



Audit Bureau of Circulations

**BUSINESS PUBLICATION
INITIAL AUDIT REPORT**

See Par. 11(a)

**For the six month period ending
December 31, 2007**

**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 37,481

1A AVERAGE QUALIFIED PAID CIRCULATION

Individual	
Association	
Sponsored Individually Addressed	
Multi-Copy Same Addressee	
Single Copy Sales	
Total Average Qualified Paid Circulation	_____

1B AVERAGE QUALIFIED NON-PAID CIRCULATION

Individual	34,787	
Association		
Sponsored Individually Addressed		
Multi-Copy Same Addressee, See Par. 11(b)	2,694	
Total Average Qualified Non-Paid Circulation		37,481

1C AVERAGE NON-QUALIFIED CIRCULATION

Non-Continuous Market Coverage Copies		
Allocated For Shows & Conventions	2,460	
Miscellaneous, Including Staff Copies, See Par. 11(c)	5,177	
Total Average Non-Qualified Circulation	7,637	7,637

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

None of record

AUDIT STATEMENT

This is an initial audit covering the six month period ended December 31, 2007 and release of this report constitutes qualification and acceptance of membership.

AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION BY QUARTERS for the period covered by this report

Calendar Quarter Ended	Total	Paid	Qualified Non-Paid
September 30, 2007	37,135		37,135
December 31, 2007	37,711		37,711

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

2007 Issue	Total	Paid	Qualified Non-Paid	Qualified Non-Paid Removed	Qualified Non-Paid Added	2007 Issue	Total	Paid	Qualified Non-Paid	Qualified Non-Paid Removed	Qualified Non-Paid Added
July/Aug.	37,159		37,159			Nov.	37,832		37,832		
Sept.	37,111		37,111		See Par. 11(d)	Dec.	37,858		37,858		See Par. 11(d)
Oct.	37,442		37,442								

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE NOVEMBER, 2007 ISSUE IN WHICH:

• QUALIFIED NON-PAID CIRCULATION WAS 0.9% GREATER THAN THE PERIOD AVERAGE

3A

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Qualified Non-Paid	%	Senior Management	Gov't Middle Ranked	Other
MILITARY/GOVERNMENT					
1A Armed Services: Air	5,030	13.3	2,833	1,447	750
1B Armed Services: Land.....	5,056	13.4	3,701	893	462
1C Armed Services: Sea	5,491	14.5	3,979	1,011	501
1D Executive Government: Legislative/MOD/DOD	5,358	14.2	4,425	763	170
1E Other Government Military.....	5,203	13.7	3,097	1,268	838
Subtotal	26,138	69.1	18,035	5,382	2,721
INDUSTRY					
2A Defense Manufacturer/System Integrator	9,677	25.6	5,514	3,638	525
2B Finance/Insurance/Legal/Education/R&D	877	2.3	704	119	54
2C Other	1,140	3.0	665	187	288
Subtotal	11,694	30.9	6,883	3,944	867
Total Qualified Circulation	37,832	100.0	24,918	9,326	3,588

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:	22,765	1,612		24,377	64.4
Written.....	8,425	1,312		9,737	25.7
Telecommunication	13,053	1		13,054	34.5
Internet and E-mail.....	1,287	299		1,586	4.2
Total Direct request from recipient's company:		57		57	0.2
Written		57		57	0.2
Telecommunication					
Internet and E-mail.....					
Total Communication other than request:					
Written.....					
Telecommunication					
Internet and E-mail.....					
Association					
Business Directories, See Par. 11(e).....	12,429	969		13,398	35.4
Lists					
Acquired Circulation					
Other Sources					
Total Qualified Non-Paid Circulation	35,194	2,638		37,832	100.0
Percent	93.0	7.0		100.0	
Paid Subscription Circulation					
Paid Acquired Circulation.....					
Single Copy Sales.....					
Total Qualified Circulation.....				37,832	

3C

MAILING ADDRESS ANALYSIS

	Total	%	Paid	Qualified Non-Paid
Individual by name and title and/or occupation	27,624	73.0		27,624
Individual by name only	1,983	5.2		1,983
Title or occupation only	98	0.3		98
Company name only	391	1.0		391
Multi-Copy Same Addressee	7,736	20.5		7,736
Total Qualified Paid Subscription & Non-Paid Circulation	37,832	100.0		37,832
Single Copy Sales				
Total Qualified Circulation	37,832			

4

GEOGRAPHIC ANALYSIS

State & ZIP Code	Total	%	Paid	Qualified Non-Paid
New England				
ME 039-049.....	60			60
NH 030-038.....	116			116
VT 050-059.....	23			23
MA 010-027.....	326			326
RI 028-029.....	82			82
CT 060-069.....	162			162
New England	769	2.0		769
Middle Atlantic				
NY 100-149.....	581			581
NJ 070-089.....	481			481
PA 150-196.....	734			734
Middle Atlantic	1,796	4.7		1,796
East N. Central				
OH 430-459.....	607			607
IN 460-479.....	152			152
IL 600-629.....	442			442
MI 480-499.....	432			432
WI 530-549.....	96			96
East N. Central	1,729	4.6		1,729
West N. Central				
MN 550-567.....	119			119
IA 500-528.....	38			38
MO 630-658.....	283			283
ND 580-588.....	80			80
SD 570-577.....	29			29
NE 680-693.....	148			148
KS 660-679.....	126			126
West N. Central	823	2.2		823
South Atlantic				
DE 197-199.....	67			67
MD 206-219.....	1,342			1,342
DC 200, 202-205.....	2,421			2,421
VA 201, 220-246.....	4,034			4,034
WV 247-268.....	54			54
NC 270-289.....	288			288
SC 290-299.....	192			192
GA 300-319.....	419			419
FL 320-349.....	1,014			1,014
South Atlantic	9,831	26.0		9,831

State & ZIP Code	Total	%	Paid	Qualified Non-Paid
East S. Central				
KY 400-427.....	112			112
TN 370-385.....	206			206
AL 350-369.....	748			748
MS 386-397.....	278			278
East S. Central	1,344	3.5		1,344
West S. Central				
AR 716-729.....	82			82
LA 700-714.....	114			114
OK 730-749.....	208			208
TX 750-799.....	1,018			1,018
West S. Central	1,422	3.8		1,422
Mountain				
MT 590-599.....	36			36
ID 832-838.....	57			57
WY 820-831.....	65			65
CO 800-816.....	359			359
NM 870-884.....	232			232
AZ 850-865.....	333			333
UT 840-847.....	149			149
NV 889-898.....	192			192
Mountain	1,423	3.8		1,423
Pacific				
AK 995-999.....	149			149
WA 980-994.....	368			368
OR 970-979.....	102			102
CA 900-961.....	2,204			2,204
HI 967-968.....	274			274
Pacific	3,097	8.2		3,097
Single Copy Sales				
U.S. Unclassified				
United States	22,234	58.8		22,234
Poss. & Other Areas				
004-009, 969.....	27	0.0		27
U.S. & Poss., etc.	22,261	58.8		22,261
Canada				
	869	2.3		869
Mexico				
	63	0.2		63
Military or Civilian Personnel Overseas .				
	264	0.7		264
Other International				
	14,375	38.0		14,375
Total International	15,571	41.2		15,571
E-Mail Address Only ...				
Other Unclassified				
Grand Total	37,832	100.0		37,832



Audit Bureau
of Circulations
Member

DEFENSE TECHNOLOGY INTERNATIONAL

4A

GEOGRAPHIC ANALYSIS OF INTERNATIONAL CIRCULATION

Country	Total	%	Paid	Qualified Non-Paid
AFRICA				
Algeria	11			11
Angola	1			1
Antigua and Bar	5			5
Azerbaijan	6			6
Bhutan	4			4
Botswana	9			9
Brunei Darussal	8			8
Cambodia	18			18
Cameroon	12			12
Cape Verde	7			7
Egypt UAR	77			77
Equatorial Guinea	4			4
Eritrea	31			31
Ethiopia	18			18
Gabon	6			6
Ghana	18			18
Kenya	40			40
Lesotho	6			6
Liberia	10			10
Libya	9			9
Mauritius	17			17
Morocco	30			30
Mozambique	11			11
Nambia	20			20
Nigeria	51			51
Seychelles	2			2
Sierra Leone	23			23
Solomon Islands	2			2
South Africa	151			151
Sudan	2			2
Tanzania	1			1
Tunisia	7			7
Uganda	65			65
Zambia	18			18
Zimbabwe	13			13
TOTAL AFRICA	713	1.9		713
ASIA & PACIFIC				
Australia	338			338
Bahrain	19			19
Bangladesh	15			15
Fiji Islands	26			26
Hong Kong	29			29
India	260			260
Indonesia	92			92
Iran	29			29
Israel	187			187
Japan	101			101
Jordan	19			19
Kazakhstan	23			23
Korea Republic	59			59
Korea South	3			3
Kuwait	21			21
Laos	17			17
Lebanon	31			31
Malaysia	161			161
Maldives	5			5
Mongolia	7			7
Myanmar	21			21
Nepal	11			11
New Zealand	90			90
Oman	28			28
Pakistan	75			75
Philippines	78			78
Qatar	9			9
Republic of China	124			124
Saudi Arabia	37			37
Singapore	244			244
Sri Lanka	47			47
Taiwan	30			30
Thailand	48			48
Turkey	313			313
United Arab Emirates	237			237
Vanuatu	5			5
Vietnam	27			27
Yemen	14			14
TOTAL ASIA & PACIFIC	2,880	7.6		2,880

Country	Total	%	Paid	Qualified Non-Paid
EUROPE				
Andorra	3			3
Antigua	1			1
Armenia	17			17
Austria	111			111
Belgium	259			259
Bosnia/Herzgovina	20			20
Bulgaria	43			43
Croatia	45			45
Cyprus	33			33
Czech Republic	107			107
Denmark	166			166
Estonia	35			35
Finland	108			108
France	821			821
Georgia	6			6
Germany (Federal Republic of)	614			614
Greece	404			404
Hungary	60			60
Iceland	22			22
Ireland (Eire)	82			82
Italy	324			324
Latvia	23			23
Liechtenstein	2			2
Lithuania	36			36
Luxembourg	33			33
Macedonia	9			9
Malta	31			31
Moldova	1			1
Monaco	11			11
Netherlands	368			368
North Ireland	23			23
Norway	88			88
Poland	54			54
Portugal	40			40
Romania	43			43
Russian Federation	337			337
Scotland	100			100
Senegal	3			3
Slovakia	10			10
Slovenia	15			15
Spain	257			257
Sweden	313			313
Switzerland	234			234
Ukraine	20			20
United Kingdom	4,440			4,440
Wales	81			81
TOTAL EUROPE	9,853	26.0		9,853
MEXICO, CENTRAL AMERICA				
Aruba	1			1
Barbados	15			15
Bahamas	11			11
Belize	5			5
Bermuda	15			15
Caymans	1			1
Colombia	48			48
Costa Rica	11			11
El Salvador	5			5
Grenada	4			4
Guatemala	10			10
Haiti	6			6
Honduras	6			6
Jamaica	10			10
Mexico	63			63
Netherlands Anti	2			2
Panama	1			1
Trinidad - Tobago	1			1
TOTAL MEXICO, CENTRAL AMERICA & CARRIBEAN	215	0.6		215
SOUTH AMERICA				
Argentina	89			89
Bolivia	9			9
Brazil	130			130
Chile	98			98
Ecuador	27			27
Guyana	3			3
Paraguay	3			3
Peru	40			40
Uruguay	47			47
Venezuela	31			31
TOTAL SOUTH AMERICA	477	1.3		477
INTERNATIONAL	14,138	37.4		14,138
Canada	869	2.3		869
Military or Civilian Personnel Overseas	264	0.7		264
Other	300	0.8		300
TOTAL INTERNATIONAL	15,571	41.2		15,571

ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS Sold During 6 Month Period Ended December 31, 2007

5	PRICE DATA 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: Total Not Applicable
----------	---

7	SALES CHANNELS Ordered by mail and/or directly requested by subscriber Ordered through salespeople: Catalog agencies and individual agents Publisher's own and other publishers' salespeople Independent agencies' salespeople Association memberships All other channels Total Not Applicable
----------	---

6	TERM DATA Three years or more Two years or more but less than three One year or more but less than two Less than one year Total Not Applicable
----------	--

8	PREMIUM USAGE Ordered without premium Ordered with reprinted material from this publication Ordered with other premiums Total Not Applicable
----------	---

ADDITIONAL CIRCULATION INFORMATION

9	POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION Optional and not required
----------	---

10	RENEWAL ANALYSIS OF PAID CIRCULATION Optional and not required
-----------	--

- | | |
|-----------|---|
| 11 | EXPLANATORY
(a) This is an initial audit covering the six month period ended December 31, 2007 and release of this report constitutes qualification and acceptance of membership.
(b) Non-Paid Multi-Copy Same Addressee subscriptions, averaging 2,694 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 5,177 copies per issue, served to advertisers and agencies.
(d) For the initial audit period, consecutive issuance for Qualified Non-Paid Circulation was not required. No reporting of removals and additions was made.
(e) Business Directories represent copies served to subscribers obtained from recognized directories. |
|-----------|---|

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.

To Members of the Audit Bureau of Circulations: We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examination was made in accordance with the Bureau's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances. In our opinion, the total average qualified paid and non-paid circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average qualified paid and non-paid circulation. <p style="text-align: center;">Audit Bureau of Circulations</p> Defense Technology International, New York, NY - #217432 - 378 - 175 June, 2008 Copyright © 2008 Audit Bureau of Circulations. All rights reserved.	Frequency: 10 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	11/01/07
	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