

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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INTERNATIONAL DEFENCE REVIEW is a B2B brand intended for individuals with broad-based interests in defence industries. The brand content and editorial scope of the publication includes news and industry comment, in-depth technical articles, industry round-up and special features.

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

JANE'S INTERNATIONAL DEFENCE REVIEW MAGAZINE



6 issues in the period
19,961 average circulation

JANE'S INTERNATIONAL DEFENCE REVIEW E-NEWSLETTERS



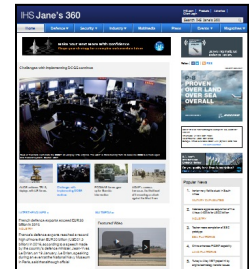
5 E-Newsletters in the period
124 total issued in the period
See below for average per occurrence
Shared media see Note 1

JANE'S INTERNATIONAL DEFENCE REVIEW SHOW DAILIES



Sofex 9,000 copies
Cansec 8,000 copies
Eurosatory 60,000 copies
Shared media see Note 2

JANE'S WEBSITE



357,744 average users
Shared media see Note 3

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
JANE'S INTERNATIONAL DEFENCE REVIEW MAGAZINE (6 issues in the period)	19,364	597	19,961
a. Print	15,683	544	16,227
b. Digital	3,681	53	3,734
1. Requested	3,681	53	3,734
2. Non Requested	-	-	-
JANE'S INTERNATIONAL DEFENCE REVIEW E-NEWSLETTERS			
a. Defence (25 issued in the period)	20,013	-	20,013
b. Airforces (25 issued in the period)	18,578	-	18,578
c. Security (25 issued in the period)	18,769	-	18,769
d. Land (25 issued in the period)	17,227	-	17,227
e. Naval (24 issued in the period)	17,024	-	17,024
JANE'S INTERNATIONAL DEFENCE REVIEW SHOW DAILIES (3 issues in the period)			
a. Sofex	9,000	-	9,000
b. Cansec	8,000	-	8,000
c. Eurosatory	60,000	-	60,000
JANE'S WEBSITE (Monthly Users with 1,357,276 average Pageviews)	357,744	-	357,744

Note 1: Shared media channels; Defence, Airforces, Security and Land E-Newsletters - serving both International Defence Review and Jane's Defence Weekly. Naval E-Newsletter - serving International Defence Review, Jane's Defence Weekly and Jane's Navy International.

Note 2: Shared media channel Sofex, Cansec and Eurosatory - serving Jane's Defence Weekly, International Defence Review and Jane's Navy International.

Note 3: Shared media channel www.Janes.com - serving Jane's Defence Weekly, Jane's International Defence Review and Jane's Navy International.

FIELD SERVED

INTERNATIONAL DEFENCE REVIEW serves army, navy, air force, MoD/ DoD, other ministry, government- elected representatives, international organisation, industry/ manufacturing, education/ research/ library and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include senior rank, middle rank, other (military), senior level, middle level, other (government/ MoD), senior manager/ director, middle manager, other (industry/ manufacturing).

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
*Advertiser and Agency	527
Allocated for Trade Shows and Conventions	1,508
*All Other	800
TOTAL	2,835

*See Additional Data

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	19,839	99.4	19,364	97.0	475	2.4
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	122	0.6	-	-	122	0.6
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	19,961	100.0	19,364	97.0	597	3.0

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Print	Digital	Total Qualified
January	15,991	3,917	19,908
February	16,011	3,895	19,906
March	16,008	3,898	19,906
April	16,247	3,728	19,975
May	16,564	3,476	20,040
June	16,537	3,492	20,029

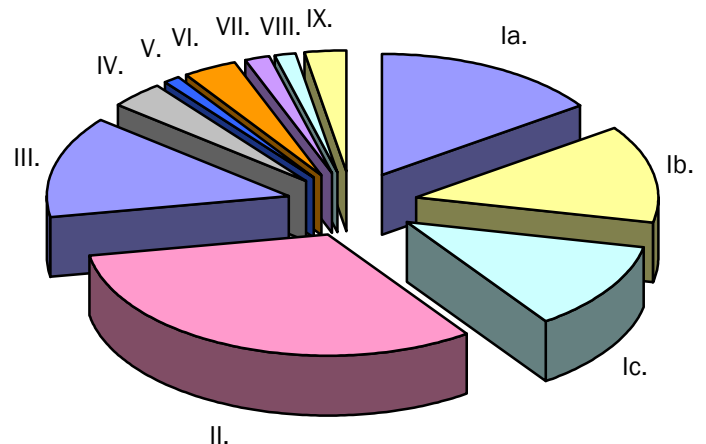
3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018
This issue is 0.5% or 95 copies above the average of the other 5 issues reported in Paragraph 2.

Organization	Total Qualified	Percent of Total	Print	Digital	Senior Military (See Note 1)	Middle Rank Military (See Note 2)	Other Military (See Note 3)	Senior Government (See Note 4)	Middle Level Government (See Note 5)	Other Government personnel (See Note 6)	Senior Management (See Note 7)	Middle Level Management (See Note 8)	Other
ARMED FORCES:													
Army	3,069	15.3	2,350	719	1,910	806	26	228	83	4	8	3	1
Navy	2,601	13.0	1,863	738	1,591	809	18	72	86	4	13	7	1
Air Force	2,414	12.1	1,976	438	1,649	460	12	228	48	2	6	8	1
Government Heads of State Elected Representatives (Parliament, Congress, Embassies, etc.)	6,394	31.9	6,277	117	390	10	1	5,785	188	10	6	2	2
MoD/DoD	2,746	13.7	2,085	661	1,081	186	11	909	509	24	15	10	1
Other Ministries/ Departments (including Diplomatic Corps, Police, Security, Intelligence)	703	3.5	570	133	35	15	2	498	126	12	10	4	1
International Organisations (incl. NATO, National Organizations)	229	1.1	115	114	81	31	2	51	49	2	9	3	1
Industry/ Manufacturing	719	3.6	465	254	30	3	-	6	4	-	462	198	16
Education Research, Libraries, Media/Communications	359	1.8	196	163	72	30	5	50	50	13	68	54	17
Others Allied to the Field	240	1.2	150	90	45	15	3	20	18	9	77	21	32
Subtotal	19,474	97.2	16,047	3,427	6,884	2,365	80	7,847	1,161	80	674	310	73
Qualified Paid Without Demographics	566	2.8	517	49	-	-	-	-	-	-	-	-	566
TOTAL QUALIFIED CIRCULATION	20,040	100.0	16,564	3,476	6,884	2,365	80	7,847	1,161	80	674	310	639
PERCENT	100.0		82.7	17.3	34.3	11.8	0.4	39.2	5.8	0.4	3.4	1.5	3.2

Note 1: Senior Military includes chief of staff/head of service; theatre commander, divisional commander; staff officer, major unit or base commander.
 Note 2: Middle Ranked Military includes middle ranked officer and junior officer.
 Note 3: Other Military includes warrant officer; senior rate/senior NCO and junior rate/other ranks. Also included are copies delivered in bulk to the military.
 Note 4: Senior Government includes head of state; minister/secretary general/director general/commissioner; chief of division/head of sector/director of operations/director of department; principal secretary/MP/Senator/political representative.
 Note 5: Middle Level Government includes defense policy group/political adviser, senior administrator; department manager.
 Note 6: Other Government personnel includes officer/executive; other government personnel.
 Note 7: Senior Management includes owner/proprietor/partner/principal/founder; chairman/president/chief executive officer/MD/chief operations officer; senior director/board member/senior vice president; director/vice president; senior manager/head of division/area manager.
 Note 8: Middle Level Management includes manager/head of department and middle manager.

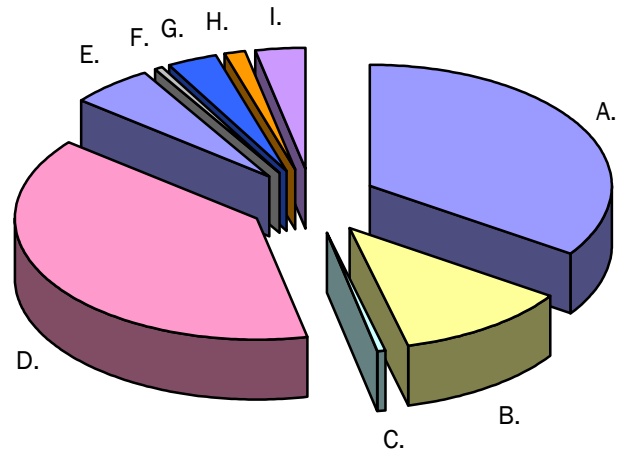
3a. Breakout of Qualified Circulation by Organization
 (Please Refer to Paragraph 3a for Complete Descriptions)

Organization	Copies	Percent
I. Armed Forces		
a. Army	3,069	15.3
b. Navy	2,601	13.0
c. Air Force	2,414	12.1
II. Government	6,394	31.9
III. MoD/DoD	2,746	13.7
IV. Other Ministries/ Departments	703	3.5
V. International Organisations	229	1.1
VI. Industry/Manufacturing	719	3.6
VII. Education Research, Libraries, Media/ Communications	359	1.8
VIII. Others Allied to the Field	240	1.2
IX. Qualified Paid Without Demographics	566	2.8



3a. Breakout of Qualified Circulation Seniority
(Please Refer to Paragraph 3a for Complete Descriptions)

	Seniority	Copies	Percent
A.	Senior Military	6,884	34.3
B.	Middle Rank Military	2,365	11.8
C.	Other Military	80	0.4
D.	Senior Government	7,847	39.2
E.	Middle Level Government	1,161	5.8
F.	Other Government	80	0.4
G.	Senior Management	674	3.4
H.	Middle Level Management	310	1.5
I.	Other	639	3.2



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 year	2 year	3 year				
I. TOTAL – Direct Request:	4,555	2,535	1,465	5,079	3,476	8,555	42.7
a. Written	455	409	182	967	79	1,046	5.2
b. Telecommunication	100	14	6	118	2	120	0.6
c. Electronic	4,000	2,112	1,277	3,994	3,395	7,389	36.9
II. TOTAL – Request from recipient's company:	-	-	-	-	-	-	-
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
III. TOTAL – Membership Benefit:	-	-	-	-	-	-	-
a. Individual	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-
IV. TOTAL – Communication from recipient or recipient's company (other than request):	285	195	143	623	-	623	3.1
a. Written	163	111	86	360	-	360	1.8
b. Telecommunication	-	-	11	11	-	11	0.1
c. Electronic	122	84	46	252	-	252	1.2
V. TOTAL – Sources other than above (listed alphabetically):	5,936	3,751	1,175	10,862	-	10,862	54.2
Association rosters and directories	-	-	-	-	-	-	-
*Business directories	5,936	3,751	1,175	10,862	-	10,862	54.2
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. TOTAL – Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION PERCENT	10,776	6,481	2,783	16,564	3,476	20,040	100.0
	53.8	32.3	13.9	82.7	17.3	100.0	

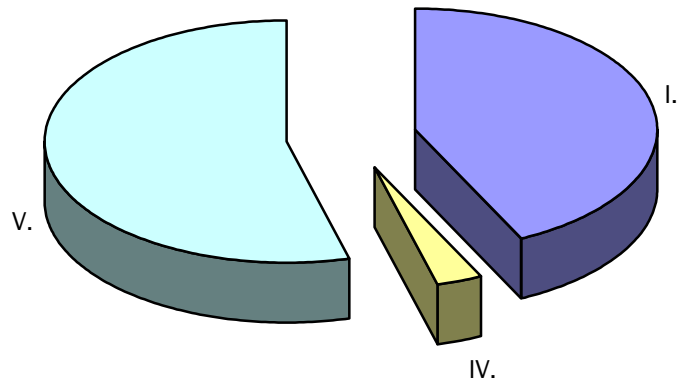
*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

Mailing Address	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	16,055	3,427	19,482	97.2
Individuals by name only	234	48	282	1.4
Titles or functions only	-	-	-	-
Company names only	168	1	169	0.9
Multi-Copy Same Addressee copies	107	-	107	0.5
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,564	3,476	20,040	100.0

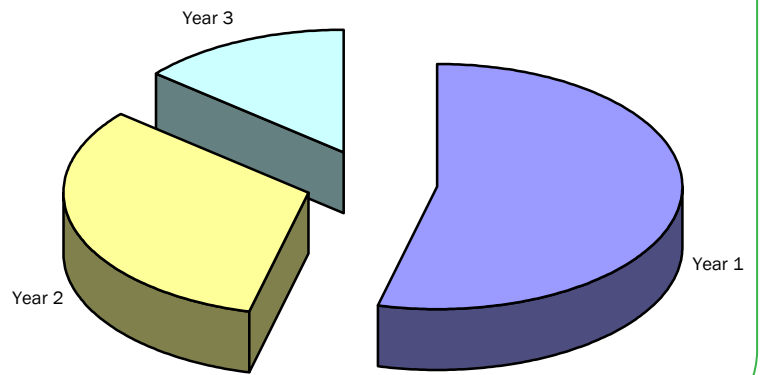
3b. Qualification by Source

Qualification Source	Copies	Percent
I. Direct Request	8,555	42.7
II. Company Request	-	-
III. Membership Benefit	-	-
IV. Other Than Request	623	3.1
V. Sources other than above	10,862	54.2
VI. Single Copy Sales	-	-

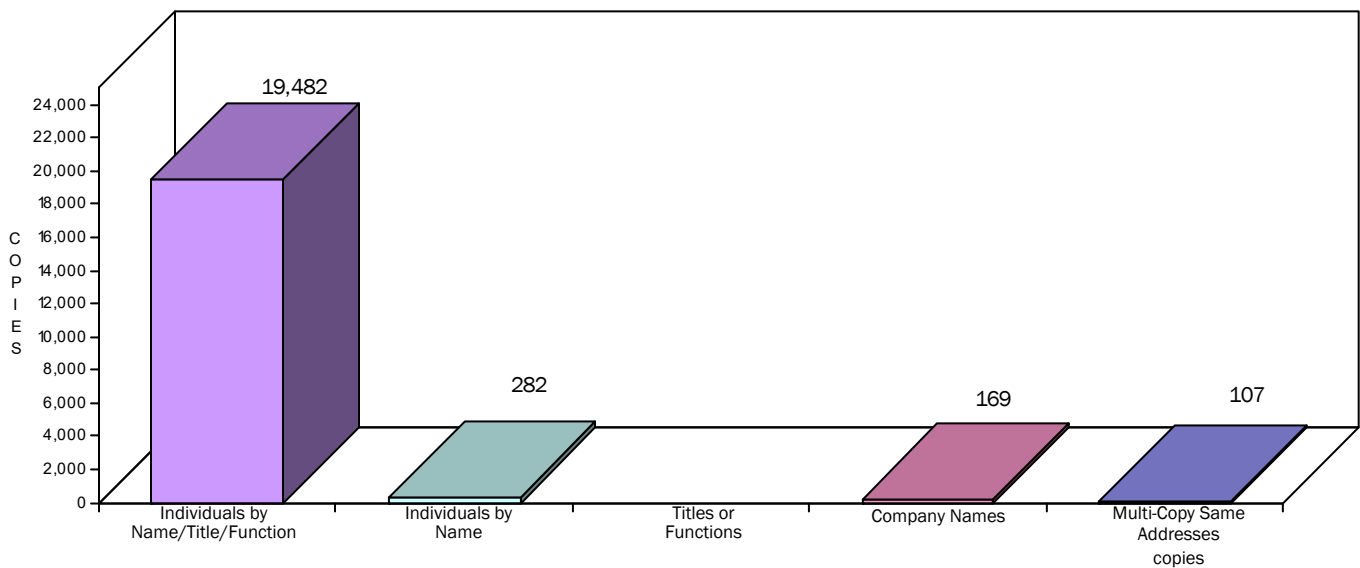


3b. Qualification by Year

Qualification Year	Copies	Percent
Year 1	10,776	53.8
Year 2	6,481	32.3
Year 3	2,783	13.9



3c. Mailing Address Breakout



AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July – December 2015	January – June 2016	July – December 2016	January – June 2017	July – December 2017*	January – June 2018*
Total Audit Average Qualified:	19,868	19,954	19,925	19,893	19,920	19,961
Qualified Non-Paid Total:	18,977	19,096	19,106	19,109	19,215	19,364
Print:	15,800	15,610	15,469	15,398	15,358	15,683
Digital:	3,177	3,486	3,637	3,711	3,857	3,681
Qualified Paid Total:	891	858	819	784	705	597
Print:	839	799	768	736	649	544
Digital:	52	59	51	48	56	53
Post Expire Copies in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July 2017 – June 2018 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.
 **NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	3	1	4		Kentucky	17	4	21	
New Hampshire	1	2	3		Tennessee	17	2	19	
Vermont	2	1	3		Alabama	268	24	292	
Massachusetts	76	6	82		Mississippi	29	1	30	
Rhode Island	17	3	20		EAST SO. CENTRAL	331	31	362	1.8
Connecticut	2	-	2		Arkansas	5	-	5	
NEW ENGLAND	101	13	114	0.6	Louisiana	12	1	13	
New York	218	11	229		Oklahoma	72	4	76	
New Jersey	90	9	99		Texas	128	12	140	
Pennsylvania	55	6	61		WEST SO. CENTRAL	217	17	234	1.2
MIDDLE ATLANTIC	363	26	389	1.9	Montana	5	-	5	
Ohio	171	4	175		Idaho	6	2	8	
Indiana	18	1	19		Wyoming	17	-	17	
Illinois	117	4	121		Colorado	104	6	110	
Michigan	93	11	104		New Mexico	84	2	86	
Wisconsin	12	-	12		Arizona	61	9	70	
EAST NO. CENTRAL	411	20	431	2.1	Utah	46	6	52	
Minnesota	7	1	8		Nevada	23	1	24	
Iowa	10	2	12		MOUNTAIN	346	26	372	1.9
Missouri	25	3	28		Alaska	6	1	7	
North Dakota	12	1	13		Washington	58	6	64	
South Dakota	1	-	1		Oregon	2	-	2	
Nebraska	41	2	43		California	240	26	266	
Kansas	29	2	31		Hawaii	99	7	106	
WEST NO. CENTRAL	125	11	136	0.7	PACIFIC	405	40	445	2.2
Delaware	3	1	4		UNITED STATES	6,995	395	7,390	36.9
Maryland	371	24	395		U.S. Territories	17	2	19	
Washington, DC	3,182	76	3,258		Canada	142	59	201	
Virginia	723	81	804		Mexico	39	5	44	
West Virginia	3	-	3		Other International	9,279	2,999	12,278	
North Carolina	64	8	72		APO/FPO	92	16	108	
South Carolina	34	2	36						
Georgia	58	5	63						
Florida	258	14	272						
SOUTH ATLANTIC	4,696	211	4,907	24.5					
					TOTAL QUALIFIED CIRCULATION	16,564	3,476	20,040	100.0

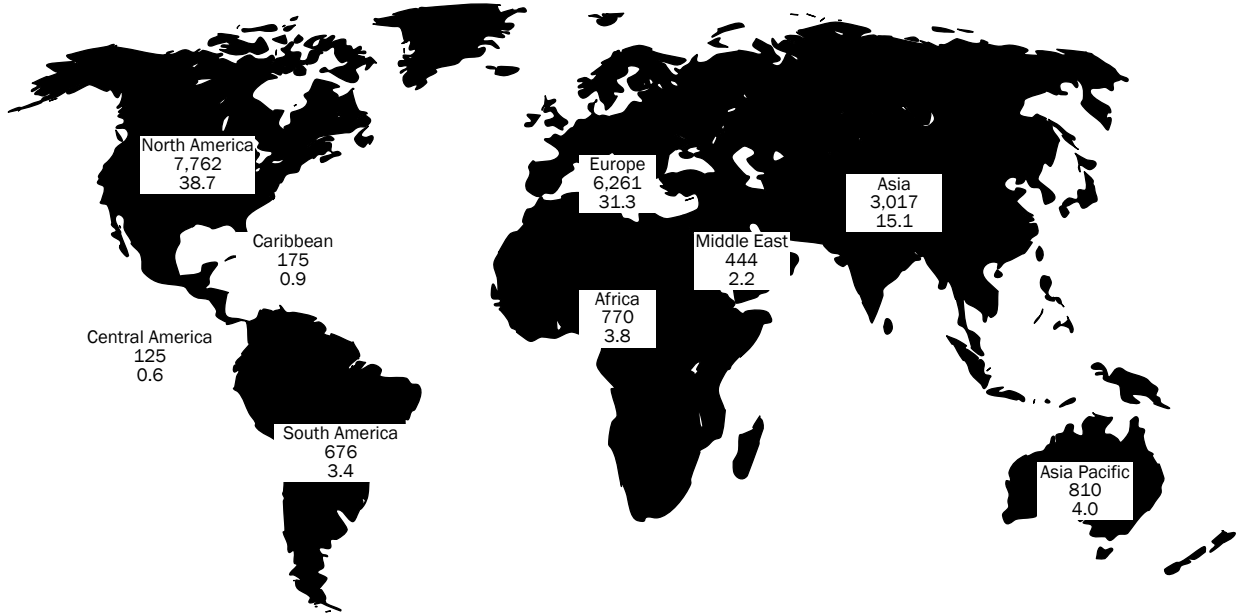
*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018*

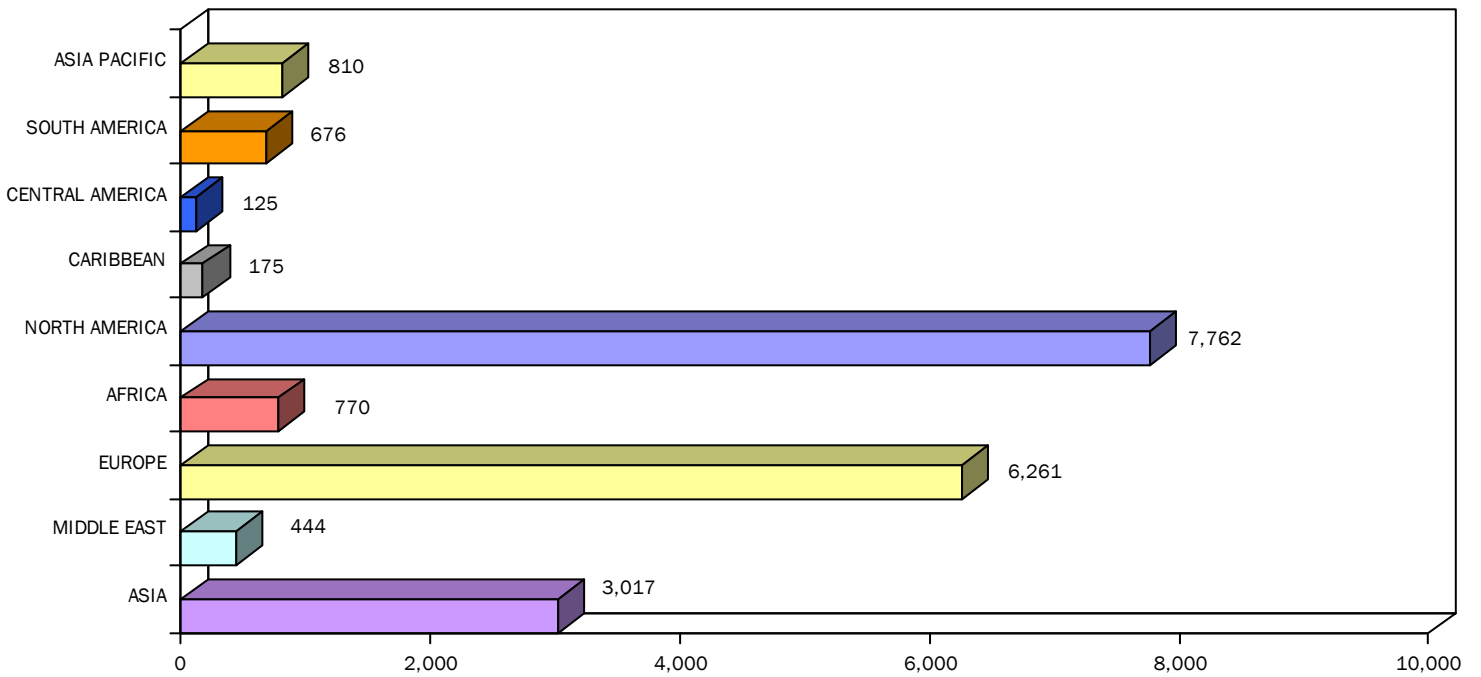
Region/Country	Print	Digital	Total Qualified	Percent	Region/Country	Print	Digital	Total Qualified	Percent
ASIA					Egypt	46	7	53	
Afghanistan	17	4	21		Equatorial Guinea	7	-	7	
Armenia	32	2	34		Eritrea	13	-	13	
Azerbaijan	34	2	36		Ethiopia	32	5	37	
Bangladesh	174	69	243		Gabon	12	-	12	
Bhutan	8	-	8		Gambia	8	-	8	
Brunei Darussalam	21	-	21		Ghana	23	6	29	
Cambodia	14	-	14		Guinea	8	-	8	
China	209	11	220		Guinea-Bissau	5	-	5	
East Timor (Timor-Leste)	5	-	5		Kenya	39	6	45	
Georgia	18	-	18		Lesotho	6	-	6	
Hong Kong - SAR	14	2	16		Libyan Arab Jamahiriya	7	-	7	
India	388	216	604		Madagascar	12	-	12	
Indonesia	71	36	107		Malawi	5	1	6	
Japan	129	11	140		Mali	6	-	6	
Kazakhstan	12	-	12		Mauritania	12	-	12	
Korea, Republic Of	75	10	85		Mauritius	13	2	15	
Kyrgyzstan	11	1	12		Morocco	16	3	19	
Laos	12	-	12		Mozambique	13	-	13	
Malaysia	95	33	128		Namibia	10	1	11	
Maldives	9	-	9		Niger	8	1	9	
Mongolia	11	-	11		Nigeria	24	4	28	
Nepal	10	4	14		Rwanda	16	1	17	
Pakistan	164	61	225		Sao Tome & Principe	2	-	2	
Philippines	78	18	96		Senegal	17	-	17	
Singapore	306	192	498		Seychelles	12	1	13	
Sri Lanka	192	34	226		Sierra Leone	7	-	7	
Taiwan	29	8	37		South Africa	90	50	140	
Tajikistan	4	-	4		St. Helena	1	1	2	
Thailand	104	29	133		Swaziland	4	1	5	
Turkmenistan	15	-	15		Tanzania	27	-	27	
Uzbekistan	1	2	3		Togo	5	-	5	
Vietnam	6	4	10		Tunisia	21	1	22	
Subtotal	2,268	749	3,017	15.1	Uganda	15	2	17	
MIDDLE EAST					Zambia	4	4	8	
Bahrain	19	-	19		Subtotal	668	102	770	3.8
Iran	18	-	18		NORTH AMERICA				
Israel	77	19	96		Canada	142	59	201	
Jordan	42	7	49		Mexico	39	5	44	
Kuwait	30	-	30		United States	7,104	413	7,517	
Lebanon	33	10	43		Subtotal	7,285	477	7,762	38.7
Oman	33	7	40		CARIBBEAN				
Qatar	13	4	17		Anguilla	1	-	1	
Saudi Arabia	49	7	56		Antigua and Barbuda	9	-	9	
United Arab Emirates	51	23	74		Bahamas	17	-	17	
Yemen	1	1	2		Barbados	15	1	16	
Subtotal	366	78	444	2.2	Bermuda	9	1	10	
EUROPE					Cayman Islands	4	-	4	
Albania	38	2	40		Cuba	17	1	18	
Andorra	3	-	3		Dominica	2	-	2	
Austria	140	25	165		Dominican Republic	14	-	14	
Belarus	26	-	26		Grenada	3	-	3	
Belgium	255	128	383		Guadeloupe	1	-	1	
Bosnia and Herzegovina	41	8	49		Haiti	7	-	7	
Bulgaria	68	9	77		Jamaica	30	5	35	
Croatia	72	15	87		Martinique	1	-	1	
Cyprus	36	4	40		Montserrat	2	-	2	
Czech Republic	96	30	126		Netherlands Antilles	3	1	4	
Denmark	76	15	91		Puerto Rico	2	-	2	
Estonia	59	10	69		Saint Kitts and Nevis	2	-	2	
Finland	120	40	160		Saint Lucia	4	-	4	
France	315	68	383		Saint Vincent and the Grenadines	3	-	3	
Germany	326	71	397		Trinidad and Tobago	17	1	18	
Gibraltar	5	1	6		Turks and Caicos Islands	1	-	1	
Greece	115	44	159		Virgin Islands, U.S.	-	1	1	
Greenland	2	-	2		Subtotal	164	11	175	0.9
Hungary	54	12	66		CENTRAL AMERICA				
Iceland	15	1	16		Belize	11	1	12	
Ireland	48	13	61		Costa Rica	16	1	17	
Italy	106	50	156		El Salvador	15	-	15	
Latvia	32	8	40		Guatemala	26	-	26	
Liechtenstein	1	-	1		Honduras	20	-	20	
Lithuania	61	18	79		Nicaragua	14	-	14	
Luxembourg	25	9	34		Panama	19	2	21	
Macedonia	14	2	16		Subtotal	121	4	125	0.6
Malta	34	6	40		SOUTH AMERICA				
Moldova	33	5	38		Argentina	117	77	194	
Monaco	2	-	2		Bolivia	15	1	16	
Montenegro	21	-	21		Brazil	108	47	155	
Netherlands	161	81	242		Chile	79	20	99	
Norway	86	31	117		Colombia	44	9	53	
Poland	160	43	203		Ecuador	16	3	19	
Portugal	61	23	84		Falkland Islands (Malvinas)	3	-	3	
Romania	136	61	197		French Guiana	1	-	1	
Russian Federation	97	13	110		Guyana	19	-	19	
San Marino	6	-	6		Paraguay	18	-	18	
Serbia	38	15	53		Peru	51	11	62	
Slovakia	30	11	41		Suriname	14	-	14	
Slovenia	53	7	60		Uruguay	6	16	22	
Spain	167	88	255		Venezuela	1	-	1	
Sweden	132	42	174		Subtotal	492	184	676	3.4
Switzerland	83	19	102		ASIA PACIFIC				
Turkey	153	96	249		American Samoa	1	-	1	
Ukraine	58	13	71		Australia	347	225	572	
United Kingdom	1,007	457	1,464		Cook Islands	6	-	6	
Subtotal	4,667	1,594	6,261	31.3	Fiji	22	1	23	
AFRICA					French Polynesia	1	-	1	
Algeria	26	1	27		Guam	1	-	1	
Angola	16	1	17		Kiribati	3	-	3	
Benin	6	-	6		Marianas	1	-	1	
Botswana	14	1	15		Marshall Islands	4	-	4	
Burkina Faso	5	1	6		Nauru	2	-	2	
Burundi	11	-	11		New Caledonia	2	1	3	
Cameroon	15	-	15		New Zealand	111	49	160	
Cape Verde	6	-	6		Papua New Guinea	16	1	17	
Central African Republic	8	-	8		Solomon Islands	6	-	6	
Chad	4	-	4		Tonga	6	-	6	
Comoros	3	-	3		Western Samoa	4	-	4	
Congo	-	1	1		Subtotal	533	277	810	4.0
Djibouti	8	-	8		TOTAL QUALIFIED CIRCULATION	16,564	3,476	20,040	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



E-NEWSLETTER CHANNEL

2018	Defence*	Airforces*	Security*	Land*	Naval*
JANUARY					
January 9	20,839	18,859	19,066	17,502	17,256
January 16	20,818	18,845	19,044	17,493	17,245
January 23	20,787	18,820	19,026	17,468	17,228
January 30	20,761	18,806	18,999	17,446	17,201
FEBRUARY					
February 6	20,717	18,768	18,957	17,419	17,164
February 13	20,710	18,766	18,942	17,413	17,158
February 20	20,684	18,745	18,915	17,387	17,144
February 27	20,705	18,759	18,951	17,399	17,156
MARCH					
March 6	20,624	18,694	18,874	17,348	17,105
March 13	20,597	18,663	18,843	17,317	17,088
March 20	20,497	18,593	18,767	17,248	17,013
March 27	20,497	18,575	18,758	17,231	17,008
APRIL					
April 3	20,458	18,543	18,728	17,208	16,971
April 10	20,444	18,526	18,715	17,192	16,959
April 17	20,417	18,501	18,692	17,175	16,943
April 24	20,408	18,510	18,696	17,167	16,943
MAY					
May 1	20,413	18,495	18,728	17,152	16,937
May 8	20,398	18,489	18,715	17,150	16,932
May 15	20,340	18,426	18,692	17,106	16,895
May 22	20,301	18,408	18,696	17,076	16,854
May 29	20,310	18,418	18,592	17,079	16,858
JUNE					
June 5	8,093	18,375	18,546	17,043	16,820
June 12	20,222	18,342	18,493	17,012	-
June 19	20,176	18,290	18,432	16,979	16,753
June 26	20,108	18,222	18,359	16,903	16,696
AVERAGE:	20,013	18,578	18,769	17,237	17,014

Defence (25 issued in the period)

Air Forces (25 issued in the period)

Security (25 issued in the period)

Land (25 issued in the period)

Naval (24 issued in the period)

*Shared media channels; Defence, Airforces, Security and Land E-Newsletters - serving both International Defence Review and Jane's Defence Weekly.

Naval E-Newsletter - serving International Defence Review, Jane's Defence Weekly and Jane's Navy International.

SHOW DAILIES CHANNEL

Show Name	Venue	Show Date	Number of copies
Sofex	Jordan	May 8-10, 2018	9,000
Cansec	Canada	May 30-31, 2018	8,000
Eurosatory	France	June 11-15, 2018	60,000

*Shared media channel Sofex, Cansec and Eurosatory - serving Jane's Defense Weekly, International Defense Review and Jane's Navy International.

WEBSITE CHANNEL

WWW.JANES.COM*

2018	Pageviews	Sessions	Users	Average Session Duration
January	1,345,110	630,821	348,083	1:51
February	1,238,565	585,619	325,494	1:54
March	1,446,076	691,501	391,257	1:50
April	1,374,028	657,363	373,506	1:50
May	1,364,574	666,506	348,280	1:48
June	1,375,306	668,027	359,845	1:48
AVERAGE:	1,357,276	649,972	357,744	1:50

January – June 2018 data was provided by Omniture. All website activity is audited by BPA Worldwide.

*Shared media channel www.Janes.com - serving Jane's Defence Weekly, Jane's International Defence Review and Jane's Navy International.

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.

AVERAGE NON-QUALIFIED CIRCULATION – ADVERTISER AND AGENCY COPIES:

GEOGRAPHICAL BREAKOUT OF ADVERTISER AND AGENCY COPIES FOR ISSUE OF MAY 2018

Region/Country	Non-Qualified Non-Paid	Region/Country	Non-Qualified Non-Paid
ASIA		Russia	8
China	2	Spain	2
India	4	Sweden	6
Japan	1	Switzerland	8
Korea Rep	1	Turkey	24
Malaysia	2	Ukraine	4
Singapore	9	United Kingdom	69
Subtotal	19	Subtotal	235
MIDDLE EAST		AFRICA	
Israel	8	South Africa	8
United Arab Emirates	7	Subtotal	8
Subtotal	15	NORTH AMERICA	
EUROPE		Canada	13
Austria	2	United States	168
Belgium	2	Subtotal	181
Finland	1	SOUTH AMERICA	
France	21	Brazil	2
Germany	11	Subtotal	2
Italy	67		
Netherlands	6		
Norway	2		
Poland	2	TOTAL	460

AVERAGE NON-QUALIFIED CIRCULATION:

Rotated /Occasional copies are made up of the following qualified circulation:

2,000 copies of Jane's Navy International were inserted into Jane's Defence Weekly issues 10th January, 14th March, 9th May

2,000 copies of Jane's Navy International were inserted into International Defence Review issues February, April and June.

PARAGRAPH 3b:

Business directories include 14 sources of circulation for quantities of 1 copy or -% to 3,741 copies or 18.7%, including IHS Jane's International Defence Directory.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters, Show Dailies 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.

Denise Allen, Circulation Manager

Robert Sitch, Media Sales Manager

(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	July 12, 2018
Country	United Kingdom
City	Surrey
Received by BPA Worldwide	July 12, 2018
Type	BJ
ID Number	I114B0J8

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 for the latest audit reports, membership information and publishing and advertising industry news.