

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
6883 Commercial Drive
Springfield, VA 22159
Phone: (703) 750-8156
Fax: (703) 658-8373

Official Publication of : None
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Issues per Year: 10

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 others allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	296
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	1,010
All Other _____	23
TOTAL	1,329

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	16,263	99.8	15,723	96.5	540	3.3
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	25	0.2	7	-	18	0.1
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,288	100.0	15,730	96.6	558	3.4

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2007 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2007 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January/ February _____	492	758			16,348						
March _____	566	389			16,171	May _____	3,091	2,737			16,130
April _____	207	520			16,484	June _____	90	265			16,305
						TOTAL	4,446	4,669			

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007
This issue is 1.2% or 197 copies below the average of the other 4 issues reported in Paragraph two.

CLASSIFICATION BY BUSINESS AND INDUSTRY	Total Qualified	PERCENT OF TOTAL	General, Admiral, Flag Officer (1)	Colonel, Navy Captain, Commodore (2)	Lieutenant Colonel, Major, Navy Commander, Lieutenant Commander (3)	Captain, Lieutenant, Ensign, Warrant Officer (4)	President, Vice President, Director, GS 15 or Above (5)	Manager, Assistant Manager, Department Head, GS 10-14 (6)	Program/ Project Manager, PEO (7)	Engineer, Scientist, Technical/ System Analyst (8)	Senator, Representative, Legislator, Aide, Legislative Assistant (9)	Other Allied to the Field (10-16)
Executive/Legislative Branch	416	2.6	10	4	6	2	29	23	13	26	279	24
DoD Civilian _____	1,333	8.3	36	16	24	5	321	296	157	404	2	72
U.S. Army /Army Reserve/Army National Guard _____	1,715	10.6	246	315	489	137	61	142	84	174	1	66
U.S. Air Force/Air Force Reserve/Air Force National Guard _____	1,929	12.0	236	381	585	201	65	118	53	198	-	92
U.S. Navy/Navy Reserve/U.S. Coast Guard _____	1,271	7.8	162	150	265	77	76	91	82	323	-	45
U.S. Marine Corps/Marine Corp. Reserve _____	325	2.0	45	48	110	48	16	18	10	22	-	8
SUB-TOTAL OF U.S. GOVERNMENT / MILITARY ____	6,989	43.3	735	914	1,479	470	568	688	399	1,147	282	307
U.S. Defense Equipment/Manufacturer/ Supplier _____	2,356	14.5	6	24	22	3	665	465	309	747	-	115
U.S. Defense Consulting Firm	1,341	8.3	9	22	12	4	365	126	201	546	-	56
Non-U.S. Defense Equipment/Manufacturer/ Supplier _____	783	4.9	8	7	9	3	289	218	65	135	-	49
Non-U.S. Defense Consulting Firm _____	256	1.6	5	9	8	1	95	32	37	58	-	11
SUB-TOTAL OF DEFENSE INDUSTRIES _____	4,736	29.3	28	62	51	11	1,414	841	612	1,486	-	231
Non-U.S.A Military _____	880	5.5	106	104	104	34	108	88	53	114	75	94
Non-U.S.A Government _____	2,640	16.3	716	516	617	217	150	104	52	119	12	137
SUB-TOTAL OF NON-U.S. GOVERNMENT/MILITARY ____	3,520	21.8	822	620	721	251	258	192	105	233	87	231
Library/Educational Facility __	148	0.9	3	6	7	2	17	14	12	34	-	53
Media Organization _____	89	0.6	-	-	1	-	13	14	11	6	-	44
Associations & Interest Groups	106	0.7	2	16	5	-	33	17	4	18	-	11
Marketing/Legal Services Firm	94	0.6	1	1	-	1	51	18	3	7	1	11
Financial Services Firm _____	67	0.4	-	1	-	1	28	9	-	4	-	24
Trading Firms, Export/Import Services _____	112	0.7	1	2	-	-	52	32	6	16	-	3
Others Allied to the Field/Other Qualified Paid Circulation _____	269	1.7	6	6	4	1	33	16	9	29	3	162
SUB-TOTAL OF ALL RELATED INDUSTRIES _____	885	5.6	13	32	17	5	227	120	45	114	4	308
TOTAL QUALIFIED CIRCULATION	16,130	100.0	1,598	1,628	2,268	737	2,467	1,841	1,161	2,980	373	1,077
PERCENT	100.0	-	9.9	10.1	14.0	4.6	15.3	11.4	7.2	18.5	2.3	6.7

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Personal direct request from the recipient: _____	9,926	3,023	3			12,952	80.3
a. Written _____	4,785	1,660	-			6,445	40.0
b. Telecommunication _____	55	23	3			81	0.5
c. Electronic _____	5,086	1,340	-			6,426	39.8
II. TOTAL - Request from recipient's company: _____	7	23	-			30	0.2
a. Written _____	7	21	-			28	0.2
b. Telecommunication _____	-	1	-			1	-
c. Electronic _____	-	1	-			1	-
III. TOTAL - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	195	-	-			195	1.2
a. Written _____	195	-	-			195	1.2
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	2,953	-	-			2,953	18.3
Association rosters and directories _____	-	-	-			-	-
*Business directories _____	2,763	-	-			2,763	17.1
Independent field reports _____	-	-	-			-	-
Licenseses - National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	190	-	-			190	1.2
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	13,081	3,046	3			16,130	100.0
*See Paragraph 11	PERCENT	81.1	18.9	-		100.0	-

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			15,049	93.3
Individuals by name only _____			873	5.4
Titles or functions only _____			34	0.2
Company names only _____			147	0.9
Multi-Copy Same Addressee copies _____			27	0.2
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			16,130	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007									
State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine _____			19		400-427 Kentucky _____			65	
030-038 New Hampshire _____			67		370-385 Tennessee _____			58	
050-059 Vermont _____			9		350-369 Alabama _____			255	
010-027 Massachusetts _____			320		386-397 Mississippi _____			57	
028-029 Rhode Island _____			84		EAST SO. CENTRAL			435	2.7
060-069 Connecticut _____			49		716-729 Arkansas _____			16	
NEW ENGLAND			548	3.4	700-714 Louisiana _____			30	
100-149 New York _____			293		730-749 Oklahoma _____			75	
070-089 New Jersey _____			386		750-799 Texas _____			492	
150-196 Pennsylvania _____			220		WEST SO. CENTRAL			613	3.8
MIDDLE ATLANTIC			899	5.6	590-599 Montana _____			15	
430-459 Ohio _____			289		832-838 Idaho _____			17	
460-479 Indiana _____			93		820-831 Wyoming _____			4	
600-629 Illinois _____			145		800-816 Colorado _____			375	
480-499 Michigan _____			86		870-884 New Mexico _____			92	
530-549 Wisconsin _____			36		850-865 Arizona _____			180	
EAST NO. CENTRAL			649	4.0	840-847 Utah _____			88	
550-567 Minnesota _____			71		889-898 Nevada _____			91	
500-528 Iowa _____			48		MOUNTAIN			862	5.3
630-658 Missouri _____			98		995-999 Alaska _____			29	
580-588 North Dakota _____			13		980-994 Washington _____			120	
570-577 South Dakota _____			9		970-979 Oregon _____			29	
680-693 Nebraska _____			97		900-961 California _____			1,122	
660-679 Kansas _____			83		967-968 Hawaii _____			129	
WEST NO. CENTRAL			419	2.6	PACIFIC			1,429	8.9
197-199 Delaware _____			11		UNITED STATES			11,014	68.3
206-219 Maryland _____			743		969 & 004-009				
200-205 Washington, DC _____			955		U.S. Territories _____			19	
220-246 Virginia _____			2,287		Canada _____			268	
247-268 West Virginia _____			33		Mexico _____			5	
270-289 North Carolina _____			156		Other International _____			4,573	
290-299 South Carolina _____			153		APO/FPO _____			251	
300-319 Georgia _____			204		TOTAL QUALIFIED CIRCULATION			16,130	100.0
320-349 Florida _____			618						
SOUTH ATLANTIC			5,160	32.0					

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007									
Country	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	Country	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
ASIA					Lithuania			5	
Bhutan			1		Luxembourg			3	
Brunei			6		Macedonia			2	
China			56		Moldavia			1	
Hong Kong			2		Monaco			1	
India			215		Netherlands			109	
Indonesia			46		Norway			55	
Japan			53		Poland			132	
Korea - South			24		Portugal			39	
Malaysia			93		Romania			73	
Myanmar (Burma)			2		Russian Federation			16	
Pakistan			57		Serbia Montenegro			2	
Philippines			74		Slovakia			14	
Singapore			330		Slovenia			12	
Sri Lanka			9		Spain			57	
Taiwan			53		Sweden			70	
Thailand			156		Switzerland			31	
Vietnam			6		Turkey			248	
Subtotal			1,183	7.3	Ukraine			17	
MIDDLE EAST					United Kingdom			381	
Bahrain			5		Yugoslavia			1	
Iran			17		Subtotal			2,318	14.5
Iraq			3		AFRICA				
Israel			88		Egypt			13	
Jordan			21		Libya			2	
Kuwait			8		Morocco			8	
Lebanon			5		Republic Of South Africa			63	
Oman			20		Togo			1	
Qatar			6		Subtotal			87	0.5
Saudi Arabia			44		NORTH AMERICA				
United Arab Emirates			59		Canada			268	
Subtotal			276	1.7	United States Of America			11,284	
EUROPE					Mexico			5	
Austria			54		Subtotal			11,557	71.6
Belarus			1		SOUTH AMERICA				
Belgium			133		Argentina			91	
Bosnia			4		Brazil			158	
Bulgaria			20		Chile			65	
Croatia			7		Colombia			12	
Cyprus			3		Paraguay			2	
Czech Republic			34		Peru			1	
Denmark			55		Uruguay			36	
Estonia			1		Venezuela			4	
Finland			80		Subtotal			369	2.3
France			177		ASIA PACIFIC				
Germany			203		Australia			297	
Greece			78		East Timor			1	
Hungary			46		New Zealand			42	
Iceland			2		Subtotal			340	2.1
Ireland			13		TOTAL QUALIFIED CIRCULATION				
Italy			137					16,130	100.0
Latvia			1						

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2004	2005	*2006	**2007
Total Audit Average Qualified: _____	15,700	16,214	16,304	16,288
Qualified Non-Paid: _____	15,382	15,563	15,661	15,730
Qualified Paid: _____	318	651	643	558
Post Expire Copies included in Paid Circulation: _____	***NC	***NC	***NC	***NC
Average Annual Order Price: _____	\$76.25	\$66.87	\$58.40	\$66.45

***NOTE: The audited average qualified circulation for January-June 2006 = 16,304. The unaudited average qualified circulation for July-December 2006 = 16,304. Yielding an average qualified circulation of 16,304. With each successive year, new data will be added until five years of data is displayed.**

**2007 data is unaudited.

***NC = None Claimed.

11. ADDITIONAL DATA

PARAGRAPH 3b:

Business directories include 7 sources of circulation for quantities of 2 copies or -% to 1,362 copies or 8.4%.

Other sources include 1 source of circulation for a quantity of 190 copies or 1.2%.

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

10. PAID CIRCULATION DATA

\$66.45	Average Annual Subscription Order Price for the Period Required (includes promotional incentive value, if any)
10	Issues Per Year
***NC	All Single Copy Sales Prices for the Period
***NC	Renewal Rate of Paid Subscribers (Optional)

PUBLISHER'S AFFIDAVIT

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

Elaine Howard, President & CEO

David Smith, VP Marketing & Business Development

(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 16, 2007

State Virginia

County Fairfax

Received by BPA Worldwide July 16, 2007

Type PJ

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