



Audit Bureau of Circulations

**BUSINESS PUBLICATION  
PUBLISHER'S STATEMENT  
Subject to Audit  
For the 6 month period ending  
June 30, 2009**

# 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 50,024**



<b>1A</b>	<b>AVERAGE QUALIFIED PAID CIRCULATION</b>	
	Individual . . . . .	3,363
	Association . . . . .	
	Sponsored Individually Addressed . . . . .	
	Multi-Copy Same Addressee, See Par. 11(a) . . . . .	23
	Single Copy Sales . . . . .	
	<b>Total Average Qualified Paid Circulation . . . . .</b>	<b>3,386</b>

<b>1B</b>	<b>AVERAGE QUALIFIED NON-PAID CIRCULATION</b>	
	Individual . . . . .	45,512
	Association . . . . .	
	Multi-Copy Same Addressee, See Par. 11(b) . . . . .	1,126
	<b>Total Average Qualified Non-Paid Circulation . . . . .</b>	<b>46,638</b>

<b>1C</b>	<b>AVERAGE NON-QUALIFIED CIRCULATION</b>	
	Non-Continuous Market Coverage Copies . . . . .	
	Allocated For Shows & Conventions . . . . .	1,204
	Miscellaneous, Including Staff Copies, See Par. 11(c) . . . . .	4,020
	<b>Total Average Non-Qualified Circulation . . . . .</b>	<b>5,224</b>

<b>1D</b>	<b>AVERAGE QUALIFIED PAID &amp; NON-PAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS</b>	
	None	

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

2009 Issue	Total	Paid	Qualified Non-Paid	Qualified Non-Paid Removed	Qualified Non-Paid Added
Jan.	50,766	3,246	47,520	231	2
Feb.	50,750	3,240	47,510	168	158
Mar.	50,551	3,242	47,309	205	4
Apr.	50,813	3,424	47,389	127	207
May	48,699	3,615	45,084	2,797	492
June	48,570	3,552	45,018	66	
			<b>Total</b>	<b>3,594</b>	<b>863</b>



Audit Bureau  
of Circulations  
Member

# BUSINESS & COMMERCIAL AVIATION

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE MAY, 2009 ISSUE IN WHICH:

- QUALIFIED PAID CIRCULATION WAS 6.7% GREATER THAN THE PERIOD AVERAGE
- QUALIFIED NON-PAID CIRCULATION WAS 3.3% LESS THAN THE PERIOD AVERAGE

## 3A

### BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Total	%	Paid	Qualified Non-Paid	Qualified Non-Paid Multi-Copy	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.....	39,590	81.3	1,291	38,146	153	17,006	14,262	5,490	1,565	575	692
2. Service/Support Organizations (Maintenance, Repair, Completions, Fueling, Distributors, Dealer, etc.).....	4,333	8.9	293	3,022	1,018	1,622	1,228	121	853	240	270
3. Manufacturers (Aircraft, Engines, and Avionics), Consultants, Finance, Insurance, Associations, Education, FAA, Other.....	4,776	9.8	2,031	2,725	20	1,865	640	354	434	117	1,366
Others Allied to the Field .....											
<b>Total Qualified Circulation.....</b>	<b>48,699</b>	<b>100.0</b>	<b>3,615</b>	<b>43,893</b>	<b>1,191</b>	<b>20,493</b>	<b>16,129</b>	<b>5,966</b>	<b>2,852</b>	<b>931</b>	<b>2,329</b>

Key to Classification by Title

- A Corporate Officials, Chairmen, CEO's, Presidents, Owners, Partners, Managing Directors, Vice Presidents, General Managers
- B Aviation Department Managers, Chief Pilot, Director Flight Operations or Other Operations Managers or Supervisors
- C Line-Pilots, Co-Pilots (including Captains, First Officers, Second Officers)
- D Purchasing, Maintenance, Engineering 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

## 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>32,381</b>	<b>4,705</b>		<b>37,086</b>	<b>82.3</b>
Written.....	20,526	1,013		21,539	47.8
Telecommunication .....	8,995	2,993		11,988	26.6
Internet and E-mail.....	2,860	699		3,559	7.9
Total Direct request from recipient's company:					
Written .....					
Telecommunication .....					
Internet and E-mail.....					
Total Communication other than request:	<b>560</b>	<b>485</b>		<b>1,045</b>	<b>2.3</b>
Written.....	108	433		541	1.2
Telecommunication .....	452	38		490	1.1
Internet and E-mail.....		14		14	0.0
Association .....					
Business Directories, See Par. 11(d).....	1,437			1,437	3.2
Lists, See Par. 11(e) .....	5,516			5,516	12.2
Acquired Circulation .....					
Other Sources .....					
<b>Total Qualified Non-Paid Circulation .....</b>	<b>39,894</b>	<b>5,190</b>		<b>45,084</b>	<b>100.0</b>
<b>Percent .....</b>	<b>88.5</b>	<b>11.5</b>		<b>100.0</b>	
Paid Subscription Circulation.....				3,615	
Paid Acquired Circulation .....					
Single Copy Sales .....					
<b>Total Qualified Circulation.....</b>				<b>48,699</b>	

**3C**

**MAILING ADDRESS ANALYSIS**

	Total	%	Paid	Qualified Non-Paid
Individual by name and title and/or occupation .....	43,853	90.0	1,218	42,635
Individual by name only .....	3,221	6.6	2,148	1,073
Title or occupation only .....	324	0.7	16	308
Company name only .....	227	0.5	212	15
Multi-Copy Same Addressee .....	1,074	2.2	21	1,053
<b>Total Qualified Paid Subscription &amp; Non-Paid Circulation .....</b>	<b>48,699</b>	<b>100.0</b>	<b>3,615</b>	<b>45,084</b>
Single Copy Sales .....				
<b>Total Qualified Circulation .....</b>	<b>48,699</b>			

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**GEOGRAPHIC ANALYSIS**

State & ZIP Code	Total	%	Paid	Qualified Non-Paid
<b>New England</b>				
ME 039-049.....	82		4	78
NH 030-038.....	242		21	221
VT 050-059.....	51		1	50
MA 010-027.....	511		56	455
RI 028-029.....	60		3	57
CT 060-069.....	585		44	541
<b>New England</b>	<b>1,531</b>	<b>3.2</b>	<b>129</b>	<b>1,402</b>
<b>Middle Atlantic</b>				
NY 100-149.....	1,429		131	1,298
NJ 070-089.....	841		73	768
PA 150-196.....	980		63	917
<b>Middle Atlantic</b>	<b>3,250</b>	<b>6.7</b>	<b>267</b>	<b>2,983</b>
<b>East N. Central</b>				
OH 430-459.....	1,248		94	1,154
IN 460-479.....	639		35	604
IL 600-629.....	1,303		110	1,193
MI 480-499.....	948		50	898
WI 530-549.....	586		42	544
<b>East N. Central</b>	<b>4,724</b>	<b>9.7</b>	<b>331</b>	<b>4,393</b>
<b>West N. Central</b>				
MN 550-567.....	583		47	536
IA 500-528.....	371		17	354
MO 630-658.....	690		36	654
ND 580-588.....	103		10	93
SD 570-577.....	92		2	90
NE 680-693.....	273		15	258
KS 660-679.....	625		83	542
<b>West N. Central</b>	<b>2,737</b>	<b>5.6</b>	<b>210</b>	<b>2,527</b>
<b>South Atlantic</b>				
DE 197-199.....	134		6	128
MD 206-219.....	414		46	368
DC 200, 202-205.....	111		21	90
VA 201, 220-246.....	798		84	714
WV 247-268.....	102		2	100
NC 270-289.....	907		52	855
SC 290-299.....	388		27	361
GA 300-319.....	1,160		109	1,051
FL 320-349.....	3,071		252	2,819
<b>South Atlantic</b>	<b>7,085</b>	<b>14.5</b>	<b>599</b>	<b>6,486</b>

State & ZIP Code	Total	%	Paid	Qualified Non-Paid
<b>East S. Central</b>				
KY 400-427.....	350		24	326
TN 370-385.....	736		42	694
AL 350-369.....	472		26	446
MS 386-397.....	241		7	234
<b>East S. Central</b>	<b>1,799</b>	<b>3.7</b>	<b>99</b>	<b>1,700</b>
<b>West S. Central</b>				
AR 716-729.....	353		13	340
LA 700-714.....	314		14	300
OK 730-749.....	522		36	486
TX 750-799.....	3,123		263	2,860
<b>West S. Central</b>	<b>4,312</b>	<b>8.9</b>	<b>326</b>	<b>3,986</b>
<b>Mountain</b>				
MT 590-599.....	147		6	141
ID 832-838.....	213		15	198
WY 820-831.....	96		4	92
CO 800-816.....	851		78	773
NM 870-884.....	208		18	190
AZ 850-865.....	850		85	765
UT 840-847.....	273		20	253
NV 889-898.....	390		26	364
<b>Mountain</b>	<b>3,028</b>	<b>6.2</b>	<b>252</b>	<b>2,776</b>
<b>Pacific</b>				
AK 995-999.....	172		15	157
WA 980-994.....	720		72	648
55 970-979.....	437		23	414
CA 900-961.....	3,308		360	2,948
HI 967-968.....	89		17	72
<b>Pacific</b>	<b>4,726</b>	<b>9.7</b>	<b>487</b>	<b>4,239</b>
Single Copy Sales .....				
U.S. Unclassified .....				
<b>United States</b>	<b>33,192</b>	<b>68.2</b>	<b>2,700</b>	<b>30,492</b>
<b>Poss. &amp; Other Areas</b>				
004-009, 969.....	144	0.3	8	136
<b>U.S. &amp; Poss., etc.</b>	<b>33,336</b>	<b>68.5</b>	<b>2,708</b>	<b>30,628</b>
Canada .....	1,854	3.8	128	1,726
Mexico .....	623	1.3	15	608
Military or Civilian Personnel Overseas ..	37	0.1	18	19
Other International .....	12,849	26.3	746	12,103
<b>Total International</b>	<b>15,363</b>	<b>31.5</b>	<b>907</b>	<b>14,456</b>
E-Mail Address Only .....				
Other Unclassified .....				
<b>Grand Total</b>	<b>48,699</b>	<b>100.0</b>	<b>3,615</b>	<b>45,084</b>

## GEOGRAPHIC ANALYSIS OF INTERNATIONAL CIRCULATION

Country	Total	%	Paid	Qualified Non-Paid
AFRICA				
Algeria	14			14
Angola	10			10
Botswana	4			4
Burkina Faso	1			1
Cameroon	2		1	1
Cape Verde	2		1	1
Chad	1			1
Congo Republic	4			4
Cote D'Ivoire	3			3
Egypt UAR	4		1	3
Ethiopia	8			8
Gabon	4			4
Gambia	1			1
Ghana	10			10
Guinea	2			2
Kenya	7			7
Libya	9			9
Madagascar	13			13
Malawi	4			4
Mali	2			2
Mauritius	8			8
Morocco	2		1	1
Mozambique	6			6
Namibia	4			4
Niger	3			3
Nigeria	3		1	2
Rwanda	2			2
Sao Tome & Principe	1			1
Senegal	4			4
Seychelles	3			3
South Africa	454		11	443
Sudan	11			11
Tanzania	4			4
Togo	5			5
Tunisia	12			12
Uganda	14		1	13
Zambia	13			13
Zimbabwe	4		1	3
<b>TOTAL AFRICA</b>	<b>658</b>	<b>4.3</b>	<b>18</b>	<b>640</b>
ASIA & PACIFIC				
Australia	862		47	815
Bangladesh	12			12
Bhutan	4			4
Brunei	6			6
Cambodia	5			5
Fiji Islands	7			7
Hong Kong	64		7	57
India	501		34	467
Indonesia	117		10	107
Japan	91		25	66
Kazakhstan	5		1	4
Korea Republic	30		2	28
South Korea	5		1	4
Laos	1			1
Macao	6		1	5
Malaysia	97		7	90
Maldives	3			3
Mongolia	3			3
Myanmar	2			2
Nepal	18		1	17
New Caledonia	5			5
New Guinea	19			19
New Zealand	162		8	154
Pakistan	78			78
Philippines	159		2	157
Republic of China	88		13	75
Singapore	150		14	136
Sri Lanka	18		1	17
Taiwan	34		2	32
Thailand	71		4	67
Turkmenistan	1			1
Vanuatu	2			2
Vietnam	13		1	12
<b>TOTAL ASIA &amp; PACIFIC</b>	<b>2,639</b>	<b>17.2</b>	<b>181</b>	<b>2,458</b>
MIDDLE EAST				
Afghanistan	1			1
Bahrain	26		2	24
Benin	1			1
Iran	30		8	22
Israel	112		17	95
Jordan	25			25
Kuwait	11			11
Lebanon	14		1	13
Oman	13			13
Qatar	24		3	21
Saudi Arabia	137		13	124
Syria	10			10
Turkey	188		4	184
United Arab Emirates	165		18	147
Yemen Arab Republic	10			10
<b>TOTAL MIDDLE EAST</b>	<b>767</b>	<b>5.0</b>	<b>66</b>	<b>701</b>
EUROPE				
Albania	2			2
Andorra	1			1
Austria	227		18	209

Country	Total	%	Paid	Qualified Non-Paid
EUROPE (Cont'd)				
Azerbaijan	3			3
Belgium	164		14	150
Bosnia/Herzgovina	6			6
Bulgaria	24		1	23
Belarus	4			4
Croatia	21		4	17
Cyprus	19			19
Czech Republic	66		8	58
Denmark	145		7	138
England	1,693		71	1,622
Eritrea	5			5
Estonia	10			10
Federal Republic of Germany	823		46	777
Finland	88		3	85
France	625		62	563
Greece	103		9	94
Hungary	25		3	22
Iceland	29		2	27
Ireland (Eire)	130		10	120
Italy	414		31	383
Latvia	25		1	24
Liechtenstein	9			9
Lithuania	19		1	18
Luxembourg	45		4	41
Macedonia	9			9
Malta	13			13
Moldova	5			5
Monaco	22		2	20
Netherlands	182		12	170
Norway	89		3	86
Poland	62		7	55
Portugal	112		8	104
Romania	49		1	48
Russian Federation	110		5	105
Scotland	54		3	51
Serbia	60		3	57
Slovakia	28		2	26
Slovenia	32		1	31
Spain/Canary Islands	252		26	226
Sweden	173		8	165
Switzerland	479		41	438
Ukraine	45			45
Wales	37		1	36
<b>TOTAL EUROPE</b>	<b>6,538</b>	<b>42.6</b>	<b>418</b>	<b>6,120</b>
CENTRAL AMERICA/SOUTH AMERICA & CARIBBEAN				
Anguilla	4		1	3
Antigua/Barbuda	15			15
Argentina	402		7	395
Aruba	4			4
Bahamas	24			24
Barbados	4		1	3
Belize	7			7
Bermuda	19		1	18
Bolivia	13			13
Brazil	891		41	850
British Virgin Islands	1			1
Cayman Islands	10			10
Chile	121		4	117
Colombia	103			103
Costa Rica	31		2	29
Dominican Republic	24			24
Ecuador	37			37
El Salvador	12			12
Grenada	1			1
Guadeloupe	1			1
Guatemala	56			56
Guyana	5			5
Haiti	1			1
Honduras	13			13
Jamaica	8			8
Netherlands Antilles	9			9
Nicaragua	3			3
Panama	35			35
Paraguay	17			17
Peru	70		2	68
St. Lucia	5			5
St. Vincent	3			3
Surinam	3			3
Trinidad - Tobago	9		1	8
Turks and Caicos Islands	12			12
Uruguay	28			28
Venezuela	246		3	243
<b>TOTAL CENTRAL AMERICA/ SOUTH AMERICA &amp; CARIBBEAN</b>	<b>2,247</b>	<b>14.6</b>	<b>63</b>	<b>2,184</b>
<b>INTERNATIONAL</b>	<b>12,849</b>	<b>83.7</b>	<b>746</b>	<b>12,103</b>
Canada	1,854	12.1	128	1,726
Mexico	623	4.0	15	608
Military or Civilian Personnel Overseas	37	0.2	18	19
<b>TOTAL INTERNATIONAL</b>	<b>15,363</b>	<b>100.0</b>	<b>907</b>	<b>14,456</b>

**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS  
Sold During 6 Month Period Ended June 30, 2009**

<b>5</b>	<p><b>PRICE DATA</b> See Par. 11(f)</p> <p>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 &amp; higher than basic: .....</p>	
	<p>75% - 99% of basic: .....</p> <p>50% - 74% of basic: .....</p> <p>25% - 49% of basic: .....</p> <p>Less than 25% of basic: .....</p> <p><b>Total</b> .....</p>	Optional and not required

<b>6</b>	<p><b>TERM DATA</b></p> <p>Three years or more. ....</p> <p>Two years or more but less than three. ....</p> <p>One year or more but less than two. ....</p> <p>Less than one year. ....</p> <p><b>Total</b> .....</p>	Optional and not required
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<b>7</b>	<p><b>SALES CHANNELS</b></p> <p>Ordered by mail and/or directly requested by subscriber .....</p> <p>Ordered through salespeople: Catalog agencies and individual agents. ....</p> <p>Publisher's own and other publishers' sales- people .....</p> <p>Independent agencies' salespeople. ....</p> <p>Association memberships .....</p> <p>All other channels. ....</p> <p><b>Total</b> .....</p>	Optional and not required
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<b>8</b>	<p><b>PREMIUM USAGE</b></p> <p>Ordered without premium .....</p> <p>Ordered with reprinted material from this publication. ....</p> <p>Ordered with other premiums. ....</p> <p><b>Total</b> .....</p>	Optional and not required
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**ADDITIONAL CIRCULATION INFORMATION**

<b>9</b>	<p><b>POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION</b></p> <p>Optional and not required</p>
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<b>10</b>	<p><b>RENEWAL ANALYSIS OF PAID CIRCULATION</b></p> <p>Optional and not required</p>
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**11**

**EXPLANATORY**

Audit Cycle: December Ending.

(a) Multi-Copy Same Addressee subscriptions, averaging 23 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) Non-Paid Multi-Copy Same Addressee subscriptions, averaging 1,126 copies per issue, represent copies distributed in quantities of 2 to 30 that are shipped to FBOs or MRO Service/Support organizations for redistribution to CEOs, DOMs, Chief Pilots and all other personnel allied to the field.

(c) Miscellaneous includes checking and promotion copies, averaging 1,400 copies per issue, served to advertisers and agencies.

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

(e) Lists represent copies served to qualified recipients obtained from national, state or local government licensees and manufacturers', distributors' and wholesalers' lists and association rosters and directories.

(f) 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: The McGraw-Hill Companies

**FRAN WILLIAMS**

Circulation Manager

Signed: August 5, 2009

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