohio _____	-	183	183	-	1	1	184	
460-479 Indiana _____	-	61	61	1	-	1	62	
600-629 Illinois _____	-	145	145	1	1	2	147	
480-499 Michigan _____	-	231	231	12	1	13	244	
530-549 Wisconsin _____	2	136	138	3	1	4	142	
EAST NO. CENTRAL	2	756	758	17	4	21	779	2.4
550-567 Minnesota _____	-	111	111	14	1	15	126	
500-528 Iowa _____	-	33	33	1	-	1	34	
630-658 Missouri _____	-	62	62	2	-	2	64	
580-588 North Dakota _____	-	3	3	1	-	1	4	
570-577 South Dakota _____	-	9	9	2	-	2	11	
680-693 Nebraska _____	-	16	16	3	-	3	19	
660-679 Kansas _____	-	18	18	1	-	1	19	
WEST NO. CENTRAL	-	252	252	24	1	25	277	0.9
197-199 Delaware _____	-	174	174	-	1	1	175	
206-219 Maryland _____	9	1,347	1,356	1	5	6	1,362	
200-205 Washington, DC _____	-	41	41	-	-	-	41	
220-246 Virginia _____	22	1,111	1,133	2	4	6	1,139	
247-268 West Virginia _____	-	19	19	-	-	-	19	
270-289 North Carolina _____	-	1,061	1,061	2	4	6	1,067	
290-299 South Carolina _____	2	376	378	1	1	2	380	
300-319 Georgia _____	-	276	276	3	1	4	280	
320-349 Florida _____	29	2,836	2,865	11	10	21	2,886	
SOUTH ATLANTIC	62	7,241	7,303	20	26	46	7,349	23.1
400-427 Kentucky _____	-	30	30	-	-	-	30	
370-385 Tennessee _____	-	79	79	1	-	1	80	
350-369 Alabama _____	-	202	202	2	1	3	205	
386-397 Mississippi _____	-	169	169	1	1	2	171	
EAST SO. CENTRAL	-	480	480	4	2	6	486	1.5
716-729 Arkansas _____	-	37	37	1	-	1	38	
700-714 Louisiana _____	-	438	438	0	2	2	440	
730-749 Oklahoma _____	-	33	33	3	-	3	36	
750-799 Texas _____	4	603	607	4	2	6	613	
WEST SO. CENTRAL	4	1,111	1,115	8	4	12	1,127	3.5
590-599 Montana _____	-	30	30	19	-	19	49	
832-838 Idaho _____	-	66	66	24	-	24	90	
820-831 Wyoming _____	-	15	15	1	-	1	16	
800-816 Colorado _____	-	76	76	16	1	17	93	
870-884 New Mexico _____	-	17	17	7	-	7	24	
850-865 Arizona _____	-	69	69	21	-	21	90	
840-847 Utah _____	-	35	35	3	-	3	38	
889-898 Nevada _____	-	41	41	10	-	10	51	
MOUNTAIN	-	349	349	101	1	102	451	1.4
995-999 Alaska _____	115	1,251	1,366	2,456	5	2,461	3,827	
980-994 Washington _____	118	1,734	1,852	770	7	777	2,629	
970-979 Oregon _____	56	708	764	143	3	146	910	
900-961 California _____	43	1,988	2,031	129	8	137	2,168	
967-968 Hawaii _____	22	200	222	15	1	16	238	
PACIFIC	354	5,881	6,235	3,513	24	3,537	9,772	30.6
UNITED STATES	799	26,685	27,484	3,705	103	3,808	31,292	98.1
969 & 004-009 U.S. Territories _____	-	50	50	1	-	1	51	
Canada _____	-	384	384	-	2	2	386	
Mexico _____	-	-	-	-	-	-	-	
Other International _____	-	163	163	-	1	1	164	
APO/FPO _____	-	8	8	-	-	-	8	
TOTAL QUALIFIED CIRCULATION	799	27,290	28,089	3,706	106	3,812	31,901	100.0

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2005	2006	2007	January - June 2008*	July - December 2008*
Total Audit Average Qualified: ___	36,072	38,293	35,892	34,453	33,575
Rate Base (if any): _____	**NC	**NC	**NC	**NC	**NC
Rate Base +/-: _____	**NC	**NC	**NC	**NC	**NC
Percent +/-: _____	**NC	**NC	**NC	**NC	**NC
Qualified Paid : _____					
Subscriptions _____	29,025	30,905	25,902	25,630	26,577
Sponsored _____			3,504	3,230	2,078
Single-Copy Sales _____	2,530	2,504	2,180	1,082	803
Qualified Non-Paid: _____	4,517	4,884	4,306	4,511	4,115
Post Expire Copies included in Total Qualified Circulation: _____	6.0	3.0	6.0	7.0	9.0
Average Annual Order Price: _____	\$17.64	\$16.20	\$17.58	\$20.40	\$19.08

***NOTE: 2008 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: 1,983 COPIES**PARAGRAPH 1:**

An average of 723 subscriptions were served that were sold through the Frequent Flyer program.

PARAGRAPH 4 - NON-CONTINUOUS:

This issue is 38.7% or 67 copies below the average of the other 5 issues reported in Paragraph two.

PARAGRAPH 5 CONTINUOUS:

Paragraph 5 includes 3,812 qualified non-paid circulation. Qualified paid circulation of 28,089 combined with the qualified non-paid circulation equal 31,901 total qualified circulation for the analyzed issue.

Rosters and directories include 4 sources of circulation for quantities of 6 copies or 0.2% to 94 copies or 2.5%

Licenses - National, State or Local Government include 3 sources of circulation for quantities of 1 copy or -% to 1,857 copies or 50.1%, including Alaska State Commercial Licenses.

PARAGRAPH 5 NON-CONTINUOUS:

An average of 162 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 January 27, 2009

State Maine

County Cumberland

Received by BPA Worldwide January 27, 2009

Type CPD

ID Number N121POD8