

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.

100 Beard Sawmill Road, Sixth Floor  
Shelton, CT USA 06484-6259  
Phone: +1 203.447.2800  
Fax: +1 203.447.2900  
[www.bpaww.com](http://www.bpaww.com)

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.

**Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.**



Army Times Publishing Co.  
6883 Commercial Drive  
Springfield, VA 22159  
Tel.: (703) 642-7330  
Fax: (703) 642-7386

Official Publication of: None  
Established: 1999  
Issues Per Year: 6

**FIELD SERVED**

TRAINING AND SIMULATION JOURNAL serves the Army, Navy, Air Force, Marine Corps, Coast Guard, National Guard, Department of Defense civilians, USA government, international (non-USA) military/government, USA defense industry, international defense industry, and educational facilities, libraries and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are: generals, admirals, colonels, navy captains, lieutenant colonels, majors, navy commanders & lieutenant commanders, other ranked military, directors, presidents, vice-presidents, GS-15 & above, managers, assistant managers, department heads, GS-10 to GS-14, engineers, scientists, other non-titled defense individuals, defense positions in offices, Congress, aides, staffers, committees, White House personnel, Senators, members of Congress, ambassadors, defense attaches, foreign service personnel, library copies, and others allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	1
Advertiser and Agency _____	286
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	1,258
Digital _____	-
All Other _____	20
<b>TOTAL</b>	<b>1,565</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	15,673	97.0	15,616	96.7	57	0.3
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	483	3.0	483	3.0	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,156</b>	<b>100.0</b>	<b>16,099</b>	<b>99.7</b>	<b>57</b>	<b>0.3</b>

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD	
2010/2011 Issue	Total Qualified
August/September _____	16,147
October/November _____	16,162
December/January _____	16,160

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2010**

This issue is -% or 8 copies above the average of the other 2 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	TITLE												
			Generals, Admirals	Colonels, Navy Captains	Lieutenant Colonels, Majors, Navy Commanders & Lieutenant Commanders	Captains, Lieutenants, Ensigns & Warrant Officers	Director, Presidents, Vice Presidents, GS-15 & Above	Managers, Assistant Managers, Department Heads, GS-10 to GS-14/ Project Mgr./PEO	Engineers, Scientists	Sen/Rep/ Legsltr/ Aide/ Legslasst	Ambassadors, Defense Attaches, Foreign Service	Educational Facilities & Libraries	Reporter/ Editor/ Journalist	Financial Analyst	Others Allied to the Field
U.S. Army/Army Reserve/ Army Nat. Guard _____	2,019	12.4	153	457	479	107	233	274	147	1	8	14	-	5	141
U.S. Air Force/Air Force Reserve/ Air Force Nat. Guard _____	1,221	7.6	95	367	267	61	96	171	91	-	2	6	-	3	62
U.S. Navy/Navy Reserve _____	869	5.4	66	195	209	30	75	133	93	-	2	9	-	5	52
U.S. Marine Corps. /Marine Corps. Reserve _____	259	1.6	24	50	93	17	9	39	7	-	-	2	-	3	15
U.S. Coast Guard _____	34	0.2	3	6	8	3	1	7	2	-	-	1	-	-	3
Sub-Total USA Military	4,402	27.2	341	1,075	1,056	218	414	624	340	1	12	32	-	16	273
Executive Branch/DoD Civilian _____	1,257	7.8	15	29	15	3	661	310	142	14	3	14	-	2	49
US Congress/Legislative Branch _____	1,215	7.5	-	2	-	-	7	146	2	1,053	2	-	-	-	3
Sub-Total USA Government	2,472	15.3	15	31	15	3	668	456	144	1,067	5	14	-	2	52
Non-USA Government _____	2,466	15.3	393	220	224	74	607	110	84	589	32	25	-	1	107
Non-USA Military _____	2,151	13.3	831	309	357	98	233	106	74	50	17	9	-	2	65
Sub-Total Non-USA Government / Military	4,617	28.6	1,224	529	581	172	840	216	158	639	49	34	-	3	172
US Defense Equipment Mfrtr/Spplr _____	1,680	10.3	16	19	15	1	654	478	379	1	1	7	-	2	107
US Defense Consulting Firm	868	5.4	12	23	15	4	283	243	207	1	1	7	-	2	70
Non-US Defense Equipment Mfrtr/Spplr _____	1,078	6.7	8	17	8	1	474	333	159	-	1	5	-	2	70
Non-US Defense Consulting Firm _____	348	2.2	11	15	5	-	112	97	77	2	-	1	-	-	28
Sub-Total Defense Industry	3,974	24.6	47	74	43	6	1,523	1,151	822	4	3	20	-	6	275
Educational Facilities and Libraries _____	211	1.3	3	12	5	1	53	29	34	3	-	55	-	-	16
Marketing & Legal Services	85	0.5	-	5	-	-	41	20	8	-	1	-	-	-	10
Financial Services _____	43	0.3	-	5	-	-	9	6	2	-	-	1	-	14	6
Trading Firms, Export / Import Services _____	116	0.7	1	2	2	1	41	42	13	2	-	1	-	2	9
Media _____	61	0.4	-	4	-	1	12	13	2	1	-	-	-	-	28
Associations/Interest Group _____	119	0.7	5	4	5	2	34	20	27	-	-	1	-	1	20
Other related Industries/Paid Qualified _____	62	0.4	2	-	-	1	10	13	1	2	-	-	-	-	33
Sub-Total Other Industry	697	4.3	11	32	12	6	200	143	87	8	1	58	-	17	122
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,162</b>	<b>100.0</b>	<b>1,638</b>	<b>1,741</b>	<b>1,707</b>	<b>405</b>	<b>3,645</b>	<b>2,590</b>	<b>1,551</b>	<b>1,719</b>	<b>70</b>	<b>158</b>	<b>-</b>	<b>44</b>	<b>894</b>
<b>PERCENT</b>	<b>100.0</b>		<b>10.1</b>	<b>10.8</b>	<b>10.6</b>	<b>2.5</b>	<b>22.6</b>	<b>16.0</b>	<b>9.6</b>	<b>10.6</b>	<b>0.4</b>	<b>1.0</b>	<b>-</b>	<b>0.3</b>	<b>5.5</b>

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2010					
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	7,665	2,483	711	10,859	67.2
II. Request from recipient's company: _____	3	3	-	6	-
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	186	-	-	186	1.2
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	5,111	-	-	5,111	31.6
Association rosters and directories _____	-	-	-	-	-
*Business directories _____	5,111	-	-	5,111	31.6
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
Other sources _____	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,965</b>	<b>2,486</b>	<b>711</b>	<b>16,162</b>	<b>100.0</b>
<b>PERCENT</b>	<b>80.2</b>	<b>15.4</b>	<b>4.4</b>	<b>100.0</b>	

\*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2010		
MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	14,681	90.9
Individuals by name only _____	733	4.5
Titles or functions only _____	161	1.0
Company names only _____	104	0.6
Multi-Copy Same Addressee copies _____	483	3.0
Single Copy Sales _____	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,162</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2010					
State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	9		400-427 Kentucky _____	71	
030-038 New Hampshire _____	34		370-385 Tennessee _____	57	
050-059 Vermont _____	14		350-369 Alabama _____	354	
010-027 Massachusetts _____	146		386-397 Mississippi _____	86	
028-029 Rhode Island _____	43		<b>EAST SO. CENTRAL</b>	<b>568</b>	<b>3.5</b>
060-069 Connecticut _____	47		716-729 Arkansas _____	31	
<b>NEW ENGLAND</b>	<b>293</b>	<b>1.8</b>	700-714 Louisiana _____	22	
100-149 New York _____	211		730-749 Oklahoma _____	90	
070-089 New Jersey _____	147		750-799 Texas _____	596	
150-196 Pennsylvania _____	149		<b>WEST SO. CENTRAL</b>	<b>739</b>	<b>4.6</b>
<b>MIDDLE ATLANTIC</b>	<b>507</b>	<b>3.1</b>	590-599 Montana _____	9	
430-459 Ohio _____	270		832-838 Idaho _____	6	
460-479 Indiana _____	48		820-831 Wyoming _____	7	
600-629 Illinois _____	123		800-816 Colorado _____	150	
480-499 Michigan _____	101		870-884 New Mexico _____	129	
530-549 Wisconsin _____	43		850-865 Arizona _____	131	
<b>EAST NO. CENTRAL</b>	<b>585</b>	<b>3.6</b>	840-847 Utah _____	58	
550-567 Minnesota _____	33		889-898 Nevada _____	49	
500-528 Iowa _____	36		<b>MOUNTAIN</b>	<b>539</b>	<b>3.3</b>
630-658 Missouri _____	126		995-999 Alaska _____	31	
580-588 North Dakota _____	14		980-994 Washington _____	100	
570-577 South Dakota _____	3		970-979 Oregon _____	27	
680-693 Nebraska _____	19		900-961 California _____	658	
660-679 Kansas _____	90		967-968 Hawaii _____	60	
<b>WEST NO. CENTRAL</b>	<b>321</b>	<b>2.0</b>	<b>PACIFIC</b>	<b>876</b>	<b>5.4</b>
197-199 Delaware _____	8		<b>UNITED STATES</b>	<b>9,750</b>	<b>60.2</b>
206-219 Maryland _____	509		969 & 004-009 U.S. Territories _____	6	
200-205 Washington, DC _____	1,809		Canada _____	403	
220-246 Virginia _____	1,529		Other International _____	5,913	
247-268 West Virginia _____	11		AP0/FPO _____	90	
270-289 North Carolina _____	157		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,162</b>	<b>100.0</b>
290-299 South Carolina _____	99				
300-319 Georgia _____	235				
320-349 Florida _____	965				
<b>SOUTH ATLANTIC</b>	<b>5,322</b>	<b>32.9</b>			

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2010					
Country		Total Qualified	Percent	Country	
<b>ASIA</b>				Lithuania	6
Brunei Darussalam		48		Luxembourg	1
China		12		Netherlands	150
Hong Kong - SAR		4		Norway	125
India		99		Poland	49
Indonesia		74		Portugal	19
Japan		288		Ireland	18
Korea, Republic Of		36		Romania	45
Malaysia		151		Russian Federation	23
Pakistan		96		Slovakia	11
Philippines		95		Spain	123
Singapore		325		Sweden	155
Taiwan		28		Switzerland	88
Thailand		128		Turkey	192
				Ukraine	9
				United Kingdom	622
				Subtotal	3,154
		1,384	8.6		19.5
<b>MIDDLE EAST</b>				<b>AFRICA</b>	
Bahrain		27		Egypt	134
Iran		1		Morocco	21
Israel		98		South Africa	27
Jordan		29		Tunisia	7
Kuwait		19		Subtotal	189
Lebanon		26			1.2
Oman		25		<b>NORTH AMERICA</b>	
Qatar		17		Canada	403
Saudi Arabia		59		United States	9,847
United Arab Emirates		49		Subtotal	10,250
					63.3
		350	2.2	<b>SOUTH AMERICA</b>	
<b>EUROPE</b>				Argentina	32
Austria		20		Brazil	124
Belgium		225		Chile	93
Bulgaria		16		Colombia	95
Croatia		8		Peru	4
Czech Republic		120		Uruguay	10
Denmark		110		Subtotal	358
Finland		145			2.2
France		270		<b>ASIA PACIFIC</b>	
Germany		325		Australia	345
Greece		126		New Zealand	132
Hungary		13		Subtotal	477
Italy		140			3.0
				<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,162</b>
					<b>100.0</b>

<b>AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS</b>						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January - June 2008	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010*
Total Audit Average Qualified: _____	18,561	18,556	16,965	16,041	16,063	16,156
Qualified Non-Paid: ___	18,476	18,478	16,882	15,967	16,007	16,099
Qualified Paid: _____	85	78	83	74	56	57
Post Expire Copies included in Total Qualified Circulation: _	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	\$65.00	\$53.03	\$74.96	\$71.71	\$80.35	\$60.45

**\*NOTE: July - December 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

**ADDITIONAL DATA**

**PARAGRAPH 3b:**

Business directories include 15 sources of circulation for quantities of 1 copy or -% to 2,319 copies or 14.3%, including World Powerbase.

<b>PUBLISHER'S AFFIDAVIT</b>		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	January 28, 2011
Elaine Howard, CEO/President	State	VA
Dick Howlett, Assistant VP Circulation Operations	County	Fairfax
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	January 28, 2011
<b>IMPORTANT NOTE:</b>	Type	PJ
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	T243P0D0