

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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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.

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Issues per Year: 10

FIELD SERVED

ARMED FORCES JOURNAL serves Flag and Field Grade officers within the U.S. Armed Forces, U.S. War College Faculties, U.S. Congressional Staff & Committee Members, Think Tanks, Educational and Research facilities, Industry Executives and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified Recipients are: U.S. Military Officers; U.S. Government Legislators, Officials and Aides; Academics and Educators; GS10 and above; Civilian Executives and Managers; others allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	22
Advertiser and Agency _____	457
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	220
Digital _____	-
All Other _____	22
TOTAL	721

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	24,186	96.8	23,152	92.7	1,034	4.1
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	801	3.2	687	2.7	114	0.5
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	24,987	100.0	23,839	95.4	1,148	4.6

2a. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD	
2011 Issue	Total Qualified
January/February _____	24,872
March _____	24,898
April _____	24,820
May _____	25,148
June _____	25,196

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January _____	42,694	18,952	15,773	1.20	00:56	02:06
February _____	45,438	21,073	17,821	1.18	00:56	02:00
March _____	50,567	24,951	21,450	1.16	00:55	01:51
April _____	44,334	19,747	16,705	1.18	00:51	01:55
May _____	44,693	19,357	16,345	1.18	00:55	02:06
June _____	33,865	17,365	14,897	1.17	00:57	01:51
AVERAGE:	43,599	20,241	17,165	1.18	00:55	01:58

*See Additional Data

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**This issue is 0.8% or 201 copies above the average of the other 4 issues reported in Paragraph two.**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Flag Grade Officers, General, Admiral	Field Grade Officers, Col, Navy Cpt, Lt, Col, Cdr, Major, Lt Cdr	Junior & Company Grade Officers, Captain, Lieutenant, Ensign	U.S. Legislators & Congressional Staff	Civilian Executives	Analysts, Academics & Researchers	Technical, Financial & Program Staff	Embassy Officials	All Others
U.S. Army _____	8,367	33.3	483	6,964	125	2	307	120	101	118	147
U.S. Air Force _____	5,472	21.8	308	4,670	52	2	154	68	71	51	96
U.S. Marine Corps _____	1,300	5.2	60	1,069	23	1	61	28	17	23	18
U.S. Navy _____	3,210	12.8	218	2,692	33	1	108	42	50	29	37
U.S. Coast Guard _____	154	0.6	5	102	16	-	11	7	3	1	9
Sub-Total USA Military	18,503	73.7	1,074	15,497	249	6	641	265	242	222	307
Executive Branch/DOD _____	1,889	7.5	102	351	8	54	1,004	124	151	7	88
U.S. Congress/Legislative Branch _____	1,241	4.9	3	11	1	1,149	46	9	13	7	2
Sub-Total USA Government	3,130	12.4	105	362	9	1,203	1,050	133	164	14	90
Sub-Total USA Military/Government	21,633	86.1	1,179	15,859	258	1,209	1,691	398	406	236	397
Non-U.S. Government & Military _____	241	1.0	8	106	2	1	46	29	10	15	24
Defense Industry _____	2,036	8.0	8	70	-	-	1,661	48	168	-	81
Think Tank, Academia, Media, Research & Library _____	893	3.6	8	84	2	2	175	402	75	2	143
Assns, Financial Services, Mktg & Legal, Trading Firms _____	58	0.2	1	8	-	-	21	4	9	-	15
Sub-Total Non-USA Military/Government	3,228	12.8	25	268	4	3	1,903	483	262	17	263
Others Allied To the Field _____	271	1.0	4	14	-	-	39	5	7	-	202
Other Paid Qualified Allied To the Field _____	16	0.1	-	-	-	-	-	1	-	-	15
Sub-Total Others Allied to the Field	287	1.1	4	14	-	-	39	6	7	-	217
TOTAL QUALIFIED CIRCULATION	25,148	100.0	1,208	16,141	262	1,212	3,633	887	675	253	877
PERCENT	100.0		4.8	64.3	1.0	4.8	14.4	3.5	2.7	1.0	3.5

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011					
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	11,901	2,780	1,644	16,325	64.9
II. Request from recipient's company: _____	144	4	-	148	0.6
III. Membership Benefit: _____	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request): _____	3,993	-	-	3,993	15.9
V. TOTAL - Sources other than above (listed alphabetically): _____	4,682	-	-	4,682	18.6
Association rosters and directories _____	-	-	-	-	-
*Business directories _____	4,682	-	-	4,682	18.6
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
Other sources _____	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,720	2,784	1,644	25,148	100.0
PERCENT	82.4	11.1	6.5	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011		
MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	23,066	91.8
Individuals by name only _____	803	3.2
Titles or functions only _____	36	0.1
Company names only _____	435	1.7
Multi-Copy Same Addressee copies _____	808	3.2
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	25,148	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011					
State	Total Qualified	Percent	State	Total Qualified	Percent
Maine _____	68		Kentucky _____	254	
New Hampshire _____	93		Tennessee _____	277	
Vermont _____	37		Alabama _____	557	
Massachusetts _____	365		Mississippi _____	135	
Rhode Island _____	149		EAST SO. CENTRAL	1,223	4.9
Connecticut _____	159		Arkansas _____	107	
NEW ENGLAND	871	3.5	Louisiana _____	163	
New York _____	605		Oklahoma _____	227	
New Jersey _____	469		Texas _____	1,380	
Pennsylvania _____	595		WEST SO. CENTRAL	1,877	7.5
MIDDLE ATLANTIC	1,669	6.6	Montana _____	53	
Ohio _____	584		Idaho _____	55	
Indiana _____	214		Wyoming _____	35	
Illinois _____	505		Colorado _____	527	
Michigan _____	320		New Mexico _____	191	
Wisconsin _____	205		Arizona _____	334	
EAST NO. CENTRAL	1,828	7.3	Utah _____	140	
Minnesota _____	164		Nevada _____	168	
Iowa _____	100		MOUNTAIN	1,503	6.0
Missouri _____	269		Alaska _____	106	
North Dakota _____	62		Washington _____	414	
South Dakota _____	54		Oregon _____	101	
Nebraska _____	174		California _____	1,657	
Kansas _____	363		Hawaii _____	368	
WEST NO. CENTRAL	1,186	4.7	PACIFIC	2,646	10.5
Delaware _____	69		UNITED STATES	23,905	95.1
Maryland _____	1,053		U.S. Territories _____	50	
Washington, DC _____	2,440		Canada _____	22	
Virginia _____	4,375		Mexico _____	-	
West Virginia _____	46		Other International _____	146	
North Carolina _____	747		APO/FPO _____	1,025	
South Carolina _____	301		TOTAL QUALIFIED CIRCULATION	25,148	100.0
Georgia _____	700				
Florida _____	1,371				
SOUTH ATLANTIC	11,102	44.1			

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
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010*	January - June 2011*
Total Audit Average Qualified: _____	23,168	23,708	25,050	25,020	25,052	24,987
Qualified Non-Paid: ____	21,482	22,149	23,586	23,666	23,772	23,839
Qualified Paid: _____	1,686	1,559	1,464	1,354	1,280	1,148
Post Expire Copies included in Total Qualified Circulation: __	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	\$62.16	\$62.74	\$59.83	\$64.22	\$66.24	\$72.74

***NOTE: July 2010 - June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

WEBSITE GLOSSARY:

Unique Browsers: An identified and unduplicated Cookied 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

ADDITIONAL DATA**PARAGRAPH 3b:**

Communication from Recipient or Recipient's Company (Other than Request): Written includes 5 sources of circulation for quantities of 77 copies or 0.3% to 1,424 copies or 5.7%. Business directories include 20 sources of circulation for quantities of 1 copy or -% to 1,718 copies or 6.8%.

PUBLISHER'S AFFIDAVIT

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

Elaine Howard, CEO/President

Donna Peterson, VP, Audience Development & Customer Care

(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 21, 2011

State Virginia

County Fairfax

Received by BPA Worldwide July 21, 2011

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