

BUSINESS PUBLICATION CIRCULATION STATEMENT FOR THE 6 MONTH PERIOD ENDED JUNE 2011

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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A not-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. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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Official Publication of: AMT Society
(See Additional Data)
Established: 1989
Issues per Year: 10



FIELD SERVED

AIRCRAFT MAINTENANCE TECHNOLOGY serves the market of repair stations, completions and overhauls, repair stations with helicopter and other aircraft maintenance, fixed base operations, fixed base operations with repair stations, corporate flight/business aircraft operators, major airlines, regional/commuter airlines, cargo airlines, fractional/charter operators, federal/state government/military, aviation maintenance/technical schools, association members, students and others related to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include directors of maintenance, service department directors/managers/VPs; aviation mechanics, technicians, A&P's, AME's, maintenance engineers; certified inspectors; parts department directors/managers; owners, managers and company officers; avionics technicians; maintenance and technical school instructors; aerospace engineers; association members; students and others related to the field.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	169
Advertiser and Agency _____	955
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	580
Digital _____	-
All Other _____	468
TOTAL	2,172

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	41,333	100.0	41,333	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	41,333	100.0	41,333	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2011 Issue	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January/February _____	35,000	6,256	41,256
March _____	35,000	6,151	41,151
April _____	35,000	6,394	41,394
May _____	35,000	6,405	41,405
June _____	35,000	6,461	41,461

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011
This issue is 0.2% or 89 copies above the average of the other 4 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	CLASSIFICATION BY TITLE		
					Director of Maintenance/ Service Dept Director/ Manager/ VP, Parts Dept Director/Manager, Owner, Manager, Company Officer & Related Personnel	Aviation Mechanic/ Technician/ A&P/ AME/ Maintenance Engineer/ Certified Inspector/ Avionics Technician	Maintenance/ Technical School Instructor/ Association Member/ Aerospace Engineer/ Student/Other
Repair Station/Completion/ Overhaul _____	12,094	29.2	10,468	1,626	8,149	3,818	127
Repair Station with Helicopter & Other Aircraft Maintenance _____	1,937	4.7	1,623	314	1,248	672	17
Fixed Base Operation _____	4,645	11.2	4,281	364	3,735	891	19
Fixed Base Operation with Repair Station _____	3,993	9.7	3,498	495	2,583	1,390	20
Corporate Flight/Business Aircraft Operator _____	5,224	12.6	4,546	678	3,866	1,335	23
Airline - Major/Regional/Commuter/Cargo _____	7,340	17.7	6,153	1,187	4,299	2,931	110
Fractional/Charter Operator _____	2,039	4.9	1,846	193	1,831	195	13
Federal/State Government/Military _____	2,731	6.6	2,090	641	1,128	1,497	106
Aviation Maintenance/Technical School _____	539	1.3	454	85	157	108	274
Association Member _____	45	0.1	41	4	9	23	13
Student _____	363	0.9	-	363	9	45	309
Other _____	455	1.1	-	455	196	137	122
TOTAL QUALIFIED CIRCULATION	41,405	100.0	35,000	6,405	27,210	13,042	1,153
PERCENT	100.0		84.5	15.5	65.7	31.5	2.8

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	24,157	8,271	-	26,023	6,405	32,428	78.3
II. Request from recipient's company: _____	593	-	-	593	-	593	1.4
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	8,384	-	-	8,384	-	8,384	20.3
Association rosters and directories _____	-	-	-	-	-	-	-
*Business directories _____	8,384	-	-	8,384	-	8,384	20.3
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	33,134	8,271	-	35,000	6,405	41,405	100.0
PERCENT	80.0	20.0	-	84.5	15.5	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	35,000	6,405	41,405	100.0
Individuals by name only _____	-	-	-	-
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	35,000	6,405	41,405	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine _____	150	8	158	
New Hampshire _____	158	24	182	
Vermont _____	67	8	75	
Massachusetts _____	433	33	466	
Rhode Island _____	47	7	54	
Connecticut _____	363	47	410	
NEW ENGLAND	1,218	127	1,345	3.2
New York _____	1,298	138	1,436	
New Jersey _____	595	76	671	
Pennsylvania _____	1,013	107	1,120	
MIDDLE ATLANTIC	2,906	321	3,227	7.8
Ohio _____	1,101	131	1,232	
Indiana _____	670	70	740	
Illinois _____	1,111	118	1,229	
Michigan _____	858	108	966	
Wisconsin _____	613	67	680	
EAST NO. CENTRAL	4,353	494	4,847	11.7
Minnesota _____	654	77	731	
Iowa _____	305	29	334	
Missouri _____	678	92	770	
North Dakota _____	154	11	165	
South Dakota _____	142	15	157	
Nebraska _____	254	28	282	
Kansas _____	529	78	607	
WEST NO. CENTRAL	2,716	330	3,046	7.4
Delaware _____	111	14	125	
Maryland _____	365	63	428	
Washington, DC _____	82	18	100	
Virginia _____	680	125	805	
West Virginia _____	141	19	160	
North Carolina _____	896	107	1,003	
South Carolina _____	411	49	460	
Georgia _____	1,129	184	1,313	
Florida _____	3,270	439	3,709	
SOUTH ATLANTIC	7,085	1,018	8,103	19.6

State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Kentucky _____	395	54	449	
Tennessee _____	650	97	747	
Alabama _____	556	57	613	
Mississippi _____	285	27	312	
EAST SO. CENTRAL	1,886	235	2,121	5.1
Arkansas _____	413	28	441	
Louisiana _____	428	35	463	
Oklahoma _____	700	91	791	
Texas _____	3,466	411	3,877	
WEST SO. CENTRAL	5,007	565	5,572	13.4
Montana _____	261	31	292	
Idaho _____	283	29	312	
Wyoming _____	125	10	135	
Colorado _____	733	98	831	
New Mexico _____	206	26	232	
Arizona _____	845	134	979	
Utah _____	329	36	365	
Nevada _____	381	65	446	
MOUNTAIN	3,163	429	3,592	8.7
Alaska _____	690	62	752	
Washington _____	844	122	966	
Oregon _____	484	69	553	
California _____	3,293	436	3,729	
Hawaii _____	247	11	258	
PACIFIC	5,558	700	6,258	15.1
UNITED STATES	33,892	4,219	38,111	92.0
U.S. Territories _____	101	13	114	
Canada _____	-	419	419	
Mexico _____	-	40	40	
Other International _____	931	1,700	2,631	
APQ/FPO _____	76	14	90	
TOTAL QUALIFIED CIRCULATION	35,000	6,405	41,405	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

Country	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
ASIA _____	272	377	649	1.6
MIDDLE EAST _____	124	106	230	0.5
EUROPE _____	535	641	1,176	2.8
AFRICA _____	-	157	157	0.4
NORTH AMERICA _____	34,069	4,705	38,774	93.6
CARIBBEAN _____	-	22	22	0.1
CENTRAL AMERICA _____	-	16	16	-
SOUTH AMERICA _____	-	230	230	0.6
ASIA PACIFIC _____	-	151	151	0.4
TOTAL QUALIFIED CIRCULATION	35,000	6,405	41,405	100.0

ADDITIONAL DATA**METHOD OF DISTRIBUTION:**

All qualified circulation conforms to the Field Served and Definition of Recipient Qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital versions are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Replica - Editorial and design are unchanged from the original print edition.

OFFICIAL PUBLICATION OF:

Aircraft Maintenance Technology is the official publication of AMT Society.

PARAGRAPH 3b:

Business directories include 3 sources of circulation for quantities of 1,209 copies or 2.9% to 4,338 copies or 10.5%, including Dun & Bradstreet.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	35,000	100.0	35,000	100.0	-	-
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	35,000	100.0	35,000	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	6,333	100.0	6,333	100.0	-	-
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	6,333	100.0	6,333	100.0	-	-

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.		
Jon Jezo, Publisher	Date signed	July 15, 2011
Debbie Dumke, Audience Development Manager	State	Wisconsin
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	County	Jefferson
IMPORTANT NOTE:	Received by BPA Worldwide	July 15, 2011
This unaudited circulation statement has been checked against the previous audit report.	Type	PD
It will be included in the annual audit made by BPA Worldwide.	ID Number	A035Y0J1