

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

Two Corporate Drive, Ninth Floor  
Shelton, CT USA 06484-6259  
Phone: +1 203.447.2800  
Fax: +1 203.447.2900  
[www.bpaww.com](http://www.bpaww.com)

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media—as well as more than 2,600 advertiser and agency members.

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Jane's Information Group, Ltd.  
Sentinel House  
163 Brighton Road  
Coulsdon, Surrey CR5 2YH  
United Kingdom  
Tel. No.: 44-0208-700-3700  
FAX No.: 44-0208-700-3868

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Issues Per Year: 51

**FIELD SERVED**

JANE'S DEFENCE WEEKLY serves governmental organizations, government ministries/departments, government agencies/civil services, armed forces/air force, army, navy, education/research and financial institutions, manufacturing industry, media/communications and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include business/industry senior, middle and other management personnel, armed services senior, middle ranked and other military personnel, government/public service/regulatory body senior, middle ranked and other personnel. Also included are company copies.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	786
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	604
Digital _____	-
All Other _____	986
<b>TOTAL</b>	<b>2,376</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	26,696	97.7	23,564	86.3	3,132	11.4
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	620	2.3	-	-	620	2.3
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>27,316</b>	<b>100.0</b>	<b>23,564</b>	<b>86.3</b>	<b>3,752</b>	<b>13.7</b>

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2009 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July 1 _____	75	196			27,313	October 7 _____	417	436			27,320
July 8 _____	22	38			27,312	October 14 _____	46	76			27,321
July 15 _____	41	27			27,312	October 21 _____	59	0			27,256
July 22 _____	211	208			27,315	October 28 _____	184	264			27,333
July 29 _____	100	94			27,307	November 4 _____	47	70			27,341
August 5 _____	28	47			27,277	November 11 _____	79	58			27,325
August 12 _____	263	264			27,283	November 18 _____	120	119			27,325
August 19 _____	54	21			27,255	<b>**November 25 _</b>	<b>397</b>	<b>562</b>			<b>27,474</b>
August 26 _____	73	80			27,283	December 2 _____	127	-			27,324
September 2 _____	35	70			27,282	December 9 _____	49	58			27,321
September 9 _____	68	79			27,303	December 16 _____	22	75			27,348
September 16 _____	298	310			27,310	December 23 _____	37	49			27,356
September 23 _____	200	195			27,314	<b>TOTAL</b>	<b>3,113</b>	<b>3,480</b>			
September 30 _____	61	84			27,320						

\*See Paragraph 9  
\*\*Analyzed Issue

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 25, 2009**  
**This issue is 0.6% or 164 copies above the average of the other 25 issues reported in Paragraph two.**

CLASSIFICATION BY INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Senior Military (See Note 1)	Middle Rank Military (See Note 2)	Other Military (See Note 3)	Senior Government (See Note 4)	Middle Level Government (See Note 5)	Other Government (See Note 6)	Senior Management (See Note 7)	Middle Level Management (See Note 8)	Other (See Note 9)
<b>ARMED FORCES</b>											
Army _____	4,152	15.1	2,819	866	30	211	178	9	22	13	4
Navy _____	2,364	8.6	1,637	524	11	68	79	12	18	9	6
Air Force _____	2,552	9.3	1,972	345	23	119	66	2	17	3	5
Government Heads of State Elected Representatives (Parliament, Congress etc.) _____	6,363	23.1	97	12	1	6,077	137	30	6	1	2
MoD/DoD _____	4,683	17.0	1,832	253	6	1,738	718	83	25	25	3
Other Ministries/Departments (including Diplomatic Corps, Police, Security, Intelligence) _____	1,055	3.8	64	17	2	783	157	15	8	4	5
International Organisations (inc. NATO, National Organisations) _____	517	1.9	188	56	3	195	40	7	19	6	3
Industry/Manufacturing _____	1,558	5.7	34	15	1	7	7	-	1,076	339	79
Education Research Libraries, Media/Communications _____	399	1.5	68	12	6	54	49	38	93	42	37
Others Allied to the Field Including Financial Ins _____	346	1.3	59	23	15	32	17	17	92	39	52
<b>Subtotal</b>	<b>23,989</b>	<b>87.3</b>	<b>8,770</b>	<b>2,123</b>	<b>98</b>	<b>9,284</b>	<b>1,448</b>	<b>213</b>	<b>1,376</b>	<b>481</b>	<b>196</b>
Qual-Paid NO DEMOGRAPHICS _____	3,485	12.7	-	-	-	-	-	-	-	-	3,485
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>27,474</b>	<b>100.0</b>	<b>8,770</b>	<b>2,123</b>	<b>98</b>	<b>9,284</b>	<b>1,448</b>	<b>213</b>	<b>1,376</b>	<b>481</b>	<b>3,681</b>
<b>PERCENT</b>	<b>100.0</b>		<b>31.9</b>	<b>7.7</b>	<b>0.4</b>	<b>33.7</b>	<b>5.3</b>	<b>0.8</b>	<b>5.0</b>	<b>1.8</b>	<b>13.4</b>

Note 1: Senior Military includes chief of staff/head of service; theatre commander; divisional commander; staff officer, major unit or base commander.

Note 2: Middle Ranked Military includes middle ranked officer and junior officer.

Note 3: Other Military includes warrant officer; senior rate/senior NCO and junior rate/other ranks. Also included are copies delivered in bulk to the military.

Note 4: Senior Government includes head of state; minister/secretary general/director general/commissioner; chief of division/head of sector/director of operations/director of department; principal secretary/MP/Senator/political representative.

Note 5: Middle Level Government includes defense policy group/political adviser, senior administrator; department manager.

Note 6: Other Government includes officer/executive; other personnel. Also included are copies delivered in bulk to the government/public service/regulatory bodies.

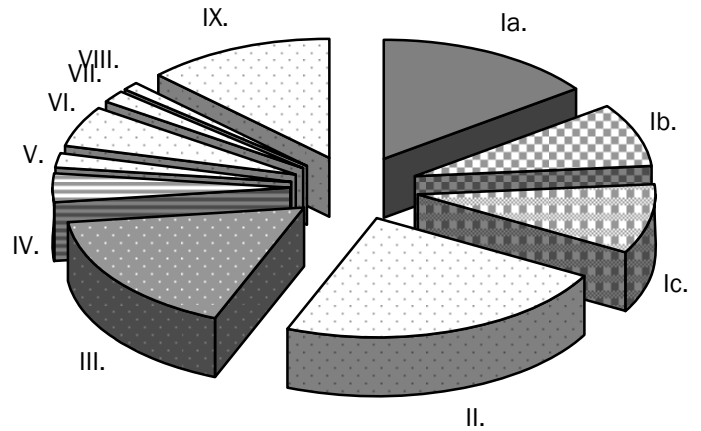
Note 7: Senior Management includes owner/proprietor/partner/principal/founder; chairman/president/chief executive officer/MD/chief operations officer; senior director/board

Note 8: Middle Level Management includes manager/head of department and middle manager.

Note 9: Other includes operational staff/executive and other industry copies including copies delivered in bulk.

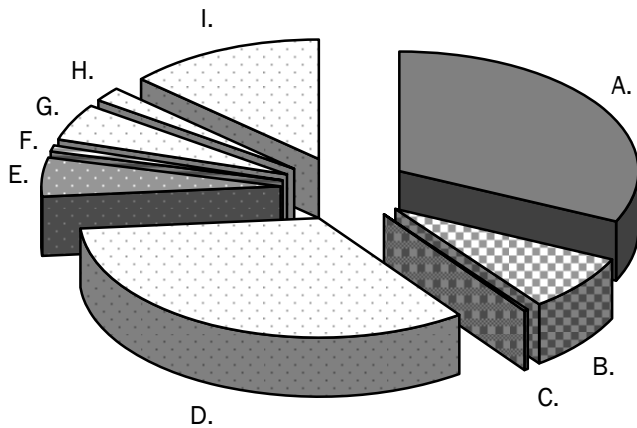
**3a. Breakout of Qualified Circulation by Organization**  
 (Please Refer to Paragraph 3a for Complete Descriptions)

Organization	Copies	%
I. Armed Forces		
a. Army _____	4,152	15.1
b. Navy _____	2,364	8.6
c. Air Force _____	2,552	9.3
II. Government _____	6,363	23.1
III. MoD/DoD _____	4,683	17.0
IV. Other Ministries/ Departments _____	1,055	3.8
V. International Organisations _____	517	1.9
VI. Industry/Manufacturing _____	1,558	5.7
VII. Education Research, Libraries, Media, Communications _____	399	1.5
VIII. Others Allied to the Field _____	346	1.3
IX. Qual-Paid NO DEMOGRAPHICS _____	3,485	12.7



**3a. Breakout of Qualified Circulation by Seniority**  
 (Please Refer to Paragraph 3a for Complete Descriptions)

Title	Copies	%
A. Senior Military _____	8,770	31.9
B. Middle Rank Military _____	2,123	7.7
C. Other Military _____	98	0.4
D. Senior Government _____	9,284	33.7
E. Middle Level Government _____	1,448	5.3
F. Other Government _____	213	0.8
G. Senior Management _____	1,376	5.0
H. Middle Level Management _____	481	1.8
I. Other _____	3,681	13.4

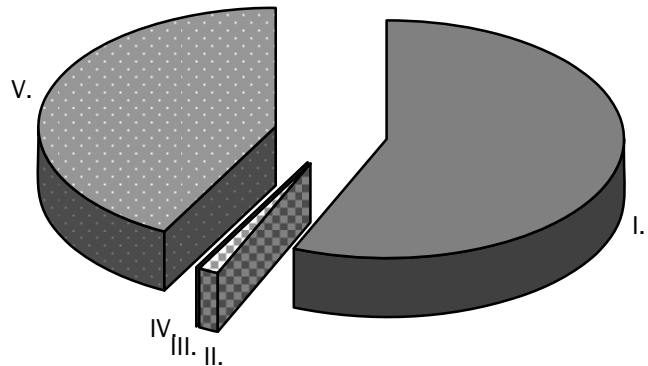


3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 25, 2009							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	12,319	3,078	106			15,503	56.4
II. Request from recipient's company: _____	241	117	3			361	1.3
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	6,439	4,984	187			11,610	42.3
*Association rosters and directories _____	-	369	-			369	1.3
*Business directories _____	6,439	4,615	187			11,241	41.0
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. Single Copy Sales: _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,999</b>	<b>8,179</b>	<b>296</b>			<b>27,474</b>	<b>100.0</b>
<b>*See Paragraph 9 PERCENT</b>	<b>69.1</b>	<b>29.8</b>	<b>1.1</b>			<b>100.0</b>	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 25, 2009				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			23,597	85.9
Individuals by name only _____			1,488	5.4
Titles or functions only _____			594	2.2
Company names only _____			1,187	4.3
Multi-Copy Same Addressee copies _____			608	2.2
Single Copy Sales _____			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>27,474</b>	<b>100.0</b>

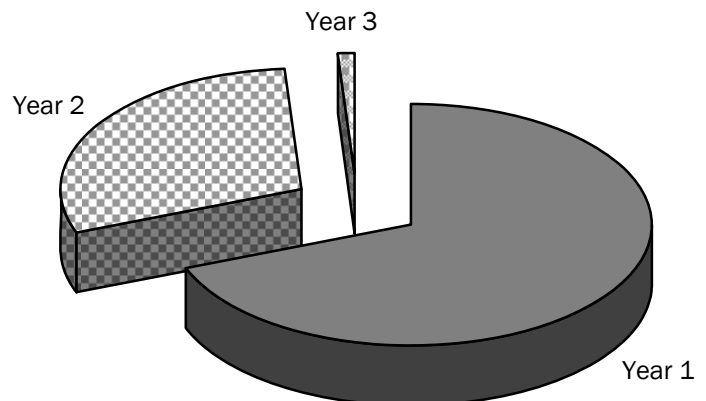
**3b. Qualification by Source**

Qualification Source	Copies	%
I. Direct Request _____	15,503	56.4
II. Company Request _____	361	1.3
III. Membership Benefit _____	-	-
IV. Other Than Request _____	-	-
V. Other Sources _____	11,610	42.3

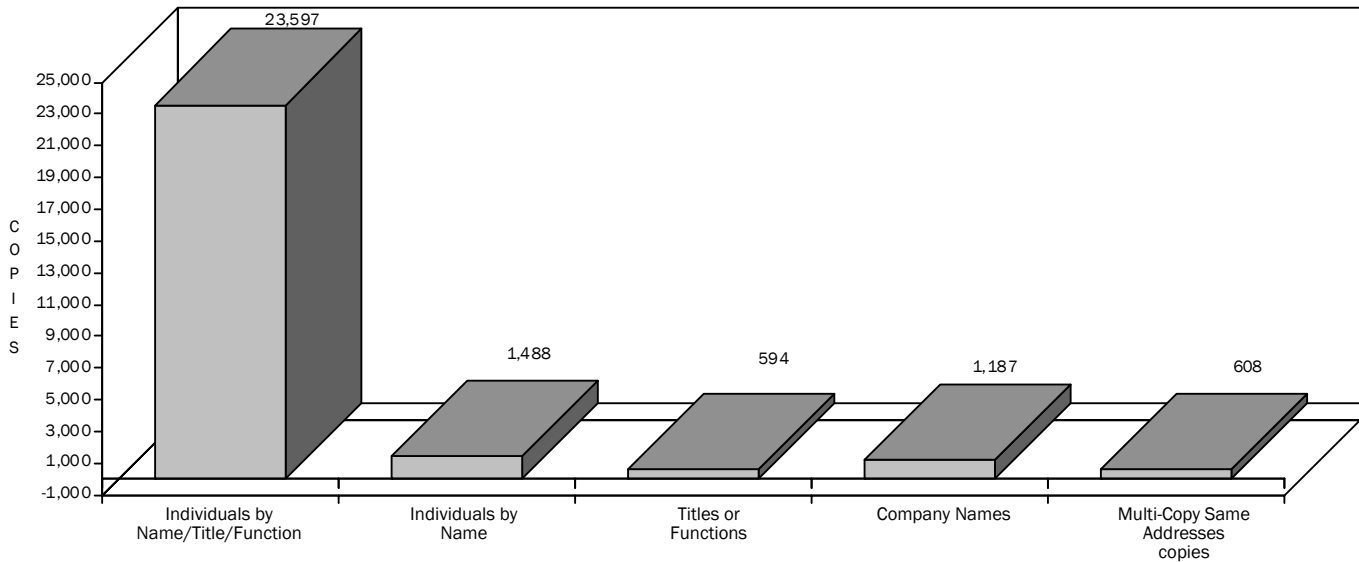


**3b. Qualification by Year**

Year	Copies	%
Year 1 _____	18,999	69.1
Year 2 _____	8,179	29.8
Year 3 _____	296	1.1



### 3c. Mailing Address Breakout



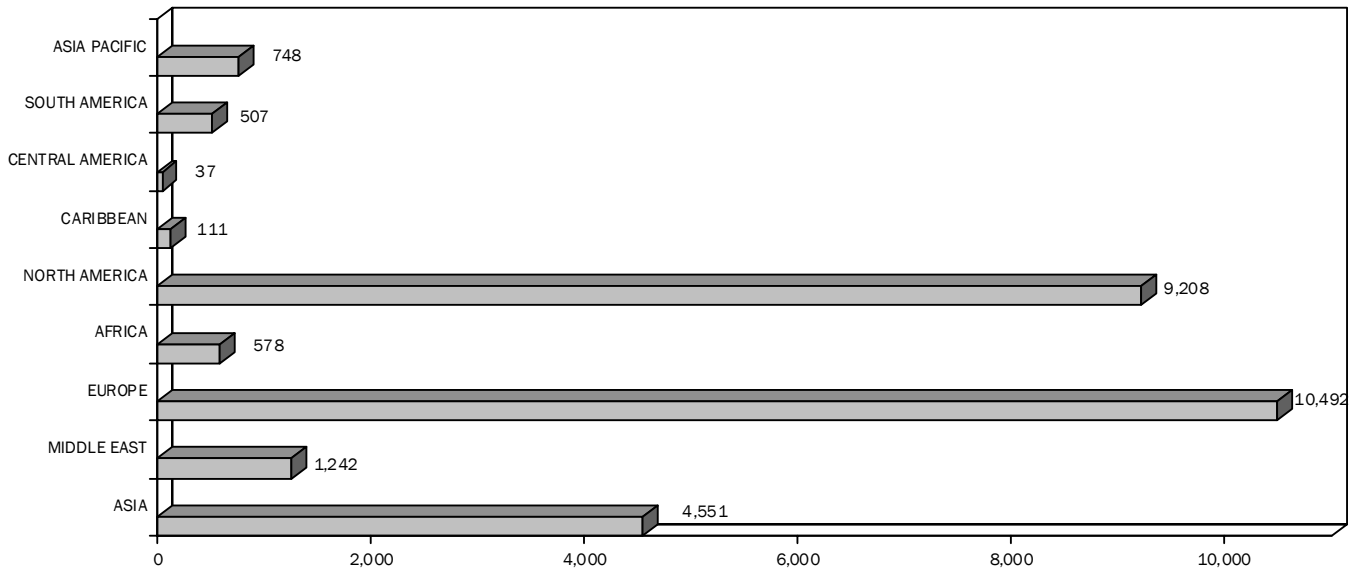
#### 4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 25, 2009

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	10		400-427 Kentucky _____	31	
030-038 New Hampshire _____	15		370-385 Tennessee _____	22	
050-059 Vermont _____	4		350-369 Alabama _____	225	
010-027 Massachusetts _____	122		386-397 Mississippi _____	20	
028-029 Rhode Island _____	20		<b>EAST SO. CENTRAL</b>	<b>298</b>	<b>1.1</b>
060-069 Connecticut _____	24		716-729 Arkansas _____	9	
<b>NEW ENGLAND</b>	<b>195</b>	<b>0.7</b>	700-714 Louisiana _____	10	
100-149 New York _____	281		730-749 Oklahoma _____	90	
070-089 New Jersey _____	205		750-799 Texas _____	156	
150-196 Pennsylvania _____	93		<b>WEST SO. CENTRAL</b>	<b>265</b>	<b>1.0</b>
<b>MIDDLE ATLANTIC</b>	<b>579</b>	<b>2.1</b>	590-599 Montana _____	12	
430-459 Ohio _____	215		832-838 Idaho _____	3	
460-479 Indiana _____	31		820-831 Wyoming _____	4	
600-629 Illinois _____	144		800-816 Colorado _____	117	
480-499 Michigan _____	155		870-884 New Mexico _____	60	
530-549 Wisconsin _____	14		850-865 Arizona _____	85	
<b>EAST NO. CENTRAL</b>	<b>559</b>	<b>2.0</b>	840-847 Utah _____	49	
550-567 Minnesota _____	24		889-898 Nevada _____	13	
500-528 Iowa _____	9		<b>MOUNTAIN</b>	<b>343</b>	<b>1.2</b>
630-658 Missouri _____	48		995-999 Alaska _____	11	
580-588 North Dakota _____	2		980-994 Washington _____	39	
570-577 South Dakota _____	2		970-979 Oregon _____	7	
680-693 Nebraska _____	42		900-961 California _____	296	
660-679 Kansas _____	33		967-968 Hawaii _____	100	
<b>WEST NO. CENTRAL</b>	<b>160</b>	<b>0.6</b>	<b>PACIFIC</b>	<b>453</b>	<b>1.7</b>
197-199 Delaware _____	5		<b>UNITED STATES</b>	<b>8,710</b>	<b>31.7</b>
206-219 Maryland _____	291		969 & 004-009 U.S. Territories _____	1	
200-205 Washington, DC _____	3,654		Canada _____	363	
220-246 Virginia _____	1,474		Mexico _____	23	
247-268 West Virginia _____	2		Other International _____	18,266	
270-289 North Carolina _____	48		AP0/FPO _____	111	
290-299 South Carolina _____	23		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>27,474</b>	<b>100.0</b>
300-319 Georgia _____	86				
320-349 Florida _____	275				
<b>SOUTH ATLANTIC</b>	<b>5,858</b>	<b>21.3</b>			

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 25, 2009**

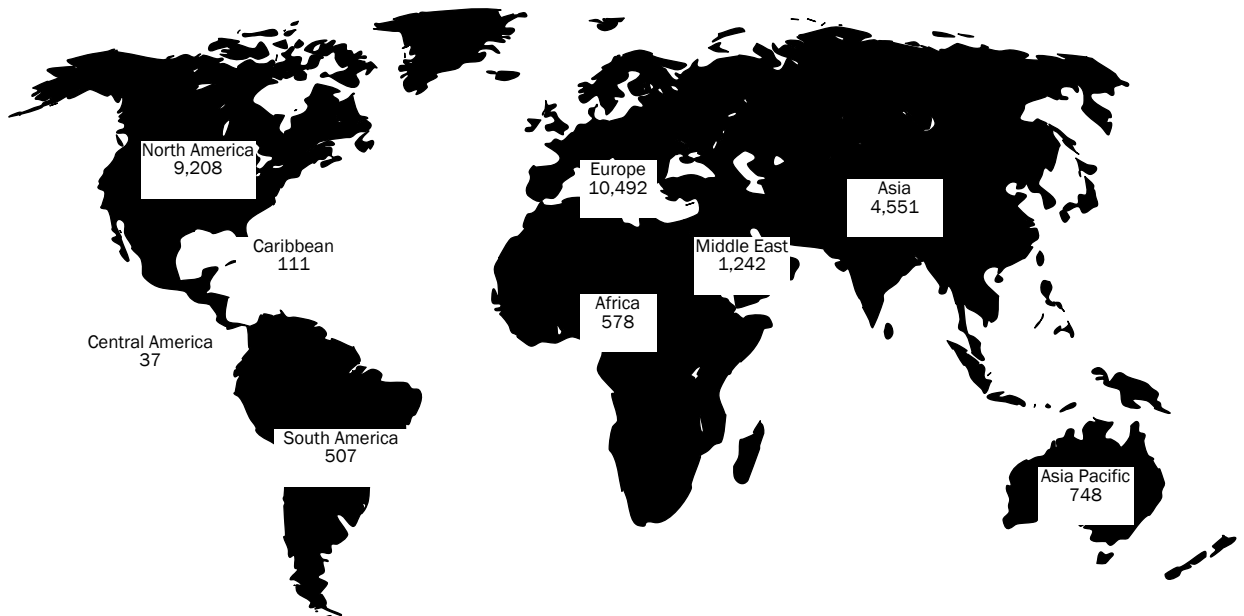
COUNTRY	QUALIFIED NON-PAID	QUALIFIED PAID	TOTAL QUALIFIED	PERCENT OF TOTAL	COUNTRY	QUALIFIED NON-PAID	QUALIFIED PAID	TOTAL QUALIFIED	PERCENT OF TOTAL
<b>ASIA</b>					Burkina Faso			6	
Afghanistan			21		Burundi			6	
Armenia			66		Cameroon			4	
Azerbaijan			24		Cape Verde			4	
Bangladesh			238		Central African Republic			1	
Bhutan			10		Chad			9	
Brunei Darussalam			56		Congo			9	
Cambodia			37		Djibouti			3	
China			313		Egypt			50	
East Timor (Timor-Leste)			12		Equatorial Guinea			2	
Georgia			83		Eritrea			14	
Hong Kong - SAR			33		Ethiopia			1	
India			740		Gabon			2	
Indonesia			127		Ghana			23	
Japan			281		Kenya			30	
Kazakhstan			52		Lesotho			17	
Korea, Republic Of			182		Liberia			11	
Kyrgyzstan			22		Libyan Arab Jamahiriya			37	
Laos			21		Madagascar			4	
Malaysia			344		Malawi			10	
Maldives			1		Mali			6	
Mongolia			19		Mauritania			5	
Myanmar			3		Mauritius			10	
Nepal			6		Morocco			12	
Pakistan			325		Namibia			11	
Philippines			234		Niger			2	
Singapore			634		Nigeria			4	
Sri Lanka			257		Rwanda			1	
Taiwan			73		Seychelles			8	
Tajikistan			14		South Africa			183	
Thailand			228		Sudan			1	
Turkmenistan			21		Swaziland			5	
Uzbekistan			40		Tanzania			11	
Vietnam			34		Tanzania			11	
Subtotal			4,551	16.6	Gambia			5	
<b>MIDDLE EAST</b>					Tunisia			8	
Bahrain			53		Uganda			5	
Iran			4		Zimbabwe			6	
Iraq			6		Subtotal			578	2.1
Israel			300		<b>NORTH AMERICA</b>				
Jordan			111		Canada			363	
Kuwait			125		United States			8,822	
Lebanon			105		Mexico			23	
Oman			129		Subtotal			9,208	33.5
Qatar			7		<b>CARIBBEAN</b>				
Saudi Arabia			161		Antigua and Barbuda			5	
Syrian Arab Republic			8		Barbados			24	
United Arab Emirates			178		Bermuda			10	
Yemen			55		Cuba			10	
Subtotal			1,242	4.5	Dominica			7	
<b>EUROPE</b>					Dominican Republic			2	
Albania			36		Grenada			1	
Andorra			4		Haiti			6	
Austria			194		Jamaica			28	
Azores			2		Puerto Rico			2	
Belarus			7		Saint Kitts and Nevis			4	
Belgium			613		Saint Vincent and the Grenadines			1	
Bosnia and Herzegovina			48		Bahamas			8	
Bulgaria			114		Trinidad and Tobago			3	
Croatia			109		Subtotal			111	0.4
Cyprus			65		<b>CENTRAL AMERICA</b>				
Czech Republic			181		Belize			22	
Denmark			165		Costa Rica			1	
Estonia			88		El Salvador			6	
Faroe Islands			1		Honduras			1	
Finland			210		Nicaragua			1	
France			781		Panama			6	
Germany			770		Subtotal			37	0.1
Gibraltar			2		<b>SOUTH AMERICA</b>				
Greece			194		Argentina			163	
Hungary			130		Bolivia			2	
Iceland			29		Brazil			154	
Italy			374		Chile			71	
Latvia			104		Colombia			7	
Liechtenstein			8		Ecuador			6	
Lithuania			112		Guyana			6	
Luxembourg			47		Paraguay			6	
Macedonia			36		Peru			25	
Malta			64		Suriname			2	
Moldova			24		Uruguay			49	
Netherlands			432		Venezuela			16	
Norway			228		Subtotal			507	1.8
Poland			278		<b>ASIA PACIFIC</b>				
Portugal			136		Australia			537	
Ireland			134		Cook Islands			1	
Romania			188		Fiji			7	
Russian Federation			254		Marshall Islands			10	
San Marino			2		New Caledonia			1	
Serbia			110		New Zealand			176	
Slovakia			66		Papua New Guinea			11	
Slovenia			59		Solomon Islands			4	
Spain			259		Vanuatu			1	
Sweden			366		Subtotal			748	2.7
Switzerland			208		<b>TOTAL QUALIFIED CIRCULATION</b>			<b>27,474</b>	<b>100.0</b>
Turkey			416						
Ukraine			106						
United Kingdom			2,738						
Subtotal			10,492	38.3					
<b>AFRICA</b>									
Algeria			17						
Angola			12						
Benin			1						
Botswana			22						

### 4. Geographical Breakout



3

### GEOGRAPHICAL BREAKOUT BY REGION



**7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2006	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*
Total Audit Average Qualified: _____	27,254	27,273	26,960	26,556	27,113	27,316
Qualified Non-Paid: _____	23,035	23,141	22,764	22,527	23,160	23,564
Qualified Paid: _____	4,219	4,132	4,196	4,029	3,953	3,752
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

\*NOTE: July - December 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

**9. ADDITIONAL DATA:****PARAGRAPH 2:**

Additions and removal are not required for paid circulation.

**PARAGRAPH 3b:**

Association rosters and directories include 1 source of circulation for a quantity of 369 copies or 1.3%.

Business directories include 7 sources of circulation for quantities of 1 copy or - % to 3,883 copies or 14.1%, including Carrolls Chart.

**PARAGRAPHS 5 & 6 ARE NOT REQUIRED.**

**GEOGRAPHICAL BREAKOUT OF NON-QUALIFIED CIRCULATION FOR ISSUES OF NOVEMBER 25, 2009**

Country	Non-Qualified Non-Paid
<b>ASIA</b>	
China _____	10
Hong Kong -SAR _____	5
India _____	4
Japan _____	2
Korea - South _____	9
Malaysia _____	1
Pakistan _____	1
Philippines _____	1
Singapore _____	20
Sri Lanka _____	1
Thailand _____	5
Vietnam _____	1
Subtotal	60
<b>MIDDLE EAST</b>	
Israel _____	36
Lebanon _____	1
Saudi Arabia _____	1
United Arab Emirates _____	2
Subtotal	40
<b>EUROPE</b>	
Austria _____	2
Belgium _____	7
Czech Republic _____	3
Denmark _____	2
Finland _____	1
France _____	22
Germany _____	25
Greece _____	1
Irish Republic _____	1
Italy _____	78

**8. PAID CIRCULATION DATA**

**NC	Average Annual Subscription Order Price for the Period Required (includes promotional incentive value, if any)
51	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

Country	Qualified Non-Paid
Netherlands _____	4
Norway _____	3
Poland _____	1
Romania _____	1
Russian Federation _____	11
Spain _____	18
Sweden _____	10
Switzerland _____	17
Turkey _____	9
United Kingdom _____	154
Subtotal	370
<b>AFRICA</b>	
Libya _____	2
South Africa _____	5
Uganda _____	1
Zambia _____	1
Subtotal	9
<b>NORTH AMERICA</b>	
Canada _____	13
United States Of America _____	258
Subtotal	271
<b>SOUTH AMERICA</b>	
Brazil _____	3
Subtotal	3
<b>ASIA PACIFIC</b>	
Australia _____	10
New Zealand _____	14
Subtotal	24
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>777</b>

**PUBLISHER'S AFFIDAVIT**

We hereby make oath and say that all data set forth in this statement are true.

Denise Allen, Circulation Manager

Janine Boxall, Global Advertising Sales Director

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

**IMPORTANT NOTE:**

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed February 3, 2010

City Coulsdon

Country United Kingdom

Revised February 3, 2010

Type PJ

ID Number J030P0D9