

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.

AFCEA  
 4114 Legato Road #1000  
 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 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  
 29,160 average circulation

**SIGNAL  
 WEBSITE**



49,389 average users

**EXECUTIVE SUMMARY**

Below are the average contacts per occurrence, including frequency per period reported.

|   | Non-Paid | Paid   | Average |
|---|----------|--------|---------|
| <b>SIGNAL MAGAZINE</b> (6 issues in the period)                     | 1,945    | 27,215 | 29,160  |
| (See Paragraph 3b for Format Type and Source)                       |          |        |         |
| <b>SIGNAL WEBSITE</b> (Monthly Users with 78,053 average Pageviews) | 49,389   | -      | 49,389  |

### 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<br>Not Included Elsewhere   | Copies   |
|---|----------|
| Other Paid Circulation                    | -        |
| Advertiser and Agency                     | -        |
| Allocated for Trade Shows and Conventions | -        |
| All Other                                 | -        |
| <b>TOTAL</b>                              | <b>-</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                         | 140             | 0.5          | -                  | -          | 140            | 0.5         |
| Sponsored Individually Addressed   | 705             | 2.4          | -                  | -          | 705            | 2.4         |
| *Membership Benefit                | 28,277          | 97.0         | 1,945              | 6.7        | 26,332         | 90.3        |
| *Multi-Copy Same Addressee         | 38              | 0.1          | -                  | -          | 38             | 0.1         |
| Single Copy Sales                  | -               | -            | -                  | -          | -              | -           |
| <b>TOTAL QUALIFIED CIRCULATION</b> | <b>29,160</b>   | <b>100.0</b> | <b>1,945</b>       | <b>6.7</b> | <b>27,215</b>  | <b>93.3</b> |

\*See Additional Data

### 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

| 2020 Issue | Print  | Digital | Non-Paid | Paid   | Unique Total Qualified* |
|------------|--------|---------|----------|--------|-------------------------|
| January    | 23,419 | 11,511  | 1,987    | 27,241 | 29,228                  |
| February   | 23,109 | 11,575  | 1,956    | 27,016 | 28,972                  |
| March      | 23,381 | 11,490  | 1,977    | 27,270 | 29,247                  |
| April      | 23,625 | 11,629  | 1,947    | 27,639 | 29,586                  |
| May        | 23,378 | 11,456  | 1,911    | 27,356 | 29,267                  |
| June       | 22,882 | 11,206  | 1,889    | 26,766 | 28,655                  |

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

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020**  
 This issue is 0.4% or 129 copies above the average of the other 5 issues reported in Paragraph 2.

| General Classification                     | Unique Total Qualified* | Percent of Total | Print         | Digital       | Qualified Non-Paid | Qualified Paid | Qualified Paid Association |               |            |
|--|-------------------------|------------------|---------------|---------------|--------------------|----------------|----------------------------|---------------|------------|
|  |                         |                  |               |               |                    |                | Indiv.                     | Corp.         | Single     |
|  |                         |                  |               |               |                    |                |                            |               |            |
| Active Air Force                           | 1,332                   | 4.6              | 751           | 1,028         | 228                | 1,104          | 1,078                      | 24            | 2          |
| Active Army                                | 724                     | 2.5              | 543           | 504           | 120                | 604            | 591                        | 11            | 2          |
| Active Coast Guard                         | 60                      | 0.2              | 39            | 42            | 7                  | 53             | 53                         | -             | -          |
| Active Marine Corps                        | 240                     | 0.8              | 86            | 215           | 15                 | 225            | 222                        | 3             | -          |
| Active Navy                                | 248                     | 0.8              | 162           | 180           | 39                 | 209            | 199                        | 10            | -          |
| <b>Sub-Total</b>                           | <b>2,604</b>            | <b>8.9</b>       | <b>1,581</b>  | <b>1,969</b>  | <b>409</b>         | <b>2,195</b>   | <b>2,143</b>               | <b>48</b>     | <b>4</b>   |
| Business/Industry                          | 21,332                  | 72.9             | 17,841        | 6,527         | 776                | 20,556         | 6,664                      | 13,864        | 28         |
| Consultant                                 | 11                      | -                | 11            | 1             | 11                 | -              | -                          | -             | -          |
| Educator/Academia                          | 522                     | 1.8              | 430           | 222           | 46                 | 476            | 261                        | 213           | 2          |
| Full-Time Students                         | 428                     | 1.5              | 196           | 367           | 11                 | 417            | 412                        | 4             | 1          |
| <b>Sub-Total</b>                           | <b>22,293</b>           | <b>76.2</b>      | <b>18,478</b> | <b>7,117</b>  | <b>844</b>         | <b>21,449</b>  | <b>7,337</b>               | <b>14,081</b> | <b>31</b>  |
| National Government - Defense              | 1,472                   | 5.0              | 1,088         | 970           | 267                | 1,205          | 1,104                      | 92            | 9          |
| National Government - Homeland Security    | 96                      | 0.3              | 73            | 69            | 16                 | 80             | 76                         | 3             | 1          |
| National Government - Intelligence         | 308                     | 1.1              | 241           | 198           | 39                 | 269            | 219                        | 50            | -          |
| National Government - Other                | 290                     | 1.0              | 229           | 148           | 46                 | 244            | 152                        | 91            | 1          |
| National Guard/Reserves                    | 231                     | 0.8              | 172           | 169           | 50                 | 181            | 174                        | 6             | 1          |
| <b>Sub-Total</b>                           | <b>2,397</b>            | <b>8.2</b>       | <b>1,803</b>  | <b>1,554</b>  | <b>418</b>         | <b>1,979</b>   | <b>1,725</b>               | <b>242</b>    | <b>12</b>  |
| Non-DOD Civil Government Employee          | 1                       | -                | 1             | -             | -                  | 1              | 1                          | -             | -          |
| State/Local/Provincial Government Employee | 98                      | 0.3              | 80            | 56            | 19                 | 79             | 62                         | 16            | 1          |
| <b>Sub-Total</b>                           | <b>99</b>               | <b>0.3</b>       | <b>81</b>     | <b>56</b>     | <b>19</b>          | <b>80</b>      | <b>63</b>                  | <b>16</b>     | <b>1</b>   |
| Other                                      | 1,874                   | 6.4              | 1,435         | 760           | 221                | 1,653          | 999                        | 534           | 120        |
| <b>Sub-Total</b>                           | <b>1,874</b>            | <b>6.4</b>       | <b>1,435</b>  | <b>760</b>    | <b>221</b>         | <b>1,653</b>   | <b>999</b>                 | <b>534</b>    | <b>120</b> |
| <b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b> | <b>29,267</b>           | <b>100.0</b>     | <b>23,378</b> | <b>11,456</b> | <b>1,911</b>       | <b>27,356</b>  | <b>12,267</b>              | <b>14,921</b> | <b>168</b> |
| <b>PERCENT</b>                             | <b>100.0</b>            |                  | <b>79.9</b>   | <b>39.1</b>   | <b>6.5</b>         | <b>93.5</b>    | <b>41.9</b>                | <b>51.0</b>   | <b>0.6</b> |

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

**SPECIALTY BREAKOUT FOR ISSUE OF MAY 2020**

| General Classification                     | Total Qualified | Specialty  |  |  |  |              |            |  |                                |  |              |
|--|-----------------|--|--|--|--|--------------|------------|--|--------------------------------|--|--------------|
|  |                 | Avionics, Cyber Operations/Electronic Warfare, 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                           | 1,332           | 255  | 275  | 466  | 2  | 19           | 1          | 37   | 6                              | 32                                     | 239          |
| Active Army                                | 724             | 101  | 202  | 275  | 6  | 34           | -          | 6  | 6                              | 13                                     | 81           |
| Active Coast Guard                         | 60              | 2  | 16   | 14   | 4  | 2            | -          | 1  | -                              | -                                      | 21           |
| Active Marine Corps                        | 240             | 7  | 52   | 23   | -  | 7            | -          | 1  | -                              | -                                      | 150          |
| Active Navy                                | 248             | 25   | 47   | 86   | 1  | 11           | -          | 7  | 4                              | 7                                      | 60           |
| <b>Sub-Total</b>                           | <b>2,604</b>    | <b>390</b>   | <b>592</b>                                 | <b>864</b>   | <b>13</b>  | <b>73</b>    | <b>1</b>   | <b>52</b>                                    | <b>16</b>                      | <b>52</b>                              | <b>551</b>   |
| Business/Industry                          | 21,332          | 1,083  | 1,973                                      | 9,040  | 156  | 885          | 3          | 809  | 340                            | 260                                    | 6,783        |
| Consultant                                 | 11              | -  | 2  | 5  | 1  | 1            | 1          | -  | -                              | -                                      | 1            |
| Educator/Academia                          | 522             | 44   | 42   | 142  | 8  | 21           | -          | 14   | 56                             | 19                                     | 176          |
| Full-Time Student                          | 428             | 36   | 7  | 108  | 7  | 25           | -          | 5  | 1                              | 21                                     | 218          |
| <b>Sub-Total</b>                           | <b>22,293</b>   | <b>1,163</b>   | <b>2,024</b>                               | <b>9,295</b>   | <b>172</b>   | <b>932</b>   | <b>4</b>   | <b>828</b>                                   | <b>397</b>                     | <b>300</b>                             | <b>7,178</b> |
| National Government - Defense              | 1,472           | 118  | 290  | 756  | 9  | 55           | 1          | 46   | 23                             | 18                                     | 156          |
| National Government - Homeland Security    | 96              | 3  | 6  | 48   | 9  | 7            | -          | 5  | 1                              | 5                                      | 12           |
| National Government - Intelligence         | 308             | 27   | 8  | 88   | 1  | 141          | -          | 28   | -                              | 4                                      | 11           |
| National Government - Other                | 290             | 18   | 17   | 129  | 7  | 4            | -          | 2  | 1                              | 6                                      | 106          |
| National Guard/Reserves                    | 231             | 48   | 45   | 92   | 1  | 21           | -          | 9  | 1                              | 3                                      | 11           |
| <b>Sub-Total</b>                           | <b>2,397</b>    | <b>214</b>   | <b>366</b>                                 | <b>1,113</b>   | <b>27</b>  | <b>228</b>   | <b>1</b>   | <b>90</b>                                    | <b>26</b>                      | <b>36</b>                              | <b>296</b>   |
| Non-DOD Civil Government Employee          | 1               | -  | -  | -  | -  | -            | -          | -  | -                              | -                                      | 1            |
| State/Local/Provincial Government Employee | 98              | 8  | 7  | 42   | 9  | 6            | -          | 1  | 2                              | 1                                      | 22           |
| <b>Sub-Total</b>                           | <b>99</b>       | <b>8</b>   | <b>7</b>                                   | <b>42</b>  | <b>9</b>   | <b>6</b>     | <b>-</b>   | <b>1</b>                                     | <b>2</b>                       | <b>1</b>                               | <b>23</b>    |
| Other                                      | 1,874           | 68   | 158  | 499  | 9  | 63           | -          | 33   | 11                             | 14                                     | 1,019        |
| <b>Sub-Total</b>                           | <b>1,874</b>    | <b>68</b>  | <b>158</b>                                 | <b>499</b>   | <b>9</b>   | <b>63</b>    | <b>-</b>   | <b>33</b>                                    | <b>11</b>                      | <b>14</b>                              | <b>1,019</b> |
| <b>TOTAL QUALIFIED CIRCULATION</b>         | <b>29,267</b>   | <b>1,843</b>   | <b>3,147</b>                               | <b>11,813</b>  | <b>230</b>   | <b>1,302</b> | <b>6</b>   | <b>1,004</b>                                 | <b>452</b>                     | <b>403</b>                             | <b>9,067</b> |

**DISCIPLINE BREAKOUT FOR ISSUE OF MAY 2020**

| 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 | Other        | Product Management, Program/ Project Management |
| Active Air Force                           | 1,332           | 791  | 93   | 1           | 176   | 4                                     | 210          | 57  |
| Active Army                                | 724             | 410  | 67   | -           | 149   | 2                                     | 71           | 25  |
| Active Coast Guard                         | 60              | 13   | 6  | -           | 9   | 4                                     | 20           | 8   |
| Active Marine Corps                        | 240             | 56   | 11   | -           | 17  | -                                     | 152          | 4   |
| Active Navy                                | 248             | 114  | 29   | -           | 34  | -                                     | 59           | 12  |
| <b>Sub-Total</b>                           | <b>2,604</b>    | <b>1,384</b>   | <b>206</b>   | <b>1</b>    | <b>385</b>  | <b>10</b>                             | <b>512</b>   | <b>106</b>                                      |
| Business/Industry                          | 21,332          | 3,564  | 2,374  | 2           | 9,937   | 31                                    | 3,842        | 1,582   |
| Consultant                                 | 11              | 3  | -  | -           | 7   | -                                     | 1            | -   |
| Educator/Academia                          | 522             | 124  | 107  | -           | 78  | 8                                     | 187          | 18  |
| Full-Time Student                          | 428             | 115  | 70   | -           | 17  | 4                                     | 210          | 12  |
| <b>Sub-Total</b>                           | <b>22,293</b>   | <b>3,806</b>   | <b>2,551</b>   | <b>2</b>    | <b>10,039</b>   | <b>43</b>                             | <b>4,240</b> | <b>1,612</b>                                    |
| National Government - Defense              | 1,472           | 676  | 317  | -           | 202   | 5                                     | 93           | 179   |
| National Government - Homeland Security    | 96              | 32   | 12   | -           | 13  | 7                                     | 12           | 20  |
| National Government - Intelligence         | 308             | 89   | 68   | -           | 79  | 10                                    | 30           | 32  |
| National Government - Other                | 290             | 91   | 48   | -           | 54  | 7                                     | 61           | 29  |
| National Guard/Reserves                    | 231             | 126  | 30   | -           | 47  | -                                     | 14           | 14  |
| <b>Sub-Total</b>                           | <b>2,397</b>    | <b>1,014</b>   | <b>475</b>   | <b>-</b>    | <b>395</b>  | <b>29</b>                             | <b>210</b>   | <b>274</b>                                      |
| Non-DOD Civil Government Employee          | 1               | -  | -  | -           | 1   | -                                     | -            | -   |
| State/Local/Provincial Government Employee | 98              | 35   | 8  | -           | 30  | 7                                     | 14           | 4   |
| <b>Sub-Total</b>                           | <b>99</b>       | <b>35</b>  | <b>8</b>   | <b>-</b>    | <b>31</b>   | <b>7</b>                              | <b>14</b>    | <b>4</b>  |
| Other                                      | 1,874           | 279  | 171  | -           | 388   | 5                                     | 944          | 87  |
| <b>Sub-Total</b>                           | <b>1,874</b>    | <b>279</b>   | <b>171</b>   | <b>-</b>    | <b>388</b>  | <b>5</b>                              | <b>944</b>   | <b>87</b>                                       |
| <b>TOTAL QUALIFIED CIRCULATION</b>         | <b>29,267</b>   | <b>6,518</b>   | <b>3,411</b>   | <b>3</b>    | <b>11,238</b>   | <b>94</b>                             | <b>5,920</b> | <b>2,083</b>                                    |

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020**

| Qualification Source   | Qualified Within |              |              | Print         | Digital       | Qualified Non-Paid | Qualified Paid | Unique Total Qualified* | Percent      |
|--|------------------|--------------|--------------|---------------|---------------|--------------------|----------------|-------------------------|--------------|
|  | 1 year           | 2 year       | 3+ year      |               |               |                    |                |                         |              |
| <b>I. TOTAL - Direct Request:</b>  | <b>758</b>       | <b>32</b>    | <b>3</b>     | <b>183</b>    | <b>618</b>    | <b>-</b>           | <b>793</b>     | <b>793</b>              | <b>2.7</b>   |
| a. Written   | 12               | 1            | -            | 12            | 1             | -                  | 13             | 13                      | -            |
| b. Telecommunication   | -                | -            | -            | -             | -             | -                  | -              | -                       | -            |
| c. Electronic  | 746              | 31           | 3            | 171           | 617           | -                  | 780            | 780                     | 2.7          |
| <b>II. TOTAL - Request from recipient's company:</b>   | <b>52</b>        | <b>9</b>     | <b>1</b>     | <b>57</b>     | <b>19</b>     | <b>-</b>           | <b>62</b>      | <b>62</b>               | <b>0.2</b>   |
| a. Written   | 51               | 9            | -            | 55            | 19            | -                  | 60             | 60                      | 0.2          |
| b. Telecommunication   | -                | -            | 1            | 1             | -             | -                  | 1              | 1                       | -            |
| c. Electronic  | 1                | -            | -            | 1             | -             | -                  | 1              | 1                       | -            |
| <b>III. TOTAL - Membership Benefit:</b>  | <b>20,723</b>    | <b>4,170</b> | <b>3,481</b> | <b>23,100</b> | <b>10,819</b> | <b>1,911</b>       | <b>26,463</b>  | <b>28,374</b>           | <b>97.0</b>  |
| a. Individual  | 7,915            | 2,767        | 2,771        | 9,189         | 9,759         | 1,911              | 11,542         | 13,453                  | 46.0         |
| b. Organizational  | 12,808           | 1,403        | 710          | 13,911        | 1,060         | -                  | 14,921         | 14,921                  | 51.0         |
| <b>IV. TOTAL - Communication (other than request):</b>   | <b>-</b>         | <b>-</b>     | <b>-</b>     | <b>-</b>      | <b>-</b>      | <b>-</b>           | <b>-</b>       | <b>-</b>                | <b>-</b>     |
| a. Written   | -                | -            | -            | -             | -             | -                  | -              | -                       | -            |
| b. Telecommunication   | -                | -            | -            | -             | -             | -                  | -              | -                       | -            |
| c. Electronic  | -                | -            | -            | -             | -             | -                  | -              | -                       | -            |
| <b>V. TOTAL - Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:</b> | <b>34</b>        | <b>4</b>     | <b>-</b>     | <b>38</b>     | <b>-</b>      | <b>-</b>           | <b>38</b>      | <b>38</b>               | <b>0.1</b>   |
| <b>VI. TOTAL - Single Copy Sales:</b>  | <b>-</b>         | <b>-</b>     | <b>-</b>     | <b>-</b>      | <b>-</b>      | <b>-</b>           | <b>-</b>       | <b>-</b>                | <b>-</b>     |
| <b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>   | <b>21,567</b>    | <b>4,215</b> | <b>3,485</b> | <b>23,378</b> | <b>11,456</b> | <b>1,911</b>       | <b>27,356</b>  | <b>29,267</b>           | <b>100.0</b> |
| <b>PERCENT</b>   | <b>73.7</b>      | <b>14.4</b>  | <b>11.9</b>  | <b>79.9</b>   | <b>39.1</b>   | <b>6.5</b>         | <b>93.5</b>    | <b>100.0</b>            |              |

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

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020**

| Mailing Address                               | Print         | Digital       | Qualified Non-Paid | Qualified Paid | Unique Total Qualified* | Percent      |
|---|---------------|---------------|--------------------|----------------|-------------------------|--------------|
| Individuals by name and title and/or function | 21,429        | 10,759        | 1,832              | 24,877         | 26,709                  | 91.2         |
| Individuals by name only                      | 1,870         | 683           | 79                 | 2,396          | 2,475                   | 8.5          |
| Titles or functions only                      | -             | -             | -                  | -              | -                       | -            |
| Company names only                            | 41            | 14            | -                  | 45             | 45                      | 0.2          |
| Multi-Copy Same Addressee copies              | 38            | -             | -                  | 38             | 38                      | 0.1          |
| Single Copy Sales                             | -             | -             | -                  | -              | -                       | -            |
| <b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>    | <b>23,378</b> | <b>11,456</b> | <b>1,911</b>       | <b>27,356</b>  | <b>29,267</b>           | <b>100.0</b> |

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

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020\*\***

| State                   | Print         | Digital      | Non-Paid   | Paid          | Unique Total Qualified* | Percent     |
|-------------------------|---------------|--------------|------------|---------------|-------------------------|-------------|
| Maine                   | 10            | 10           | 1          | 13            | 14                      |             |
| New Hampshire           | 133           | 36           | 8          | 141           | 149                     |             |
| Vermont                 | 5             | 2            | -          | 5             | 5                       |             |
| Massachusetts           | 738           | 265          | 24         | 889           | 913                     |             |
| Rhode Island            | 24            | 17           | 6          | 22            | 28                      |             |
| Connecticut             | 47            | 19           | 2          | 53            | 55                      |             |
| <b>NEW ENGLAND</b>      | <b>957</b>    | <b>349</b>   | <b>41</b>  | <b>1,123</b>  | <b>1,164</b>            | <b>4.0</b>  |
| New York                | 250           | 97           | 18         | 282           | 300                     |             |
| New Jersey              | 293           | 109          | 22         | 319           | 341                     |             |
| Pennsylvania            | 333           | 118          | 25         | 365           | 390                     |             |
| <b>MIDDLE ATLANTIC</b>  | <b>876</b>    | <b>324</b>   | <b>65</b>  | <b>966</b>    | <b>1,031</b>            | <b>3.5</b>  |
| Ohio                    | 355           | 149          | 32         | 394           | 426                     |             |
| Indiana                 | 56            | 28           | 4          | 63            | 67                      |             |
| Illinois                | 262           | 162          | 36         | 306           | 342                     |             |
| Michigan                | 35            | 13           | 1          | 39            | 40                      |             |
| Wisconsin               | 15            | 13           | 3          | 17            | 20                      |             |
| <b>EAST NO. CENTRAL</b> | <b>723</b>    | <b>365</b>   | <b>76</b>  | <b>819</b>    | <b>895</b>              | <b>3.1</b>  |
| Minnesota               | 49            | 23           | 3          | 53            | 56                      |             |
| Iowa                    | 34            | 24           | 1          | 53            | 54                      |             |
| Missouri                | 96            | 43           | 7          | 104           | 111                     |             |
| North Dakota            | 4             | 1            | -          | 4             | 4                       |             |
| South Dakota            | 9             | 21           | 2          | 26            | 28                      |             |
| Nebraska                | 138           | 101          | 21         | 163           | 184                     |             |
| Kansas                  | 36            | 23           | 7          | 35            | 42                      |             |
| <b>WEST NO. CENTRAL</b> | <b>366</b>    | <b>236</b>   | <b>41</b>  | <b>438</b>    | <b>479</b>              | <b>1.6</b>  |
| Delaware                | 19            | 19           | 1          | 25            | 26                      |             |
| Maryland                | 2,481         | 1,258        | 159        | 2,890         | 3,049                   |             |
| Washington, DC          | 457           | 213          | 16         | 557           | 573                     |             |
| Virginia                | 7,205         | 3,142        | 445        | 8,438         | 8,883                   |             |
| West Virginia           | 30            | 16           | 3          | 36            | 39                      |             |
| North Carolina          | 280           | 210          | 45         | 324           | 369                     |             |
| South Carolina          | 245           | 183          | 21         | 317           | 338                     |             |
| Georgia                 | 586           | 369          | 55         | 694           | 749                     |             |
| Florida                 | 901           | 505          | 147        | 989           | 1,136                   |             |
| <b>SOUTH ATLANTIC</b>   | <b>12,204</b> | <b>5,915</b> | <b>892</b> | <b>14,270</b> | <b>15,162</b>           | <b>51.8</b> |

  

| State                   | Print         | Digital       | Non-Paid     | Paid          | Unique Total Qualified* | Percent     |
|-------------------------|---------------|---------------|--------------|---------------|-------------------------|-------------|
| Kentucky                | 52            | 63            | 8            | 83            | 91                      |             |
| Tennessee               | 52            | 34            | 12           | 51            | 63                      |             |
| Alabama                 | 377           | 197           | 41           | 419           | 460                     |             |
| Mississippi             | 29            | 28            | 9            | 32            | 41                      |             |
| <b>EAST SO. CENTRAL</b> | <b>510</b>    | <b>322</b>    | <b>70</b>    | <b>585</b>    | <b>655</b>              | <b>2.2</b>  |
| Arkansas                | 24            | 9             | 2            | 26            | 28                      |             |
| Louisiana               | 69            | 67            | 21           | 81            | 102                     |             |
| Oklahoma                | 92            | 64            | 16           | 108           | 124                     |             |
| Texas                   | 981           | 715           | 113          | 1,261         | 1,374                   |             |
| <b>WEST SO. CENTRAL</b> | <b>1,166</b>  | <b>855</b>    | <b>152</b>   | <b>1,476</b>  | <b>1,628</b>            | <b>5.6</b>  |
| Montana                 | 5             | 4             | 2            | 4             | 6                       |             |
| Idaho                   | 19            | 8             | 4            | 17            | 21                      |             |
| Wyoming                 | 3             | 3             | 1            | 3             | 4                       |             |
| Colorado                | 478           | 330           | 62           | 592           | 654                     |             |
| New Mexico              | 40            | 20            | 8            | 43            | 51                      |             |
| Arizona                 | 187           | 196           | 35           | 295           | 330                     |             |
| Utah                    | 60            | 39            | 7            | 64            | 71                      |             |
| Nevada                  | 64            | 44            | 11           | 75            | 86                      |             |
| <b>MOUNTAIN</b>         | <b>856</b>    | <b>644</b>    | <b>130</b>   | <b>1,093</b>  | <b>1,223</b>            | <b>4.2</b>  |
| Alaska                  | 67            | 29            | 7            | 71            | 78                      |             |
| Washington              | 75            | 49            | 14           | 81            | 95                      |             |
| Oregon                  | 48            | 10            | 5            | 46            | 51                      |             |
| California              | 1,900         | 927           | 111          | 2,323         | 2,434                   |             |
| Hawaii                  | 374           | 391           | 82           | 507           | 589                     |             |
| <b>PACIFIC</b>          | <b>2,464</b>  | <b>1,406</b>  | <b>219</b>   | <b>3,028</b>  | <b>3,247</b>            | <b>11.1</b> |
| <b>UNITED STATES</b>    | <b>20,122</b> | <b>10,416</b> | <b>1,686</b> | <b>23,798</b> | <b>25,484</b>           | <b>87.1</b> |
| U.S. Territories        | 13            | 15            | 4            | 16            | 20                      |             |
| Canada                  | 140           | 70            | 13           | 149           | 162                     |             |
| Mexico                  | 1             | -             | -            | 1             | 1                       |             |
| Other International     | 2,881         | 589           | 125          | 3,030         | 3,155                   |             |
| APO/FPO                 | 221           | 366           | 83           | 362           | 445                     |             |

  

|  |               |               |              |               |               |              |
|--|---------------|---------------|--------------|---------------|---------------|--------------|
| <b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b> | <b>23,378</b> | <b>11,456</b> | <b>1,911</b> | <b>27,356</b> | <b>29,267</b> | <b>100.0</b> |
|--|---------------|---------------|--------------|---------------|---------------|--------------|

\*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 2020\*\***

| Region/Country                         | Print      | Digital   | Non-Paid  | Paid       | Unique Total Qualified* | Percent    |
|--|------------|-----------|-----------|------------|-------------------------|------------|
| <b>ASIA</b>                            |            |           |           |            |                         |            |
| Hong Kong - SAR                        | 1          | -         | 1         | -          | 1                       |            |
| India                                  | 10         | 7         | 2         | 9          | 11                      |            |
| Japan                                  | 106        | 59        | 8         | 114        | 122                     |            |
| Korea, Democratic People's Republic Of | 7          | 4         | 2         | 6          | 8                       |            |
| Malaysia                               | 2          | 1         | 2         | -          | 2                       |            |
| Nepal                                  | 1          | 1         | -         | 1          | 1                       |            |
| Pakistan                               | 1          | 1         | -         | 1          | 1                       |            |
| Philippines                            | 2          | 2         | 1         | 1          | 2                       |            |
| Singapore                              | 4          | 3         | -         | 4          | 4                       |            |
| Sri Lanka                              | -          | 1         | -         | 1          | 1                       |            |
| Taiwan                                 | 15         | 1         | -         | 15         | 15                      |            |
| Thailand                               | 2          | 1         | 2         | -          | 2                       |            |
| <b>Subtotal</b>                        | <b>151</b> | <b>81</b> | <b>18</b> | <b>152</b> | <b>170</b>              | <b>0.6</b> |
| <b>MIDDLE EAST</b>                     |            |           |           |            |                         |            |
| Israel                                 | 11         | 1         | -         | 12         | 12                      |            |
| Jordan                                 | 43         | 26        | -         | 69         | 69                      |            |
| Lebanon                                | 1          | 1         | -         | 1          | 1                       |            |
| Qatar                                  | 1          | 1         | -         | 1          | 1                       |            |
| United Arab Emirates                   | -          | 2         | -         | 2          | 2                       |            |
| <b>Subtotal</b>                        | <b>56</b>  | <b>31</b> | <b>-</b>  | <b>85</b>  | <b>85</b>               | <b>0.3</b> |
| <b>EUROPE</b>                          |            |           |           |            |                         |            |
| Austria                                | 5          | -         | -         | 5          | 5                       |            |
| Belgium                                | 33         | 21        | 7         | 37         | 44                      |            |
| Bulgaria                               | 24         | 13        | 1         | 23         | 24                      |            |
| Croatia                                | -          | 1         | -         | 1          | 1                       |            |
| Czech Republic                         | 150        | 6         | 5         | 151        | 156                     |            |
| Denmark                                | 4          | 1         | 1         | 3          | 4                       |            |
| Estonia                                | 11         | 5         | 3         | 8          | 11                      |            |
| Finland                                | 26         | 16        | 3         | 26         | 29                      |            |
| France                                 | 9          | 11        | 3         | 12         | 15                      |            |
| Germany                                | 1,037      | 41        | 17        | 1,054      | 1,071                   |            |
| Greece                                 | 17         | 17        | 1         | 19         | 20                      |            |
| Hungary                                | 1          | 1         | -         | 2          | 2                       |            |
| Ireland                                | 3          | 2         | 1         | 3          | 4                       |            |
| Italy                                  | 459        | 31        | 6         | 464        | 470                     |            |
| Latvia                                 | 1          | -         | -         | 1          | 1                       |            |
| Luxembourg                             | 9          | 4         | -         | 11         | 11                      |            |
| Netherlands                            | 59         | 62        | 4         | 83         | 87                      |            |
| Norway                                 | 8          | 4         | 3         | 6          | 9                       |            |

  

| Region/Country            | Print         | Digital       | Non-Paid     | Paid          | Unique Total Qualified* | Percent     |
|---------------------------|---------------|---------------|--------------|---------------|-------------------------|-------------|
| Poland                    | 6             | 2             | -            | 6             | 6                       |             |
| Portugal                  | 441           | 3             | 3            | 440           | 443                     |             |
| Romania                   | 6             | 1             | -            | 7             | 7                       |             |
| Slovakia                  | 15            | 7             | -            | 20            | 20                      |             |
| Spain                     | 4             | -             | 2            | 2             | 4                       |             |
| Sweden                    | 55            | 44            | 11           | 61            | 72                      |             |
| Switzerland               | 10            | 3             | 2            | 8             | 10                      |             |
| Turkey                    | 36            | 9             | 3            | 36            | 39                      |             |
| United Kingdom            | 200           | 107           | 23           | 226           | 249                     |             |
| <b>Subtotal</b>           | <b>2,629</b>  | <b>412</b>    | <b>99</b>    | <b>2,715</b>  | <b>2,814</b>            | <b>9.6</b>  |
| <b>AFRICA</b>             |               |               |              |               |                         |             |
| Ghana                     | -             | 1             | -            | 1             | 1                       |             |
| Nigeria                   | 1             | 4             | 1            | 4             | 5                       |             |
| South Africa              | -             | 1             | -            | 1             | 1                       |             |
| Tunisia                   | -             | 1             | -            | 1             | 1                       |             |
| <b>Subtotal</b>           | <b>1</b>      | <b>7</b>      | <b>1</b>     | <b>7</b>      | <b>8</b>                | <b>-</b>    |
| <b>NORTH AMERICA</b>      |               |               |              |               |                         |             |
| Canada                    | 140           | 70            | 13           | 149           | 162                     |             |
| Mexico                    | 1             | -             | -            | 1             | 1                       |             |
| United States             | 20,122        | 10,416        | 1,686        | 23,798        | 25,484                  |             |
| unspecified North America | 234           | 381           | 87           | 378           | 465                     |             |
| <b>Subtotal</b>           | <b>20,497</b> | <b>10,867</b> | <b>1,786</b> | <b>24,326</b> | <b>26,112</b>           | <b>89.2</b> |
| <b>CARIBBEAN</b>          |               |               |              |               |                         |             |
| Dominican Republic        | 1             | 1             | -            | 1             | 1                       |             |
| <b>Subtotal</b>           | <b>1</b>      | <b>1</b>      | <b>-</b>     | <b>1</b>      | <b>1</b>                | <b>-</b>    |
| <b>CENTRAL AMERICA</b>    |               |               |              |               |                         |             |
| Panama                    | 3             | -             | 1            | 2             | 3                       |             |
| <b>Subtotal</b>           | <b>3</b>      | <b>-</b>      | <b>1</b>     | <b>2</b>      | <b>3</b>                | <b>-</b>    |
| <b>SOUTH AMERICA</b>      |               |               |              |               |                         |             |
| Argentina                 | 5             | 6             | 2            | 5             | 7                       |             |
| Brazil                    | -             | 1             | -            | 1             | 1                       |             |
| Ecuador                   | 1             | 23            | -            | 23            | 23                      |             |
| <b>Subtotal</b>           | <b>6</b>      | <b>30</b>     | <b>2</b>     | <b>29</b>     | <b>31</b>               | <b>0.1</b>  |
| <b>ASIA PACIFIC</b>       |               |               |              |               |                         |             |
| Australia                 | 26            | 21            | 3            | 30            | 33                      |             |
| New Zealand               | 8             | 6             | 1            | 9             | 10                      |             |
| <b>Subtotal</b>           | <b>34</b>     | <b>27</b>     | <b>4</b>     | <b>39</b>     | <b>43</b>               | <b>0.2</b>  |

  

|  |               |               |              |               |               |              |
|--|---------------|---------------|--------------|---------------|---------------|--------------|
| <b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b> | <b>23,378</b> | <b>11,456</b> | <b>1,911</b> | <b>27,356</b> | <b>29,267</b> | <b>100.0</b> |
|--|---------------|---------------|--------------|---------------|---------------|--------------|

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

\*\*See Additional Data

# WEBSITE CHANNEL

## WWW.AFCEA.ORG/SIGNAL

| 2020            | Pageviews     | Sessions      | Users         | Average Session Duration |
|-----------------|---------------|---------------|---------------|--------------------------|
| January         | 77,378        | 58,117        | 47,662        | 0:53                     |
| February        | 76,983        | 59,018        | 49,090        | 0:54                     |
| March           | 71,460        | 54,624        | 44,875        | 0:55                     |
| April           | 82,463        | 64,428        | 53,446        | 0:55                     |
| May             | 89,335        | 70,055        | 57,902        | 0:51                     |
| June            | 70,704        | 53,571        | 43,360        | 0:59                     |
| <b>AVERAGE:</b> | <b>78,053</b> | <b>59,968</b> | <b>49,389</b> | <b>0:54</b>              |

January – June 2020 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

### WEBSITE GLOSSARY

**Pageviews:** A Pageview 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.

**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.

**Users:** An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

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

## ADDITIONAL DATA

### MAGAZINE:

#### 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 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 26,332 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 same addressee subscriptions averaging 38 copies were sold to qualified recipients at \$20.00 subscription price, in quantities of 2 to 43.

#### AVERAGE ANNUAL ORDER PRICE: \$20.01

#### GEOGRAPHICAL DISTRIBUTION:

Geographic data for Website is 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, Communications

(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

State

County

Received by BPA Worldwide

Type

ID Number

September 24, 2020

Virginia

Fairfax

September 24, 2020

BD

S039B0J0

#### About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-Compli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.