



Audit Bureau of Circulations

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

DEFENSE TECHNOLOGY INTERNATIONAL

Field Served:

DEFENSE TECHNOLOGY INTERNATIONAL focuses on the critical role of defense technologies in operations policy, programs and funding and is written for the decision-makers charged with evaluating and putting these technologies into clear perspective. It is published monthly to completely cover air, land, sea and International sectors of the defense marketplace.

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

TOTAL AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION 37,788



1A AVERAGE QUALIFIED PAID CIRCULATION	
Individual	64
Association	
Sponsored Individually Addressed	
Multi-Copy Same Addressee, See Par. 11(a)	12
Single Copy Sales	
Total Average Qualified Paid Circulation	76

1B AVERAGE QUALIFIED NON-PAID CIRCULATION	
Individual	27,473
Association	
Multi-Copy Same Addressee, See Par. 11(b)	10,239
Total Average Qualified Non-Paid Circulation	37,712

1C AVERAGE NON-QUALIFIED CIRCULATION	
Non-Continuous Market Coverage Copies	
Allocated For Shows & Conventions	2,883
Miscellaneous, Including Staff Copies, See Par. 11(c)	5,175
Total Average Non-Qualified Circulation	8,058

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

2009 Issue	Total	Paid	Qualified Non-Paid	Qualified Non-Paid Removed	Qualified Non-Paid Added
Jan.	37,704	69	37,635	152	3
Feb.	37,784	77	37,707	330	402
Mar.	37,824	79	37,745	285	323
Apr.	38,040	74	37,966	456	677
May	37,772	80	37,692	702	428
June	37,604	78	37,526	215	49
			Total	1,925	1,833



DEFENSE TECHNOLOGY INTERNATIONAL

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

- QUALIFIED PAID CIRCULATION WAS 5.3% GREATER THAN THE PERIOD AVERAGE
- QUALIFIED NON-PAID CIRCULATION WAS 0.1% LESS THAN THE PERIOD AVERAGE

3A

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Total Paid & Qualified Non-Paid		Senior Management	Gov't Middle Ranked	Other
		%			
MILITARY/GOVERNMENT					
1A Armed Services: Air.....	5,597	14.8	3,733	929	935
1B Armed Services: Land.....	5,193	13.8	3,168	1,552	473
1C Armed Services: Sea.....	5,258	13.9	4,061	715	482
1D Executive Government: Legislative/MOD/DOD.....	5,207	13.8	3,934	1,009	264
1E Other Government Military.....	4,713	12.5	2,426	1,466	821
Subtotal.....	25,968	68.8	17,322	5,671	2,975
INDUSTRY					
2A Defense Manufacturer/System Integrator.....	9,525	25.2	5,797	3,265	463
2B Finance/Insurance/Legal/Education/R&D.....	1,024	2.7	566	419	39
2C Other.....	1,255	3.3	706	343	206
Subtotal.....	11,804	31.2	7,069	4,027	708
Total Qualified Circulation.....	37,772	100.0	24,391	9,698	3,683

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:	20,760	5,721		26,481	70.3
Written.....	12,749	3,599		16,348	43.4
Telecommunication.....	2,084	1,953		4,037	10.7
Internet and E-mail.....	5,927	169		6,096	16.2
Total Direct request from recipient's company:	247	48		295	0.8
Written.....	184	39		223	0.6
Telecommunication.....	63	9		72	0.2
Internet and E-mail.....					
Total Communication other than request:					
Written.....					
Telecommunication.....					
Internet and E-mail.....					
Association.....					
Business Directories, See Par. 11(d).....	10,680	10		10,690	28.3
Lists, See Par. 11(e).....	226			226	0.6
Acquired Circulation.....					
Other Sources.....					
Total Qualified Non-Paid Circulation.....	31,913	5,779		37,692	100.0
Percent.....	84.7	15.3		100.0	
Paid Subscription Circulation.....				80	
Paid Acquired Circulation.....					
Single Copy Sales.....					
Total Qualified Circulation.....				37,772	

3C

MAILING ADDRESS ANALYSIS

	Total	%	Paid	Qualified Non-Paid
Individual by name and title and/or occupation	25,384	67.2	5	25,379
Individual by name only	1,510	4.0	49	1,461
Title or occupation only	398	1.1	1	397
Company name only	116	0.3	13	103
Multi-Copy Same Addressee	10,364	27.4	12	10,352
Total Qualified Paid Subscription & Non-Paid Circulation	37,772	100.0	80	37,692
Single Copy Sales				
Total Qualified Circulation	37,772			

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GEOGRAPHIC ANALYSIS

State & ZIP Code	Total	%	Paid	Qualified Non-Paid
New England				
ME 039-049.....	37			37
NH 030-038.....	126		1	125
VT 050-059.....	19		1	18
MA 010-027.....	361			361
RI 028-029.....	72			72
CT 060-069.....	223			223
New England	838	2.2	2	836
Middle Atlantic				
NY 100-149.....	667		4	663
NJ 070-089.....	514		5	509
PA 150-196.....	715			715
Middle Atlantic	1,896	5.0	9	1,887
East N. Central				
OH 430-459.....	759			759
IN 460-479.....	150			150
IL 600-629.....	506			506
MI 480-499.....	516		1	515
WI 530-549.....	133		1	132
East N. Central	2,064	5.5	2	2,062
West N. Central				
MN 550-567.....	138		1	137
IA 500-528.....	63			63
MO 630-658.....	314		1	313
ND 580-588.....	71			71
SD 570-577.....	34			34
NE 680-693.....	115			115
KS 660-679.....	128			128
West N. Central	863	2.3	2	861
South Atlantic				
DE 197-199.....	54			54
MD 206-219.....	1,109		2	1,107
DC 200, 202-205.....	1,968			1,968
VA 201, 220-246.....	3,555		2	3,553
WV 247-268.....	63			63
NC 270-289.....	268			268
SC 290-299.....	222			222
GA 300-319.....	551		1	550
FL 320-349.....	1,131		1	1,130
South Atlantic	8,921	23.6	6	8,915

State & ZIP Code	Total	%	Paid	Qualified Non-Paid
East S. Central				
KY 400-427	130			130
TN 370-385	253			253
AL 350-369	633		1	632
MS 386-397	244			244
East S. Central	1,260	3.3	1	1,259
West S. Central				
AR 716-729	85			85
LA 700-714	147			147
OK 730-749	291		3	288
TX 750-799	1,137		2	1,135
West S. Central	1,660	4.4	5	1,655
Mountain				
MT 590-599	42			42
ID 832-838	41			41
WY 820-831	52			52
CO 800-816	338		1	337
NM 870-884	263		1	262
AZ 850-865	376		1	375
UT 840-847	270			270
NV 889-898	123			123
Mountain	1,505	4.0	3	1,502
Pacific				
AK 995-999	142			142
WA 980-994	298		5	293
OR 970-979	110		2	108
CA 900-961	1,995		8	1,987
HI 967-968	226			226
Pacific	2,771	7.3	15	2,756
Single Copy Sales				
U.S. Unclassified				
United States	21,778	57.6	45	21,733
Poss. & Other Areas				
004-009, 969.....	39	0.1		39
U.S. & Poss., etc.	21,817	57.7	45	21,772
Canada	810	2.2	3	807
Mexico	114	0.3		114
Military or Civilian				
Personnel Overseas ..	305	0.8		305
Other International	14,726	39.0	32	14,694
Total International	15,955	42.3	35	15,920
E-Mail Address Only ...				
Other Unclassified				
Grand Total	37,772	100.0	80	37,692

GEOGRAPHIC ANALYSIS OF INTERNATIONAL CIRCULATION

Country	Total	%	Paid	Qualified Non-Paid
AFRICA				
Algeria	10		10	
Angola	1		1	
Botswana	13		13	
Burkina Faso	1		1	
Burundi	1		1	
Cameroon	5		5	
Central Africa	2		2	
Congo	21		21	
Cote D'Ivoire	15		15	
Egypt UAR	32		32	
Ethiopia	28		28	
Gabon	2		2	
Gambia	16		16	
Ghana	31		31	
Guinea	3		3	
Kenya	43		43	
Liberia	5		5	
Libya	7		7	
Malawi	29		29	
Mauritius	15		15	
Morocco	21		21	
Mozambique	2		2	
Nambia	8		8	
Niger	13		13	
Nigeria	131		131	
Rwanda	6		6	
Senegal	3		3	
Seychelles	1		1	
Sierra Leone	26		26	
Solomon Islands	2		2	
Somalia	1		1	
South Africa	189		189	
Sudan	15		15	
Swaziland	1		1	
Tanzania	12		12	
Togo	1		1	
Tunisia	16		16	
Uganda	82		82	
Zambia	13		13	
Zimbabwe	22		22	
TOTAL AFRICA	845	5.3	845	
ASIA & PACIFIC				
Australia	326		326	
Bangladesh	29		29	
Bhutan	1		1	
Brunei	7		7	
Cambodia	9		9	
Fiji Islands	14		14	
Hong Kong	22		22	
India	1178		1169	9
Indonesia	401		401	
Japan	47		46	1
Kazakhstan	9		9	
Kyrgyzstan	1		1	
Korea Republic	55		55	
Korea South	7		7	
Laos	2		2	
Malaysia	194		194	
Maldives	1		1	
Mongolia	1		1	
Myanmar	9		9	
Nepal	15		15	
New Zealand	79		79	
Pakistan	365		365	
Philippines	246		246	
Republic of China	140		140	
Singapore	600		600	
Sri Lanka	83		83	
Taiwan	49		49	
Thailand	147		147	
Uzbekistan	4		4	
Vietnam	22		22	
TOTAL ASIA & PACIFIC	4,063	25.5	4,053	10
MIDDLE EAST				
Bahrain	11		11	
Iran	52		52	
Iraq	1		1	
Israel	269		259	10
Jordan	57		57	
Kuwait	14		14	
Lebanon	18		18	
Oman	25		25	
Qatar	5		5	
Saudi Arabia	68		68	
Syria	7		7	
Turkey	452		452	
United Arab Emirates	272		272	
Yemen Arab Rep	24		24	
TOTAL MIDDLE EAST	1,275	8.0	1,265	10

Country	Total	%	Paid	Qualified Non-Paid
EUROPE				
Albania	4		4	
Armenia	12		12	
Austria	87		86	1
Azerbaijan	3		3	
Belgium	215		214	1
Bosnia/Herzegovina	31		31	
Bulgaria	47		47	
Belarus	19		19	
Croatia	62		62	
Cyprus	12		12	
Czech Republic	95		95	
Denmark	81		81	
England	2,836		2,836	
Eritrea	50		50	
Estonia	30		30	
Federal Republic of Germany	474		471	3
Finland	103		102	1
France	783		781	2
Gibraltar	1		1	
Greece	299		299	
Hungary	33		33	
Iceland	16		16	
Ireland (Eire)	77		77	
Italy	250		250	
Latvia	43		42	1
Lithuania	22		22	
Luxemborg	21		21	
Macedonia	19		19	
Malta	28		28	
Moldova	4		4	
Monaco	7		7	
Netherlands	222		222	
Norway	53		53	
Poland	75		74	1
Portugal	84		84	
Republic of Georgia	6		6	
Romania	95		95	
Russian Federation	330		330	
Scotland	76		76	
Serbia	57		57	
Slovakia	17		17	
Slovenia	20		20	
Spain/Canary Islands	201		201	
Sweden	226		225	1
Switzerland	198		197	1
Ukraine	53		53	
Wales	78		78	
TOTAL EUROPE	7,555	47.3	7,543	12
CENTRAL AMERICA/ SOUTH AMERICA & CARRIBEAN				
Antigua/Babuda	3		3	
Argentina	195		195	
Aruba	1		1	
Bahamas	4		4	
Barbados	6		6	
Bermuda	5		5	
Bolivia	14		14	
Brazil	204		204	
Cayman Islands	1		1	
Chile	125		125	
Colombia	118		118	
Costa Rica	8		8	
Cuba	2		2	
Dominican Republic	4		4	
Ecuador	13		13	
El Salvador	8		8	
Guatemala	4		4	
Guyana	34		34	
Haiti	1		1	
Honduras	2		2	
Jamaica	30		30	
Netherlands Antilles	1		1	
Nicaragua	2		2	
Panama	10		10	
Paraguay	3		3	
Peru	83		83	
St. Lucia	2		2	
St. Vincents	1		1	
Surinam	1		1	
Trinidad - Tobago	4		4	
Uruguay	60		60	
Venezuela	39		39	
TOTAL CENTRAL AMERICA/ SOUTH AMERICA & CARRIBEAN	988	6.2	988	
INTERNATIONAL	14,726	0.0	14,694	32
Canada	812	5.1	807	5
Mexico	114	0.7	114	
Military or Civilian Personnel Overseas	305	1.9	305	
Other				
TOTAL INTERNATIONAL	15,957	100.0	15,920	37

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

5	<p>PRICE DATA See Par. 11(f)</p> <p>Basic Prices: Subscriptions: U.S., 1 yr. \$39.00; All Other, 1 yr. \$59.00 Single Copy: U.S. \$8.50. All Other \$14.00 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:</p>	<p>Optional and not required</p>
	Total	

7	<p>SALES CHANNELS</p> <p>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</p>	<p>Optional and not required</p>
	Total	

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

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

ADDITIONAL CIRCULATION INFORMATION

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

Audit Cycle: December Ending.

(a) Multi-Copy Same Address Subscriptions, averaging 12 copies per issue, represent copies sold in quantities of 2 to 100 to business concerns at basic price. Copies were mailed in bulk to the purchaser for redistribution

(b) Non-Paid Multi-Copy Same Addressee subscriptions, averaging 10,239 copies per issue, represent copies sold in quantities of 2 to 190 to individuals and business concerns for redistribution.

(c) Miscellaneous includes checking and promotion copies, averaging 5,175 copies per issue, served to advertisers and agencies.

(d) Business Directories represent copies served to subscribers obtained from recognized directories.

(e) Lists represents copies served to subscribers obtained from independent field sources.

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

Definition of Recipient Qualification:

Qualified recipients are: Senior "end-user" government and military officials across air, land and sea, with concentration among Joint Commands, Program R&D and Technology Centers, and Procurement/Acquisition offices. Also included are defense industry senior management and technology, program managers/PEO's, system-integration and acquisition executives in charge of major defense programs. In addition, DTI is delivered to every member of the U.S. Congress and key staff, plus key members of legislature, Ministries of Defense and Armed Forces in the world's leading defense-spending countries.

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

GREGORY HAMILTON

Publisher

Signed: August 5, 2009

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Frequency: 11 times a year

Format: Standard

Established: January, 2007

ABC Member Since: 2008

Member No. 06-0410-1

SRDS: 7

Published by:

The McGraw & Hill Companies

2 Penn Plaza

New York, NY 10121

T: (212) 904-6942 • F: (212) 904-4378

www.aviationweek.com/dti

Publisher: Gregory Hamilton

Editor: Bill Sweetman

06-0410-1	Analyzed Issue Date	05/01/09
	Analyzed Issue Text (for double month issue date)	
	Single Copy Price	8.50
	Association Subscription Price	
	U.S. Subscription Price	39.00
	Canadian Subscription Price	59.00
	International Subscription Price	59.00