

## BUSINESS PUBLICATION CIRCULATION STATEMENT FOR THE 6 MONTH PERIOD ENDED DECEMBER 2012

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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#### About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, CT, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. The organization conducts 2,600+ audits for media brands in print, online/digital and live events. Additionally, under the iCompli brand, BPA documents compliance to defined standards including data protection, provides assurance of sustainability reporting, and verifies technology, service and privacy claims. BPA is supported by 2,700 advertiser and agency members.

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### **FIELD SERVED**

AIRCRAFT MAINTENANCE TECHNOLOGY serves the market of repair stations, completions and overhauls, repair stations with helicopter and other aircraft maintenance, fixed base operations, fixed base operations with repair stations, corporate flight/business aircraft operators, major airlines, regional/commuter airlines, cargo airlines, fractional/charter operators, federal/state government/military, aviation maintenance/technical schools, association members, students and others related to the field.

### **DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include directors of maintenance, service department directors/managers/VPs; aviation mechanics, technicians, A&P's, AME's, maintenance engineers; certified inspectors; parts department directors/managers; owners, managers and company officers; avionics technicians; maintenance and technical school instructors; aerospace engineers; association members; students and others related to the field.

AVERAGE NON-QUALIFIED CIRCULA	TION
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	148
Advertiser and Agency	952
Rotated or Occasional	-
Allocated for Trade Shows and Conventions	260
Digital	-
All Other	467
TOTAL	1,827

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD									
	Total Qualified		Qualified Non-Paid		Qualified Paid				
QUALIFIED CIRCULATION	Copies	Percent	Copies	Percent	Copies	Percent			
Individual	44,300	100.0	44,300	100.0	-	-			
Sponsored Individually Addressed	-	-	-	-	-	-			
Membership Benefit	-	-	-	-	-	-			
Multi-Copy Same Addressee	-	-	-	-	-	-			
Single Copy Sales	-	-	-	-	-	-			
TOTAL QUALIFIED CIRCULATION	44,300	100.0	44,300	100.0	-	-			

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2012 Issue	Print (A)	Digital (B)	Total Qualified
July	36,014	7,521	43,535
August	36,217	7,673	43,890
September	36,369	8,565	44,934
October	36,347	8,345	44,692
November/December	36,534	7,914	44,448

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3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2012										
This issue is 0.4% or 185 copies above the average										
					CLASSIFICATION BY TITLE					
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print (A)	Digital (B)	Director of Maintenance/ Service Dept Director/ Manager/ VP, Parts Dept Director/Manager, Owner, Manager, Company Officer & Related Personnel	Aviation Mechanic/ Technician/ A&P/ AME/ Maintenance Engineer/ Certified Inspector/ Avionics Technician	Maintenance/ Technical School Instructor/ Association Member/ Aerospace Engineer/ Student/Other			
Repair Station/Completion/ Overhaul	10,883	24.5	9,178	1,705	7,659	3,093	131			
Repair Station with Helicopter & Other Aircraft Maintenance	2,448	5.5	1,991	457	1,641	793	14			
Fixed Base Operation	9,160	20.6	8,379	781	7,893	1,253	14			
Fixed Base Operation with Repair Station	2,751	6.2	2,326	425	1,839	891	21			
Corporate Flight/Business Aircraft Operator	4,952	11.1	4,175	777	3,737	1,200	15			
Airline - Major/Regional/Commuter/Cargo	7,456	16.8	6,118	1,338	4,956	2,428	72			
Fractional/Charter Operator	2,545	5.7	2,298	247	2,321	220	4			
Federal/State Government/Military	2,658	6.0	1,828	830	1,302	1,279	77			
Aviation Maintenance/Technical School	342	0.8	232	110	103	69	170			
Association Member	12	-	9	3	3	4	5			
Student	349	0.8	-	349	34	54	261			
Other	892	2.0	<u>-</u>	892	596	147	149			
TOTAL QUALIFIED CIRCULATION	44,448	100.0	36,534	7,914	32,084	11,431	933			
PERCENT	100.0		82.2	17.8	72.2	25.7	2.1			

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2012									
	(	Qualified Within		Print	Digital	Total			
QUALIFICATION SOURCE	1 Year	2 Years	3 Years	(A)	(B)	Qualified	Percent		
I. Direct Request:	25,614	8,746		26,446	7,914	34,360	77.3		
II. Request from recipient's company:	537	-	-	537	-	537	1.2		
III. Membership Benefit:	-	-	-	-	-	-	-		
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-		
V. TOTAL - Sources other than above (listed alphabetically):	9,551	-		9,551	-	9,551	21.5		
Association rosters and directories	-	-	-	-	-	-	-		
*Business directories	9,551	-	-	9,551	-	9,551	21.5		
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-		
Other sources	-	-	-	-	-	-	-		
VI. Single Copy Sales:	-	-	-	-	-	-	-		
TOTAL QUALIFIED CIRCULATION	35,702	8,746	-	36,534	7,914	44,448	100.0		
PERCENT	80.3	19.7	-	82.2	17.8	100.0			

<sup>\*</sup>See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2012									
MAILING ADDRESS	Print (A)	Digital (B)	Total Qualified	Percent					
Individuals by name and title and/or function	36,534	7,914	44,448	100.0					
Individuals by name only	-	-	-	-					
Titles or functions only	-	-	-	-					
Company names only	-	-	-	-					
Multi-Copy Same Addressee copies	-	-	-	-					
Single Copy Sales	-	-	-	-					
TOTAL QUALIFIED CIRCULATION	36,534	7,914	44,448	100.0					

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4. GEOGRAPHICAL BREAKO	UT OF QUALIFI	ED CIRCULATI	ON FOR ISSUE	OF NOVEMBE
State	Print (A)	Digital (B)	Total Qualified	Percent
Maine	167	24	191	
New Hampshire	169	29	198	
Vermont	89	7	96	
Massachusetts	423	67	490	
Rhode Island	53	10	63	
Connecticut	374	55	429	
Connecticut NEW ENGLAND	1,275	192	1,467	3.3
New York	1,279	189	1,468	
New Jersey	558	84	642	
Pennsylvania	1,018	140	1,158	
MIDDLE ATLANTIC	2,855	413	3,268	7.3
Ohio	1,160	182	1,342	
Indiana	748	101	849	
Illinois	1,085	183	1,268	
Michigan	894	117	1,011	
Wisconsin	736	79	815	
EAST NO. CENTRAL	4,623	662	5,285	11.9
Minnesota	751	83	834	
lowa	366	36	402	
Missouri	643	104	747	
North Dakota	245	22	267	
South Dakota	174	14	188	
Nebraska	269	37	306	
Kansas	538	92	630	
WEST NO. CENTRAL	2,986	388	3,374	7.6
Delaware	110	22	132	
Maryland	404	60	464	
Washington, DC	66	42	108	
Virginia	659	126	785	
West Virginia	146	23	169	
North Carolina	968	133	1,101	
South Carolina	430	64	494	
Georgia	1,135	204	1,339	
Florida	3.220	529	3,749	
SOUTH ATLANTIC	7,138	1,203	8,341	18.8

DECEMBER 2012				
State	Print (A)	Digital (B)	Total Qualified	Percent
Kentucky	417	46	463	
Tennessee	675	124	799	
Alabama	579	79	658	
Mississippi	341	34	375	
EAST SO. CENTRAL	2,012	283	2,295	5.2
Arkansas	404	48	452	
Louisiana	420	57	477	
Oklahoma	665	134	799	
Texas	3,363	579	3,942	
TexasWEST SO. CENTRAL	4,852	818	5,670	12.7
montana	256	38	294	
ldaho	295	33	328	
Wyoming	129	15	144	
Colorado	689	142	831	
New Mexico	197	24	221	
Arizona	745	154	899	
Utah	298	67	365	
Nevada	378	79	457	
MOUNTAIN	2,987	552	3,539	8.0
Alaska	609	74	683	
Washington	805	137	942	
Oregon	502	95	597	
California	2,796	542	3,338	
Hawaii	202	23	225	
PACIFIC	4,914	871	5,785	13.0
UNITED STATES	33,642	5,382	39,024	87.8
U.S. Territories	73	21	94	
Canada	-	370	370	
Mexico	-	40	40	
Other International	2,784	2.087	4,871	
APO/FPO	35	14	49	
TOTAL QUALIFIED CIRCULATION	36,534	7,914	44,448	100.0

Region/Country	Print (A)	Digital (B)	Total Qualified	Percent	Region/
ASIA	419	347	766	1.7	Monaco
MIDDLE EAST	251	133	384	0.9	Netherlands
EUROPE					Norway
Albania	_ 1	-	1		Poland
Austria		33	96		Portugal
Belgium	55	27	82		Romania
Bosnia and Herzegovina	4	6	10		Russian Federat
Bulgaria	20	18	38		Serbia
Croatia		4	10		Slovakia
Cyprus	11	2	13		Slovenia
Czech Republic	21	21	42		Spain
Denmark	43	27	70		Sweden
Estonia	17	13	30		Switzerland
Faroe Islands	2	4	6		Turkey
Finland	27	15	42		Ukraine
France	125	52	177		United Kingdom
Germany	176	141	317		unspecified Euro
Gibraltar	_ 1	-	1		
Greece		20	46		AFRICA
Greenland		1	1		NORTH AMERIC
Hungary	16	11	27		Canada
Iceland	29	14	43		United States
Ireland	51	25	76		
Italy	27	24	51		Mexico
Latvia	9	4	13		
Liechtenstein	5	-	5		CARIBBEAN
Lithuania	11	9	20		CENTRAL AMER
Luxembourg	19	10	29		SOUTH AMERIC
Macedonia		2	3		ASIA PACIFIC
Malta		6	26		TOTA
Moldova	14	2	16		

Region/Country	Print (A)	Digital (B)	Total Qualified	Percent
Monaco	2	1	3	
Netherlands	80	64	144	
Norway	16	10	26	
Poland	13	13	26	
Portugal	60	35	95	
Romania	9	5	14	
Russian Federation	10	10	20	
Serbia	24	5	29	
Slovakia	5	2	7	
Slovenia	9	1	10	
Spain	95	86	181	
Sweden	62	32	94	
Switzerland	126	79	205	
Turkey	60	51	111	
Ukraine	4	6	10	
United Kingdom	658	210	868	
unspecified Europe	1	3	4	
Subtotal	2,034	1,104	3,138	7.1
AFRICA	-	140	140	0.3
NORTH AMERICA				
Canada	-	370	370	
United States	-	40	40	
Mexico	33,750	5,417	39,167	
Subtotal	33,750	5,827	39,577	89.1
CARIBBEAN	-	19	19	-
CENTRAL AMERICA	-	20	20	-
SOUTH AMERICA	80	188	268	0.6
ASIA PACIFIC	-	136	136	0.3
TOTAL QUALIFIED CIRCULATION	36,534	7,914	44,448	100.0

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# ADDITIONAL DATA

# METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient qualification as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

### STATEMENT OF CONTENT PLATFORM:

Replica Plus – If a print edition exists, "plus" is editorial that is retained from the original edition and is redesigned and/or supplemented. Each issue's content is primarily taken (but not necessarily replicated in its entirety) from the original edition (whether in print or digital). Apart from minor updates, the content cannot change once the issue is made available.

### **OFFICIAL PUBLICATION OF:**

Aircraft Maintenance Technology is the official publication of AMT Society.

### PARAGRAPH 3b:

Business directories include 2 sources of circulation for quantities of 3,090 copies or 7.0% to 6,461 copies or 14.5%, including InfoUSA.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT									
	Total Qualified		Qualified Non-Paid		Qualified Paid				
QUALIFIED CIRCULATION	Copies	Percent	Copies	Percent	Copies	Percent			
Individual	36,296	100.0	36,296	100.0	-	-			
Sponsored Individually Addressed _	-	-	-	-	-	-			
Membership Benefit	-	-	-	-	-	-			
Multi-Copy Same Addressee	-	-	-	-	-	-			
Single Copy Sales	-	-	-	-	-	-			
TOTAL QUALIFIED CIRCULATION	36,296	100.0	36,296	100.0	-	-			

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL									
	Total Qualified		Qualified Non-Paid		Qualified Paid				
QUALIFIED CIRCULATION	Copies Percent (		Copies	Percent	Copies	Percent			
Individual	8,004	100.0	8,004	100.0	-	-			
Sponsored Individually Addressed _	-	-	-	-	-	-			
Membership Benefit	-	-	-	-	-	-			
Multi-Copy Same Addressee	-	-	-	-	-	-			
Single Copy Sales	-	-	-	-	-	-			
TOTAL QUALIFIED CIRCULATION	8,004	100.0	8,004	100.0	-	-			

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	January 11, 2013
Phil Saran, Publisher  Debbie Dumke, Audience Development Manager	State	Wisconsin
(At least one of the above signatures must be that of an officer of the publishing company or its	County	Jefferson
authorized representative.)  IMPORTANT NOTE:	Received by BPA Worldwide	January 11, 2013
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	Туре	PD
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