

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  
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**

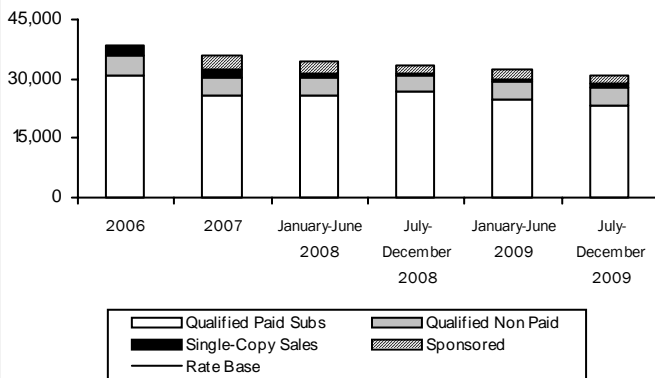
<b>Total Qualified</b> _____	<b>30,674</b>
Average Rate Base _____	**NC
Variance +/- _____	**NC
Percent +/- _____	**NC
Qualified Paid _____	26,181
Subscriptions _____	23,360
Sponsored _____	2,106
Single-Copy Sales _____	715
Qualified Non-Paid _____	4,493

\*\*NC = None Claimed

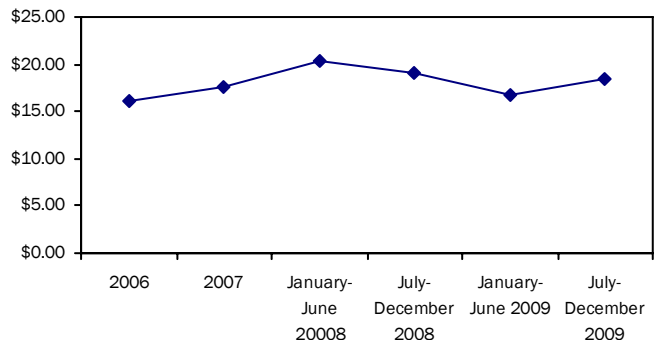
**PRICE AND FREQUENCY**

\$ 18.48	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**



<b>1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD</b>						
	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individuals _____	23,327	76.1	4,317	14.1	27,644	90.2
*Membership Benefit _____	32	0.1	-	-	32	0.1
Multi-Copy Same Addressee _____	1	-	-	-	1	-
Sponsored Individually Addressed _____	106	0.3	-	-	106	0.3
Sponsored Multi-Copy Same Addressee _____	2,000	6.5	-	-	2,000	6.5
<b>Sub-Total Subscriptions</b> _____	<b>25,466</b>	<b>83.0</b>	<b>4,317</b>	<b>14.1</b>	<b>29,783</b>	<b>97.1</b>
Single-Copy Sales _____	715	2.3	-	-	715	2.3
Sponsored Single-Copy Sales _____	-	-	-	-	-	-
Non-Continuous _____	-	-	176	0.6	176	0.6
<b>TOTAL</b>	<b>26,181</b>	<b>85.3</b>	<b>4,493</b>	<b>14.7</b>	<b>30,674</b>	<b>100.0</b>

\*See Paragraph 8

<b>2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD</b>							
2009 Issue	Qualified Paid			Qualified Non - Paid			Total Qualified
	Single-Copy Sales	Subscriptions	Total	Continuous	Non-Continuous	Total	
July _____	699	25,966	26,665	4,342	139	4,481	31,146
August _____	763	26,626	27,389	4,337	248	4,585	31,974
September _____	748	26,215	26,963	4,308	207	4,515	31,478
October _____	697	25,851	26,548	4,314	130	4,444	30,992
November _____	697	24,174	24,871	4,298	157	4,455	29,326
December _____	688	23,963	24,651	4,301	175	4,476	29,127

<b>TOTAL NEW AND RENEWED QUALIFIED PAID SUBSCRIPTIONS ORDERED/SOLD FOR THE PERIOD</b>				
Includes gross subscription sales/orders with unpaid invoices pending.				
Average Annual Order Price: 12 issues for \$18.48	Total	Percent		
<b>3A. PRICES</b>			<b>3B. USE OF FREE PROMOTIONAL INCENTIVES</b>	
<b>Offers (≥ 5.0% of Total Orders)</b>				Total
12@19.95 _____	1,626	20.7	Ordered without promotional incentive _____	7,862
12@22.95 _____	1,568	19.9	Ordered with editorial promotional incentive including reprints _____	-
12@14.95 _____	590	7.5	Ordered with other promotional incentive _____	-
12@15.95 _____	439	5.6		
Sponsored 12@1.00 _____	-	-	<b>TOTAL</b>	<b>7,862</b>
All Other 12@17.40 _____	3,639	46.3		<b>100.0</b>
<b>TOTAL</b>	<b>7,862</b>	<b>100.0</b>		

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

Qualified continuous and single copy sales circulation for this issue is 5.2% or 1,595 copies below the average of the other 5 issues reported in Paragraph two. Qualified non-continuous circulation for this issue is 12.8% or 23 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 _____	24,174	82.4	24,174	-	24,174	-
Non-Paid Subscriptions _____	4,455	15.2	4,298	157	-	4,455
Single-Copy Sales _____	697	2.4	697	-	697	-
<b>TOTAL</b>	<b>29,326</b>	<b>100.0</b>	<b>29,169</b>	<b>157</b>	<b>24,871</b>	<b>4,455</b>

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

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	*Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. <b>TOTAL</b> - Direct Request: _____	<b>995</b>	<b>316</b>	<b>244</b>	<b>1,555</b>	-	<b>1,555</b>	<b>36.2</b>
a. Written _____	995	316	244	1,555	-	1,555	36.2
b. Telecommunication _____	-	-	-	-	-	-	-
c. Digital _____	-	-	-	-	-	-	-
II. <b>TOTAL</b> - Request from recipient's company: _____	<b>19</b>	<b>11</b>	<b>6</b>	<b>36</b>	-	<b>36</b>	<b>0.8</b>
a. Written _____	19	11	6	36	-	36	0.8
b. Telecommunication _____	-	-	-	-	-	-	-
c. Digital _____	-	-	-	-	-	-	-
III. <b>TOTAL</b> - Membership Benefit: _____	-	-	-	-	-	-	-
a. Individual _____	-	-	-	-	-	-	-
b. Organizational _____	-	-	-	-	-	-	-
IV. <b>TOTAL</b> - Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
a. Written _____	-	-	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-	-	-
c. Digital _____	-	-	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	<b>2,616</b>	<b>27</b>	<b>64</b>	<b>2,707</b>	-	<b>2,707</b>	<b>63.0</b>
*Rosters and directories _____	108	27	64	199	-	199	4.6
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-	-	-
*Other sources _____	2,508	-	-	2,508	-	2,508	58.4
VI. <b>TOTAL</b> - Single Copy Sales: _____	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>3,630</b>	<b>354</b>	<b>314</b>	<b>4,298</b>	-	<b>4,298</b>	<b>100.0</b>
<b>*See Paragraph 8</b>	<b>PERCENT</b>	<b>84.5</b>	<b>8.2</b>	<b>7.3</b>	<b>100.0</b>	-	<b>100.0</b>

**5. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID NON-CONTINUOUS CIRCULATION FOR ISSUE OF NOVEMBER 2009 (SEE PARAGRAPH 8)**

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. <b>TOTAL</b> - Direct Request: _____	-	-	-	-	-	-	-
a. Written _____	-	-	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-	-	-
c. Digital _____	-	-	-	-	-	-	-
II. <b>TOTAL</b> - Request from recipient's company: _____	-	-	-	-	-	-	-
a. Written _____	-	-	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-	-	-
c. Digital _____	-	-	-	-	-	-	-
III. <b>TOTAL</b> - Membership Benefit: _____	-	-	-	-	-	-	-
a. Individual _____	-	-	-	-	-	-	-
b. Organizational _____	-	-	-	-	-	-	-
IV. <b>TOTAL</b> - Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
a. Written _____	-	-	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-	-	-
c. Digital _____	-	-	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	<b>157</b>	-	-	<b>157</b>	-	<b>157</b>	<b>100.0</b>
Rosters and directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	157	-	-	157	-	157	100.0
VI. <b>TOTAL</b> - Single Copy Sales: _____	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>157</b>	-	-	<b>157</b>	-	<b>157</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	-	-	<b>100.0</b>	-	<b>100.0</b>	

6. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009								
	PAID			NON-PAID			Total Qualified	Percent of Total
	Single-Copy Sales	Subscriptions	Total	Continuous	Non-Continuous	Total		
039-049 Maine _____	84	1,713	1,797	-	12	12	1,809	
030-038 New Hampshire _____	18	336	354	2	2	4	358	
050-059 Vermont _____	-	50	50	-	-	-	50	
010-027 Massachusetts _____	110	2,142	2,252	3	16	19	2,271	
028-029 Rhode Island _____	16	529	545	-	3	3	548	
060-069 Connecticut _____	11	847	858	-	5	5	863	
<b>NEW ENGLAND</b>	<b>239</b>	<b>5,617</b>	<b>5,856</b>	<b>5</b>	<b>38</b>	<b>43</b>	<b>5,899</b>	<b>20.1</b>
100-149 New York _____	55	2,153	2,208	7	13	20	2,228	
070-089 New Jersey _____	42	1,342	1,384	1	10	11	1,395	
150-196 Pennsylvania _____	-	306	306	2	2	4	310	
<b>MIDDLE ATLANTIC</b>	<b>97</b>	<b>3,801</b>	<b>3,898</b>	<b>10</b>	<b>25</b>	<b>35</b>	<b>3,933</b>	<b>13.4</b>
430-459 Ohio _____	-	156	156	-	1	1	157	
460-479 Indiana _____	-	41	41	-	-	-	41	
600-629 Illinois _____	-	101	101	-	1	1	102	
480-499 Michigan _____	-	197	197	3	1	4	201	
530-549 Wisconsin _____	2	120	122	2	1	3	125	
<b>EAST NO. CENTRAL</b>	<b>2</b>	<b>615</b>	<b>617</b>	<b>5</b>	<b>4</b>	<b>9</b>	<b>626</b>	<b>2.2</b>
550-567 Minnesota _____	-	94	94	10	1	11	105	
500-528 Iowa _____	-	27	27	1	-	1	28	
630-658 Missouri _____	-	45	45	2	-	2	47	
580-588 North Dakota _____	-	2	2	1	-	1	3	
570-577 South Dakota _____	-	10	10	2	-	2	12	
680-693 Nebraska _____	-	14	14	1	-	1	15	
660-679 Kansas _____	-	16	16	-	-	-	16	
<b>WEST NO. CENTRAL</b>	<b>-</b>	<b>208</b>	<b>208</b>	<b>17</b>	<b>1</b>	<b>18</b>	<b>226</b>	<b>0.8</b>
197-199 Delaware _____	-	165	165	-	1	1	166	
206-219 Maryland _____	-	1,183	1,183	1	7	8	1,191	
200-205 Washington, DC _____	8	40	48	1	-	1	49	
220-246 Virginia _____	-	997	997	1	6	7	1,004	
247-268 West Virginia _____	19	26	45	-	-	-	45	
270-289 North Carolina _____	-	928	928	-	6	6	934	
290-299 South Carolina _____	2	304	306	1	2	3	309	
300-319 Georgia _____	-	257	257	-	2	2	259	
320-349 Florida _____	26	2,568	2,594	9	15	24	2,618	
<b>SOUTH ATLANTIC</b>	<b>55</b>	<b>6,468</b>	<b>6,523</b>	<b>13</b>	<b>39</b>	<b>52</b>	<b>6,575</b>	<b>22.4</b>
400-427 Kentucky _____	-	25	25	1	-	1	26	
370-385 Tennessee _____	-	76	76	-	1	1	77	
350-369 Alabama _____	-	188	188	1	1	2	190	
386-397 Mississippi _____	-	148	148	1	1	2	150	
<b>EAST SO. CENTRAL</b>	<b>-</b>	<b>437</b>	<b>437</b>	<b>3</b>	<b>3</b>	<b>6</b>	<b>443</b>	<b>1.5</b>
716-729 Arkansas _____	-	22	22	1	-	1	23	
700-714 Louisiana _____	-	369	369	-	2	2	371	
730-749 Oklahoma _____	-	38	38	-	-	-	38	
750-799 Texas _____	-	525	525	4	4	8	533	
<b>WEST SO. CENTRAL</b>	<b>-</b>	<b>954</b>	<b>954</b>	<b>5</b>	<b>6</b>	<b>11</b>	<b>965</b>	<b>3.3</b>
590-599 Montana _____	-	20	20	11	-	11	31	
832-838 Idaho _____	-	55	55	13	-	13	68	
820-831 Wyoming _____	-	13	13	1	-	1	14	
800-816 Colorado _____	-	62	62	9	2	11	73	
870-884 New Mexico _____	-	18	18	2	-	2	20	
850-865 Arizona _____	-	51	51	10	-	10	61	
840-847 Utah _____	-	20	20	4	-	4	24	
889-898 Nevada _____	-	30	30	5	-	5	35	
<b>MOUNTAIN</b>	<b>-</b>	<b>269</b>	<b>269</b>	<b>55</b>	<b>2</b>	<b>57</b>	<b>326</b>	<b>1.1</b>
995-999 Alaska _____	99	1,186	1,285	3,090	8	3,098	4,383	
980-994 Washington _____	101	1,614	1,715	842	11	853	2,568	
970-979 Oregon _____	50	665	715	161	4	165	880	
900-961 California _____	36	1,598	1,634	84	11	95	1,729	
967-968 Hawaii _____	12	159	171	7	1	8	179	
<b>PACIFIC</b>	<b>298</b>	<b>5,222</b>	<b>5,520</b>	<b>4,184</b>	<b>35</b>	<b>4,219</b>	<b>9,739</b>	<b>33.2</b>
<b>UNITED STATES</b>	<b>691</b>	<b>23,591</b>	<b>24,282</b>	<b>4,297</b>	<b>153</b>	<b>4,450</b>	<b>28,732</b>	<b>98.0</b>
969 & 004-009 U.S. Territories _____	-	52	52	1	-	1	53	
Canada _____	6	346	352	-	3	3	355	
Mexico _____	-	-	-	-	-	-	-	
Other International _____	-	164	164	-	1	1	165	
APO/FPO _____	-	21	21	-	-	-	21	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>697</b>	<b>24,174</b>	<b>24,871</b>	<b>4,298</b>	<b>157</b>	<b>4,455</b>	<b>29,326</b>	<b>100.0</b>

**7. 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
	2006	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*
Total Audit Average Qualified: _____	38,293	35,892	34,453	33,575	32,110	30,674
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 : _____	33,409	31,586	29,942	29,458	27,677	26,181
Subscriptions _____	30,905	25,902	25,630	26,577	24,895	23,360
Sponsored _____	-	3,504	3,230	2,078	2,137	2,106
Single-Copy Sales _____	2,504	2,180	1,082	803	645	715
Qualified Non-Paid: _____	4,884	4,306	4,511	4,115	4,433	4,493
Post Expire Copies included in Total Qualified Circulation: _____	3.0	6.0	7.0	9.0	9.0	8.0
Average Annual Order Price: _____	\$ 16.20	\$ 17.58	\$ 20.40	\$ 19.08	\$ 16.80	\$ 18.48

**\*NOTE: July - December 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: 1,631 COPIES****PARAGRAPH 1:**

An average of 33 subscriptions were served through a Frequent Flyer program.

**PARAGRAPH 4 - NON-CONTINUOUS:**

The November 2009 issue is 12.8% or 23 copies below the average of the other 5 issues reported in Paragraph two.

**PARAGRAPH 5 CONTINUOUS:**

Paragraph 5 includes 4,455 qualified non-paid circulation. Qualified paid circulation of 24,871 combined with the qualified non-paid circulation equal 29,326 total qualified circulation for the analyzed issue.

Rosters and directories include 7 sources of circulation for a quantity of 1 copy or -% to 110 copies or 2.6%.

Other sources include 1 source of circulation for a quantity of 2,508 copies or 58.4%, including Licensees of National, State or Local Government including Alaska State Commercial Licenses.

**PARAGRAPH 5 NON-CONTINUOUS:**

An average of 176 subscribers 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 26, 2010

State Maine

County Cumberland

Received by BPA Worldwide January 26, 2010

Type CPJ

ID Number N121P0D9