

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.

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**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

### AEROSPACE MANUFACTURING AND DESIGN MAGAZINE



4 Issues in the period  
20,109 average circulation

## EXECUTIVE SUMMARY

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

|                                                                                              | Non-Paid | Paid | Average |
|----------------------------------------------------------------------------------------------|----------|------|---------|
| <b>AEROSPACE MANUFACTURING AND DESIGN MAGAZINE</b> Unique Total*<br>(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<br>Not Included Elsewhere      | Copies       |
|----------------------------------------------|--------------|
| Other Paid Circulation                       | -            |
| Advertiser and Agency                        | 1,905        |
| Allocated for Trade Shows<br>and Conventions | 538          |
| All Other                                    | 255          |
| <b>TOTAL</b>                                 | <b>2,698</b> |

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD**

| QUALIFIED<br>CIRCULATION               | Total Qualified |              | Qualified Non-Paid |              | Qualified Paid |          |
|----------------------------------------|-----------------|--------------|--------------------|--------------|----------------|----------|
|                                        | Copies          | Percent      | Copies             | Percent      | Copies         | Percent  |
| Individual                             | 19,526          | 97.1         | 19,526             | 97.1         | -              | -        |
| Sponsored Individually<br>Addressed    | -               | -            | -                  | -            | -              | -        |
| Membership Benefit                     | -               | -            | -                  | -            | -              | -        |
| Multi-Copy Same<br>Addressee           | 583             | 2.9          | 583                | 2.9          | -              | -        |
| Single Copy Sales                      | -               | -            | -                  | -            | -              | -        |
| <b>TOTAL QUALIFIED<br/>CIRCULATION</b> | <b>20,109</b>   | <b>100.0</b> | <b>20,109</b>      | <b>100.0</b> | <b>-</b>       | <b>-</b> |

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

| 2017 Issue       | 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                  |

\*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.

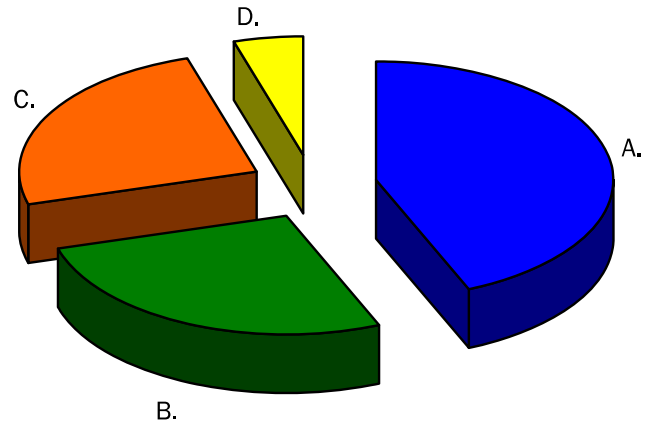
| BUSINESS & INDUSTRY                                                              | UNIQUE<br>TOTAL<br>QUALIFIED* | PERCENT<br>OF TOTAL | Print         | Digital      | Corporate<br>Management | Design/<br>Development<br>Engineering<br>Management,<br>Engineer | Manufacturing/<br>Production<br>Management,<br>Plant<br>Manufacturing/<br>Production<br>Engineering<br>(Note 1) | Purchasing<br>and Other Job<br>Functions |
|----------------------------------------------------------------------------------|-------------------------------|---------------------|---------------|--------------|-------------------------|------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|------------------------------------------|
| Aerospace/Aircraft Manufacturer (commercial, private,<br>government/military)    | 8,738                         | 43.5                | 6,687         | 4,240        | 1,979                   | 4,393                                                            | 1,928                                                                                                           | 438                                      |
| Job Shop/Contract Manufacturer                                                   | 5,431                         | 27.0                | 3,899         | 2,818        | 1,850                   | 2,342                                                            | 982                                                                                                             | 257                                      |
| Maintenance, Repair and Overhaul (MRO)                                           | 4,985                         | 24.8                | 4,552         | 916          | 3,378                   | 482                                                              | 962                                                                                                             | 163                                      |
| Others Allied to the Field including R&D, Testing & Design,<br>Quality Assurance | 946                           | 4.7                 | 562           | 505          | 367                     | 463                                                              | 115                                                                                                             | 1                                        |
| <b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>                                       | <b>20,100</b>                 | <b>100.0</b>        | <b>15,700</b> | <b>8,479</b> | <b>7,574</b>            | <b>7,680</b>                                                     | <b>3,987</b>                                                                                                    | <b>859</b>                               |
| <b>PERCENT</b>                                                                   | <b>100.0</b>                  |                     | <b>78.1</b>   | <b>42.2</b>  | <b>37.7</b>             | <b>38.2</b>                                                      | <b>19.8</b>                                                                                                     | <b>4.3</b>                               |

Note 1: Includes Quality Management and other manager titles.

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

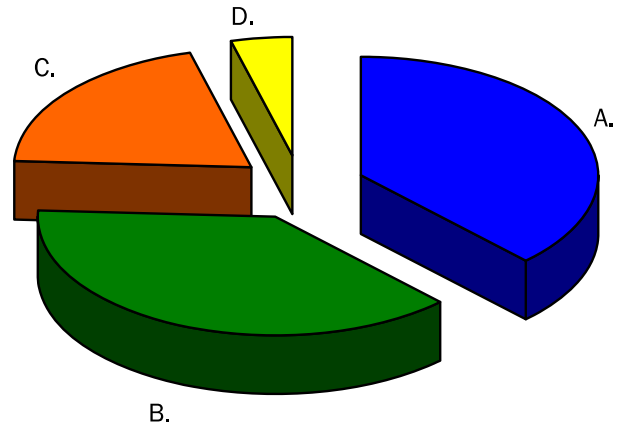
### 3a. Breakout of Qualified Circulation by Business and Industry

| BUSINESS AND INDUSTRY                                                            | TOTAL QUALIFIED | PERCENT OF TOTAL |
|----------------------------------------------------------------------------------|-----------------|------------------|
| A. Aerospace/Aircraft Manufacturer (commercial, private, government/military)    | 8,738           | 43.5             |
| B. 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 |
|------------------------------------------------------------------------------------------------|-----------------|------------------|
| A. Corporate Management                                                                        | 7,574           | 37.7             |
| B. 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

| QUALIFICATION SOURCE                                                          | Qualified Within |              |          |               |              | Unique Total Qualified* | Percent      |
|-------------------------------------------------------------------------------|------------------|--------------|----------|---------------|--------------|-------------------------|--------------|
|                                                                               | 1 Year           | 2 Years      | 3 Years  | Print         | Digital      |                         |              |
| 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:                                                        | -                | -            | -        | -             | -            | -                       | -            |
| <b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>                                    | <b>17,320</b>    | <b>2,780</b> | <b>-</b> | <b>15,700</b> | <b>8,479</b> | <b>20,100</b>           | <b>100.0</b> |
| <b>PERCENT</b>                                                                | <b>86.2</b>      | <b>13.8</b>  | <b>-</b> | <b>78.1</b>   | <b>42.2</b>  | <b>100.0</b>            |              |

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

### 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2017

| MAILING ADDRESS                               | Print         | Digital      | Unique Total 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                             | -             | -            | -                       | -            |
| <b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>    | <b>15,700</b> | <b>8,479</b> | <b>20,100</b>           | <b>100.0</b> |

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

