

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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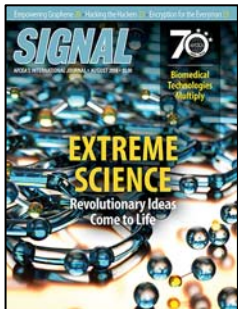
**SIGNAL** is a B2B brand intended for individuals with broad interests in the global defense, security and intelligence industries. The brand content and editorial scope of the publication includes targeted, unbiased and relevant editorial of technologies and programs involved in cyber, C4ISR, intelligence, cloud and big data. The content of every issue 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  
30,742 average circulation

### SIGNAL E-NEWSLETTER



6 issued in the period  
33,055 average per occurrence

### SIGNAL WEBSITE



32,274 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)	2,736	28,006	30,742
a. Print	2,405	23,712	26,117
b. Digital	1,011	10,127	11,138
1. Requested	1,011	10,127	11,138
2. Non-Requested	-	-	-
<b>SIGNAL E-NEWSLETTER</b>			
a. Signal Connections (6 issued in the period)	33,055	-	33,055
<b>SIGNAL WEBSITE</b> (Monthly Unique Browsers with 63,352 average Page Impressions)	32,274	-	32,274

\*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	1,086
Advertiser and Agency	141
Allocated for Trade Shows and Conventions	1,454
All Other	666
<b>TOTAL</b>	<b>3,346</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	158	0.5	1	-	157	0.5
Sponsored Individually Addressed	323	1.1	-	-	323	1.1
*Membership Benefit	30,202	98.2	2,735	8.9	27,467	89.3
*Multi-Copy Same Addressee	59	0.2	-	-	59	0.2
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,742</b>	<b>100.0</b>	<b>2,736</b>	<b>8.9</b>	<b>28,006</b>	<b>91.1</b>

\*See Additional Data

### 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Print	Digital	Non-Paid	Paid	Unique Total Qualified*
January	26,331	11,150	2,707	28,274	30,981
February	25,583	11,072	2,724	27,504	30,228
March	26,302	11,252	2,732	28,244	30,976
April	26,222	11,118	2,747	28,039	30,786
May	26,296	11,116	2,757	28,140	30,897
June	25,976	11,128	2,750	27,834	30,584

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

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016**  
 This issue is 0.6% or 186 copies above 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	2,098	6.8	1,374	1,570	273	1,825	1,815	8	2
Active Army	1,030	3.3	868	624	178	852	820	29	3
Active Coast Guard	69	0.2	54	47	13	56	55	-	1
Active Marine Corps	170	0.6	134	124	23	147	146	-	1
Active Navy	396	1.3	298	272	57	339	314	25	-
<b>Sub-Total</b>	<b>3,763</b>	<b>12.2</b>	<b>2,728</b>	<b>2,637</b>	<b>544</b>	<b>3,219</b>	<b>3,150</b>	<b>62</b>	<b>7</b>
Business/Industry	20,670	66.9	18,267	5,396	1,163	19,507	7,073	12,406	28
Consultant	29	0.1	29	-	28	1	1	-	-
Educator/Academia	541	1.7	449	218	76	465	312	150	3
Full-Time Students	427	1.4	319	269	20	407	402	4	1
<b>Sub-Total</b>	<b>21,667</b>	<b>70.1</b>	<b>19,064</b>	<b>5,883</b>	<b>1,287</b>	<b>20,380</b>	<b>7,788</b>	<b>12,560</b>	<b>32</b>
National Government - Defense	2,089	6.7	1,661	1,214	347	1,742	1,658	83	1
National Government - Homeland Security	165	0.5	130	83	25	140	117	22	1
National Government - Intelligence	366	1.2	283	226	58	308	280	25	3
National Government - Other	404	1.3	337	178	60	344	238	105	1
National Guard/Reserves	363	1.2	270	247	67	296	292	4	-
<b>Sub-Total</b>	<b>3,387</b>	<b>10.9</b>	<b>2,681</b>	<b>1,948</b>	<b>557</b>	<b>2,830</b>	<b>2,585</b>	<b>239</b>	<b>6</b>
Non-DOD Civil Government Employee	2	-	2	-	-	2	2	-	-
State/Local/Provincial Government	110	0.4	91	50	24	86	73	12	1
<b>Sub-Total</b>	<b>112</b>	<b>0.4</b>	<b>93</b>	<b>50</b>	<b>24</b>	<b>88</b>	<b>75</b>	<b>12</b>	<b>1</b>
Other	1,968	6.4	1,730	598	345	1,623	910	569	144
<b>Sub-Total</b>	<b>1,968</b>	<b>6.4</b>	<b>1,730</b>	<b>598</b>	<b>345</b>	<b>1,623</b>	<b>910</b>	<b>569</b>	<b>144</b>
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>30,897</b>	<b>100.0</b>	<b>26,296</b>	<b>11,116</b>	<b>2,757</b>	<b>28,140</b>	<b>14,508</b>	<b>13,442</b>	<b>190</b>
<b>PERCENT</b>	<b>100.0</b>		<b>85.1</b>	<b>36.0</b>	<b>8.9</b>	<b>91.1</b>	<b>47.0</b>	<b>43.5</b>	<b>0.6</b>

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

**SPECIALTY BREAKOUT FOR ISSUE OF MAY 2016**

**SPECIALTY**

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 & Simulation	Cyber Investigations/Digital Forensics	Other
Active Air Force	2,098	351	489	916	5	42	1	74	11	16	193
Active Army	1,030	118	298	421	6	48	1	17	8	13	100
Active Coast Guard	69	4	22	26	2	6	-	2	-	-	7
Active Marine Corps	170	12	96	42	-	10	-	4	-	-	6
Active Navy	396	34	109	166	-	22	-	10	8	1	46
<b>Sub-Total</b>	<b>3,763</b>	<b>519</b>	<b>1,014</b>	<b>1,571</b>	<b>13</b>	<b>128</b>	<b>2</b>	<b>107</b>	<b>27</b>	<b>30</b>	<b>352</b>
Business/Industry	20,670	652	2,271	8,676	174	1,171	4	865	335	193	6,329
Consultant	29	-	5	15	1	1	1	-	-	-	6
Educator/Academia	541	58	55	168	9	27	-	27	57	14	126
Full-Time Student	427	20	22	142	10	42	-	14	7	13	157
<b>Sub-Total</b>	<b>21,667</b>	<b>730</b>	<b>2,353</b>	<b>9,001</b>	<b>194</b>	<b>1,241</b>	<b>5</b>	<b>906</b>	<b>399</b>	<b>220</b>	<b>6,618</b>
National Government - Defense	2,089	113	443	1,083	9	82	-	69	40	23	227
National Government - Homeland Security	165	5	17	73	18	10	-	4	8	7	23
National Government - Intelligence	366	14	12	105	1	176	-	32	2	5	19
National Government - Other	404	25	26	188	18	5	-	3	5	8	126
National Guard/Reserves	363	44	66	187	4	22	-	8	5	5	22
<b>Sub-Total</b>	<b>3,387</b>	<b>201</b>	<b>564</b>	<b>1,636</b>	<b>50</b>	<b>295</b>	<b>-</b>	<b>116</b>	<b>60</b>	<b>48</b>	<b>417</b>
Non-DOD Civil Government Employee	2	-	-	-	1	-	-	-	-	-	1
State/Local/Provincial Government Employee	110	6	8	38	20	7	-	1	-	1	29
<b>Sub-Total</b>	<b>112</b>	<b>6</b>	<b>8</b>	<b>38</b>	<b>21</b>	<b>7</b>	<b>-</b>	<b>1</b>	<b>-</b>	<b>1</b>	<b>30</b>
Other	1,968	56	214	643	24	88	-	61	15	5	862
<b>Sub-Total</b>	<b>1,968</b>	<b>56</b>	<b>214</b>	<b>643</b>	<b>24</b>	<b>88</b>	<b>-</b>	<b>61</b>	<b>15</b>	<b>5</b>	<b>862</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,897</b>	<b>1,512</b>	<b>4,153</b>	<b>12,889</b>	<b>302</b>	<b>1,759</b>	<b>7</b>	<b>1,191</b>	<b>501</b>	<b>304</b>	<b>8,279</b>

**DISCIPLINE BREAKOUT FOR ISSUE OF MAY 2016**

GENERAL CLASSIFICATION	TOTAL QUALIFIED	Discipline						
		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	2,098	1,427	153	1	287	7	121	102
Active Army	1,030	551	108	-	212	8	99	52
Active Coast Guard	69	26	13	-	10	6	9	5
Active Marine Corps	170	95	21	-	36	-	12	6
Active Navy	396	203	51	-	71	2	40	29
<b>Sub-Total</b>	<b>3,763</b>	<b>2,302</b>	<b>346</b>	<b>1</b>	<b>616</b>	<b>23</b>	<b>281</b>	<b>194</b>
Business/Industry	20,670	2,522	2,055	1	10,654	27	3,743	1,668
Consultant	29	10	3	-	9	-	7	-
Educator/Academia	541	120	135	-	106	6	146	28
Full-Time Student	427	124	96	-	26	7	159	15
<b>Sub-Total</b>	<b>21,667</b>	<b>2,776</b>	<b>2,289</b>	<b>1</b>	<b>10,795</b>	<b>40</b>	<b>4,055</b>	<b>1,711</b>
National Government - Defense	2,089	964	469	-	272	9	126	249
National Government - Homeland Security	165	44	29	-	31	12	21	28
National Government - Intelligence	366	93	82	-	85	10	52	44
National Government - Other	404	117	83	-	79	10	71	44
National Guard/Reserves	363	227	31	-	54	4	30	17
<b>Sub-Total</b>	<b>3,387</b>	<b>1,445</b>	<b>694</b>	<b>-</b>	<b>521</b>	<b>45</b>	<b>300</b>	<b>382</b>
Non-DOD Civil Government Employee	2	-	-	-	2	-	-	-
State/Local/Provincial Government Employee	110	32	9	-	34	11	19	5
<b>Sub-Total</b>	<b>112</b>	<b>32</b>	<b>9</b>	<b>-</b>	<b>36</b>	<b>11</b>	<b>19</b>	<b>5</b>
Other	1,968	308	210	-	488	5	856	101
<b>Sub-Total</b>	<b>1,968</b>	<b>308</b>	<b>210</b>	<b>-</b>	<b>488</b>	<b>5</b>	<b>856</b>	<b>101</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,897</b>	<b>6,863</b>	<b>3,548</b>	<b>2</b>	<b>12,456</b>	<b>124</b>	<b>5,511</b>	<b>2,393</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016**

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 year	3 year				
I. <b>TOTAL</b> - Direct Request:	<b>281</b>	<b>25</b>	<b>4</b>	<b>-</b>	<b>310</b>	<b>310</b>	<b>1.0</b>
a. Written	10	1	-	-	11	11	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	271	24	4	-	299	299	1.0
II. <b>TOTAL</b> - Request from recipient's company:	<b>86</b>	<b>11</b>	<b>2</b>	<b>1</b>	<b>98</b>	<b>99</b>	<b>0.3</b>
a. Written	84	11	2	1	96	97	0.3
b. Telecommunication	1	-	-	-	1	1	-
c. Electronic	1	-	-	-	1	1	-
III. <b>TOTAL</b> - Membership Benefit:	<b>19,132</b>	<b>6,176</b>	<b>5,124</b>	<b>2,756</b>	<b>27,676</b>	<b>30,432</b>	<b>98.5</b>
a. Individual	8,985	4,556	3,454	2,756	14,239	16,995	55.0
b. Organizational	10,147	1,620	1,670	-	13,437	13,437	43.5
IV. <b>TOTAL</b> - Communication from recipient or recipient's company (other than request):	<b>56</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>56</b>	<b>56</b>	<b>0.2</b>
a. Written	56	-	-	-	56	56	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:	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
VI. <b>TOTAL</b> - Single Copy Sales:	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>19,555</b>	<b>6,212</b>	<b>5,130</b>	<b>2,757</b>	<b>28,140</b>	<b>30,897</b>	<b>100.0</b>
<b>PERCENT</b>	<b>63.3</b>	<b>20.1</b>	<b>16.6</b>	<b>8.9</b>	<b>91.1</b>	<b>100.0</b>	

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016**

MAILING ADDRESS	Print	Digital	Qualified Non-Paid	Qualified Paid	Unique Total Qualified*	Percent
Individuals by name and title and/or function	24,092	10,862	2,563	26,005	28,568	92.5
Individuals by name only	2,080	238	194	2,005	2,199	7.1
Titles or functions only	2	-	-	2	2	-
Company names only	66	16	-	72	72	0.2
Multi-Copy Same Addressee copies	56	-	-	56	56	0.2
Single Copy Sales	-	-	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>26,296</b>	<b>11,116</b>	<b>2,757</b>	<b>28,140</b>	<b>30,897</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 2016\*\***

State	Print	Digital	Non-Paid	Paid	Unique Total Qualified*	Percent	State	Print	Digital	Non-Paid	Paid	Unique Total Qualified*	Percent
Maine	11	3	4	7	11		Kentucky	105	74	9	128	137	
New Hampshire	101	36	11	103	114		Tennessee	33	25	10	34	44	
Vermont	9	2	2	7	9		Alabama	382	191	55	400	455	
Massachusetts	490	182	39	522	561		Mississippi	22	24	4	31	35	
Rhode Island	22	17	8	21	29		<b>EAST SO. CENTRAL</b>	<b>542</b>	<b>314</b>	<b>78</b>	<b>593</b>	<b>671</b>	<b>2.2</b>
Connecticut	69	22	1	77	78		Arkansas	34	20	5	41	46	
<b>NEW ENGLAND</b>	<b>702</b>	<b>262</b>	<b>65</b>	<b>737</b>	<b>802</b>	<b>2.6</b>	Louisiana	100	87	25	116	141	
New York	260	101	26	276	302		Oklahoma	98	59	18	99	117	
New Jersey	430	100	35	427	462		Texas	915	523	127	980	1,107	
Pennsylvania	392	114	35	396	431		<b>WEST SO. CENTRAL</b>	<b>1,147</b>	<b>689</b>	<b>175</b>	<b>1,236</b>	<b>1,411</b>	<b>4.6</b>
<b>MIDDLE ATLANTIC</b>	<b>1,082</b>	<b>315</b>	<b>96</b>	<b>1,099</b>	<b>1,195</b>	<b>3.9</b>	Montana	6	3	2	5	7	
Ohio	394	134	46	410	456		Idaho	49	5	3	50	53	
Indiana	58	23	7	59	66		Wyoming	4	2	1	4	5	
Illinois	304	149	52	326	378		Colorado	577	297	99	590	689	
Michigan	39	18	6	42	48		New Mexico	44	23	13	42	55	
Wisconsin	28	18	6	26	32		Arizona	262	118	43	268	311	
<b>EAST NO. CENTRAL</b>	<b>823</b>	<b>342</b>	<b>117</b>	<b>863</b>	<b>980</b>	<b>3.2</b>	Utah	83	43	13	86	99	
Minnesota	51	13	1	54	55		Nevada	78	53	17	80	97	
Iowa	60	26	5	69	74		<b>MOUNTAIN</b>	<b>1,103</b>	<b>544</b>	<b>191</b>	<b>1,125</b>	<b>1,316</b>	<b>4.2</b>
Missouri	121	43	9	126	135		Alaska	132	78	13	146	159	
North Dakota	4	5	3	3	6		Washington	111	40	29	97	126	
South Dakota	5	4	1	6	7		Oregon	36	7	7	33	40	
Nebraska	180	110	30	200	230		California	1,970	689	169	2,094	2,263	
Kansas	41	24	8	39	47		Hawaii	554	437	120	606	726	
<b>WEST NO. CENTRAL</b>	<b>462</b>	<b>225</b>	<b>57</b>	<b>497</b>	<b>554</b>	<b>1.8</b>	<b>PACIFIC</b>	<b>2,803</b>	<b>1,251</b>	<b>338</b>	<b>2,976</b>	<b>3,314</b>	<b>10.7</b>
Delaware	16	11	2	18	20		<b>UNITED STATES</b>	<b>22,585</b>	<b>9,709</b>	<b>2,410</b>	<b>24,152</b>	<b>26,562</b>	<b>86.0</b>
Maryland	3,036	1,325	240	3,360	3,600		U.S. Territories	53	24	3	57	60	
Washington, DC	406	206	31	482	513		Canada	205	92	27	212	239	
Virginia	8,123	2,929	689	8,676	9,365		Mexico	-	-	-	-	-	
West Virginia	40	13	7	39	46		Other International	2,898	559	187	2,928	3,115	
North Carolina	365	183	57	369	426		<b>APO/FPO</b>	<b>555</b>	<b>732</b>	<b>130</b>	<b>791</b>	<b>921</b>	
South Carolina	316	167	24	353	377								
Georgia	532	344	79	571	650								
Florida	1,087	589	164	1,158	1,322								
<b>SOUTH ATLANTIC</b>	<b>13,921</b>	<b>5,767</b>	<b>1,293</b>	<b>15,026</b>	<b>16,319</b>	<b>52.8</b>							

**UNIQUE TOTAL QUALIFIED\* 26,296 11,116 2,757 28,140 30,897 100.0**

\*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 2016\*\***

Region/Country	Print	Digital	Non-Paid	Paid	Unique Total Qualified*	Percent	Region/Country	Print	Digital	Non-Paid	Paid	Unique Total Qualified*	Percent
<b>ASIA</b>							Spain	5	-	1	4	5	
Hong Kong - SAR	2	-	1	1	2		Sweden	136	17	22	122	144	
India	6	1	1	5	6		Switzerland	11	2	3	8	11	
Japan	104	39	16	98	114		Turkey	57	23	3	61	64	
Korea, Republic Of	13	9	5	13	18		Ukraine	2	2	-	2	2	
Malaysia	1	-	1	-	1		United Kingdom	176	89	32	184	216	
Pakistan	1	1	-	1	1		<b>Subtotal</b>	<b>2,621</b>	<b>440</b>	<b>139</b>	<b>2,672</b>	<b>2,811</b>	<b>9.1</b>
Philippines	3	3	1	3	4		<b>AFRICA</b>						
Singapore	9	5	1	8	9		Nigeria	5	3	2	5	7	
Sri Lanka	1	1	-	1	1		South Africa	2	1	-	3	3	
Taiwan	25	1	1	24	25		<b>Subtotal</b>	<b>7</b>	<b>4</b>	<b>2</b>	<b>8</b>	<b>10</b>	<b>-</b>
Thailand	4	1	4	-	4		<b>NORTH AMERICA</b>						
<b>Subtotal</b>	<b>169</b>	<b>61</b>	<b>31</b>	<b>154</b>	<b>185</b>	<b>0.6</b>	Canada	205	92	27	212	239	
<b>MIDDLE EAST</b>							United States	22,585	9,709	2,410	24,152	26,562	
Israel	3	1	-	3	3		unspecified North America	608	756	133	848	981	
Jordan	-	1	-	1	1		<b>Subtotal</b>	<b>23,398</b>	<b>10,557</b>	<b>2,570</b>	<b>25,212</b>	<b>27,782</b>	<b>89.9</b>
Lebanon	1	1	-	1	1		<b>CARIBBEAN</b>						
Qatar	1	1	-	2	2		Bermuda	1	1	-	1	1	
Saudi Arabia	3	2	3	1	4		Cayman Islands	1	1	-	1	1	
United Arab Emirates							Dominican Republic	2	2	-	2	2	
<b>Subtotal</b>	<b>44</b>	<b>20</b>	<b>3</b>	<b>45</b>	<b>48</b>	<b>0.2</b>	Trinidad and Tobago	2	2	-	2	2	
<b>EUROPE</b>							<b>Subtotal</b>	<b>6</b>	<b>6</b>	<b>-</b>	<b>6</b>	<b>6</b>	<b>-</b>
Albania	-	1	-	1	1		<b>CENTRAL AMERICA</b>						
Austria	6	1	-	7	7		Panama	1	-	1	-	1	
Belgium	49	32	11	53	64		<b>Subtotal</b>	<b>1</b>	<b>-</b>	<b>1</b>	<b>-</b>	<b>1</b>	<b>-</b>
Bulgaria	47	30	4	43	47		<b>SOUTH AMERICA</b>						
Czech Republic	130	13	5	133	138		Argentina	17	10	4	14	18	
Denmark	3	1	1	2	3		Brazil	5	2	-	5	5	
Estonia	3	3	1	3	4		Venezuela	1	-	1	-	1	
Finland	27	16	2	28	30		<b>Subtotal</b>	<b>23</b>	<b>12</b>	<b>5</b>	<b>19</b>	<b>24</b>	<b>0.1</b>
France	14	4	3	12	15		<b>ASIA PACIFIC</b>						
Germany	929	30	25	920	945		Australia	26	16	6	23	29	
Greece	50	19	2	53	55		New Zealand	1	-	-	1	1	
Hungary	7	2	-	7	7		<b>Subtotal</b>	<b>27</b>	<b>16</b>	<b>6</b>	<b>24</b>	<b>30</b>	<b>0.1</b>
Ireland	5	1	2	4	6								
Italy	374	38	5	388	393								
Luxembourg	2	2	-	3	3								
Netherlands	92	62	9	105	114								
Norway	7	4	5	4	9								
Poland	10	2	-	10	10								
Portugal	449	28	2	474	476								
Romania	29	17	-	40	40								
Russian Federation	-	1	1	-	1								
Slovakia	1	-	-	1	1								

**UNIQUE TOTAL QUALIFIED\* 26,296 11,116 2,757 28,140 30,897 100.0**

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

## E-NEWSLETTER CHANNEL

2016	SIGNAL Connections
January	32,230
February	33,166
March	33,612
April	33,408
May	32,893
June	33,020

**AVERAGE:** 33,055

SIGNAL Connections (6 issued in the period)

## WEBSITE CHANNEL

### WWW.AFCEA.ORG/SIGNAL

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	63,847	38,566	32,422	1.19	02:34	01:42
February	60,147	37,747	31,609	1.19	03:06	01:51
March	65,812	39,760	32,801	1.21	03:20	02:12
April	68,952	41,325	34,019	1.21	03:11	02:08
May	65,888	42,901	34,156	1.26	04:26	02:23
June	55,467	37,922	28,637	1.32	05:07	02:23
<b>AVERAGE:</b>	<b>63,352</b>	<b>39,703</b>	<b>32,274</b>	<b>1.23</b>	<b>03:37</b>	<b>02:06</b>

January – June 2016 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 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 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.adcompli.com](http://www.adcompli.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.

### PARAGRAPH 1:

Qualified paid membership benefit subscriptions averaging 27,467 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 therefrom. Qualified paid multi-copy single addressee subscriptions averaging 59 copies were sold to qualified recipients at \$20.00 subscription price, in quantities of 2 to 41.

### 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.

Jennifer Deuterman, Director of Advertising

Beverly Cooper, Vice President- AFCEA Communications, Associate Publisher

(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 5, 2016

State Virginia

County Fairfax

Received by BPA Worldwide August 5, 2016

Type BD

ID Number S039B0J6

### 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.