



Audit Bureau of Circulations

**BUSINESS PUBLICATION  
PUBLISHER'S STATEMENT  
Subject to Audit  
For the 6 month period ending  
December 31, 2008**

# 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 37,525**



<b>1A</b>	<b>AVERAGE QUALIFIED PAID CIRCULATION</b>	
	Individual . . . . .	51
	Association . . . . .	
	Sponsored Individually Addressed . . . . .	
	Multi-Copy Same Addressee . . . . .	
	Single Copy Sales . . . . .	
	<b>Total Average Qualified Paid Circulation . . . . .</b>	<b>51</b>

<b>1B</b>	<b>AVERAGE QUALIFIED NON-PAID CIRCULATION</b>	
	Individual . . . . .	27,773
	Association . . . . .	
	Multi-Copy Same Addressee, See Par. 11(a) . . . . .	9,701
	<b>Total Average Qualified Non-Paid Circulation . . . . .</b>	<b>37,474</b>

<b>1C</b>	<b>AVERAGE NON-QUALIFIED CIRCULATION</b>	
	Non-Continuous Market Coverage Copies . . . . .	
	Allocated For Shows & Conventions . . . . .	4,680
	Miscellaneous, Including Staff Copies, See Par. 11(b) . . . . .	6,091
	<b>Total Average Non-Qualified Circulation . . . . .</b>	<b>10,771</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**

2008 Issue	Total	Paid	Qualified Non-Paid	Qualified Non-Paid Removed	Qualified Non-Paid Added
July/Aug.	37,972	39	37,933	143	154
Sept.	37,827	38	37,789	3,155	3,011
Oct.	35,935	44	35,891	13,211	11,313
Nov.	38,039	68	37,971	1,375	3,455
Dec.	37,852	68	37,784	187	
			<b>Total</b>	<b>18,071</b>	<b>17,933</b>



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

- QUALIFIED PAID CIRCULATION WAS 33.3% GREATER THAN THE PERIOD AVERAGE
- QUALIFIED NON-PAID CIRCULATION WAS 1.3% GREATER THAN THE PERIOD AVERAGE

**3A**

**BUSINESS/OCCUPATIONAL ANALYSIS**

Classification by Business & Industry	Total Paid & Qualified Non-Paid		Senior Management	Gov't Middle Ranked	Other
		%			
<b>MILITARY/GOVERNMENT</b>					
1A Armed Services: Air.....	5,471	14.4	3,890	915	666
1B Armed Services: Land.....	5,211	13.7	3,237	1,508	466
1C Armed Services: Sea.....	5,319	14.0	4,182	697	440
1D Executive Government: Legislative/MOD/DOD.....	5,411	14.2	4,109	997	305
1E Other Government Military.....	4,885	12.8	2,479	1,539	867
Subtotal.....	26,297	69.1	17,897	5,656	2,744
<b>INDUSTRY</b>					
2A Defense Manufacturer/System Integrator.....	9,505	25.0	5,883	3,211	411
2B Finance/Insurance/Legal/Education/R&D.....	1,037	2.7	596	422	19
2C Other.....	1,200	3.2	519	379	202
Subtotal.....	11,742	30.9	7,098	4,012	632
<b>Total Qualified Circulation.....</b>	<b>38,039</b>	<b>100.0</b>	<b>24,995</b>	<b>9,668</b>	<b>3,376</b>

**3B**

**AGE OF SOURCE DATA ANALYSIS**

Source	Qualified Within			Total	%
	1 Year	2 Years	3 Years		
<b>Qualified Non-Paid Circulation:</b>					
Total Direct request from recipient:	<b>20,914</b>	<b>5,763</b>		<b>26,677</b>	<b>70.2</b>
Written.....	12,843	3,626		16,469	43.3
Telecommunication.....	2,100	1,967		4,067	10.7
Internet and E-mail.....	5,971	170		6,141	16.2
Total Direct request from recipient's company:	<b>249</b>	<b>48</b>		<b>297</b>	<b>0.8</b>
Written.....	186	39		225	0.6
Telecommunication.....	63	9		72	0.2
Internet and E-mail.....					
<b>Total Communication other than request:</b>					
Written.....					
Telecommunication.....					
Internet and E-mail.....					
Association.....					
Business Directories, See Par. 11(c).....	10,759	10		10,769	28.4
Lists, See Par. 11(d).....	228			228	0.6
Acquired Circulation.....					
Other Sources.....					
<b>Total Qualified Non-Paid Circulation.....</b>	<b>32,150</b>	<b>5,821</b>		<b>37,971</b>	<b>100.0</b>
<b>Percent.....</b>	<b>84.7</b>	<b>15.3</b>	<b>0.0</b>	<b>100.0</b>	
Paid Subscription Circulation.....				68	
Paid Acquired Circulation.....					
Single Copy Sales.....					
<b>Total Qualified Circulation.....</b>				<b>38,039</b>	

**3C**

**MAILING ADDRESS ANALYSIS**

	Total	%	Paid	Qualified Non-Paid
Individual by name and title and/or occupation .....	25,574	67.2	8	25,566
Individual by name only .....	1,513	4.0	41	1,472
Title or occupation only .....	400	1.1		400
Company name only .....	111	0.3	7	104
Multi-Copy Same Addressee .....	10,441	27.4	12	10,429
<b>Total Qualified Paid Subscription &amp; Non-Paid Circulation .....</b>	<b>38,039</b>	<b>100.0</b>	<b>68</b>	<b>37,971</b>
Single Copy Sales .....				
<b>Total Qualified Circulation .....</b>	<b>38,039</b>			

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**GEOGRAPHIC ANALYSIS**

State & ZIP Code	Total	%	Paid	Qualified Non-Paid
<b>New England</b>				
ME 039-049 .....	34			34
NH 030-038 .....	123			123
VT 050-059 .....	24		1	23
MA 010-027 .....	341			341
RI 028-029 .....	76		1	75
CT 060-069 .....	218			218
<b>New England</b>	<b>816</b>	<b>2.1</b>	<b>2</b>	<b>814</b>
<b>Middle Atlantic</b>				
NY 100-149 .....	671		3	668
NJ 070-089 .....	498		5	493
PA 150-196 .....	724			724
<b>Middle Atlantic</b>	<b>1,893</b>	<b>5.0</b>	<b>8</b>	<b>1,885</b>
<b>East N. Central</b>				
OH 430-459 .....	777		1	776
IN 460-479 .....	153			153
IL 600-629 .....	500			500
MI 480-499 .....	498		1	497
WI 530-549 .....	133			133
<b>East N. Central</b>	<b>2,061</b>	<b>5.4</b>	<b>2</b>	<b>2,059</b>
<b>West N. Central</b>				
MN 550-567 .....	141		2	139
IA 500-528 .....	57			57
MO 630-658 .....	319		1	318
ND 580-588 .....	87			87
SD 570-577 .....	35			35
NE 680-693 .....	114			114
KS 660-679 .....	125			125
<b>West N. Central</b>	<b>878</b>	<b>2.3</b>	<b>3</b>	<b>875</b>
<b>South Atlantic</b>				
DE 197-199 .....	59			59
MD 206-219 .....	1,126		2	1,124
DC 200, 202-205 .....	2,021			2,021
VA 201, 220-246 .....	3,556		2	3,554
WV 247-268 .....	68			68
NC 270-289 .....	256			256
SC 290-299 .....	229			229
GA 300-319 .....	560		1	559
FL 320-349 .....	1,087		1	1,086
<b>South Atlantic</b>	<b>8,962</b>	<b>23.6</b>	<b>6</b>	<b>8,956</b>

State & ZIP Code	Total	%	Paid	Qualified Non-Paid
<b>East S. Central</b>				
KY 400-427 .....	132			132
TN 370-385 .....	258			258
AL 350-369 .....	663		1	662
MS 386-397 .....	240			240
<b>East S. Central</b>	<b>1,293</b>	<b>3.4</b>	<b>1</b>	<b>1,292</b>
<b>West S. Central</b>				
AR 716-729 .....	90			90
LA 700-714 .....	147			147
OK 730-749 .....	281		3	278
TX 750-799 .....	1,101		4	1,097
<b>West S. Central</b>	<b>1,619</b>	<b>4.3</b>	<b>7</b>	<b>1,612</b>
<b>Mountain</b>				
MT 590-599 .....	38			38
ID 832-838 .....	44			44
WY 820-831 .....	51			51
CO 800-816 .....	353		1	352
NM 870-884 .....	250		1	249
AZ 850-865 .....	381		2	379
UT 840-847 .....	241			241
NV 889-898 .....	104			104
<b>Mountain</b>	<b>1,462</b>	<b>3.8</b>	<b>4</b>	<b>1,458</b>
<b>Pacific</b>				
AK 995-999 .....	144			144
WA 980-994 .....	297		2	295
OR 970-979 .....	107		2	105
CA 900-961 .....	1,940		9	1,931
HI 967-968 .....	226			226
<b>Pacific</b>	<b>2,714</b>	<b>7.1</b>	<b>13</b>	<b>2,701</b>
Single Copy Sales .....				
U.S. Unclassified .....				
<b>United States</b>	<b>21,698</b>	<b>57.0</b>	<b>46</b>	<b>21,652</b>
<b>Poss. &amp; Other Areas</b>				
004-009, 969 .....	38	0.1		38
<b>U.S. &amp; Poss., etc.</b>	<b>21,736</b>	<b>57.1</b>	<b>46</b>	<b>21,690</b>
Canada .....	871	2.3	3	868
Mexico .....	118	0.3		118
<b>Military or Civilian Personnel Overseas</b>				
Other International .....	15,003	39.4	19	14,984
<b>Total International</b>	<b>16,303</b>	<b>42.9</b>	<b>22</b>	<b>16,281</b>
E-Mail Address Only ...				
Other Unclassified .....				
<b>Grand Total</b>	<b>38,039</b>	<b>100.0</b>	<b>68</b>	<b>37,971</b>



Audit Bureau  
of Circulations  
Member

# DEFENSE TECHNOLOGY INTERNATIONAL

4A

## GEOGRAPHIC ANALYSIS OF INTERNATIONAL CIRCULATION

Country	Total	%	Paid	Qualified Non-Paid
AFRICA				
Algeria	10			10
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	30			30
Ethiopia	28			28
Gabon	3			3
Gambia	16			16
Ghana	31			31
Guinea	3			3
Kenya	46			46
Liberia	5			5
Libya	5			5
Malawi	17			17
Mauritius	15			15
Morocco	21			21
Mozambique	2			2
Nambia	9			9
Niger	13			13
Nigeria	114			114
Rwanda	6			6
Senegal	3			3
Seychelles	1			1
Sierra Leone	27			27
Solomon Islands	2			2
Somalia	1			1
South Africa	184			184
Sudan	14			14
Swaziland	1			1
Tanzania	12			12
Togo	4			4
Tunisia	16			16
Uganda	82			82
Zambia	13			13
Zimbabwe	22			22
<b>TOTAL AFRICA</b>	<b>814</b>	<b>5.4</b>		<b>814</b>
ASIA & PACIFIC				
Australia	309			309
Bangladesh	27			27
Bhutan	1			1
Brunei	7			7
Cambodia	9			9
Fiji Islands	14			14
Hong Kong	24			24
India	1,110		2	1,108
Indonesia	394			394
Japan	47		1	46
Kazakhstan	9			9
Kyrgyzstan	1			1
Korea Republic	26			26
Korea South	8			8
Laos	2			2
Malaysia	184			184
Maldives	1			1
Mongolia	1			1
Myanmar	9			9
Nepal	16			16
New Zealand	78			78
Pakistan	385			385
Philippines	254			254
Republic of China	165			165
Singapore	582			582
Sri Lanka	75			75
Taiwan	50			50
Thailand	146			146
Uzbekistan	4			4
Vietnam	22			22
<b>TOTAL ASIA &amp; PACIFIC</b>	<b>3,960</b>	<b>26.4</b>	<b>3</b>	<b>3,957</b>
MIDDLE EAST				
Bahrain	11			11
Iran	55			55
Iraq	1			1
Israel	293		10	283
Jordan	56			56
Kuwait	10			10
Lebanon	17			17
Oman	25			25
Qatar	5			5
Saudi Arabia	72			72
Syria	7			7
Turkey	472			472
United Arab Emirates	240			240
Yemen Arab Rep	22			22
<b>TOTAL MIDDLE EAST</b>	<b>1,286</b>	<b>8.6</b>	<b>10</b>	<b>1,276</b>

Country	Total	%	Paid	Qualified Non-Paid
EUROPE				
Albania	6			6
Armenia	12			12
Austria	88			88
Azerbaijan	3			3
Belgium	223			223
Bosnia/Herzegovina	30			30
Bulgaria	53			53
Belarus	17			17
Croatia	60			60
Cyprus	11			11
Czech Republic	92			92
Denmark	86			86
England	3,199			3,199
Eritrea	43			43
Estonia	32			32
Federal Republic of Germany	463		1	462
Finland	101		1	100
France	781			781
Gibraltar	1			1
Greece	289			289
Hungary	38			38
Iceland	17			17
Ireland (Eire)	79			79
Italy	257			257
Latvia	44		1	43
Lithuania	22			22
Luxemborg	21			21
Macedonia	18			18
Malta	25			25
Moldova	3			3
Monaco	7			7
Netherlands	233			233
Norway	62			62
Poland	73			73
Portugal	79			79
Republic of Georgia	6			6
Romania	98			98
Russian Federation	328			328
Scotland	79			79
Serbia	66			66
Slovakia	15			15
Slovenia	25			25
Spain/Canary Islands	211			211
Sweden	235		2	233
Switzerland	196		1	195
Ukraine	55			55
Wales	78			78
<b>TOTAL EUROPE</b>	<b>7,960</b>	<b>53.1</b>	<b>6</b>	<b>7,954</b>
CENTRAL AMERICA/ SOUTH AMERICA & CARRIBEAN				
Antigua/Babuda	3			3
Argentina	202			202
Aruba	1			1
Bahamas	4			4
Barbados	5			5
Bermuda	4			4
Bolivia	14			14
Brazil	207			207
Cayman Islands	1			1
Chile	119			119
Colombia	119			119
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	21			21
Netherlands Antilles	1			1
Nicaragua	1			1
Panama	10			10
Paraguay	3			3
Peru	90			90
St. Lucia	2			2
St. Vincents	1			1
Surinam	1			1
Trinidad - Tobago	4			4
Uruguay	60			60
Venezuela	34			34
<b>TOTAL CENTRAL AMERICA/ SOUTH AMERICA &amp; CARRIBEAN</b>	<b>983</b>	<b>6.6</b>		<b>983</b>
<b>INTERNATIONAL</b>	<b>15,003</b>	<b>92.0</b>	<b>19</b>	<b>14,984</b>
Canada	871	5.4	3	868
Mexico	118	0.7		118
Military or Civilian Personnel Overseas	311	1.9		311
Other				
<b>TOTAL INTERNATIONAL</b>	<b>16,303</b>	<b>100.0</b>	<b>22</b>	<b>16,281</b>

**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS  
Sold During 6 Month Period Ended December 31, 2008**

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

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

<b>6</b>	<p><b>TERM DATA</b></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><b>Optional and not required</b></p>
	<b>Total</b> .....	

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

**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) Non-Paid Multi-Copy Same Addressee subscriptions, averaging 9,701 copies per issue, represent copies sold in quantities of 2 to 190 to individuals and business concerns for redistribution.

(b) Miscellaneous includes checking and promotion copies, averaging 6,091 copies per issue, served to advertisers and agencies.

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

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

(e) 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**

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