

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.

Armed Forces Communications and Electronics Association (AFCEA)  
4400 Fair Lakes Court  
Fairfax, VA 22033-3899  
Tel. No.: (703) 631-6100  
Fax No.: (703) 222-8762  
www.afcea.org/signal  
advertising@afcea.org

**SIGNAL** is a B2B brand intended for individuals with broad interests in the global defense, security and intelligence industries. The brand content and editorial scope of the publication includes targeted, unbiased and relevant editorial of technologies and programs involved in cyber, C4ISR, intelligence, cloud and big data. The content of every issues is also available to subscribers globally via the online digital version.

### BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

## CHANNELS

**SIGNAL MAGAZINE**

6 Issues in the period  
30,860 average circulation

**SIGNAL E-NEWSLETTER**

6 issued in the period  
29,385 average per occurrence

**SIGNAL WEBSITE**

24,521 average unique browsers

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>SIGNAL MAGAZINE</b> Unique Total* (6 issues in the period)	1,314	29,546	30,860
a. Print	1,189	25,656	26,845
b. Digital	517	9,806	10,323
1. Requested	517	9,806	10,323
2. Non-Requested	-	-	-
<b>SIGNAL E-NEWSLETTER</b>			
a. Signal Connections (6 issued in the period)	29,385	-	29,385
<b>SIGNAL WEBSITE</b> (Monthly Unique Browsers with 42,547 average Page Impressions)	24,521	-	24,521

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

## FIELD SERVED

**SIGNAL MAGAZINE** serves individuals in the military, business/industry, consultants, educators/academia, full-time students, national government, national guard/reserves, non-DOD civil government, state/local/provincial government, and others allied to the field.

## DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are individuals and company copies in the specialties of cyber, intelligence, homeland security, avionics, electronic warfare/information operations, electronics, radar, C3I, C4I, command & control/communications, communications, computer hardware/software, computers, computers in communication, emergency management, law enforcement/public safety, satellites, imaging, surveillance and reconnaissance, training/modeling and simulation, and others allied to the field in occupations as reported in paragraph 3a.

## AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere		Copies
Other Paid Circulation		1,860
Advertiser and Agency		42
Allocated for Trade Shows and Conventions		1,757
All Other		925
<b>TOTAL</b>		<b>4,584</b>

## 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	213	0.7	-	-	213	0.7
Sponsored Individually Addressed	785	2.5	-	-	785	2.5
*Membership Benefit	29,794	96.6	1,314	4.3	28,480	92.3
Multi-Copy Same Addressee	68	0.2	-	-	68	0.2
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,860</b>	<b>100.0</b>	<b>1,314</b>	<b>4.3</b>	<b>29,546</b>	<b>95.7</b>

\*See Additional Data

## 1a. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - PRINT

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	193	0.7	-	-	193	0.7
Sponsored Individually Addressed	625	2.3	-	-	625	2.3
Membership Benefit	25,959	96.7	1,189	4.4	24,770	92.3
Multi-Copy Same Addressee	68	0.3	-	-	68	0.3
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>26,845</b>	<b>100.0</b>	<b>1,189</b>	<b>4.4</b>	<b>25,656</b>	<b>95.6</b>

## 1b. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - DIGITAL

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	22	0.2	-	-	22	0.2
Sponsored Individually Addressed	196	1.9	-	-	196	1.9
Membership Benefit	10,105	97.9	517	5.0	9,588	92.9
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10,323</b>	<b>100.0</b>	<b>517</b>	<b>5.0</b>	<b>9,806</b>	<b>95.0</b>

## 1c. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - BOTH

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	2	-	-	-	2	-
Sponsored Individually Addressed	36	0.6	-	-	36	0.6
Membership Benefit	6,270	99.4	392	6.2	5,878	93.2
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>6,308</b>	<b>100.0</b>	<b>392</b>	<b>6.2</b>	<b>5,916</b>	<b>93.8</b>

## 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2014 Issue	Print	Digital	Non-Paid	Paid	Unique Total Qualified*
January	27,546	10,295	1,375	30,128	31,503
February	26,736	10,260	1,245	29,440	30,685
March	26,528	10,262	1,315	29,184	30,499
April	26,769	10,275	1,286	29,506	30,792
May	26,779	10,365	1,317	29,532	30,849
June	26,716	10,487	1,351	29,484	30,835

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

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014**  
 This issue is -% or 14 copies below the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	Print	Digital	Qualified Non-Paid	Qualified Paid	QUALIFIED PAID		
							Association		
							Indiv.	Corp.	Single
Active Air Force	1,925	6.2	1,402	1,261	208	1,717	1,690	25	2
Active Army	898	2.9	767	496	105	793	763	24	6
Active Coast Guard	93	0.3	81	33	6	87	86	-	1
Active Marine Corps	243	0.8	213	115	12	231	228	1	2
Active Navy	437	1.4	348	228	33	404	379	25	-
<b>Sub-Total</b>	<b>3,596</b>	<b>11.6</b>	<b>2,811</b>	<b>2,133</b>	<b>364</b>	<b>3,232</b>	<b>3,146</b>	<b>75</b>	<b>11</b>
Business/Industry	21,306	69.1	19,053	5,428	556	20,750	8,458	12,254	38
Consultant	12	-	12	-	12	-	-	-	-
Educator/Academia	530	1.7	457	202	29	501	361	135	5
Full-Time Students	572	1.9	396	388	13	559	558	1	-
<b>Sub-Total</b>	<b>22,420</b>	<b>72.7</b>	<b>19,918</b>	<b>6,018</b>	<b>610</b>	<b>21,810</b>	<b>9,377</b>	<b>12,390</b>	<b>43</b>
National Government - Defense	1,961	6.3	1,578	1,030	152	1,809	1,707	95	7
National Government - Homeland Security	132	0.4	105	71	7	125	109	15	1
National Government - Intelligence	300	1.0	252	164	19	281	260	20	1
National Government - Other	294	1.0	246	118	13	281	201	79	1
National Guard/Reserves	335	1.1	278	222	23	312	305	7	-
<b>Sub-Total</b>	<b>3,022</b>	<b>9.8</b>	<b>2,459</b>	<b>1,605</b>	<b>214</b>	<b>2,808</b>	<b>2,582</b>	<b>216</b>	<b>10</b>
Non-DOD Civil Government Employee	5	-	4	1	2	3	2	1	-
State/Local/Provincial Government	110	0.4	98	46	9	101	87	14	-
<b>Sub-Total</b>	<b>115</b>	<b>0.4</b>	<b>102</b>	<b>47</b>	<b>11</b>	<b>104</b>	<b>89</b>	<b>15</b>	<b>-</b>
Other	1,696	5.5	1,489	562	118	1,578	1,079	295	204
<b>Sub-Total</b>	<b>1,696</b>	<b>5.5</b>	<b>1,489</b>	<b>562</b>	<b>118</b>	<b>1,578</b>	<b>1,079</b>	<b>295</b>	<b>204</b>
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>30,849</b>	<b>100.0</b>	<b>26,779</b>	<b>10,365</b>	<b>1,317</b>	<b>29,532</b>	<b>16,273</b>	<b>12,991</b>	<b>268</b>
<b>PERCENT</b>	<b>100.0</b>		<b>86.8</b>	<b>33.6</b>	<b>4.3</b>	<b>95.7</b>	<b>52.7</b>	<b>42.1</b>	<b>0.9</b>

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

**SPECIALTY BREAKOUT FOR ISSUE OF MAY 2014**

GENERAL CLASSIFICATION	TOTAL QUALIFIED	SPECIALTY									
		Avionics, Cyber Operations/Electronic Warfare, Electronics, Radar	C3I, C4I, Command & Control/Communications	Communications, Computer Hardware/Software, Computers, Computers in Communications, Data/Database Management, Information Management/Security/Assurance, Systems Management, Telecommunications/Networks	Emergency Management/Law Enforcement/Public Safety	Intelligence	Satellites	ISR (Imaging, Surveillance & Reconnaissance)	Training/Modeling & Investigations/Simulation	Cyber Investigations/Digital Forensics	Other
Active Air Force	1,925	262	545	791	3	44	-	46	13	8	213
Active Army	898	39	295	390	4	37	1	5	12	3	112
Active Coast Guard	93	1	19	24	4	8	-	2	-	1	34
Active Marine Corps	243	3	103	61	1	7	-	-	1	-	67
Active Navy	437	23	104	156	-	18	-	7	5	2	122
<b>Sub-Total</b>	<b>3,596</b>	<b>328</b>	<b>1,066</b>	<b>1,422</b>	<b>12</b>	<b>114</b>	<b>1</b>	<b>60</b>	<b>31</b>	<b>14</b>	<b>548</b>
Business/Industry	21,306	461	2,631	8,877	157	1,257	11	704	297	77	6,834
Consultant	12	-	2	7	-	-	-	-	-	-	3
Educator/Academia	530	35	58	165	13	36	-	19	53	7	144
Full-Time Student	572	14	17	206	6	86	-	12	11	8	212
<b>Sub-Total</b>	<b>22,420</b>	<b>510</b>	<b>2,708</b>	<b>9,255</b>	<b>176</b>	<b>1,379</b>	<b>11</b>	<b>735</b>	<b>361</b>	<b>92</b>	<b>7,193</b>
National Government - Defense	1,961	88	478	981	11	87	-	48	28	13	227
National Government - Homeland Security	132	3	18	53	18	7	-	4	9	2	18
National Government - Intelligence	300	14	9	107	2	127	-	22	1	1	17
National Government - Other	294	14	18	132	16	6	-	8	5	1	94
National Guard/Reserves	335	27	85	160	6	26	-	7	3	2	19
<b>Sub-Total</b>	<b>3,022</b>	<b>146</b>	<b>608</b>	<b>1,433</b>	<b>53</b>	<b>253</b>	<b>-</b>	<b>89</b>	<b>46</b>	<b>19</b>	<b>375</b>
Non-DOD Civil Government Employee	5	3	-	-	1	1	-	-	-	-	-
State/Local/Provincial Government Employee	110	3	5	38	18	7	-	1	1	-	37
<b>Sub-Total</b>	<b>115</b>	<b>6</b>	<b>5</b>	<b>38</b>	<b>19</b>	<b>8</b>	<b>-</b>	<b>1</b>	<b>1</b>	<b>-</b>	<b>37</b>
Other	1,696	42	222	472	20	65	-	32	12	11	820
<b>Sub-Total</b>	<b>1,696</b>	<b>42</b>	<b>222</b>	<b>472</b>	<b>20</b>	<b>65</b>	<b>-</b>	<b>32</b>	<b>12</b>	<b>11</b>	<b>820</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,849</b>	<b>1,032</b>	<b>4,609</b>	<b>12,620</b>	<b>280</b>	<b>1,819</b>	<b>12</b>	<b>917</b>	<b>451</b>	<b>136</b>	<b>8,973</b>

**OCCUPATION BREAKOUT FOR ISSUE OF MAY 2014**

GENERAL CLASSIFICATION	TOTAL QUALIFIED	OCCUPATION						
		Data Processing, Information Systems/IRM, Information Technology	Acquisition/ Contracting/ Procurement, Engineering/ R&D/ Test & Evaluation/ Analysis, Logistics, Procurement, Production	Maintenance	Account Management, Management- Executive Level, Operations, Sales/ Marketing/ Business Development	Law Enforcement/ Counter-Intelligence	Consulting, Other	Product Management, Program/ Project Management
Active Air Force	1,925	1,159	157	1	300	5	191	112
Active Army	898	434	86	2	208	4	116	48
Active Coast Guard	93	22	15	-	14	7	28	7
Active Marine Corps	243	103	17	-	32	-	83	8
Active Navy	437	171	29	-	75	2	139	21
<b>Sub-Total</b>	<b>3,596</b>	<b>1,889</b>	<b>304</b>	<b>3</b>	<b>629</b>	<b>18</b>	<b>557</b>	<b>196</b>
Business/Industry	21,306	2,137	2,129	2	11,060	13	4,245	1,720
Consultant	12	4	3	-	-	-	5	-
Educator/Academia	530	80	121	-	116	6	168	39
Full-Time Student	572	153	155	-	27	8	218	11
<b>Sub-Total</b>	<b>22,420</b>	<b>2,374</b>	<b>2,408</b>	<b>2</b>	<b>11,203</b>	<b>27</b>	<b>4,636</b>	<b>1,770</b>
National Government - Defense	1,961	769	446	1	284	4	184	273
National Government - Homeland Security	132	43	18	-	30	3	20	18
National Government - Intelligence	300	82	59	-	69	7	52	31
National Government - Other	294	100	55	-	59	2	44	34
National Guard/Reserves	335	170	42	-	68	1	33	21
<b>Sub-Total</b>	<b>3,022</b>	<b>1,164</b>	<b>620</b>	<b>1</b>	<b>510</b>	<b>17</b>	<b>333</b>	<b>377</b>
Non-DOD Civil Government Employee	5	-	1	1	2	-	1	-
State/Local/Provincial Government Employee	110	26	11	1	38	3	25	6
<b>Sub-Total</b>	<b>115</b>	<b>26</b>	<b>12</b>	<b>2</b>	<b>40</b>	<b>3</b>	<b>26</b>	<b>6</b>
Other	1,696	259	220	-	327	1	805	84
<b>Sub-Total</b>	<b>1,696</b>	<b>259</b>	<b>220</b>	<b>-</b>	<b>327</b>	<b>1</b>	<b>805</b>	<b>84</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,849</b>	<b>5,712</b>	<b>3,564</b>	<b>8</b>	<b>12,709</b>	<b>66</b>	<b>6,357</b>	<b>2,433</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014**

QUALIFICATION SOURCE	Qualified Within					Qualified Non-Paid	Qualified Paid	Unique Total Qualified*	Percent
	1 year	2 year	3 year	Print	Digital				
I. <b>TOTAL</b> - Direct Request:	<b>786</b>	<b>109</b>	<b>8</b>	<b>703</b>	<b>239</b>	-	<b>903</b>	<b>903</b>	<b>2.9</b>
a. Written	16	3	1	20	-	-	20	20	0.1
b. Telecommunication	1	-	-	1	-	-	1	1	-
c. Electronic	769	106	7	682	239	-	882	882	2.8
II. <b>TOTAL</b> - Request from recipient's company:	<b>105</b>	<b>8</b>	<b>1</b>	<b>109</b>	<b>8</b>	-	<b>114</b>	<b>114</b>	<b>0.4</b>
a. Written	100	8	1	104	7	-	109	109	0.4
b. Telecommunication	3	-	-	3	-	-	3	3	-
c. Electronic	2	-	-	2	1	-	2	2	-
III. <b>TOTAL</b> - Membership Benefit:	<b>21,774</b>	<b>4,101</b>	<b>3,887</b>	<b>25,897</b>	<b>10,118</b>	<b>1,317</b>	<b>28,445</b>	<b>29,762</b>	<b>96.5</b>
a. Individual	10,463	3,141	3,167	13,268	9,675	1,317	15,454	16,771	54.4
b. Organizational	11,311	960	720	12,629	443	-	12,991	12,991	42.1
IV. <b>TOTAL</b> - Communication from recipient or recipient's company (other than request):	<b>68</b>	<b>2</b>	-	<b>70</b>	-	-	<b>70</b>	<b>70</b>	<b>0.2</b>
a. Written	68	2	-	70	-	-	70	70	0.2
b. Telecommunication	-	-	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	-	-	-	-	-	-	-	-	-
VI. <b>TOTAL</b> - Single Copy Sales:	-	-	-	-	-	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>22,733</b>	<b>4,220</b>	<b>3,896</b>	<b>26,779</b>	<b>10,365</b>	<b>1,317</b>	<b>29,532</b>	<b>30,849</b>	<b>100.0</b>
<b>PERCENT</b>	<b>73.7</b>	<b>13.7</b>	<b>12.6</b>	<b>86.8</b>	<b>33.6</b>	<b>4.3</b>	<b>95.7</b>	<b>100.0</b>	

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

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014**

MAILING ADDRESS	Print	Digital	Qualified Non-Paid	Qualified Paid	Unique Total Qualified*	Percent
Individuals by name and title and/or function	23,989	9,985	1,242	26,588	27,830	90.2
Individuals by name only	2,619	376	75	2,770	2,845	9.2
Titles or functions only	2	-	-	2	2	-
Company names only	99	4	-	102	102	0.4
Multi-Copy Same Addressee copies	70	-	-	70	70	0.2
Single Copy Sales	-	-	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>26,779</b>	<b>10,365</b>	<b>1,317</b>	<b>29,532</b>	<b>30,849</b>	<b>100.0</b>

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

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014\*\***

State	Print	Digital	Non-Paid	Paid	Unique Total Qualified*	Percent
Maine	8	4	2	6	8	
New Hampshire	122	34	6	129	135	
Vermont	9	3	-	9	9	
Massachusetts	543	184	11	601	612	
Rhode Island	26	10	-	31	31	
Connecticut	84	41	-	98	98	
<b>NEW ENGLAND</b>	<b>792</b>	<b>276</b>	<b>19</b>	<b>874</b>	<b>893</b>	<b>2.9</b>
New York	296	112	16	312	328	
New Jersey	447	103	12	478	490	
Pennsylvania	396	121	23	414	437	
<b>MIDDLE ATLANTIC</b>	<b>1,139</b>	<b>336</b>	<b>51</b>	<b>1,204</b>	<b>1,255</b>	<b>4.1</b>
Ohio	445	146	30	468	498	
Indiana	55	17	6	54	60	
Illinois	290	127	32	305	337	
Michigan	39	18	2	42	44	
Wisconsin	27	8	4	24	28	
<b>EAST NO. CENTRAL</b>	<b>856</b>	<b>316</b>	<b>74</b>	<b>893</b>	<b>967</b>	<b>3.1</b>
Minnesota	49	7	-	50	50	
Iowa	82	26	2	84	86	
Missouri	96	32	5	104	109	
North Dakota	3	4	3	2	5	
South Dakota	8	2	1	7	8	
Nebraska	218	121	8	260	268	
Kansas	36	19	1	41	42	
<b>WEST NO. CENTRAL</b>	<b>492</b>	<b>211</b>	<b>20</b>	<b>548</b>	<b>568</b>	<b>1.8</b>
Delaware	23	15	3	24	27	
Maryland	3,231	1,247	109	3,609	3,718	
Washington, DC	384	162	14	440	454	
Virginia	8,103	2,771	336	8,907	9,243	
West Virginia	46	15	3	47	50	
North Carolina	312	152	28	335	363	
South Carolina	322	170	16	384	400	
Georgia	484	221	29	524	553	
Florida	1,105	561	67	1,256	1,323	
<b>SOUTH ATLANTIC</b>	<b>14,010</b>	<b>5,314</b>	<b>605</b>	<b>15,526</b>	<b>16,131</b>	<b>52.3</b>

  

State	Print	Digital	Non-Paid	Paid	Unique Total Qualified*	Percent
Kentucky	129	93	10	151	161	
Tennessee	37	17	4	40	44	
Alabama	394	177	24	428	452	
Mississippi	40	40	2	58	60	
<b>EAST SO. CENTRAL</b>	<b>600</b>	<b>327</b>	<b>40</b>	<b>677</b>	<b>717</b>	<b>2.3</b>
Arkansas	13	6	-	15	15	
Louisiana	172	110	13	201	214	
Oklahoma	90	35	10	98	108	
Texas	809	372	64	884	948	
<b>WEST SO. CENTRAL</b>	<b>1,084</b>	<b>523</b>	<b>87</b>	<b>1,198</b>	<b>1,285</b>	<b>4.2</b>
Montana	5	1	2	3	5	
Idaho	46	5	2	48	50	
Wyoming	3	1	2	1	3	
Colorado	647	292	46	701	747	
New Mexico	42	25	4	47	51	
Arizona	352	150	22	387	409	
Utah	75	31	3	83	86	
Nevada	78	44	7	87	94	
<b>MOUNTAIN</b>	<b>1,248</b>	<b>549</b>	<b>88</b>	<b>1,357</b>	<b>1,445</b>	<b>4.7</b>
Alaska	128	77	9	138	147	
Washington	118	46	18	116	134	
Oregon	64	9	3	63	66	
California	1,932	694	69	2,143	2,212	
Hawaii	469	327	56	537	593	
<b>PACIFIC</b>	<b>2,711</b>	<b>1,153</b>	<b>155</b>	<b>2,997</b>	<b>3,152</b>	<b>10.2</b>
<b>UNITED STATES</b>	<b>22,932</b>	<b>9,005</b>	<b>1,139</b>	<b>25,274</b>	<b>26,413</b>	<b>85.6</b>
U.S. Territories	75	41	3	86	89	
Canada	211	79	12	228	240	
Mexico	-	-	-	-	-	
Other International	2,929	560	75	3,073	3,148	
APO/FPO	632	680	88	871	959	

**UNIQUE TOTAL QUALIFIED\* 26,779 10,365 1,317 29,532 30,849 100.0**

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

\*\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2014\*\***

Region/Country	Print	Digital	Non-Paid	Paid	Unique Total Qualified*	Percent
<b>ASIA</b>						
Hong Kong - SAR	5	-	1	4	5	
India	7	2	2	5	7	
Japan	106	35	10	103	113	
Korea, Republic Of	15	8	3	13	16	
Malaysia	1	1	-	1	1	
Mongolia	1	1	-	1	1	
Philippines	2	1	1	1	2	
Singapore	9	4	1	8	9	
Taiwan	11	-	1	10	11	
Thailand	2	-	2	-	2	
Subtotal	159	52	21	146	167	0.5
<b>MIDDLE EAST</b>						
Israel	11	2	-	12	12	
Qatar	1	-	-	1	1	
Saudi Arabia	2	2	2	1	3	
United Arab Emirates	16	2	-	16	16	
Subtotal	30	6	2	30	32	0.1
<b>EUROPE</b>						
Albania	-	1	-	1	1	
Austria	5	2	-	7	7	
Belgium	52	33	3	65	68	
Bulgaria	23	7	1	23	24	
Cyprus	1	1	-	1	1	
Czech Republic	129	21	6	140	146	
Denmark	7	5	-	7	7	
Estonia	2	2	-	3	3	
Finland	30	16	-	33	33	
France	20	7	1	20	21	
Germany	897	48	10	918	928	
Greece	53	21	1	54	55	
Hungary	6	3	-	6	6	
Iceland	1	-	-	1	1	
Ireland	2	1	-	2	2	
Italy	318	43	2	335	337	
Luxembourg	1	2	-	2	2	
Netherlands	78	51	-	91	91	
Norway	7	5	2	6	8	
<b>AFRICA</b>						
Poland	13	7	-	15	15	
Portugal	416	15	1	430	431	
Romania	49	41	-	80	80	
Russian Federation	-	1	1	-	1	
Slovakia	11	7	-	11	11	
Spain	4	3	-	5	5	
Sweden	267	18	8	267	275	
Switzerland	17	1	1	16	17	
Turkey	41	16	-	44	44	
United Kingdom	186	77	9	207	216	
Subtotal	2,636	455	46	2,790	2,836	9.2
<b>AFRICA</b>						
Cote D'Ivoire	1	-	-	1	1	
Nigeria	1	2	-	2	2	
South Africa	2	1	-	3	3	
Subtotal	4	3	-	6	6	-
<b>NORTH AMERICA</b>						
Canada	211	79	12	228	240	
United States	22,932	9,005	1,139	25,274	26,413	
unspecified North America	707	721	91	957	1,048	
Subtotal	23,850	9,805	1,242	26,459	27,701	89.8
<b>CARIBBEAN</b>						
Dominican Republic	1	1	-	1	1	
Trinidad and Tobago	1	1	-	1	1	
Subtotal	2	2	-	2	2	-
<b>SOUTH AMERICA</b>						
Argentina	54	22	1	55	56	
Brazil	-	1	-	1	1	
Colombia	1	1	-	1	1	
Subtotal	55	24	1	57	58	0.2
<b>ASIA PACIFIC</b>						
Australia	38	15	4	37	41	
New Zealand	5	3	1	5	6	
Subtotal	43	18	5	42	47	0.2

**UNIQUE TOTAL QUALIFIED\* 26,779 10,365 1,317 29,532 30,849 100.0**

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

\*\*See Additional Data

## E-NEWSLETTER CHANNEL

2014	SIGNAL Connections
January	29,165
February	29,339
March	29,491
April	29,525
May	29,761
June	29,027
<b>AVERAGE:</b>	<b>29,385</b>

SIGNAL Connections E-Newsletter (6 issued in the period)

## WEBSITE CHANNEL

### WWW.AFCEA.ORG/SIGNAL

2014	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	37,581	26,479	21,593	1.23	02:15	00:57
February	46,111	32,439	25,806	1.26	02:17	00:58
March	28,010	19,145	15,738	1.22	02:07	00:59
April	44,332	32,083	25,902	1.24	02:18	00:53
May	50,598	36,764	29,715	1.24	02:26	00:55
June	48,651	34,842	28,374	1.23	01:53	00:45
<b>AVERAGE:</b>	<b>42,547</b>	<b>30,292</b>	<b>24,521</b>	<b>1.24</b>	<b>02:13</b>	<b>00:54</b>

January - June 2014 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

### WEBSITE GLOSSARY

**Page Impressions:** A Page Impression is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

**User Sessions:** A single continuous set of activity attributable to a cookie'd browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

**Unique Browsers:** An identified and unduplicated Cookie'd Browser that accesses Internet content or advertising during a measurement period.

**Unique Browser Frequency:** Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

**Page Duration:** The average time spent viewing any page on a web site.

**User Session Duration:** The average time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit [www.adicompli.com](http://www.adicompli.com)

## 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:

Editorial Replica - If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

### MAGAZINE:

#### PARAGRAPH 1:

Qualified paid membership benefit subscriptions averaging 28,480 copies were sold to qualified recipients at the basic price. Regular member's yearly subscription price of \$20.00 is included in the dues and is non-deductible there from. Qualified paid multi-copy single addressee subscriptions averaging 68 copies were sold to qualified recipients at \$20.00 subscription price, in quantities of 2 to 51.

**AVERAGE ANNUAL ORDER PRICE: \$19.51**

### GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter and Website are not reported at the media owner's option.

### PUBLISHER'S AFFIDAVIT

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

Beverly Cooper, Vice President, Publications

Marsha Carpenter, Senior Director, Advertising

(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 brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed August 15, 2014

State Virginia

County Fairfax

Received by BPA Worldwide August 15, 2014

Type BD

ID Number S039B0J4

#### About BPA Worldwide:

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. 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](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.