

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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C4ISR JOURNAL

Army Times Publishing Co.
6883 Commercial Drive
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Fax: (703) 658-8373
www.c4isrjournal.com

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FIELD SERVED

C4ISR JOURNAL serves the following US military branches and governments: US Army, US Army Reserve, US Army National Guard, US Air Force, US Air Force Reserve, US Air National Guard, US Navy, US Navy Reserve, US Marine Corps, US Marine Corps Reserve, US Coast Guard, DoD Civilian, Executive/Legislative Branch, Federal Government (not described in other categories). Also served are US and Non-US Defense Equipment Manufacturer/Suppliers, US and Non-US Defense Consulting Firms, Non-US Military, Non-US Government, Financial Services Firms, Trading Firms, Export/Import Services, Associations and Interest Groups, Media Organizations, Marketing/ Legal Services Firms, Libraries/Educational Facilities and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include Generals, Admirals, Flag Officers, Colonels, Navy Captains, Commodores, Lieutenant Colonels, Majors, Navy Commanders, Lieutenant Commanders, Captains, Lieutenants, Ensigns, Warrant Officers, Presidents, Vice Presidents, Directors, GS 15 or Above, Managers, Assistant Managers, Department Heads, GS 10-14, Program/Project Managers, PEOs, Engineer/Scientist/Technical/Systems Analyst, Senators, Representatives, Legislators, Aides, Legal Assistants and other allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	8
Advertiser and Agency _____	275
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	600
Digital _____	-
All Other _____	49
TOTAL	932

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	17,842	96.2	17,481	94.2	360	2.0
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	708	3.8	650	3.5	58	0.3
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	18,550	100.0	18,131	97.7	419	2.3

2a. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2010 Issue	Qualified Non-Paid	Qualified Paid	Total Qualified
January/February _____	17,899	445	18,344
March _____	18,121	426	18,547
April _____	18,179	418	18,597
May _____	18,164	409	18,573
June _____	18,294	395	18,689

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January _____	28,858	9,900	7,574	1.31	01:00	02:59
February _____	20,194	9,688	6,801	1.42	01:00	02:04
March _____	23,925	10,935	7,645	1.43	00:55	01:58
April _____	22,221	9,583	6,485	1.48	00:56	02:08
May _____	21,357	9,813	6,640	1.48	00:59	02:07
June _____	27,554	10,907	7,668	1.42	00:57	02:28
AVERAGE:	24,018	10,138	7,136	1.42	00:58	02:17

*See Paragraph 8

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010												
This issue is 0.2% or 29 copies above the average of the other 4 issues reported in Paragraph two.												
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	General, Admiral, Flag Officer	Colonels, Navy Captain, Commodore	Lieutenant Colonel, Major, Navy Commander, Lieutenant Commander	Captain, Lieutenant, Ensign, Warrant Officer	President, Vice President, Director, GS 15 or Above	Manager, Assistant Manager, Department Head, GS 10-14	Program/Project Manager, PEO	Engineer, Scientist, Technical/System Analyst	Senator, Representative, Legislator, Aide, Legislative Assistant	Others Allied to the Field
U.S. Congress/Legislative Branch	385	2.1	1	1	6	-	21	10	2	5	326	13
Executive Branch/DoD Civilian	1,133	6.1	13	25	25	9	221	262	143	301	9	125
U.S. Army / Army Reserve/ Army National Guard	3,385	18.2	103	760	1,710	255	58	126	84	151	1	137
U.S. Air Force / Air Force Reserve/ Air Force National Guard	2,170	11.7	71	336	1,009	204	46	109	71	181	1	142
U.S. Navy / Navy Reserve	1,026	5.5	58	286	222	89	53	79	58	132	1	48
U.S. Marine Corps / Marine Corp. Reserve	396	2.1	9	72	201	49	5	12	11	15	-	22
U.S. Coast Guard	57	0.3	2	8	16	12	4	4	6	1	-	4
SUB-TOTAL OF U.S. GOVERNMENT /MILITARY	8,552	46.0	257	1,488	3,189	618	408	602	375	786	338	491
U.S. Defense Equipment/ Manufacturer/ Supplier	2,551	13.7	6	24	17	4	569	391	451	863	1	225
U.S. Defense Consulting Firm	1,996	10.8	12	33	21	4	434	178	376	768	-	170
Non-U.S. Defense Equipment/ Manufacturer/Supplier	1,078	5.8	5	8	7	6	418	269	106	159	1	99
Non-U.S. Defense Consulting Firm	350	1.9	10	10	4	3	117	42	39	79	-	46
SUB-TOTAL OF DEFENSE INDUSTRIES	5,975	32.2	33	75	49	17	1,538	880	972	1,869	2	540
Non-U.S.A Military	1,139	6.2	127	143	191	77	160	69	51	104	52	165
Non-U.S.A Government	2,067	11.1	450	274	410	148	229	135	72	123	13	213
SUB-TOTAL OF NON-U.S. GOVERNMENT /MILITARY	3,206	17.3	577	417	601	225	389	204	123	227	65	378
Library/Educational Facility	161	0.9	2	4	3	-	10	7	11	38	-	86
Media Organization	72	0.4	1	1	-	1	7	6	7	5	-	44
Associations & Interest Groups	125	0.7	9	8	3	-	22	14	11	21	-	37
Marketing/Legal Services Firm	82	0.4	1	2	-	-	34	9	7	6	-	23
Financial Services Firm	94	0.5	3	1	2	-	15	2	4	8	-	59
Trading Firms, Export/Import Services	108	0.6	5	5	2	1	37	23	11	14	-	10
Others Allied to the Field	198	1.0	1	1	-	1	15	2	2	8	-	168
SUB-TOTAL OF ALL RELATED INDUSTRIES	840	4.5	22	22	10	3	140	63	53	100	-	427
TOTAL QUALIFIED CIRCULATION	18,573	100.0	889	2,002	3,849	863	2,475	1,749	1,523	2,982	405	1,836
PERCENT	100.0		4.8	10.8	20.7	4.6	13.3	9.4	8.2	16.1	2.2	9.9

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	11,303	3,163	226	14,692	79.1
II. Request from recipient's company: _____	4	7	-	11	0.1
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	2,050	-	-	2,050	11.0
V. TOTAL - Sources other than above (listed alphabetically): _____	1,820	-	-	1,820	9.8
Association rosters and directories _____	-	-	-	-	-
*Business directories _____	1,820	-	-	1,820	9.8
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
Other sources _____	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,177	3,170	226	18,573	100.0
PERCENT	81.7	17.1	1.2	100.0	

*See Paragraph 8

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	17,074	91.9
Individuals by name only _____	582	3.1
Titles or functions only _____	29	0.2
Company names only _____	175	1.0
Multi-Copy Same Addressee copies _____	713	3.8
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	18,573	100.0

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

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	17		400-427 Kentucky _____	105	
030-038 New Hampshire _____	89		370-385 Tennessee _____	93	
050-059 Vermont _____	18		350-369 Alabama _____	341	
010-027 Massachusetts _____	391		386-397 Mississippi _____	56	
028-029 Rhode Island _____	59		EAST SO. CENTRAL	595	3.2
060-069 Connecticut _____	76		716-729 Arkansas _____	29	
NEW ENGLAND	650	3.5	700-714 Louisiana _____	62	
100-149 New York _____	401		730-749 Oklahoma _____	96	
070-089 New Jersey _____	423		750-799 Texas _____	789	
150-196 Pennsylvania _____	306		WEST SO. CENTRAL	976	5.3
MIDDLE ATLANTIC	1,130	6.1	590-599 Montana _____	21	
430-459 Ohio _____	318		832-838 Idaho _____	16	
460-479 Indiana _____	120		820-831 Wyoming _____	11	
600-629 Illinois _____	176		800-816 Colorado _____	454	
480-499 Michigan _____	157		870-884 New Mexico _____	115	
530-549 Wisconsin _____	79		850-865 Arizona _____	233	
EAST NO. CENTRAL	850	4.6	840-847 Utah _____	109	
550-567 Minnesota _____	97		889-898 Nevada _____	119	
500-528 Iowa _____	65		MOUNTAIN	1,078	5.8
630-658 Missouri _____	126		995-999 Alaska _____	42	
580-588 North Dakota _____	21		980-994 Washington _____	191	
570-577 South Dakota _____	16		970-979 Oregon _____	53	
680-693 Nebraska _____	114		900-961 California _____	1,308	
660-679 Kansas _____	145		967-968 Hawaii _____	156	
WEST NO. CENTRAL	584	3.1	PACIFIC	1,750	9.4
197-199 Delaware _____	19		UNITED STATES	13,333	71.8
206-219 Maryland _____	904		969 & 004-009 U.S. Territories _____	17	
200-205 Washington, DC _____	598		Canada _____	283	
220-246 Virginia _____	2,576		Other International _____	4,549	
247-268 West Virginia _____	36		APO/FPO _____	391	
270-289 North Carolina _____	286		TOTAL QUALIFIED CIRCULATION	18,573	100.0
290-299 South Carolina _____	168				
300-319 Georgia _____	364				
320-349 Florida _____	769				
SOUTH ATLANTIC	5,720	30.8			

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010			
Region/Country	Total Qualified	Percent	
ASIA			
Afghanistan _____	1		
Brunei Darussalam _____	3		
China _____	45		
India _____	175		
Indonesia _____	57		
Japan _____	89		
Korea, Republic Of _____	31		
Malaysia _____	74		
Pakistan _____	62		
Philippines _____	85		
Singapore _____	285		
Taiwan _____	44		
Thailand _____	101		
Subtotal	1,052	5.7	
MIDDLE EAST			
Bahrain _____	10		
Iraq _____	1		
Israel _____	410		
Jordan _____	49		
Kuwait _____	9		
Lebanon _____	10		
Oman _____	20		
Qatar _____	6		
Saudi Arabia _____	30		
United Arab Emirates _____	90		
Yemen _____	4		
Subtotal	639	3.4	
EUROPE			
Austria _____	37		
Belgium _____	95		
Bulgaria _____	15		
Czech Republic _____	35		
Denmark _____	42		
Finland _____	47		
France _____	181		
Germany _____	245		
Greece _____	64		
Hungary _____	27		
ICELAND			
Iceland _____	11		
ITALY			
Italy _____	129		
NETHERLANDS			
Netherlands _____	121		
NORWAY			
Norway _____	63		
POLAND			
Poland _____	88		
PORTUGAL			
Portugal _____	53		
ROMANIA			
Romania _____	50		
RUSSIAN FEDERATION			
Russian Federation _____	80		
SERBIA			
Serbia _____	8		
SLOVAKIA			
Slovakia _____	4		
SPAIN			
Spain _____	75		
SWEDEN			
Sweden _____	84		
SWITZERLAND			
Switzerland _____	42		
TURKEY			
Turkey _____	265		
UKRAINE			
Ukraine _____	6		
UNITED KINGDOM			
United Kingdom _____	299		
Subtotal	2,166	11.6	
AFRICA			
Egypt _____	48		
Morocco _____	11		
South Africa _____	27		
Subtotal	86	0.5	
NORTH AMERICA			
Canada _____	283		
United States _____	13,741		
Subtotal	14,024	75.5	
SOUTH AMERICA			
Argentina _____	79		
Brazil _____	164		
Chile _____	73		
Colombia _____	8		
Peru _____	3		
Uruguay _____	5		
Subtotal	332	1.8	
ASIA PACIFIC			
Australia _____	250		
New Zealand _____	24		
Subtotal	274	1.5	
TOTAL QUALIFIED CIRCULATION	18,573	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	Circulation Claim	Circulation Claim
	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*	January - June 2010*
Total Audit Average Qualified: _____	16,239	16,143	16,161	17,162	18,607	18,550
Qualified Non-Paid: ___	15,684	15,619	15,700	16,689	18,145	18,131
Qualified Paid: _____	555	524	461	473	462	419
Post Expire Copies included in Total Qualified Circulation: _	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	\$62.47	\$63.97	\$62.69	\$69.30	\$54.14	\$71.91

*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**WEBSITE GLOSSARY:**

Unique Browsers: An identified and unduplicated Cookie Browser that accesses internet content during a measurement period. Each browser visiting a site instrumented with SiteCensus code is assigned a unique cookie id to help determine browser uniqueness

Page Impressions: The number of web pages successfully viewed by all browsers within the reporting period

User Sessions: A single continuous set of activity attributable to a browser resulting in one or more pulled text downloads from a site. A period of inactivity of more than 30 minutes terminates the session

Unique Browser Frequency: The average number of user sessions per Unique Browser over the selected reporting period

User Session Duration: The average time a browser remained on the site per session

Page Duration: The average time a browser spent viewing any page(s) on the site

PARAGRAPH 3b:

Business directories include 7 sources of circulation for quantities of 37 copies or 0.2% to 772 copies or 4.0%, including Janes.

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

PUBLISHER'S AFFIDAVIT

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

Elaine Howard, CEO/President

Dick Howlett, Assistant VP Circulation Operations

(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 Virginia

County Fairfax

Received by BPA Worldwide July 15, 2010

Type PJ

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