

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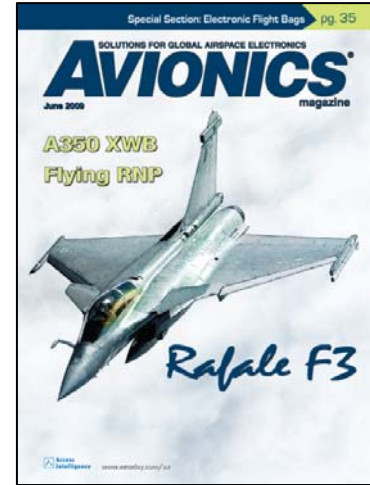
A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters,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

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Access Intelligence, LLC
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Tel.: (301) 354-2000
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Official Publication of: None
Established: 1981
Issues per Year: 12



FIELD SERVED

AVIONICS serves airframe manufacturers; system manufacturers; avionics manufacturers; commercial airline operators (including major / regional / commuter); business / corporate (including charter / time share & lease; aftermarket / distribution (including mod ctrs, maintenance facilities, dealers / distributors / FBOs; air traffic control (including airport operations); military / government; consultants / other industries allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are corporate management & operations; avionics directing / engineering; avionics project / maintenance management; avionics technical / mechanical; pilots / chief pilots; other / consulting.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	77
Advertiser and Agency _____	745
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	417
Digital _____	-
All Other _____	475
TOTAL	1,714

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	19,000	100.0	19,000	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	19,000	100.0	19,000	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD															
2009 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified
August _____	363	363	15,093	3,907			19,000	November _____	326	326	14,884	4,116			19,000
September _____	327	327	14,959	4,041			19,000	December _____	662	662	14,607	4,393			19,000
								TOTAL	2,032	2,032					

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009
 This issue is equal to the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	CLASSIFICATION BY TITLE					
					Corporate Management & Operations (Note 1)	Avionics Directing/Engineering	Avionics Project/Maintenance Management	Avionics Technical/Mechanical	Pilots/ Chief Pilots	Other/ Consulting
Original Equipment Manufacturers										
Airframe Manufacturers _____	1,740	9.2	1,349	391	353	998	239	89	35	26
Systems Integrators _____	5,050	26.6	3,916	1,134	1,123	2,813	664	146	46	258
Avionics Manufacturers (Note 2) _____	2,506	13.2	1,956	550	993	1,112	238	102	28	33
Sub-Total	9,296	49.0	7,221	2,075	2,469	4,923	1,141	337	109	317
Commercial Airline Operators Including major/regional/commuter _____	2,190	11.5	1,701	489	479	617	385	451	232	26
Business/Corporate Including charter/time share & lease _____	1,983	10.4	1,589	394	895	259	269	217	326	17
Aftermarket/Distribution Mod ctrs, Maintenance Facilities, Dealers/distributors/FBOs _____	2,162	11.4	1,741	421	1,006	491	338	267	28	32
Air Traffic Control Including airport operations _____	290	1.5	229	61	152	77	34	13	9	5
Military/Government _____	3,079	16.2	2,403	676	1,272	757	403	253	349	45
TOTAL QUALIFIED CIRCULATION	19,000	100.0	14,884	4,116	6,273	7,124	2,570	1,538	1,053	442
PERCENT	100.0		78.3	21.7	33.0	37.5	13.5	8.1	5.5	2.3

Note 1: Corporate Management & Operations includes General Managers, Owners, Partners, Officers, Presidents and Vice Presidents, Marketing, Sales, Communications, Information Managers, Customer Service, Support, Business Planning, Development, Finance, and other Operations Managers, Directors, Assistant Managers, Supervisors, Superintendents, Account Executives, Purchasing/Procurement Directors, Managers, Supervisors and Leads, Flight Department Managers, Government Officials, Military Officials.

Note 2: Avionics Manufacturers includes ATE Test Equipment, Communications Equipment, Computers, Electronics, Flight Simulation Equipment, Nav aids, Wire, Cable Satellite, Manufacturer's Reps., and Other Manufacturers Allied to the Industry.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years						
I. Direct Request: _____	17,759	1,241	-	14,884	4,116			19,000	100.0
II. Request from recipient's company: _____	-	-	-	-	-			-	-
III. Membership Benefit: _____	-	-	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	-	-	-	-	-			-	-
Association rosters and directories _____	-	-	-	-	-			-	-
Business directories _____	-	-	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-			-	-
Other sources _____	-	-	-	-	-			-	-
VI. Single Copy Sales: _____	-	-	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	17,759	1,241	-	14,884	4,116			19,000	100.0
PERCENT	93.5	6.5	-	78.3	21.7			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	14,884	4,116			19,000	100.0
Individuals by name only _____	-	-			-	-
Titles or functions only _____	-	-			-	-
Company names only _____	-	-			-	-
Multi-Copy Same Addressee copies _____	-	-			-	-
Single Copy Sales _____	-	-			-	-
TOTAL QUALIFIED CIRCULATION	14,884	4,116			19,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine	16	2			18	
030-038 New Hampshire	66	11			77	
050-059 Vermont	9	7			16	
010-027 Massachusetts	138	23			161	
028-029 Rhode Island	12	1			13	
060-069 Connecticut	137	25			162	
NEW ENGLAND	378	69			447	2.4
100-149 New York	422	62			484	
070-089 New Jersey	198	32			230	
150-196 Pennsylvania	239	29			268	
MIDDLE ATLANTIC	859	123			982	5.2
430-459 Ohio	311	68			379	
460-479 Indiana	122	16			138	
600-629 Illinois	230	44			274	
480-499 Michigan	245	48			293	
530-549 Wisconsin	167	30			197	
EAST NO. CENTRAL	1,075	206			1,281	6.7
550-567 Minnesota	167	28			195	
500-528 Iowa	320	62			382	
630-658 Missouri	136	19			155	
580-588 North Dakota	20	4			24	
570-577 South Dakota	16	-			16	
680-693 Nebraska	38	7			45	
660-679 Kansas	268	47			315	
WEST NO. CENTRAL	965	167			1,132	6.0
197-199 Delaware	21	4			25	
206-219 Maryland	233	60			293	
200-205 Washington, DC	57	25			82	
220-246 Virginia	293	60			353	
247-268 West Virginia	19	1			20	
270-289 North Carolina	211	25			236	
290-299 South Carolina	58	11			69	
300-319 Georgia	340	60			400	
320-349 Florida	722	150			872	
SOUTH ATLANTIC	1,954	396			2,350	12.3

State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
400-427 Kentucky	69	12			81	
370-388 Tennessee	134	28			162	
350-369 Alabama	193	37			230	
386-397 Mississippi	28	3			31	
EAST SO. CENTRAL	424	80			504	2.7
716-729 Arkansas	37	6			43	
700-714 Louisiana	56	4			60	
730-749 Oklahoma	137	37			174	
750-799 Texas	708	133			841	
WEST SO. CENTRAL	938	180			1,118	5.9
590-599 Montana	28	3			31	
832-838 Idaho	37	5			42	
820-831 Wyoming	4	-			4	
800-816 Colorado	138	26			164	
870-884 New Mexico	106	14			120	
850-865 Arizona	383	105			488	
840-847 Utah	63	17			80	
889-898 Nevada	56	7			63	
MOUNTAIN	815	177			992	5.2
995-999 Alaska	48	7			55	
980-994 Washington	392	81			473	
970-979 Oregon	132	32			164	
900-961 California	961	183			1,144	
967-968 Hawaii	26	10			36	
PACIFIC	1,659	313			1,972	9.8
UNITED STATES	8,967	1,711			10,678	56.2
969 & 004-009 U.S. Territories	27	5			32	
Canada	452	164			616	
Mexico	64	57			121	
Other International	5,326	2,175			7,501	
APQ/FPO	48	4			52	
TOTAL QUALIFIED CIRCULATION	14,884	4,116			19,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE NOVEMBER 2009

Region/Country	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
ASIA				
Brunei Darussalam	2	2	4	
Cambodia	1	-	1	
China	41	44	85	
Hong Kong - SAR	19	12	31	
India	1,141	331	1,472	
Indonesia	119	26	145	
Japan	37	25	62	
Kazakhstan	1	-	1	
Korea, Republic Of	28	18	46	
Macao	1	-	1	
Malaysia	89	34	123	
Maldives	6	2	8	
Mongolia	1	1	2	
Nepal	7	4	11	
Pakistan	133	28	161	
Philippines	105	31	136	
Singapore	134	50	184	
Sri Lanka	111	7	118	
Taiwan	16	20	36	
Thailand	38	15	53	
Vietnam	3	2	5	
Subtotal	2,033	652	2,685	14.1
MIDDLE EAST				
Bahrain	10	4	14	
Israel	76	36	112	
Jordan	18	5	23	
Kuwait	1	5	6	
Lebanon	3	3	6	
Oman	5	2	7	
Qatar	14	3	17	
Saudi Arabia	27	17	44	
Syrian Arab Republic	4	2	6	
United Arab Emirates	66	36	102	
Yemen	1	2	3	
Subtotal	225	115	340	1.8
EUROPE				
Austria	35	12	47	
Belarus	2	-	2	
Belgium	95	23	118	
Bosnia and Herzegovina	6	4	10	
Bulgaria	13	5	18	
Croatia	13	6	19	
Cyprus	7	4	11	
Czech Republic	36	14	50	
Denmark	19	10	29	
Finland	13	8	21	
France	231	120	351	
Germany	179	76	255	
Greece	39	15	54	
Hungary	10	8	18	
Iceland	4	6	10	
Italy	173	125	298	
Latvia	6	3	9	
Lithuania	10	4	14	
Luxembourg	4	4	8	
AFRICA				
Algeria	12	2	14	
Botswana	2	1	3	
Cameroon	1	-	1	
Cote D'Ivoire	-	1	1	
Egypt	-	6	6	
Equatorial Guinea	19	-	19	
Eritrea	3	-	3	
Ethiopia	18	5	23	
Gabon	-	1	1	
Kenya	30	3	33	
Madagascar	-	1	1	
Malawi	3	-	3	
Mali	-	1	1	
Mauritius	3	4	7	
Morocco	9	2	11	
Namibia	1	1	2	
Reunion	-	1	1	
Rwanda	-	1	1	
Senegal	4	1	5	
Seychelles	-	1	1	
South Africa	35	22	57	
Swaziland	1	-	1	
Tanzania	6	4	10	
Tunisia	2	1	3	
Uganda	5	-	5	
Zambia	45	3	48	
Zimbabwe	19	2	21	
Subtotal	218	64	282	1.5
NORTH AMERICA				
Canada	452	164	616	
United States	9,015	1,715	10,730	
Mexico	64	57	121	
Subtotal	9,531	1,936	11,467	60.4
CARIBBEAN				
Barbados	2	-	2	
Cayman Islands	1	1	2	
Dominican Republic	1	1	2	
Jamaica	10	1	11	
Netherlands Antilles	3	-	3	
Puerto Rico	20	4	24	
Saint Lucia	1	-	1	
Bahamas	2	-	2	
Trinidad and Tobago	5	2	7	
Virgin Islands, U.S.	2	-	2	
Subtotal	47	9	56	0.3
CENTRAL AMERICA				
Belize	2	1	3	
Costa Rica	9	7	16	
El Salvador	-	1	1	
Guatemala	8	3	11	
Honduras	1	-	1	
Panama	3	8	11	
Subtotal	23	20	43	0.2
SOUTH AMERICA				
Argentina	130	29	159	
Bolivia	2	9	11	
Brazil	280	101	381	
Chile	32	14	46	
Colombia	45	32	77	
Ecuador	9	6	15	
Guyana	4	-	4	
Paraguay	1	-	1	
Peru	43	17	60	
Suriname	2	-	2	
Uruguay	6	3	9	
Venezuela	16	16	32	
Subtotal	570	227	797	4.2
ASIA PACIFIC				
Australia	192	87	279	
Fiji	2	1	3	
Guam	5	1	6	
Marshall Islands	1	-	1	
Subtotal	239	112	351	1.8
TOTAL QUALIFIED CIRCULATION	14,884	4,116	19,000	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	Audited Data	Circulation Claim
	2006	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*
Total Audit Average Qualified _____	20,000	20,000	20,000	20,000	19,166	19,000
Qualified Non-Paid Total _____	20,000	20,000	20,000	20,000	19,166	19,000
Print Only _____	20,000	20,000	20,000	17,667	15,764	14,948
Digital Only _____	-	-	-	2,333	3,402	4,052
Qualified Paid Total _____	-	-	-	-	-	-
Print Only _____	-	-	-	-	-	-
Digital Only _____	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price _____	**NC	**NC	**NC	**NC	**NC	**NC

*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. PAID CIRCULATION DATA

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

9. ADDITIONAL DATA

METHOD OF DISTRIBUTION:

Print copies are distributed via postal services or other carriers. Recipients who request the digital version are notified via email when the version is available.

PARAGRAPHS 5 & 6 ARE NOT REQUIRED.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD – Print Version Only

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	14,948	100.0	14,948	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	14,948	100.0	14,948	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD – Digital Version Only

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	4,052	100.0	4,052	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	4,052	100.0	4,052	100.0	-	-

PUBLISHER'S AFFIDAVIT

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

Joseph Rosone, Publisher

Sarah Garwood, Audience Development Director

(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 16, 2010

State Maryland

County Montgomery

Received by BPA Worldwide January 16, 2010

Type PJ

ID Number A134POD9