BRAND REPORT



FOR THE 6 MONTH PERIOD ENDED JUNE 2017



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.

GIE Media Inc. 5811 Canal Road Valley View, OH 44125 Tel.: 800-456-0707 Fax: 216-525-0515 www.aerospacemanufacturinganddesign.com **AEROSPACE MANUFACTURING AND DESIGN** is a B2B brand intended for individuals with broad based interests in the aerospace manufacturing industry including commercial, private, and government/military sectors. The publication is also tailored to contract/equipment manufacturers and maintenance, repair, and overhaul (MRO) personnel in the aviation industry. The brand content and editorial scope of the publication includes news and industry coverage, in-depth technical articles, industry round-up and special features. The content of every issue is also available to subscribers globally via the online digital version.

FIELD SERVED

AEROSPACE MANUFACTURING AND DESIGN serves aerospace/aircraft manufacturers; contract/equipment manufacturers; maintenance, repair, and overhaul businesses serving the aerospace industry; and others allied to the field including research & development (R&D), testing & design and quality assurance businesses.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are Corporate Management, Engineering Management, Manufacturing/Production Engineering, Design/Development Engineering, Plant Management, Manufacturing/Production Management, Quality Management, Purchasing and other job functions allied to the field.

CHANNELS



EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

| | Non-Paid | Paid | Average |
|---|----------|------|---------|
| AEROSPACE MANUFACTURING AND DESIGN MAGAZINE Unique Total* (4 issues in the period) | 20,109 | - | 20,109 |
| a. Print | 15,700 | - | 15,700 |
| b. Digital | 8,613 | - | 8,613 |
| 1. Requested | 8,613 | - | 8,613 |
| 2. Non-Requested | - | - | - |

^{*}Unique Total represents unique recipients, not the sum of Print and Digital.

AVERAGE NON-QUALIFIED CIRCULATION

| NON-QUALIFIED Not Included Elsewhere | Copies |
|---|--------|
| Other Paid Circulation | - |
| Advertiser and Agency | 1,905 |
| Allocated for Trade Shows and Conventions | 538 |
| All Other | 255 |
| TOTAL | 2,698 |
| | |

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

| | Total Q | ualified | Qualified | Non-Paid | Qualifi | ed Paid |
|-------------------------------------|---------|----------|-----------|----------|---------|--------------|
| QUALIFIED CIRCULATION | Copies | Percent | Copies | Percent | Copies | Percent |
| Individual | 19,526 | 97.1 | 19,526 | 97.1 | = | - |
| Sponsored Individually Addressed | - | - | - | - | - | - |
| Membership Benefit | - | - | = | - | - | - |
| Multi-Copy Same Addressee | 583 | 2.9 | 583 | 2.9 | - | - |
| Single Copy Sales | - | - | = | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 20,109 | 100.0 | 20,109 | 100.0 | - | - , |

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

| 2017 ssue | Print | Digital | Unique Total Qualified* |
|--|--|---------|-------------------------|
| January/February | 15,699 | 8,775 | 20,161 |
| March | 15,700 | 8,631 | 20,074 |
| April/May | 15,700 | 8,479 | 20,100 |
| June | 15,700 | 8,568 | 20,100 |
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^{*}Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2017 This issue is 0.1% or 12 copies below the average of the other 3 issues reported in Paragraph 2.

| UNIQUE TOTAL QUALIFIED* | PERCENT OF TOTAL | Print | Digital | Corporate Management | Engineering, Engineering Management, | Plant Management, | |
|-------------------------------|--|--|--|--|--|---|---|
| 0.720 | 42.5 | 6 697 | 4.240 | 1.070 | 4.202 | 1.000 | 420 |
| , | 43.5 | , | , | , | , | 1,928 | 438 |
| 5,431 | 27.0 | 3,899 | 2,818 | 1,850 | 2,342 | 982 | 257 |
| 4,985 | 24.8 | 4,552 | 916 | 3,378 | 482 | 962 | 163 |
| 946 | 4.7 | 562 | 505 | 367 | 463 | 115 | 1 |
| 20,100 | 100.0 | 15,700 | 8,479 | 7,574 | 7,680 | 3,987 | 859 |
| 100.0 | | 78.1 | 42.2 | 37.7 | 38.2 | 19.8 | 4.3 |
| | TOTAL QUALIFIED* 8,738 5,431 4,985 946 20,100 | TOTAL PERCENT OF TOTAL 8,738 43.5 5,431 27.0 4,985 24.8 946 4.7 20,100 100.0 | TOTAL QUALIFIED* PERCENT OF TOTAL Print 8,738 43.5 6,687 5,431 27.0 3,899 4,985 24.8 4,552 946 4.7 562 20,100 100.0 15,700 | TOTAL QUALIFIED* PERCENT OF TOTAL Print Digital 8,738 43.5 6,687 4,240 5,431 27.0 3,899 2,818 4,985 24.8 4,552 916 946 4.7 562 505 20,100 100.0 15,700 8,479 | TOTAL QUALIFIED* PERCENT OF TOTAL Print Digital Management Corporate Management 8,738 43.5 6,687 4,240 1,979 5,431 27.0 3,899 2,818 1,850 4,985 24.8 4,552 916 3,378 946 4.7 562 505 367 20,100 100.0 15,700 8,479 7,574 | UNIQUE TOTAL QUALIFIED* PERCENT OF TOTAL Print Digital Digital Corporate Management, Engineering, Engineering | UNIQUE TOTAL QUALIFIED* PERCENT OF TOTAL Print Digital Digital Corporate Management Management Engineering Engineering Engineering (Note 1) Management Management Engineering (Note 1) 8,738 43.5 6,687 4,240 1,979 4,393 1,928 5,431 27.0 3,899 2,818 1,850 2,342 982 4,985 24.8 4,552 916 3,378 482 962 946 4.7 562 505 367 463 115 20,100 100.0 15,700 8,479 7,574 7,680 3,987 |

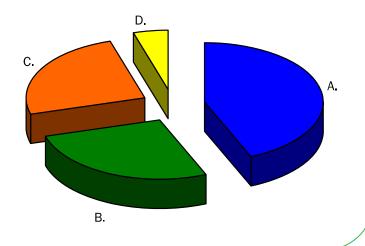
Note 1: Includes Quality Management and other manager titles.

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

Manufacturing/

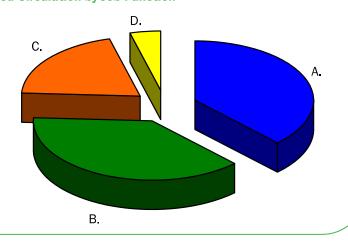
3a. Breakout of Qualified Circulation by Business and Industry

| | BUSINESS AND INDUSTRY | TOTAL QUALIFIED | PERCENT OF TOTAL |
|----|--|--------------------|---------------------|
| Α. | Aerospace/Aircraft Manufacturer (commercial, private, government/military) | 8,738 | 43.5 |
| В. | Contract/Equipment Manufacturer serving the Aerospace Industry | 5,431 | 27.0 |
| C. | Maintenance, Repair and Overhaul (MRO), Manager, Quality Management | 4,985 | 24.8 |
| D. | Others Allied to the Field including R&D, Testing & Design, Quality Assurance | 946 | 4.7 |



3a. Breakout of Qualified Circulation by Job Function

| | JOB FUNCTION | TOTAL QUALIFIED | PERCENT OF TOTAL |
|----|---|--------------------|---------------------|
| Α. | Corporate Management | 7,574 | 37.7 |
| В. | Design/Development Engineering, Engineering Management | 7,680 | 38.2 |
| C. | Manufacturing/Production Management, Plant Management, Manufacturing/ Production Engineering | 3,987 | 19.8 |
| D. | Purchasing and Other Job Functions | 859 | 4.3 |



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2017

| | (| Qualified Withir | า | | | | |
|--|--------|------------------|---------|--------|---------|----------------------------|---------|
| QUALIFICATION SOURCE | 1 Year | 2 Years | 3 Years | Print | Digital | Unique Total Qualified* | Percent |
| I. Direct Request: | 15,424 | 2,780 | - | 13,804 | 8,479 | 18,204 | 90.6 |
| II. Request from recipient's company: | - | - | - | - | - | - | - |
| III. Membership Benefit: | - | - | - | - | - | = | - |
| IV. Communication from recipient or recipient's company (other than request): | - | - | - | - | - | - | - |
| V. TOTAL - Sources other than above (listed alphabetically): | 1,896 | - | - | 1,896 | - | 1,896 | 9.4 |
| Association rosters and directories | - | - | - | - | - | - | - |
| **Business directories | 1,896 | - | - | 1,896 | - | 1,896 | 9.4 |
| Manufacturer's, distributor's, and wholesaler's lists | - | - | - | - | - | - | - |
| Other sources | - | - | - | - | - | - | - |
| VI. Single Copy Sales: | - | - | - | - | - | • | - |
| UNIQUE TOTAL QUALIFIED CIRCULATION* | 17,320 | 2,780 | - | 15,700 | 8,479 | 20,100 | 100.0 |
| PERCENT | 86.2 | 13.8 | - | 78.1 | 42.2 | 100.0 | |

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**See Additional Data

|--|

| | | | Unique Total | |
|---|--------|---------|--------------|---------|
| MAILING ADDRESS | Print | Digital | Qualified* | Percent |
| Individuals by name and title and/or function | 15,117 | 8,479 | 19,517 | 97.1 |
| Individuals by name only | = | - | - | - |
| Titles or functions only | - | - | = | - |
| Company names only | - | - | - | - |
| Multi-Copy Same Addressee copies | 583 | - | 583 | 2.9 |
| Single Copy Sales | - | - | - | - |
| UNIQUE TOTAL QUALIFIED CIRCULATION* | 15,700 | 8,479 | 20,100 | 100.0 |

^{*}Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

| | Audited Data | Audited Data | Audited Data | Audited Data | Audited Data | Circulation Claim |
|--|-------------------------|------------------------|-------------------------|------------------------|-------------------------|-------------------------|
| 6-Month Period Ended: | July – December 2014 | January – June 2015 | July – December 2015 | January – June 2016 | July – December 2016 | January – June 2017* |
| Unique Total Audit Average Qualified***: | 15,774 | 15,140 | 15,183 | 15,391 | 20,307 | 20,109 |
| Unique Qualified Non-Paid***: | 15,774 | 15,140 | 15,183 | 15,391 | 20,307 | 20,109 |
| Print: | 11,025 | 10,706 | 10,705 | 10,861 | 15,706 | 15,700 |
| Digital: | 9,313 | 7,902 | 7,631 | 7,018 | 8,207 | 8,613 |
| Unique Qualified Paid***: | - | - | - | - | - | = |
| Print: | - | - | - | - | - | - |
| Digital: | = | - | = | - | = | = |
| Post Expire Copies included in Total Qualified Circulation: | **NC | **NC | **NC | **NC | **NC | **NC |
| Average Annual Order Price: | **NC | **NC | **NC | **NC | **NC | **NC |
| *NOTE: January - June 2017 data i | ic unaudited. With eac | h cuccoccive period | now data will be added | until civ 6-month nor | riode are dienlayed | |

NOTE: January - June 2017 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2017

| | | | Unique Total | | | | | Unique Total | |
|------------------|-------|---------|--------------|---------|---------------------|--------|---------|--------------|---------|
| State | Print | Digital | Qualified* | Percent | State | Print | Digital | Qualified* | Percent |
| Maine | 30 | 23 | 43 | | Kentucky | 92 | 45 | 112 | |
| New Hampshire | 147 | 75 | 187 | | Tennessee | 180 | 73 | 211 | |
| Vermont | 50 | 27 | 67 | | Alabama | 271 | 130 | 345 | |
| Massachusetts | 413 | 227 | 521 | | Mississippi | 78 | 24 | 86 | |
| Rhode Island | 54 | 33 | 70 | | EAST SO. CENTRAL | 621 | 272 | 754 | 3.8 |
| Connecticut | 438 | 233 | 545 | | Arkansas | 115 | 48 | 136 | |
| NEW ENGLAND | 1,132 | 618 | 1,433 | 7.1 | Louisiana | 95 | 31 | 110 | |
| New York | 674 | 404 | 881 | | Oklahoma | 217 | 80 | 251 | |
| New Jersey | 350 | 196 | 458 | | Texas | 1,258 | 579 | 1,550 | |
| Pennsylvania | 495 | 301 | 648 | | WEST SO. CENTRAL | 1,685 | 738 | 2,047 | 10.2 |
| MIDDLE ATLANTIC | 1,519 | 901 | 1,987 | 9.9 | Montana | 50 | 19 | 58 | |
| Ohio | 760 | 438 | 978 | | Idaho | 88 | 25 | 95 | |
| Indiana | 304 | 149 | 380 | | Wyoming | 13 | 3 | 14 | |
| Illinois | 658 | 388 | 857 | | Colorado | 274 | 124 | 330 | |
| Michigan | 495 | 289 | 639 | | New Mexico | 97 | 55 | 125 | |
| Wisconsin | 296 | 157 | 384 | | Arizona | 417 | 199 | 508 | |
| EAST NO. CENTRAL | 2,513 | 1,421 | 3,238 | 16.1 | Utah | 141 | 72 | 172 | |
| Minnesota | 322 | 174 | 409 | | Nevada | 82 | 32 | 98 | |
| Iowa | 113 | 39 | 131 | | MOUNTAIN | 1,162 | 529 | 1,400 | 7.0 |
| Missouri | 280 | 137 | 345 | | Alaska | 77 | 6 | 79 | |
| North Dakota | 43 | 11 | 50 | | Washington | 462 | 254 | 582 | |
| South Dakota | 31 | 12 | 39 | | Oregon | 168 | 83 | 212 | |
| Nebraska | 76 | 27 | 87 | | California | 2,103 | 1,055 | 2,605 | |
| Kansas | 304 | 125 | 367 | | <u>Hawaii</u> | 33 | 9 | 38 | |
| WEST NO. CENTRAL | 1,169 | 525 | 1,428 | 7.1 | PACIFIC | 2,843 | 1,407 | 3,516 | 17.5 |
| Delaware | 32 | 16 | 43 | | UNITED STATES | 15,400 | 7,769 | 19,271 | 95.9 |
| Maryland | 340 | 185 | 438 | | U.S. Territories | 6 | 8 | 10 | |
| Washington, DC | 26 | 12 | 32 | | Canada | 136 | 215 | 286 | |
| Virginia | 366 | 215 | 470 | | Mexico | 62 | 159 | 170 | |
| West Virginia | 45 | 18 | 56 | | Other International | 96 | 326 | 361 | |
| North Carolina | 274 | 164 | 364 | | APO/FPO | - | 2 | 2 | |
| South Carolina | 138 | 71 | 177 | | UNIQUE TOTAL | | - | | • |
| Georgia | 377 | 195 | 480 | | QUALIFIED | 15,700 | 8,479 | 20,100 | 100.0 |
| Florida | 1,158 | 482 | 1,408 | | CIRCULATION* | 15,700 | 0,473 | 20,100 | 100.0 |
| SOUTH ATLANTIC | 2,756 | 1,358 | 3,468 | 17.2 | - CIRCULATION" | | | | |

^{*}Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Replica Plus - If a print edition exists, "plus" is editorial that is retained from the original edition and is redesigned and/or supplemented. Each issue's content is primarily taken (but not necessarily replicated in its entirety) from the original edition (whether in print or digital). Apart from minor updates, the content cannot change once the issue is made available.

PARAGRAPH 3b:

Business directories include 2 sources of circulation for quantities of 784 copies or 3.8% to 1,126 copies or 5.6%, including InfoUSA and Dun & Bradstreet.

PUBLISHER'S AFFIDAVIT

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

Michael DiFranco, Publisher

Eric Oster. Audience Development Associate

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

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report.

It will be included in the annual audit made by BPA Worldwide.

Date signed State County

Received by BPA Worldwide

July 14, 2017 Ohio Cuyahoga July 14, 2017

Type ID Number BD A530B0J7

Anot-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

^{***}Unique Total Qualified represents unique recipients, not the sum of Print and Digital.