

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 USA 06484-6259  
Phone: +1 203.447.2800  
Fax: +1 203.447.2900  
[www.bpaww.com](http://www.bpaww.com)

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Access Intelligence, LLC  
4 Choke Cherry Rd., 2nd Floor  
Rockville, MD 20850  
Tel.: (301) 354-2000  
Fax: (301) 738-8153

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 _____	95
Advertiser and Agency _____	635
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	467
Digital _____	-
All Other _____	501
<b>TOTAL</b>	<b>1,698</b>

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 _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>19,000</b>	<b>100.0</b>	<b>19,000</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2010 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January _____	-	-	14,573	4,427	19,000
February _____	102	102	14,569	4,431	19,000
March _____	688	688	14,349	4,651	19,000
April _____	430	430	14,231	4,769	19,000
May _____	2,134	2,134	13,985	5,015	19,000
June _____	5	5	13,981	5,019	19,000
<b>TOTAL</b>	<b>3,359</b>	<b>3,359</b>			

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010**  
 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
<b>Original Equipment Manufacturers</b>										
Airframe Manufacturers _____	1,901	10.0	1,412	489	424	1,111	212	80	30	44
Systems Integrators _____	4,214	22.2	3,158	1,056	908	2,648	485	83	19	71
Avionics Manufacturers (Note 2) _____	2,806	14.8	2,119	687	1,147	1,279	222	80	21	57
Sub-Total	8,921	47.0	6,689	2,232	2,479	5,038	919	243	70	172
<b>Commercial Airline Operators</b>										
Including major/regional/commuter _____	2,131	11.2	1,602	529	533	673	373	322	179	51
<b>Business/Corporate</b>										
Including charter/time share & lease _____	1,708	9.0	1,314	394	741	269	290	149	221	38
<b>Aftermarket/Distribution</b>										
Mod ctrs, Maintenance Facilities, Dealers/distributors/FBOs _____	1,802	9.5	1,367	435	800	416	268	221	17	80
<b>Air Traffic Control</b>										
Including airport operations _____	234	1.2	181	53	102	75	25	14	8	10
<b>Military/Government</b> _____	3,006	15.8	2,202	804	1,291	752	358	218	291	96
<b>Consultants and Other Industries Allied to the Field</b> _____	1,198	6.3	630	568	344	231	50	36	40	497
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>19,000</b>	<b>100.0</b>	<b>13,985</b>	<b>5,015</b>	<b>6,290</b>	<b>7,454</b>	<b>2,283</b>	<b>1,203</b>	<b>826</b>	<b>944</b>
<b>PERCENT</b>	<b>100.0</b>		<b>73.6</b>	<b>26.4</b>	<b>33.1</b>	<b>39.2</b>	<b>12.0</b>	<b>6.3</b>	<b>4.4</b>	<b>5.0</b>

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.

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	15,330	3,670	-	13,985	5,015	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. <b>TOTAL</b> - 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: _____	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,330</b>	<b>3,670</b>	<b>-</b>	<b>13,985</b>	<b>5,015</b>	<b>19,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>80.7</b>	<b>19.3</b>	<b>-</b>	<b>73.6</b>	<b>26.4</b>	<b>100.0</b>	

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	13,985	5,015	19,000	100.0
Individuals by name only _____	-	-	-	-
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,985</b>	<b>5,015</b>	<b>19,000</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010**

State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
039-049 Maine	12	1	13	
030-038 New Hampshire	65	13	78	
050-059 Vermont	9	5	14	
010-027 Massachusetts	122	33	155	
028-029 Rhode Island	7	2	9	
060-069 Connecticut	136	24	160	
<b>NEW ENGLAND</b>	<b>351</b>	<b>78</b>	<b>429</b>	<b>2.3</b>
100-149 New York	380	76	456	
070-089 New Jersey	172	41	213	
150-196 Pennsylvania	236	35	271	
<b>MIDDLE ATLANTIC</b>	<b>788</b>	<b>152</b>	<b>940</b>	<b>4.9</b>
430-459 Ohio	267	87	354	
460-479 Indiana	94	18	112	
600-629 Illinois	208	49	257	
480-499 Michigan	212	50	262	
530-549 Wisconsin	162	43	205	
<b>EAST NO. CENTRAL</b>	<b>943</b>	<b>247</b>	<b>1,190</b>	<b>6.3</b>
550-567 Minnesota	141	33	174	
500-528 Iowa	298	70	368	
630-658 Missouri	107	26	133	
580-588 North Dakota	13	4	17	
570-577 South Dakota	8	-	8	
680-693 Nebraska	28	8	36	
660-679 Kansas	259	50	309	
<b>WEST NO. CENTRAL</b>	<b>854</b>	<b>191</b>	<b>1,045</b>	<b>5.5</b>
197-199 Delaware	23	6	29	
206-219 Maryland	241	75	316	
200-205 Washington, DC	54	32	86	
220-246 Virginia	271	78	349	
247-268 West Virginia	18	1	19	
270-289 North Carolina	182	41	223	
290-299 South Carolina	58	10	68	
300-319 Georgia	304	83	387	
320-349 Florida	643	156	799	
<b>SOUTH ATLANTIC</b>	<b>1,794</b>	<b>482</b>	<b>2,276</b>	<b>12.0</b>

State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
400-427 Kentucky	63	14	77	
370-385 Tennessee	133	30	163	
350-369 Alabama	160	41	201	
386-397 Mississippi	28	3	31	
<b>EAST SO. CENTRAL</b>	<b>384</b>	<b>88</b>	<b>472</b>	<b>2.5</b>
716-729 Arkansas	31	9	40	
700-714 Louisiana	47	6	53	
730-749 Oklahoma	136	41	177	
750-799 Texas	660	163	823	
<b>WEST SO. CENTRAL</b>	<b>874</b>	<b>219</b>	<b>1,093</b>	<b>5.8</b>
590-599 Montana	23	2	25	
832-838 Idaho	30	6	36	
820-831 Wyoming	5	1	6	
800-816 Colorado	129	52	181	
870-884 New Mexico	88	18	106	
850-865 Arizona	366	131	497	
840-847 Utah	63	16	79	
889-898 Nevada	56	10	66	
<b>MOUNTAIN</b>	<b>760</b>	<b>236</b>	<b>996</b>	<b>5.2</b>
995-999 Alaska	42	9	51	
980-994 Washington	383	109	492	
970-979 Oregon	113	36	149	
900-961 California	910	214	1,124	
967-968 Hawaii	24	9	33	
<b>PACIFIC</b>	<b>1,472</b>	<b>377</b>	<b>1,849</b>	<b>9.7</b>
<b>UNITED STATES</b>	<b>8,220</b>	<b>2,070</b>	<b>10,290</b>	<b>54.2</b>
969 & 004-009 U.S. Territories	26	5	31	
Canada	450	191	641	
Mexico	62	78	140	
Other International	5,186	2,662	7,848	
APO/FPO	41	9	50	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,985</b>	<b>5,015</b>	<b>19,000</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE MAY 2010**

Region/Country	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	Region/Country	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	Region/Country	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
<b>ASIA</b>					<b>Luxembourg</b>	8	4	12		<b>NORTH AMERICA</b>				
Azerbaijan	1	-	1		Macedonia	3	2	5		Canada	450	191	641	
Brunei Darussalam	1	3	4		Malta	8	-	8		United States	8,287	2,084	10,371	
Cambodia	1	1	2		Moldova	1	2	3		Mexico	62	78	140	
China	41	53	94		Monaco	-	1	1		<b>Subtotal</b>	<b>8,799</b>	<b>2,353</b>	<b>11,152</b>	<b>58.7</b>
Hong Kong - SAR	17	15	32		Netherlands	103	47	150		<b>CARIBBEAN</b>				
India	1,100	403	1,503		Norway	12	13	25		Barbados	2	-	2	
Indonesia	119	31	150		Poland	16	13	29		Cayman Islands	1	1	2	
Japan	39	33	72		Portugal	35	33	68		Dominican Republic	1	1	2	
Kazakhstan	1	1	2		Ireland	25	20	45		Jamaica	8	3	11	
Korea, Republic Of	32	26	58		Romania	24	29	53		Netherlands Antilles	1	-	1	
Macao	1	-	1		Russian Federation	32	21	53		Saint Lucia	1	1	2	
Malaysia	92	41	133		Serbia	1	1	2		Bahamas	2	-	2	
Maldives	7	3	10		Slovakia	6	-	6		Trinidad and Tobago	4	3	7	
Mongolia	3	-	3		Slovenia	7	4	11		Turks and Caicos Islands	-	1	1	
Nepal	6	5	11		Spain	193	121	314		<b>Subtotal</b>	<b>20</b>	<b>10</b>	<b>30</b>	<b>0.2</b>
Pakistan	117	26	143		Sweden	40	15	55		<b>CENTRAL AMERICA</b>				
Philippines	94	29	123		Switzerland	63	40	103		Belize	2	1	3	
Singapore	128	59	187		Turkey	201	107	308		Costa Rica	6	4	10	
Sri Lanka	112	9	121		Ukraine	2	8	10		El Salvador	-	1	1	
Taiwan	14	21	35		United Kingdom	307	224	531		Guatemala	6	6	12	
Thailand	39	18	57		<b>Subtotal</b>	<b>1,980</b>	<b>1,252</b>	<b>3,232</b>	<b>17.0</b>	Honduras	3	-	3	
Vietnam	2	2	4		<b>AFRICA</b>					Panama	2	9	11	
<b>Subtotal</b>	<b>1,967</b>	<b>779</b>	<b>2,746</b>	<b>14.5</b>	Algeria	13	3	16		<b>Subtotal</b>	<b>19</b>	<b>21</b>	<b>40</b>	<b>0.2</b>
<b>MIDDLE EAST</b>					Botswana	3	2	5		<b>SOUTH AMERICA</b>				
Bahrain	9	4	13		Burkina Faso	1	-	1		Argentina	137	38	175	
Israel	73	38	111		Cameroon	1	-	1		Bolivia	3	9	12	
Jordan	16	7	23		Cape Verde	-	1	1		Brazil	258	115	373	
Kuwait	-	5	5		Cote D'Ivoire	-	1	1		Chile	25	12	37	
Lebanon	4	2	6		Egypt	14	8	22		Colombia	55	35	90	
Oman	7	2	9		Eritrea	3	-	3		Ecuador	9	7	16	
Qatar	14	6	20		Ethiopia	15	5	20		Guyana	5	-	5	
Saudi Arabia	24	20	44		Gabon	-	1	1		Paraguay	2	-	2	
Syrian Arab Republic	3	2	5		Kenya	26	4	30		Peru	39	19	58	
United Arab Emirates	63	39	102		Madagascar	-	1	1		Suriname	2	-	2	
Yemen	1	5	6		Malawi	2	-	2		Uruguay	5	3	8	
<b>Subtotal</b>	<b>214</b>	<b>130</b>	<b>344</b>	<b>1.8</b>	Mali	-	1	1		Venezuela	11	16	27	
<b>EUROPE</b>					Mauritius	3	4	7		<b>Subtotal</b>	<b>551</b>	<b>254</b>	<b>805</b>	<b>4.2</b>
Austria	35	14	49		Morocco	7	-	7		<b>ASIA PACIFIC</b>				
Belarus	2	-	2		Namibia	1	1	2		Australia	204	111	315	
Belgium	87	39	126		Reunion	-	1	1		Fiji	2	2	4	
Bosnia and Herzegovina	6	2	8		Rodrigues	-	1	1		Marshall Islands	1	1	2	
Bulgaria	14	4	18		Senegal	4	1	5		Federated States Of	-	-	-	
Croatia	12	7	19		Seychelles	-	1	1		Micronesia	-	1	1	
Cyprus	5	4	9		Sierra Leone	-	1	1		New Zealand	38	23	61	
Czech Republic	27	20	47		South Africa	30	29	59		Papua New Guinea	2	2	4	
Denmark	20	13	33		Tanzania	7	4	11		Vanuatu	1	-	1	
Estonia	-	1	1		Gambia	1	-	1		<b>Subtotal</b>	<b>248</b>	<b>140</b>	<b>388</b>	<b>2.0</b>
Finland	14	10	24		Tunisia	2	1	3		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,985</b>	<b>5,015</b>	<b>19,000</b>	<b>100.0</b>
France	242	142	384		Uganda	7	-	7						
Germany	193	100	293		Zambia	33	3	36						
Greece	37	18	55		Zimbabwe	14	2	16						
Greenland	-	1	1		<b>Subtotal</b>	<b>187</b>	<b>76</b>	<b>263</b>	<b>1.4</b>					
Hungary	13	18	31											
Iceland	3	8	11											
Italy	167	137	304											
Latvia	5	5	10											
Lithuania	11	4	15											

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

	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*	January - June 2010*
6-Month Period Ended:						
Total Audit Average Qualified	20,000	20,000	20,000	19,166	19,000	19,000
Qualified Non-Paid Total	20,000	20,000	20,000	19,166	19,000	19,000
Print Only	20,000	20,000	17,667	15,764	14,948	14,281
Digital Only	-	-	2,333	3,402	4,052	4,719
Qualified Paid Total	-	-	-	-	-	-
Print Only	-	-	-	-	-	-
Digital Only	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	**NC	**NC	**NC	**NC	**NC	**NC

\*NOTE: July 2009 – June 2010 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:**

All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. 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.

**STATEMENT OF CONTENT PLATFORM:**

Replica - Editorial and design are unchanged from the original print edition.

Paragraph 3c and 7 are reported at the option of the publisher.

**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	14,281	100.0	14,281	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,281</b>	<b>100.0</b>	<b>14,281</b>	<b>100.0</b>	-	-

**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	4,719	100.0	4,719	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>4,719</b>	<b>100.0</b>	<b>4,719</b>	<b>100.0</b>	-	-

**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 July 15, 2010

State Maryland

County Montgomery

Received by BPA Worldwide July 15, 2010

Type PJ

ID Number A134P0J0