



**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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SIGNAL MAGAZINE

Armed Forces Communications
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Official Publication of: AFCEA
Established: 1946
Issues Per Year: 12

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 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, intelligence, 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 _____	1,031
Advertiser and Agency _____	108
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	796
Digital _____	-
All Other _____	1,247
TOTAL	3,182

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	622	1.9	-	-	622	1.9
Sponsored Individually Addressed _____	-	-	-	-	-	-
*Membership Benefit _____	32,509	97.8	1,514	4.6	30,995	93.2
*Multi-Copy Same Addressee _____	94	0.3	-	-	94	0.3
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	33,225	100.0	1,514	4.6	31,711	95.4

*See Additional Data

2a. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD						
2011 Issue	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	27,142	2,029	3,690	1,395	31,466	32,861
February _____	27,237	2,119	3,820	1,532	31,644	33,176
March _____	27,043	2,192	3,981	1,540	31,676	33,216
April _____	27,039	2,256	4,132	1,542	31,885	33,427
May _____	26,842	2,313	4,261	1,542	31,874	33,416
June _____	26,493	2,376	4,390	1,535	31,724	33,259

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January _____	40,442	24,431	21,467	1.14	01:10	01:55
February _____	33,102	19,899	17,690	1.12	01:09	01:56
March _____	38,382	23,697	20,956	1.13	01:08	01:49
April _____	32,539	19,681	17,338	1.14	01:11	01:57
May _____	36,542	22,264	19,555	1.14	01:08	01:51
June _____	43,630	25,145	22,145	1.14	01:05	01:51
AVERAGE:	37,440	22,520	19,859	1.13	01:08	01:53

*See Additional Data

SIGNAL MAGAZINE / June 2011

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

This issue is 0.7% or 228 copies above 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)	Both Print & Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	QUALIFIED PAID		
								Association		Single
								Indiv.	Corp.	
Active Air Force _____	1,542	4.6	970	186	386	130	1,412	1,381	29	2
Active Army _____	897	2.7	618	64	215	70	827	782	43	2
Active Coast Guard _____	60	0.2	40	9	11	2	58	55	2	1
Active Marine Corps _____	206	0.6	131	18	57	6	200	198	1	1
Active Navy _____	376	1.1	252	23	101	33	343	316	25	2
Sub-Total	3,081	9.2	2,011	300	770	241	2,840	2,732	100	8
Business/Industry _____	23,847	71.4	19,914	1,517	2,416	662	23,185	10,157	12,965	63
Consultant _____	95	0.3	86	5	4	30	65	53	12	-
Educator/Academia _____	525	1.6	401	37	87	43	482	346	135	1
Full-Time Students _____	251	0.7	170	21	60	6	245	241	4	-
Sub-Total	24,718	74.0	20,571	1,580	2,567	741	23,977	10,797	13,116	64
National Government - Defense _____	2,105	6.3	1,513	199	393	191	1,914	1,801	107	6
National Government - Homeland Security _____	123	0.4	90	10	23	13	110	97	13	-
National Government - Intelligence _____	308	0.9	217	25	66	18	290	274	14	2
National Government - Other _____	236	0.7	165	27	44	24	212	179	31	2
National Guard/Reserves _____	322	1.0	192	31	99	21	301	295	6	-
Sub-Total	3,094	9.3	2,177	292	625	267	2,827	2,646	171	10
Non-DOD Civil Government Employee _____	15	-	14	1	-	5	10	10	-	-
State/Local/Provincial Government _____	170	0.5	132	9	29	20	150	130	20	-
Sub-Total	185	0.5	146	10	29	25	160	140	20	-
Other _____	2,338	7.0	1,937	131	270	268	2,070	1,316	482	272
Sub-Total	2,338	7.0	1,937	131	270	268	2,070	1,316	482	272
TOTAL QUALIFIED CIRCULATION	33,416	100.0	26,842	2,313	4,261	1,542	31,874	17,631	13,889	354
PERCENT	100.0		80.3	6.9	12.8	4.6	95.4	52.8	41.6	1.0

SPECIALTY										
GENERAL CLASSIFICATION	TOTAL QUALIFIED	SPECIALTY								
		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	Intelligence	Satellites	Imaging, Surveillance & Reconnaissance	Training/ Modeling & Simulation	Other
Active Air Force _____	1,542	46	582	652	-	55	2	25	10	170
Active Army _____	897	19	349	346	4	27	-	3	9	140
Active Coast Guard _____	60	2	25	16	1	7	-	-	-	9
Active Marine Corps _____	206	1	129	48	1	9	-	-	2	16
Active Navy _____	376	25	136	140	2	21	2	7	6	37
Sub-Total	3,081	93	1,221	1,202	8	119	4	35	27	372
Business/Industry _____	23,847	432	3,635	8,558	175	1,378	27	419	347	8,876
Consultant _____	95	8	23	40	-	8	2	-	-	14
Educator/Academia _____	525	30	69	157	12	40	1	15	48	153
Full-Time Student _____	251	3	14	87	2	21	-	2	4	118
Sub-Total	24,718	473	3,741	8,842	189	1,447	30	436	399	9,161
National Government - Defense _____	2,105	80	523	1,008	10	112	2	32	34	304
National Government - Homeland Security _____	123	-	10	59	18	9	-	4	5	18
National Government - Intelligence _____	308	12	14	111	1	139	-	14	1	16
National Government - Other _____	236	1	16	113	11	8	-	2	9	76
National Guard/Reserves _____	322	13	82	156	7	24	-	8	2	30
Sub-Total	3,094	106	645	1,447	47	292	2	60	51	444
Non-DOD Civil Government Employee _____	15	3	2	7	1	1	-	-	-	1
State/Local/Provincial Government Employee _____	170	9	15	53	23	6	-	2	2	60
Sub-Total	185	12	17	60	24	7	-	2	2	61
Other _____	2,338	57	288	620	21	93	3	22	22	1,212
Sub-Total	2,338	57	288	620	21	93	3	22	22	1,212
TOTAL CIRCULATION	33,416	741	5,912	12,171	289	1,958	39	555	501	11,250

OCCUPATION								
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, Executive Level Management, Management, Operations, Sales/Marketing/ Business Development	Consulting, Professional/ Education, Other	Product Management, Program/Project Management	
Active Air Force _____	1,542	825	168	1	296	146	106	
Active Army _____	897	350	108	1	237	152	49	
Active Coast Guard _____	60	15	8	-	18	11	8	
Active Marine Corps _____	206	94	12	-	42	54	4	
Active Navy _____	376	170	35	-	99	44	28	
Sub-Total	3,081	1,454	331	2	692	407	195	
Business/Industry _____	23,847	2,181	2,602	7	11,095	6,295	1,667	
Consultant _____	95	26	23	-	38	8	-	
Educator/Academia _____	525	76	120	-	116	189	24	
Full-Time Student _____	251	53	47	-	15	128	8	
Sub-Total	24,718	2,336	2,792	7	11,264	6,620	1,699	
National Government - Defense _____	2,105	672	545	2	350	266	270	
National Government - Homeland Security _____	123	31	15	-	27	32	18	
National Government - Intelligence _____	308	72	65	-	71	58	42	
National Government - Other _____	236	62	44	-	48	48	34	
National Guard/Reserves _____	322	155	38	-	59	47	23	
Sub-Total	3,094	992	707	2	555	451	387	
Non-DOD Civil Government Employee _____	15	2	3	2	6	2	-	
State/Local/Provincial Government Employee _____	170	26	27	1	49	57	10	
Sub-Total	185	28	30	3	55	59	10	
Other _____	2,338	289	293	-	469	1,202	85	
Sub-Total	2,338	289	293	-	469	1,202	85	
TOTAL CIRCULATION	33,416	5,099	4,153	14	13,035	8,739	2,376	

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

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3+ years							
I. TOTAL - Direct request:	456	51	8	490	25	-	-	515	515	1.5
a. Written	22	3	-	25	-	-	-	25	25	0.1
b. Telecommunication	1	1	-	2	-	-	-	2	2	-
c. Electronic	433	47	8	463	25	-	-	488	488	1.4
II. TOTAL - Request from recipient's company:	144	13	1	151	5	2	-	158	158	0.5
a. Written	140	13	1	147	5	2	-	154	154	0.5
b. Telecommunication	3	-	-	3	-	-	-	3	3	-
c. Electronic	1	-	-	1	-	-	-	1	1	-
III. TOTAL - Membership Benefit:	24,337	4,756	3,557	26,109	2,283	4,258	1,542	31,108	32,650	97.7
a. Individual	11,642	3,807	2,989	12,238	1,973	4,227	1,542	16,896	18,438	55.2
b. Organizational	12,695	949	568	13,871	310	31	-	14,212	14,212	42.5
IV. TOTAL - Communication from recipient or recipient's company (other than request):	89	1	3	92	-	1	-	93	93	0.3
a. Written	89	1	3	92	-	1	-	93	93	0.3
b. Telecommunication	-	-	-	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	-	-	-	-	-	-	-	-	-	-
Association rosters and directories	-	-	-	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-	-	-	-
VI. TOTAL - Single Copy Sales:	-	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,026	4,821	3,569	26,842	2,313	4,261	1,542	31,874	33,416	100.0
PERCENT	74.9	14.4	10.7	80.3	6.9	12.8	4.6	95.4	100.0	-

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

State	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Maine	14	-	2	1	15	16	
New Hampshire	132	6	11	6	143	149	
Vermont	6	-	1	1	6	7	
Massachusetts	505	40	77	25	597	622	
Rhode Island	29	3	4	3	33	36	
Connecticut	69	4	10	4	79	83	
NEW ENGLAND	755	53	105	40	873	913	2.7
New York	318	20	55	19	374	393	
New Jersey	624	41	65	22	708	730	
Pennsylvania	378	25	45	23	425	448	
MIDDLE ATLANTIC	1,320	86	165	64	1,507	1,571	4.7
Ohio	503	44	74	33	588	621	
Indiana	83	3	17	5	98	103	
Illinois	356	38	47	36	405	441	
Michigan	49	4	7	5	55	60	
Wisconsin	22	2	2	3	23	26	
EAST NO. CENTRAL	1,013	91	147	82	1,169	1,251	3.8
Minnesota	65	-	6	1	70	71	
Iowa	84	4	12	5	95	100	
Missouri	156	9	18	9	174	183	
North Dakota	4	-	-	2	2	4	
South Dakota	7	1	-	2	6	8	
Nebraska	236	36	55	14	313	327	
Kansas	30	6	14	4	46	50	
WEST NO. CENTRAL	582	56	105	37	706	743	2.2
Delaware	18	3	5	1	25	26	
Maryland	2,938	303	533	110	3,664	3,774	
Washington, DC	343	35	64	8	434	442	
Virginia	7,651	683	1,156	394	9,096	9,490	
West Virginia	47	6	11	5	59	64	
North Carolina	311	19	73	21	382	403	
South Carolina	305	26	59	15	375	390	
Georgia	570	39	104	33	670	713	
Florida	1,209	123	218	89	1,461	1,550	
SOUTH ATLANTIC	13,392	1,237	2,223	676	16,176	16,852	50.4

State	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Kentucky	59	35	70	-	164	164	
Tennessee	45	4	11	8	52	60	
Alabama	437	40	96	29	544	573	
Mississippi	45	2	14	3	58	61	
EAST SO. CENTRAL	586	81	191	40	818	858	2.6
Arkansas	16	2	4	4	18	22	
Louisiana	106	41	44	10	181	191	
Oklahoma	141	9	18	11	157	168	
Texas	825	73	195	87	1,006	1,093	
WEST SO. CENTRAL	1,088	125	261	112	1,362	1,474	4.4
Montana	13	-	2	2	13	15	
Idaho	42	3	-	1	44	45	
Wyoming	1	-	-	-	1	1	
Colorado	692	69	114	62	813	875	
New Mexico	41	10	8	4	55	59	
Arizona	361	24	44	17	412	429	
Utah	74	7	9	8	82	90	
Nevada	35	5	6	9	37	46	
MOUNTAIN	1,259	118	183	103	1,457	1,560	4.7
Alaska	50	3	17	10	60	70	
Washington	130	16	24	19	151	170	
Oregon	51	4	5	3	57	60	
California	2,037	159	275	112	2,359	2,471	
Hawaii	421	82	103	46	560	606	
PACIFIC	2,689	264	424	190	3,187	3,377	10.1
UNITED STATES	22,684	2,111	3,804	1,344	27,255	28,599	85.6
U.S. Territories	49	4	13	5	61	66	
Canada	321	22	41	16	368	384	
Mexico	-	-	-	-	-	-	
Other International	3,429	93	204	111	3,615	3,726	
APO/FPO	359	83	199	66	575	641	
TOTAL QUALIFIED CIRCULATION	26,842	2,313	4,261	1,542	31,874	33,416	100.0

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

Region	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	Region	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
ASIA								Ireland	3	1	-	2	2	4	
China	38	-	-	-	38	38		Romania	57	1	5	-	63	63	
Hong Kong - SAR	1	-	-	-	1	1		Russian Federation	2	-	-	-	2	2	
India	5	-	-	1	4	5		Slovakia	5	-	-	-	5	5	
Japan	147	3	8	8	150	158		Spain	6	-	1	1	6	7	
Korea, Republic Of	34	-	5	1	38	39		Sweden	425	8	3	14	422	436	
Malaysia	1	-	-	-	1	1		Switzerland	9	1	1	3	8	11	
Philippines	1	-	1	-	2	2		Turkey	47	-	8	2	53	55	
Singapore	7	1	2	-	10	10		United Kingdom	353	34	42	21	408	429	
Thailand	1	-	1	1	1	2		Subtotal	3,084	85	162	92	3,239	3,331	10.0
Subtotal	235	4	17	11	245	256	0.8	AFRICA							
MIDDLE EAST								Ghana	-	-	1	-	1	1	
Iraq	-	-	1	-	1	1		Kenya	-	-	1	-	1	1	
Israel	8	-	3	-	11	11		Nigeria	-	1	-	-	1	1	
Kuwait	1	-	-	-	1	1		South Africa	2	1	-	-	3	3	
Saudi Arabia	3	-	2	1	4	5		Subtotal	2	2	2	-	6	6	-
United Arab Emirates	2	-	-	-	2	2		NORTH AMERICA							
Subtotal	14	-	6	1	19	20	0.1	Canada	321	22	41	16	368	384	
EUROPE								United States	22,684	2,111	3,804	1,344	27,255	28,599	
Albania	2	-	-	-	2	2		Mexico	-	-	1	-	1	1	
Austria	6	2	1	-	9	9		unspecified North America	408	87	212	71	636	707	
Belgium	47	5	8	6	54	60		Subtotal	23,413	2,220	4,058	1,431	28,260	29,691	88.9
Bulgaria	71	1	8	2	78	80		CARIBBEAN							
Croatia	-	1	-	-	1	1		Dominican Republic	-	-	1	-	1	1	
Czech Republic	64	2	2	1	67	68		Subtotal	-	-	1	-	1	1	-
Denmark	5	-	-	2	3	5		SOUTH AMERICA							
Estonia	6	-	1	2	5	7		Argentina	50	-	7	1	56	57	
Finland	35	2	14	2	49	51		Brazil	1	-	-	-	1	1	
France	20	2	-	3	19	22		Venezuela	1	-	-	1	-	1	
Germany	721	9	15	16	729	745		Subtotal	52	-	7	2	57	59	0.2
Greece	73	2	16	1	90	91		ASIA PACIFIC							
Hungary	11	-	-	-	11	11		Australia	37	1	7	5	40	45	
Iceland	1	-	-	-	1	1		New Zealand	5	1	1	-	7	7	
Italy	594	7	13	3	611	614		Subtotal	42	2	8	5	47	52	0.2
Luxembourg	-	-	1	-	1	1		TOTAL QUALIFIED CIRCULATION	26,842	2,313	4,261	1,542	31,874	33,416	100.0
Netherlands	94	5	19	7	111	118									
Norway	9	-	-	3	6	9									
Poland	58	2	3	-	63	63									
Portugal	360	-	1	1	360	361									

ADDITIONAL DATA**METHOD OF DISTRIBUTION**

All qualified circulation conforms to the field served of a recipient's 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 1

Qualified paid benefit of membership subscriptions averaging 30,995 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 94 copies were sold to qualified recipients at \$20.00 subscription price, in quantities of 2 to 65.

PARAGRAPH 2b:

WEBSITE GLOSSARY:	
Unique Browsers:	An identified and unduplicated Cookied Browser that accesses internet content during a measurement period. Each browser visiting a site instrumented with SiteCensus code is assigned a unique cookie id to help determine browser uniqueness
Page Impressions:	The number of web pages successfully viewed by all browsers within the reporting period
User Sessions:	A single continuous set of activity attributable to a browser resulting in one or more pulled text downloads from a site. A period of inactivity of more than 30 minutes terminates the session
Unique Browser Frequency:	The average number of user sessions per Unique Browser over the selected reporting period
User Session Duration:	The average time a browser remained on the site per session
Page Duration:	The average time a browser spent viewing any page(s) on the site

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 _____	593	2.2	-	-	593	2.2
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	26,280	97.5	1,450	5.4	24,830	92.1
Multi-Copy Same Addressee _____	93	0.3	-	-	93	0.3
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	26,966	100.0	1,450	5.4	25,516	94.6

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 _____	27	1.2	-	-	27	1.2
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	2,186	98.8	58	2.6	2,128	96.2
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	2,213	100.0	58	2.6	2,155	97.4

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD – BOTH PRINT & DIGITAL VERSION						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	2	-	-	-	2	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	4,043	100.0	6	0.1	4,037	99.9
Multi-Copy Same Addressee _____	1	-	-	-	1	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	4,046	100.0	6	0.1	4,040	99.9

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 20, 2011
Kent R. Schneider, Publisher	State	Virginia
Marsha Carpenter, Senior Director, Advertising	County	Fairfax
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	July 20, 2011
IMPORTANT NOTE:	Type	PD
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	S039Y0J1