

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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airport business

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Official Publication of: None
Established: 1986
Issues per Year: 11



FIELD SERVED

AIRPORT BUSINESS serves the market of airports and airport-based businesses. These include airport operations, consulting firms, contract service providers, airport authorities/commissions, major, regional, commuter and cargo airlines, FBO/aviation service centers, FBOs that also manage/operate airports, air taxi/charter operators/fractional operators/aircraft management, corporate flight facilities, aviation management schools and flight schools, federal/state government and military.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are airport directors/managers, presidents, CEOs, owners, general managers, department managers including purchasing, facilities, operations, grounds/maintenance, base/terminal, security, retail, concessions, and training/education managers, airport authority members, airport commissioners, state aviation officials, deans, department heads, professors, instructors, advisors and other related titles.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	52
Advertiser and Agency _____	496
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	233
Digital _____	-
All Other _____	184
TOTAL	965

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	16,788	100.0	16,788	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,788	100.0	16,788	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2011 Issue	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January _____	14,100	2,470	16,570
February _____	14,100	2,712	16,812
March _____	14,100	2,783	16,883
April _____	14,100	2,776	16,876
May _____	14,100	2,686	16,786
June _____	14,100	2,700	16,800

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**This issue is -% or 2 copies below the average of the other 5 issues reported in Paragraph two.**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	CLASSIFICATION BY TITLE			
					Airport Director/Manager, President, CEO, Owner, General Manager and related titles	Department Manager-Purchasing, Facilities, Operations, Grounds/Maintenance, Base/Terminal, Security, Retail, Concessions, Training/Education and related titles	Airport Authority Member, Airport Commissioner, State Aviation Official and related titles	Dean, Department Head, Professor, Instructor, Advisor and related titles
AIRPORT OPERATIONS:								
Airport Operations _____	5,944	35.5	5,377	567	4,568	1,042	223	111
Consulting Firm/Contract Service Provider _____	3,044	18.1	2,359	685	2,019	835	36	154
Airport Authority/Commission _____	963	5.7	697	266	404	363	173	23
Airline - Major/Regional/Commuter/Cargo _____	124	0.7	-	124	46	70	1	7
Subtotal Airport Operations	10,075	60.0	8,433	1,642	7,037	2,310	433	295
AIRPORT BASED BUSINESSES:								
Fixed Base Operation (FBO)/Aviation Service Center _____	3,487	20.8	3,166	321	2,622	723	65	77
Fixed Base Operation (FBO)-also manage/operate airport _____	283	1.7	237	46	179	88	12	4
Air Taxi/Charter Operator/Fractional Operator/Aircraft Management _____	905	5.4	768	137	632	229	14	30
Corporate Flight Facility _____	771	4.6	666	105	385	313	31	42
Subtotal Airport Based Businesses	5,446	32.5	4,837	609	3,818	1,353	122	153
RELATED BUSINESSES:								
Aviation Management School/Flight School _____	158	0.9	-	158	86	29	2	41
Government: Federal/State/Military _____	1,107	6.6	830	277	418	444	133	112
TOTAL QUALIFIED CIRCULATION	16,786	100.0	14,100	2,686	11,359	4,136	690	601
PERCENT	100.0		84.0	16.0	67.7	24.6	4.1	3.6

ADDITIONAL DATA FOR ISSUE OF MAY 2011

AIRPORT SIZE	PRINT VERSION ONLY	DIGITAL VERSION ONLY	TOTAL QUALIFIED
Large Hub (>4,750,000 enplanements annually) _____	1,382	585	1,967
Medium Hub (1,187,500-4,750,000 enplanements) _____	1,401	404	1,805
Small Hub (237,500-1,187,500 enplanements) _____	1,906	311	2,217
Non-Hub (10,000-237,500 enplanements) _____	1,188	258	1,446
Other Commercial (2,500-10,000 enplanements) _____	612	143	755
General Aviation _____	4,108	740	4,848

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 year	3 year				
I. TOTAL – Direct Request: _____	6,871	4,626	1,192	10,003	2,686	12,689	75.6
a. Written _____	737	675	297	1,612	97	1,709	10.2
b. Telecommunication _____	3,864	2,510	512	5,920	966	6,886	41.0
c. Electronic _____	2,270	1,441	383	2,471	1,623	4,094	24.4
II. TOTAL – Request from recipient's company: _____	204	111	-	315	-	315	1.9
a. Written _____	-	11	-	11	-	11	0.1
b. Telecommunication _____	137	57	-	194	-	194	1.1
c. Electronic _____	67	43	-	110	-	110	0.7
III. TOTAL – Membership Benefit: _____	-	-	-	-	-	-	-
a. Individual _____	-	-	-	-	-	-	-
b. Organizational _____	-	-	-	-	-	-	-
IV. TOTAL – Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
a. Written _____	-	-	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-	-	-
c. Electronic _____	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically): _____	3,782	-	-	3,782	-	3,782	22.5
Association rosters and directories _____	-	-	-	-	-	-	-
*Business directories _____	3,782	-	-	3,782	-	3,782	22.5
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. TOTAL – Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,857	4,737	1,192	14,100	2,686	16,786	100.0
PERCENT	64.7	28.2	7.1	84.0	16.0	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 _____	14,100	2,686	16,786	100.0
Individuals by name only _____	-	-	-	-
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	14,100	2,686	16,786	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 _____	68	7	75	
New Hampshire _____	86	20	106	
Vermont _____	33	4	37	
Massachusetts _____	244	48	292	
Rhode Island _____	26	7	33	
Connecticut _____	122	20	142	
NEW ENGLAND	579	106	685	4.1
New York _____	565	125	690	
New Jersey _____	252	39	291	
Pennsylvania _____	406	72	478	
MIDDLE ATLANTIC	1,223	236	1,459	8.7
Ohio _____	486	91	577	
Indiana _____	301	47	348	
Illinois _____	520	90	610	
Michigan _____	372	53	425	
Wisconsin _____	264	55	319	
EAST NO. CENTRAL	1,943	336	2,279	13.6
Minnesota _____	286	42	328	
Iowa _____	166	16	182	
Missouri _____	286	38	324	
North Dakota _____	96	8	104	
South Dakota _____	79	5	84	
Nebraska _____	145	6	151	
Kansas _____	207	27	234	
WEST NO. CENTRAL	1,265	142	1,407	8.4
Delaware _____	44	4	48	
Maryland _____	194	54	248	
Washington, DC _____	105	42	147	
Virginia _____	342	82	424	
West Virginia _____	62	6	68	
North Carolina _____	362	64	426	
South Carolina _____	196	22	218	
Georgia _____	452	94	546	
Florida _____	1,235	270	1,505	
SOUTH ATLANTIC	2,992	638	3,630	21.5
Kentucky _____	180	25	205	
Tennessee _____	277	56	333	
Alabama _____	206	23	229	
Mississippi _____	121	15	136	
EAST SO. CENTRAL	784	119	903	5.4
Arkansas _____	176	16	192	
Louisiana _____	217	19	236	
Oklahoma _____	255	19	274	
Texas _____	1,287	209	1,496	
WEST SO. CENTRAL	1,935	263	2,198	13.1
Montana _____	115	9	124	
Idaho _____	108	18	126	
Wyoming _____	63	5	68	
Colorado _____	371	57	428	
New Mexico _____	102	10	112	
Arizona _____	350	74	424	
Utah _____	102	31	133	
Nevada _____	166	40	206	
MOUNTAIN	1,377	244	1,621	9.6
Alaska _____	165	13	178	
Washington _____	305	63	368	
Oregon _____	182	33	215	
California _____	1,217	272	1,489	
Hawaii _____	48	12	60	
PACIFIC	1,917	393	2,310	13.8
UNITED STATES	14,015	2,477	16,492	98.2
U.S. Territories _____	20	4	24	
Canada _____	51	41	92	
Mexico _____	1	4	5	
Other International _____	-	158	158	
APQ/FPO _____	13	2	15	
TOTAL QUALIFIED CIRCULATION	14,100	2,686	16,786	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	Country	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
ASIA	-	49	49	0.3	CENTRAL AMERICA	-	3	3	-
MIDDLE EAST	-	16	16	0.1	SOUTH AMERICA	-	9	9	0.1
EUROPE	-	51	51	0.3	ASIA PACIFIC	-	10	10	0.1
AFRICA	-	16	16	0.1	TOTAL QUALIFIED CIRCULATION	14,100	2,686	16,786	100.0
NORTH AMERICA	14,100	2,528	16,628	99.0					
CARIBBEAN	-	4	4	-					

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 _____	14,100	100.0	14,100	100.0	-	-
Sponsored Individually Addressed__	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	14,100	100.0	14,100	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 _____	2,688	100.0	2,688	100.0	-	-
Sponsored Individually Addressed__	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	2,688	100.0	2,688	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 version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM

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

PARAGRAPH 3b:

Business directories include 3 sources of circulation for quantities of 202 copies or 1.2% to 1,922 copies or 11.5%, including Dun & Bradstreet

PUBLISHER'S AFFIDAVIT		
www.bpaww.com		
We hereby make oath and say that all data set forth in this statement are true.		
Rick Groth, VP Sales	Date signed	July 18, 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 18, 2011
This unaudited circulation statement has been checked against the previous audit report.	Type	PSD
It will be included in the annual audit made by BPA Worldwide.	ID Number	A189S0J1