



Audit Bureau of Circulations

**BUSINESS PUBLICATION  
PUBLISHER'S STATEMENT  
Subject to Audit  
For the 6 month period ending  
June 30, 2008**

# BUSINESS & COMMERCIAL

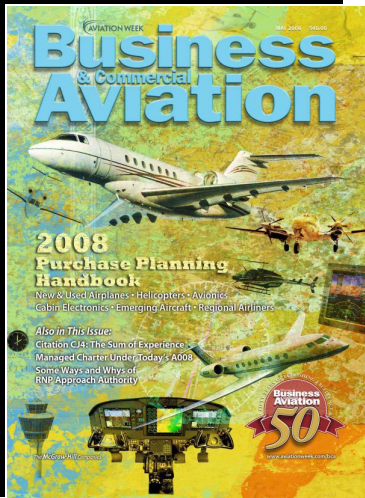
## AVIATION

### Field Served:

BUSINESS & COMMERCIAL AVIATION serves aircraft owners, operators, and managers worldwide, including the following areas of aviation: business/corporate; commercial (charter, air taxi, regional/commuter, utility); government (federal, state, local); service/support organizations (maintenance, repair, completions, fueling, distributor, dealer, etc.); manufacturers (aircraft, engines, avionics and components), consultants, finance, insurance, association, education, FAA, and other.

*This is an independent publication not directly related to or affiliated with any association.*

**TOTAL AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION 50,720**



<b>1A</b>	<b>AVERAGE QUALIFIED PAID CIRCULATION</b>	
	Individual . . . . .	3,578
	Association . . . . .	
	Sponsored Individually Addressed . . . . .	
	Multi-Copy Same Addressee, See Par. 11(a) . . . . .	37
	Single Copy Sales . . . . .	
	<b>Total Average Qualified Paid Circulation . . . . .</b>	<b>3,615</b>

<b>1B</b>	<b>AVERAGE QUALIFIED NON-PAID CIRCULATION</b>	
	Individual . . . . .	45,968
	Association . . . . .	
	Multi-Copy Same Addressee . . . . .	1,137
	<b>Total Average Qualified Non-Paid Circulation . . . . .</b>	<b>47,105</b>

<b>1C</b>	<b>AVERAGE NON-QUALIFIED CIRCULATION</b>	
	Non-Continuous Market Coverage Copies . . . . .	
	Allocated For Shows & Conventions . . . . .	608
	Miscellaneous, Including Staff Copies, See Par. 11(b) . . . . .	3,538
	<b>Total Average Non-Qualified Circulation . . . . .</b>	<b>4,146</b>

### **1D AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS**

None

### **2 QUALIFIED PAID & NON-PAID CIRCULATION BY ISSUES & QUALIFIED NON-PAID REMOVALS & ADDITIONS**

2008 Issue	Total	Paid	Qualified Non-Paid	Qualified Non-Paid Removed	Qualified Non-Paid Added
Jan.	50,851	3,481	47,370	133	8
Feb.	50,345	3,288	47,057	321	8
Mar.	50,708	3,604	47,104	74	121
Apr.	50,670	3,653	47,017	344	257
May	50,737	3,815	46,922	1,222	1,127
June	51,008	3,847	47,161	147	386
			<b>Total</b>	<b>2,241</b>	<b>1,907</b>

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE MAY, 2008 ISSUE IN WHICH:

- QUALIFIED PAID CIRCULATION WAS 5.5% GREATER THAN THE PERIOD AVERAGE
- QUALIFIED NON-PAID CIRCULATION WAS 0.4% LESS THAN THE PERIOD AVERAGE

**3A**

**BUSINESS/OCCUPATIONAL ANALYSIS**

Classification by Business & Industry	Total	%	Paid	Qualified Non-Paid	Classification by Job Title					
					A	B	C	D	E	F
1. Aircraft Owners and Operators: Business/Corporate; Commercial (Charter, Air Taxi, Regional/Commuter, Utility); Government (Federal, State, Local); and Company Copies.....	41,162	81.1	1,389	39,773	17,914	15,073	5,570	1,360	564	681
2. Service/Support Organizations (Maintenance, Repair, Completions, Fueling, Distributors, Dealer, etc.).....	4,064	8.0	261	3,803	1,551	1,010	94	1,031	182	196
3. Manufacturers (Aircraft, Engines, and Avionics), Consultants, Finance, Insurance, Associations, Education, FAA, Other.....	5,511	10.9	2,165	3,346	1,964	849	571	348	159	1,620
Others Allied to the Field .....										
<b>Total Qualified Circulation.....</b>	<b>50,737</b>	<b>100.0</b>	<b>3,815</b>	<b>46,922</b>	<b>21,429</b>	<b>16,932</b>	<b>6,235</b>	<b>2,739</b>	<b>905</b>	<b>2,497</b>

Key to Classification by Title  
A Sr. Corporate Officials, Chairmen, CEO's, Presidents, Owners, Partners, Managing Directors, Vice Presidents, General Managers, CFO's, Treasurers, Other Sr. Corporate Managers  
B Aviation Department Managers, Chief Pilot, Schedulers & Dispatchers, Director Flight Operations or Other Operations Managers or Supervisors  
C Flight Crew, Line-Pilots, Co-Pilots (including Captains, First Officers, Second Officers, Flight Engineer & Flight Mechanics)  
D Purchasing, Maintenance, Engineering, Training or Other Department Heads, Managers or Supervisors  
E Technical & Service/Support Staff (Technicians, Mechanics, Engineers, Buyers, etc.)  
F Other Titled and Non-titled personnel including company copies  
Classifications have been verified by information obtained from letterheads, questionnaires, etc.

**3B**

**AGE OF SOURCE DATA ANALYSIS**

Source	Qualified Within			Total	%
	1 Year	2 Years	3 Years		
Qualified Non-Paid Circulation:					
Total Direct request from recipient:	<b>35,786</b>	<b>3,271</b>		<b>39,057</b>	<b>83.2</b>
Written.....	20,483	1,670		22,153	47.2
Telecommunication .....	12,041	1,289		13,330	28.4
Internet and E-mail.....	3,262	312		3,574	7.6
Total Direct request from recipient's company:					
Written .....					
Telecommunication .....					
Internet and E-mail.....					
Total Communication other than request:	<b>64</b>	<b>265</b>		<b>329</b>	<b>0.7</b>
Written.....	5	67		72	0.2
Telecommunication .....		198		198	0.4
Internet and E-mail.....	59			59	0.1
Association .....					
Business Directories, See Par. 11(c) .....	641	3		644	1.4
Lists, See Par. 11(d) .....	6,839	53		6,892	14.7
Acquired Circulation .....					
Other Sources .....					
<b>Total Qualified Non-Paid Circulation .....</b>	<b>43,330</b>	<b>3,592</b>		<b>46,922</b>	<b>100.0</b>
<b>Percent .....</b>	<b>92.3</b>	<b>7.7</b>		<b>100.0</b>	
Paid Subscription Circulation.....				3,815	
Paid Acquired Circulation .....					
Single Copy Sales .....					
<b>Total Qualified Circulation .....</b>				<b>50,737</b>	

**3C**

**MAILING ADDRESS ANALYSIS**

	Total	%	Paid	Qualified Non-Paid
Individual by name and title and/or occupation .....	44,677	88.1	2,034	42,643
Individual by name only .....	4,227	8.3	1,434	2,793
Title or occupation only .....	367	0.7	34	333
Company name only .....	288	0.6	265	23
Multi-Copy Same Addressee .....	1,178	2.3	48	1,130
<b>Total Qualified Paid Subscription &amp; Non-Paid Circulation .....</b>	<b>50,737</b>	<b>100.0</b>	<b>3,815</b>	<b>46,922</b>
Single Copy Sales .....				
<b>Total Qualified Circulation .....</b>	<b>50,737</b>			

**4**

**GEOGRAPHIC ANALYSIS**

State & ZIP Code	Total	%	Paid	Qualified Non-Paid
<b>New England</b>				
ME 039-049.....	84		5	79
NH 030-038.....	255		21	234
VT 050-059.....	58		4	54
MA 010-027.....	501		61	440
RI 028-029.....	55		3	52
CT 060-069.....	587		41	546
<b>New England</b>	<b>1,540</b>	<b>3.0</b>	<b>135</b>	<b>1,405</b>
<b>Middle Atlantic</b>				
NY 100-149.....	1,440		140	1,300
NJ 070-089.....	853		79	774
PA 150-196.....	1,030		66	964
<b>Middle Atlantic</b>	<b>3,323</b>	<b>6.5</b>	<b>285</b>	<b>3,038</b>
<b>East N. Central</b>				
OH 430-459.....	1,311		101	1,210
IN 460-479.....	680		43	637
IL 600-629.....	1,305		105	1,200
MI 480-499.....	961		59	902
WI 530-549.....	606		47	559
<b>East N. Central</b>	<b>4,863</b>	<b>9.6</b>	<b>355</b>	<b>4,508</b>
<b>West N. Central</b>				
MN 550-567.....	586		46	540
IA 500-528.....	372		20	352
MO 630-658.....	687		34	653
ND 580-588.....	106		8	98
SD 570-577.....	107		3	104
NE 680-693.....	292		15	277
KS 660-679.....	599		69	530
<b>West N. Central</b>	<b>2,749</b>	<b>5.4</b>	<b>195</b>	<b>2,554</b>
<b>South Atlantic</b>				
DE 197-199.....	185		9	176
MD 206-219.....	431		49	382
DC 200, 202-205.....	100		22	78
VA 201, 220-246.....	866		84	782
WV 247-268.....	112		3	109
NC 270-289.....	898		65	833
SC 290-299.....	402		28	374
GA 300-319.....	1,230		112	1,118
FL 320-349.....	3,030		255	2,775
<b>South Atlantic</b>	<b>7,254</b>	<b>14.3</b>	<b>627</b>	<b>6,627</b>

State & ZIP Code	Total	%	Paid	Qualified Non-Paid
<b>East S. Central</b>				
KY 400-427.....	366		31	335
TN 370-385.....	783		46	737
AL 350-369.....	500		29	471
MS 386-397.....	239		11	228
<b>East S. Central</b>	<b>1,888</b>	<b>3.7</b>	<b>117</b>	<b>1,771</b>
<b>West S. Central</b>				
AR 716-729.....	381		18	363
LA 700-714.....	335		11	324
OK 730-749.....	528		36	492
TX 750-799.....	3,213		255	2,958
<b>West S. Central</b>	<b>4,457</b>	<b>8.8</b>	<b>320</b>	<b>4,137</b>
<b>Mountain</b>				
MT 590-599.....	169		8	161
ID 832-838.....	230		12	218
WY 820-831.....	107		6	101
CO 800-816.....	847		81	766
NM 870-884.....	243		22	221
AZ 850-865.....	859		82	777
UT 840-847.....	265		23	242
NV 889-898.....	413		25	388
<b>Mountain</b>	<b>3,133</b>	<b>6.2</b>	<b>259</b>	<b>2,874</b>
<b>Pacific</b>				
AK 995-999.....	194		11	183
WA 980-994.....	706		66	640
OR 970-979.....	473		33	440
CA 900-961.....	3,434		385	3,049
HI 967-968.....	99		11	88
<b>Pacific</b>	<b>4,906</b>	<b>9.7</b>	<b>506</b>	<b>4,400</b>
Single Copy Sales .....				
U.S. Unclassified .....				
<b>United States</b>	<b>34,113</b>	<b>67.2</b>	<b>2,799</b>	<b>31,314</b>
<b>Poss. &amp; Other Areas</b>				
004-009, 969.....	135	0.3	11	124
<b>U.S. &amp; Poss., etc.</b>	<b>34,248</b>	<b>67.5</b>	<b>2,810</b>	<b>31,438</b>
Canada .....	2,091	4.1	154	1,937
Mexico .....	669	1.3	15	654
Military or Civilian Personnel Overseas .....	34	0.1	18	16
Other International .....	13,695	27.0	818	12,877
<b>Total International</b>	<b>16,489</b>	<b>32.5</b>	<b>1,005</b>	<b>15,484</b>
E-Mail Address Only .....				
Other Unclassified .....				
<b>Grand Total</b>	<b>50,737</b>	<b>100.0</b>	<b>3,815</b>	<b>46,922</b>



Audit Bureau  
of Circulations  
Member

# BUSINESS & COMMERCIAL AVIATION

4A

## GEOGRAPHIC ANALYSIS OF INTERNATIONAL CIRCULATION

Country	Total	%	Paid	Qualified Non-Paid
<b>AFRICA</b>				
Algeria	15			15
Angola	18			18
Botswana	38			38
Burkina Faso	1			1
Cameroon	12		1	11
Cape Verde	1		1	
Congo Republic	4			4
Cote D'Ivoire	6			6
Egypt UAR	19			19
Ethiopia	1			1
Gabon	14			14
Ghana	8		1	7
Kenya	60			60
Libya	8			8
Madagascar	18			18
Malawi	9			9
Mauritius	21		1	20
Morocco	9			9
Mozambique	26			26
Nambia	3			3
Niger	3			3
Nigeria	55		4	51
Rwanda	2			2
Senegal	3			3
Seychelles	3			3
South Africa	797		11	786
Sudan	8			8
Tanzania	23			23
Togo	4			4
Tunisia	7			7
Uganda	14		1	13
Zambia	15			15
Zimbabwe	32			32
<b>TOTAL AFRICA</b>	<b>1,261</b>	<b>2.5</b>	<b>20</b>	<b>1,241</b>
<b>ASIA &amp; PACIFIC</b>				
Australia	1,077		47	1,030
Bangladesh	9			9
Bhutan	4			4
Brunei	7			7
Fiji Islands	6			6
Hong Kong	57		7	50
India	266		30	236
Indonesia	88		6	82
Japan	155		32	123
Kazakhstan	2			2
Korea Republic	32		5	27
South Korea	3			3
Laos	1			1
Macao	8			8
Malaysia	94		4	90
Maldives	4		1	3
Mongolia	4		1	3
Nepal	15		2	13
New Caledonia	7			7
New Guinea	18			18
New Zealand	230		9	221
Pakistan	52		1	51
Philippines	144		1	143
Republic of China	53		9	44
Singapore	90		10	80
Sri Lanka	19		1	18
Taiwan	36		5	31
Thailand	61		11	50
Tonga	1			1
Turkmenistan	3			3
Vanuatu	2			2
Vietnam	17		2	15
<b>TOTAL ASIA &amp; PACIFIC</b>	<b>2,565</b>	<b>5.0</b>	<b>184</b>	<b>2,381</b>
<b>MIDDLE EAST</b>				
Bahrain	26			26
Benin	1		2	
Iran	32		3	29
Israel	109		16	93
Jordan	20			20
Kuwait	14		2	12
Lebanon	19		1	18
Oman	12			12
Qatar	19		2	17
Saudi Arabia	123		8	115
Syria	8			8
Turkey	183		6	177
United Arab Emirates	125		13	112
Yemen Arab Republic	5			5
<b>TOTAL MIDDLE EAST</b>	<b>696</b>	<b>1.4</b>	<b>53</b>	<b>643</b>
<b>EUROPE</b>				
Albania	2			2
Andorra	3			3
Austria	245		20	225
Azerbaijan	2			2
Belgium	193		9	184
Bosnia/Herzegovina	7			7
Bulgaria	16		3	13
Belarus	4			4

Country	Total	%	Paid	Qualified Non-Paid
<b>EUROPE (Cont'd)</b>				
Croatia	24		3	21
Cyprus	23		2	21
Czech Republic	62		7	55
Denmark	137		5	132
England	1,707		82	1,625
Eritrea	3			3
Estonia	10			10
Federal Republic of Germany	894		58	836
Finland	94		4	90
France	674		88	586
Gibraltar	1			1
Greece	102		10	92
Hungary	17		3	14
Iceland	26		2	24
Ireland (Eire)	190		16	174
Italy	450		36	414
Latvia	14		1	13
Liechtenstein	17			17
Lithuania	20		1	19
Luxembourg	68		3	65
Macedonia	7			7
Malta	14		1	13
Moldova	5			5
Monaco	28		2	26
Netherlands	192		16	176
Norway	97		5	92
Poland	71		10	61
Portugal	101		8	93
Republic of Georgia	1			1
Romania	31		1	30
Russian Federation	94		8	86
Scotland	55		2	53
Serbia	38		2	36
Slovakia	34		2	32
Slovenia	31		1	30
Spain/Canary Islands	244		25	219
Sweden	194		8	186
Switzerland	519		51	468
Ukraine	32			32
Wales	44		2	42
<b>TOTAL EUROPE</b>	<b>6,837</b>	<b>13.5</b>	<b>497</b>	<b>6,340</b>
<b>CENTRAL AMERICA/SOUTH AMERICA &amp; CARIBBEAN</b>				
Anguilla	2			2
Antigua/Babuda	14			14
Argentina	437		6	431
Aruba	6			6
Bahamas	47			47
Barbados	6			6
Belize	7			7
Bermuda	34		1	33
Bolivia	15			15
Brazil	970		45	925
British Virgin Islands	6			6
Cayman Islands	12		1	11
Chile	93		2	91
Colombia	90		1	89
Costa Rica	23			23
Cuba	1			1
Dominican Republic	20			20
Ecuador	30		1	29
El Salvador	12			12
Falkland	2		2	
Grenada	1			1
Guadeloupe	3			3
Guatemala	70		1	69
Guyana	7			7
Haiti	1		1	
Honduras	11			11
Jamaica	9			9
Martinique	1			1
Netherlands Antilles	11		1	10
Nicaragua	3			3
Panama	29			29
Paraguay	19			19
Peru	57		1	56
St. Lucia	4			4
St. Vincent	3			3
Trinidad - Tobago	10		1	9
Turks - Calcos Is	15			15
Uruguay	22			22
Venezuela	234		1	233
<b>TOTAL CENTRAL AMERICA/ SOUTH AMERICA &amp; CARIBBEAN</b>	<b>2,337</b>	<b>4.6</b>	<b>65</b>	<b>2,272</b>
<b>INTERNATIONAL</b>				
Canada	2,091	4.1	154	1,937
Mexico	669	1.3	15	654
Military or Civilian Personnel Overseas	33	0.1	17	16
<b>TOTAL INTERNATIONAL</b>	<b>16,489</b>	<b>32.5</b>	<b>1,005</b>	<b>15,484</b>

**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS  
Sold During 6 Month Period Ended June 30, 2008**

<b>5</b>	<b>PRICE DATA</b> See Par. 11(e)	
	Basic Prices: Subscriptions: U.S., 1 yr. \$54.00; Canada and Mexico, 1 yr. \$62.00. International, 1 yr. \$79.00	
	Single Copy: U.S. \$13.00	
	Sales include Premium Values	
	Basic & higher than basic: .....	
	75% - 99% of basic: .....	
	50% - 74% of basic: .....	
	25% - 49% of basic: .....	
	Less than 25% of basic: .....	Optional and not required
	<b>Total</b> .....	Optional and not required

<b>7</b>	<b>SALES CHANNELS</b>	
	Ordered by mail and/or directly requested by subscriber .....	
	Ordered through salespeople:	
	Catalog agencies and individual agents .....	
	Publisher's own and other publishers' sales- people .....	
	Independent agencies' salespeople .....	
	Association memberships .....	
	All other channels .....	
	<b>Total</b> .....	Optional and not required

<b>6</b>	<b>TERM DATA</b>	
	Three years or more .....	
	Two years or more but less than three .....	
	One year or more but less than two .....	
	Less than one year .....	Optional and not required
	<b>Total</b> .....	Optional and not required

<b>8</b>	<b>PREMIUM USAGE</b>	
	Ordered without premium .....	
	Ordered with reprinted material from this publication .....	
	Ordered with other premiums .....	Optional and not required
	<b>Total</b> .....	Optional and not required

**ADDITIONAL CIRCULATION INFORMATION**

<b>9</b>	<b>POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION</b>	
	Optional and not required	

<b>10</b>	<b>RENEWAL ANALYSIS OF PAID CIRCULATION</b>	
	Optional and not required	

**11**

**EXPLANATORY**

Audit Cycle: December Ending.

(a) Multi-Copy Same Addressee subscriptions, averaging 37 copies per issue, represent copies sold in quantities of 2 to 9 to individuals and business concerns for use of branch offices or employees at 8 issues for \$36.00 to \$86.50.

(b) Miscellaneous includes checking and promotion copies, averaging 3,538 copies per issue, served to advertisers and agencies.

(c) Business Directories represent copies served to subscribers obtained from Jetnet/AVDATA.

(d) Lists represent copies served to qualified recipients obtained from national, state or local government licensees and manufacturer's, distributor's and wholesaler's lists and association rosters and directories.

(e) Authorized prices with 5% or more of total subscription sales:  
Optional and not required

**Definition of Recipient Qualification:**

Qualified recipients are: Corporate officials, chairmen, CEO's, presidents, owners, partners, managing directors, vice presidents, general managers, aviation department managers, chief pilots, directors of flight operations or other operation managers or other supervisors, line pilots, purchasing, maintenance, engineering or other department heads, managers or supervisors, technical and service/support staff (technicians, mechanics, engineers, buyers, etc.) and other titled and non-titled personnel including company copies.

**We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Audit Bureau of Circulations' Bylaws and Rules**

Parent Company:

**FRAN WILLIAMS**

Circulation Manager

**TERENCE T. HENRICKS**

President/Publisher

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