

**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2010  
(Including Supplementary Data)**

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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**FIELD SERVED**

MILITARY & AEROSPACE ELECTRONICS serves military/aerospace prime contractors; military/aerospace subcontractors/integrators; manufacturers of finished electronic/software products used by government or industry; manufacturers of finished electronic subassemblies or major system components for use by the military/aerospace industry; Department of Defense (Army, Navy, Air Force, Marine Corps or Civilian); NASA, FAA or other non-DOD government aeronautics agency or facility; CIA, FBI, NSA or other non-DOD intelligence agency or facility; research & development for government; research & development for private industry; and other allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are individuals who perform Executive Management (corporate/command/operations management, procurement/purchasing management, government/legislative management, other executive management), Engineering Management (program/project management, hardware design/integration management, software development/integration management, systems integration management, research & development management, manufacturing/production management, test/evaluation/reliability/QC management, other engineering management), and Engineering (hardware design/integration, software development/integration, systems integration, research & development, manufacturing/production, test/evaluation/reliability/QC, other engineering).

**PURPOSE**

Included in the supplementary data herein is an analysis of recipients who recommend, specify, purchase or influence the purchase of products; and an analysis of recipient's project/ system involvement.

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	1,494
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	808
Digital _____	-
All Other _____	696
<b>TOTAL</b>	<b>2,998</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	37,000	100.0	37,000	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>37,000</b>	<b>100.0</b>	<b>37,000</b>	<b>100.0</b>	-	-

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2010 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
July _____	31	31	24,359	12,641	37,000
August _____	53	53	24,341	12,659	37,000
September _____	201	201	24,286	12,714	37,000
October _____	120	120	24,171	12,829	37,000
November _____	499	499	24,169	12,831	37,000
December _____	106	106	24,111	12,889	37,000
<b>TOTAL</b>	<b>1,010</b>	<b>1,010</b>			

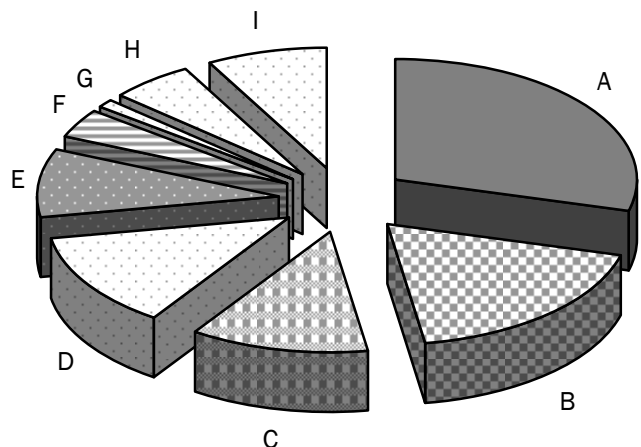
**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2010**  
 This issue is equal to the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	Executive Management (Note 1)	Engineering Management (Note 2)	Engineering (Note 3)
Prime Contractor _____	10,827	29.3	7,070	3,757	1,937	2,917	5,973
Subcontractor/ integrator _____	6,684	18.1	4,474	2,210	2,143	1,593	2,948
Manufacturer of finished electronic/software products for use by government or industry _____	4,458	12.0	2,953	1,505	1,424	1,067	1,967
Manufacturer of electronic subassemblies or major system components for use by the military/aerospace industry. _____	4,699	12.7	2,971	1,728	1,494	1,199	2,006
Department of Defense (Army, Navy, Air Force, Marine Corps, or Civilian) _____	3,463	9.4	2,383	1,080	1,006	982	1,475
NASA, FAA or other non-DOD government aeronautics agency or facility _____	1,436	3.9	974	462	358	378	700
CIA, FBI, NSA or other non-DOD intelligence agency or facility _____	345	0.9	252	93	159	79	107
Research & Development- Government _____	2,131	5.7	1,245	886	387	595	1,149
Research & Development- Private Industry _____	2,957	8.0	1,847	1,110	859	706	1,392
Other _____	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>37,000</b>	<b>100.0</b>	<b>24,169</b>	<b>12,831</b>	<b>9,767</b>	<b>9,516</b>	<b>17,717</b>
<b>PERCENT</b>	<b>100.0</b>		<b>65.3</b>	<b>34.7</b>	<b>26.4</b>	<b>25.7</b>	<b>47.9</b>

Note 1: EXECUTIVE MANAGEMENT: Corporate/command/operations management, Procurement/purchasing management, Government/legislative management, and other management  
 Note 2: ENGINEERING MANAGEMENT: Program/Project Management, Hardware design/integration management, Software development/integration management, Systems integration management, Research & development management, Manufacturing/production management, Test/evaluation/reliability/QC management, and other engineering management  
 Note 3: ENGINEERING: Hardware design/integration, Software development/integration, Systems integration, Research & development, Manufacturing/production, Test/evaluation/reliability/QC, Other Engineering.

**3a. Breakout of Qualified Circulation by Business and Industry**

CLASSIFICATION BY PROFESSION	TOTAL QUALIFIED	PERCENT OF TOTAL
A Prime Contractor _____	10,827	29.3
B Subcontractor/ integrator _____	6,684	18.1
C Manufacturer of finished electronic/software products for use by government or industry _____	4,458	12.0
D Manufacturer of electronic subassemblies or major system components for use by the military/aerospace industry. _____	4,699	12.7
E Department of Defense (Army, Navy, Air Force, Marine Corps, or Civilian) _____	3,463	9.4
F NASA, FAA or other non-DOD government aeronautics agency or facility _____	1,436	3.9
G CIA, FBI, NSA or other non-DOD intelligence agency or facility _____	345	0.9
H Research & Development- Government _____	2,131	5.7
I Research & Development- Private Industry _____	2,957	8.0
J Other _____	-	-



**SUPPLEMENTAL DATA FOR ISSUE OF NOVEMBER 2010**

This is an analysis of 37,000 or 100.0% total respondents who recommend, specify, purchase or influence the purchase of products. (See question 4 on questionnaire used to elicit these data on the back of this report.) Since any one respondent may have checked more than one response, the totals for each of these (i.e.: products and services) should not be added together as the total may exceed the total circulation. These data are presented for statistical and marketing purposes.

BUY/SPECIFY PRODUCTS	Number of Responses	Percent of Total Qualified	Print Version Only (A)	Digital Version Only (B)
<b>Integrated Circuits</b>	<b>21,906</b>	<b>59.2</b>	<b>14,307</b>	<b>7,599</b>
Microprocessor/Microcontrollers	15,128	40.9	9,795	5,333
ASICs	8,768	23.7	5,707	3,061
FPGAs	10,663	28.8	6,671	3,992
Solid State Memory	11,772	31.8	7,731	4,041
Analog/Mixed-Signal ICs	11,374	30.7	7,327	4,047
DSPs (Digital Signal Processors)	9,735	26.3	6,204	3,531
Microwave/ RF ICs	7,929	21.4	5,202	2,727
Power Semiconductors	10,186	27.5	6,656	3,530
Converters (A-D and D-A)	10,665	28.8	6,860	3,805
IP Cores	5,218	14.1	3,378	1,840
<b>Board Products</b>	<b>17,357</b>	<b>46.9</b>	<b>11,239</b>	<b>6,118</b>
Single-board Computers (SBCs)	12,734	34.4	8,155	4,579
Communication/ Network Controllers	10,660	28.8	6,956	3,704
I/O Boards	11,516	31.1	7,396	4,120
Mezzanine/ Daughter Cards	6,634	17.9	4,154	2,480
<b>Computers</b>	<b>24,794</b>	<b>67.0</b>	<b>16,394</b>	<b>8,400</b>
Wearable Computers	6,222	16.8	4,184	2,038
Laptop/Notebook/Hand-held Computers	20,302	54.9	13,494	6,808
Desktop Computers	18,299	49.5	12,339	5,960
Servers	11,700	31.6	7,960	3,740
High-performance Networked Computers	8,246	22.3	5,536	2,710
Embedded Computers	8,979	24.3	5,635	3,344
<b>Software</b>	<b>22,490</b>	<b>60.8</b>	<b>14,597</b>	<b>7,893</b>
Application Software	15,287	41.3	9,974	5,313
Operating Systems	16,159	43.7	10,563	5,596
Software Engineering Tools	11,158	30.2	7,149	4,009
Programming Languages	10,629	28.7	6,685	3,944
<b>Design &amp; Development Tools</b>	<b>16,047</b>	<b>43.4</b>	<b>10,343</b>	<b>5,704</b>
PCB Layout Tools	8,933	24.1	5,805	3,128
VHDL/ Verilog Tools	5,380	14.5	3,363	2,017
Software Engineering Tools	10,836	29.3	6,977	3,859
Electronic Design Automation (EDN)	5,700	15.4	3,647	2,053
<b>Communications Equipment</b>	<b>21,483</b>	<b>58.1</b>	<b>14,146</b>	<b>7,337</b>
Modems	9,611	26.0	6,368	3,243
Networking Switches	10,002	27.0	6,652	3,350
RF & Microwave	10,013	27.1	6,582	3,431
Radio	9,302	25.1	6,237	3,065
Wireless Networking	11,455	31.0	7,538	3,917
Databuses and Networking	7,142	19.3	4,651	2,491
High-speed Switched Fabric	5,180	14.0	3,330	1,850
Satellite / Telemetry	6,021	16.3	4,014	2,007
Cable / Cabling	8,654	23.4	5,811	2,843
Fiber-Optics	6,663	18.0	4,308	2,355
Network-Centric Applications	4,061	11.0	2,626	1,435

BUY/SPECIFY PRODUCTS (continued)	Number of Responses	Percent of Total Qualified	Print Version Only (A)	Digital Version Only (B)
<b>Test &amp; Measurement Equipment</b>	<b>20,193</b>	<b>54.6</b>	<b>13,162</b>	<b>7,031</b>
Oscilloscopes	14,696	39.7	9,535	5,161
Spectrum Analyzers	10,684	28.9	6,883	3,801
Analyzers (others)	13,230	35.8	8,596	4,634
Generators (word, signal, function, etc.)	11,427	30.9	7,440	3,987
Flight Line Test Equipment	5,394	14.6	3,686	1,708
Optical Test Equipment	7,740	20.9	4,944	2,796
Depot-level Test Equipment	3,604	9.7	2,399	1,205
<b>Components</b>	<b>21,422</b>	<b>57.9</b>	<b>13,885</b>	<b>7,537</b>
Electro-Optic / Optoelectronic	11,286	30.5	7,126	4,160
Connectors	15,459	41.8	10,081	5,378
Backplanes/ Enclosures	9,775	26.4	6,349	3,426
MEMs and Nanotechnology	6,254	16.9	3,964	2,290
Displays	12,099	32.7	7,803	4,296
Data Storage	10,527	28.5	6,744	3,783
Cabling and Fiberoptics	9,528	25.8	6,170	3,358
<b>Sensors</b>	<b>15,673</b>	<b>42.4</b>	<b>10,098</b>	<b>5,575</b>
Optical (infrared and visible-light, lidar)	12,900	34.9	8,239	4,661
RF (radar)	9,452	25.5	6,168	3,284
Acoustic (sonar)	5,897	15.9	3,908	1,989
<b>Power Electronics</b>	<b>18,820</b>	<b>50.9</b>	<b>12,536</b>	<b>6,284</b>
Power Supplies	16,758	45.3	11,174	5,584
Batteries	13,663	36.9	9,158	4,505
High-power Electronics	9,059	24.5	6,002	3,057
Power Semiconductors	7,408	20.0	4,810	2,598

**SUPPLEMENTAL DATA FOR ISSUE OF NOVEMBER 2010**

This is an analysis of the 37,000 total respondents and their project/system involvement. Since any one respondent may have checked more than one response, the totals for each of these (i.e.: project/system involvement) should not be added together as the total may exceed the total circulation. These data are presented for statistical and marketing purposes.

PROJECT/SYSTEM INVOLVEMENT	Number of Respondents	Percent of Total Qualified	Print Version Only (A)	Digital Version Only (B)
Navigation/Guidance	12,484	33.7	8,246	4,238
Avionics	14,628	39.5	9,557	5,071
Missiles	7,683	20.8	5,123	2,560
Satellites/Telemetry	10,005	27.0	6,610	3,395
Fire-control Systems	7,002	18.9	4,595	2,407
Sensors	16,444	44.4	10,426	6,018
Command/Control Systems	12,523	33.8	8,117	4,406
Communications Systems	18,607	50.3	12,130	6,477
Electronic Warfare/Information Warfare Systems	9,189	24.8	5,963	3,226
Reconnaissance/Intelligence	7,227	19.5	4,752	2,475
Simulation/Training Systems	7,733	20.9	5,011	2,722
Network Centric Warfare	4,480	12.1	2,813	1,667
Non-Cockpit Airborne Electronics/Computers	6,438	17.4	4,164	2,274
Shipboard Electronics/Computers	6,809	18.4	4,429	2,380
Vehicular Electronics (Vetronics)	7,202	19.5	4,690	2,512
Ruggedized/High-Reliability	8,750	23.6	5,550	3,200
Electro-optics/Optoelectronics	9,047	24.5	5,601	3,446
Homeland Security	7,391	20.0	4,948	2,443
Biometrics	3,656	9.9	2,398	1,258
Nanotechnology	3,931	10.6	2,469	1,462
Unmanned Vehicles	7,622	20.6	4,854	2,768

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2010							
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	37,000	-	-	24,169	12,831	37,000	100.0
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
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. Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>37,000</b>	<b>-</b>	<b>-</b>	<b>24,169</b>	<b>12,831</b>	<b>37,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	<b>-</b>	<b>-</b>	<b>65.3</b>	<b>34.7</b>	<b>100.0</b>	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2010				
MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function	24,169	12,831	37,000	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>24,169</b>	<b>12,831</b>	<b>37,000</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2010									
State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
039-049 Maine	56	14	70		400-427 Kentucky	116	48	164	
030-038 New Hampshire	373	131	504		370-385 Tennessee	199	75	274	
050-059 Vermont	59	25	84		350-369 Alabama	420	204	624	
010-027 Massachusetts	1,085	466	1,551		386-397 Mississippi	79	44	123	
028-029 Rhode Island	127	62	189		<b>EAST SO. CENTRAL</b>	<b>814</b>	<b>371</b>	<b>1,185</b>	<b>3.2</b>
060-069 Connecticut	473	174	647		716-729 Arkansas	77	22	99	
<b>NEW ENGLAND</b>	<b>2,173</b>	<b>872</b>	<b>3,045</b>	<b>8.2</b>	700-714 Louisiana	81	30	111	
100-149 New York	1,653	564	2,217		730-749 Oklahoma	216	101	317	
070-089 New Jersey	947	390	1,337		750-799 Texas	1,433	649	2,082	
150-196 Pennsylvania	946	371	1,317		<b>WEST SO. CENTRAL</b>	<b>1,807</b>	<b>802</b>	<b>2,609</b>	<b>7.1</b>
<b>MIDDLE ATLANTIC</b>	<b>3,546</b>	<b>1,325</b>	<b>4,871</b>	<b>13.2</b>	590-599 Montana	36	10	46	
430-459 Ohio	789	332	1,121		832-838 Idaho	66	28	94	
460-479 Indiana	389	187	576		820-831 Wyoming	17	5	22	
600-629 Illinois	753	281	1,034		800-816 Colorado	453	212	665	
480-499 Michigan	513	217	730		870-884 New Mexico	252	154	406	
530-549 Wisconsin	293	107	400		850-865 Arizona	587	317	904	
<b>EAST NO. CENTRAL</b>	<b>2,737</b>	<b>1,124</b>	<b>3,861</b>	<b>10.4</b>	840-847 Utah	207	118	325	
550-567 Minnesota	404	193	597		889-898 Nevada	134	43	177	
500-528 Iowa	233	113	346		<b>MOUNTAIN</b>	<b>1,752</b>	<b>887</b>	<b>2,639</b>	<b>7.1</b>
630-658 Missouri	337	156	493		995-999 Alaska	16	6	22	
580-588 North Dakota	33	11	44		980-994 Washington	487	216	703	
570-577 South Dakota	31	22	53		970-979 Oregon	197	81	278	
680-693 Nebraska	84	25	109		900-961 California	3,787	1,650	5,437	
660-679 Kansas	235	104	339		967-968 Hawaii	40	21	61	
<b>WEST NO. CENTRAL</b>	<b>1,357</b>	<b>624</b>	<b>1,981</b>	<b>5.3</b>	<b>PACIFIC</b>	<b>4,527</b>	<b>1,974</b>	<b>6,501</b>	<b>17.6</b>
197-199 Delaware	38	15	53		<b>UNITED STATES</b>	<b>24,117</b>	<b>10,342</b>	<b>34,459</b>	<b>93.1</b>
206-219 Maryland	1,115	516	1,631		969 & 004-009 U.S.	13	4	17	
200-205 Washington, DC	196	89	285		Canada	-	286	286	
220-246 Virginia	1,251	584	1,835		Mexico	-	19	19	
247-268 West Virginia	59	36	95		Europe	-	1,347	1,347	
270-289 North Carolina	412	159	571		Other International	-	815	815	
290-299 South Carolina	197	73	270		AP0/FPO	39	18	57	
300-319 Georgia	537	213	750		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>24,169</b>	<b>12,831</b>	<b>37,000</b>	<b>100.0</b>
320-349 Florida	1,599	678	2,277						
<b>SOUTH ATLANTIC</b>	<b>5,404</b>	<b>2,363</b>	<b>7,767</b>	<b>21.0</b>					

QUESTIONNAIRE A USED BY PUBLICATION TO ELICIT SUPPLEMENTAL DATA:

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### 3. In my work, I am involved with the following projects and/or systems: (check all that apply)

- |  |  |
|--|--|
| 01 <input type="checkbox"/> Navigation/guidance                            | 02 <input type="checkbox"/> Network Centric Warfare                    |
| 03 <input type="checkbox"/> Avionics                                       | 25 <input type="checkbox"/> Non-cockpit airborne electronics/computers |
| 05 <input type="checkbox"/> Missiles                                       | 27 <input type="checkbox"/> Shipboard electronics/computers            |
| 06 <input type="checkbox"/> Satellites/telemetry                           | 29 <input type="checkbox"/> Vehicular electronics (vetronics)          |
| 07 <input type="checkbox"/> Fire-control systems                           | 33 <input type="checkbox"/> Ruggedized/high-reliability                |
| 09 <input type="checkbox"/> Sensors  | 37 <input type="checkbox"/> Electro-optics/Optoelectronics             |
| 13 <input type="checkbox"/> Command/control systems                        | 38 <input type="checkbox"/> Homeland security                          |
| 15 <input type="checkbox"/> Communication systems                          | 39 <input type="checkbox"/> Biometrics                                 |
| 19 <input type="checkbox"/> Electronic Warfare/information warfare systems | 40 <input type="checkbox"/> Nanotechnology                             |
| 21 <input type="checkbox"/> Reconnaissance/intelligence                    | 41 <input type="checkbox"/> Unmanned vehicles                          |
| 23 <input type="checkbox"/> Simulation/training systems                    | 35 <input type="checkbox"/> Other _____                                |

### 4. In my work, I buy, specify, purchase, or influence the purchase of: (check all that apply)

- |  |   |
|--|---|
| <b>A. Integrated Circuits</b>                                    | <b>F. Design &amp; Development Tools</b>                              |
| 02 <input type="checkbox"/> Microprocessor/microcontrollers      | 05 <input type="checkbox"/> PCB layout tools                          |
| 06 <input type="checkbox"/> ASICs                                | 07 <input type="checkbox"/> VHDL/Verilog tools                        |
| 08 <input type="checkbox"/> FPGAs                                | 19 <input type="checkbox"/> Software engineering tools                |
| 10 <input type="checkbox"/> Solid State Memory                   | 02 <input type="checkbox"/> Electronic Design Automation              |
| 14 <input type="checkbox"/> Analog/mixed-signal ICs              | 21 <input type="checkbox"/> Product Life Cycle Management             |
| 16 <input type="checkbox"/> DSPs (digital signal processors)     | 23 <input type="checkbox"/> Code Verification/Testing                 |
| 20 <input type="checkbox"/> Microwave/RF ICs                     | <b>G. Test &amp; Measurement Equipment</b>                            |
| 22 <input type="checkbox"/> Power semiconductors                 | 01 <input type="checkbox"/> Oscilloscopes                             |
| 23 <input type="checkbox"/> Converters (A-D and D-A)             | 02 <input type="checkbox"/> Spectrum Analyzers                        |
| 24 <input type="checkbox"/> IP cores                             | 03 <input type="checkbox"/> Analyzers (other)                         |
| 26 <input type="checkbox"/> Radiation Hardened ICs               | 05 <input type="checkbox"/> Generators (word, signal, function, etc.) |
| <b>B. Board Products</b>   | 17 <input type="checkbox"/> Flight line test equipment                |
| 01 <input type="checkbox"/> Single-board computers (SBCs)        | 11 <input type="checkbox"/> Optical test equipment                    |
| 09 <input type="checkbox"/> Communications/network controllers   | 04 <input type="checkbox"/> Depot-level test equipment                |
| 15 <input type="checkbox"/> I/O Boards                           | <b>H. Components</b>  |
| 17 <input type="checkbox"/> Mezzanine/daughter cards             | 12 <input type="checkbox"/> Electro-optic/Optoelectronic              |
| <b>C. Computers</b>  | 14 <input type="checkbox"/> Connectors                                |
| 10 <input type="checkbox"/> Laptop/notebook/handheld computers   | 16 <input type="checkbox"/> Backplanes/enclosures                     |
| 12 <input type="checkbox"/> Wearable computers                   | 20 <input type="checkbox"/> MEMs and Nanotechnology                   |
| 02 <input type="checkbox"/> Desktop computers                    | 22 <input type="checkbox"/> Displays                                  |
| 16 <input type="checkbox"/> Servers                              | 24 <input type="checkbox"/> Data Storage                              |
| 06 <input type="checkbox"/> High-performance networked computers | 01 <input type="checkbox"/> Cabling and Fiberoptics                   |
| 20 <input type="checkbox"/> Embedded computers                   | <b>I. Sensors</b>   |
| <b>D. Software</b>   | 02 <input type="checkbox"/> Optical (infrared, visible-light, ladar)  |
| 01 <input type="checkbox"/> Application Software                 | 06 <input type="checkbox"/> RF (radar)                                |
| 02 <input type="checkbox"/> Operating Systems                    | 08 <input type="checkbox"/> Acoustic (sonar)                          |
| 03 <input type="checkbox"/> Software Engineering Tools           | <b>J. Power Electronics</b>   |
| 06 <input type="checkbox"/> Programming languages                | 04 <input type="checkbox"/> Power supplies                            |
| <b>E. Communications</b>   | 10 <input type="checkbox"/> Batteries                                 |
| 01 <input type="checkbox"/> Modems                               | 11 <input type="checkbox"/> High-power electronics                    |
| 04 <input type="checkbox"/> Networking switches                  | 01 <input type="checkbox"/> Power Semiconductors                      |
| 06 <input type="checkbox"/> RF and microwave                     | 99 <input type="checkbox"/> None of the above                         |
| 12 <input type="checkbox"/> Radio                                |   |
| 14 <input type="checkbox"/> Wireless Networking                  |   |
| 16 <input type="checkbox"/> Databases and Networking             |   |
| 18 <input type="checkbox"/> High-speed switched fabric           |   |
| 20 <input type="checkbox"/> Satellite/telemetry                  |   |
| 03 <input type="checkbox"/> Cable/Cabling                        |   |
| 05 <input type="checkbox"/> Fiberoptics                          |   |
| 07 <input type="checkbox"/> Network-centric applications         |   |

### 1. What is the nature of your organization? (check only one)

- 01  Prime contractor
- 51  Subcontractor/integrator
- 09  Manufacturer of finished electronic/software products for use by government or industry
- 13  Manufacturer of electronic subassemblies or major system components for use by military/aerospace industry
- 29  Department of Defense (Army, Navy, Air Force, Marine Corps, or Civilian)
- 33  NASA, FAA, or other non-DOD government aeronautics agency or facility
- 41  CIA, FBI, NSA, or other non-DOD intelligence agency or facility
- 25  Research & Development – Government
- 52  Research & Development – Private Industry
- 98  Other (please specify) \_\_\_\_\_

### 2. What is your primary job function? (check only one)

- Engineering**
- 01  Hardware design/integration
- 02  Software development/integration
- 03  Systems integration
- 04  Research & development
- 05  Manufacturing/production
- 06  Test/evaluation/reliability/quality control
- 07  Other engineering (please specify) \_\_\_\_\_
- Engineering Management**
- 16  Program/project management
- 08  Hardware design/integration management
- 09  Software development/integration management
- 10  Systems integration management
- 11  Research & development management
- 12  Manufacturing/production management
- 13  Test/evaluation/reliability/QC management
- 14  Other engineering management (please specify) \_\_\_\_\_
- Executive Management**
- 15  Corporate/command/operations management
- 17  Procurement/purchasing management
- 18  Government/legislative management
- 19  Other management (please specify) \_\_\_\_\_
- 98  Other (please specify) \_\_\_\_\_

### 5. Please estimate the total number of employees in your organization/company at all worldwide locations:

- |   |  |
|---|--|
| 01 <input type="checkbox"/> More than 5,000 | 13 <input type="checkbox"/> 501 - 1,000  |
| 05 <input type="checkbox"/> 2,501 - 5,000   | 17 <input type="checkbox"/> 101 - 500    |
| 09 <input type="checkbox"/> 1,001 - 2,500   | 21 <input type="checkbox"/> 100 or fewer |

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NS10

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January - June 2008	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010*
Total Audit Average Qualified _____	37,000	37,000	37,000	37,000	37,000	37,000
Qualified Non-Paid Total__	37,000	37,000	37,000	37,000	37,000	37,000
Print Version Only _____	27,688	27,054	26,277	25,272	24,771	24,240
Digital Version Only _____	9,312	9,946	10,723	11,728	12,229	12,760
Qualified Paid Total _____	-	-	-	-	-	-
Print Version Only _____	-	-	-	-	-	-
Digital Version Only _____	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation_____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price _____	**NC	**NC	**NC	**NC	**NC	**NC

**\*NOTE: July - December 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

**ADDITIONAL DATA**

**METHOD OF DISTRIBUTION:**

All qualified circulation conforms to the field served and definition 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.

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 _____	24,240	100.0	24,240	100.0	-	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>24,240</b>	<b>100.0</b>	<b>24,240</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

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 _____	12,760	100.0	12,760	100.0	-	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,760</b>	<b>100.0</b>	<b>12,760</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	January 14, 2011
Christine Shaw, Sr. Vice President/Group Publisher	State	New Hampshire
Jayne Sears-Renfer, Audience Development Manager	County	Hillsboro
(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	January 14, 2011
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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	M143Y0D0