

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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JANE'S DEFENCE WEEKLY 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 DEFENCE WEEKLY MAGAZINE



26 issues in the period
23,906 average circulation

JANE'S DEFENCE WEEKLY E-NEWSLETTERS



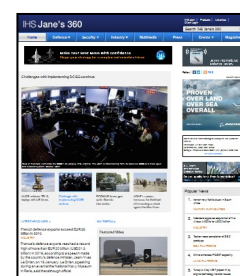
5 E-Newsletters in the period
124 total issued in the period
See below for average per occurrence
Shared media. see Note 1

JANE'S DEFENCE WEEKLY 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 DEFENCE WEEKLY MAGAZINE (26 issues in the period)	22,472	1,434	23,906
a. Print	18,434	1,290	19,724
b. Digital	4,038	144	4,182
1. Requested	4,038	144	4,182
2. Non Requested	-	-	-
JANE'S DEFENCE WEEKLY 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)	17,237	-	17,237
e. Naval (24 issued in the period)	17,014	-	17,014
JANE'S DEFENCE WEEKLY 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 Defense 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

JANE'S DEFENCE WEEKLY 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	368
Allocated for Trade Shows and Conventions	532
*All Other	843
TOTAL	1,743

*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	23,546	98.5	22,472	94.0	1,074	4.5
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	360	1.5	-	-	360	1.5
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	23,906	100.0	22,472	94.0	1,434	6.0

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Print	Digital	Total Qualified
January 3	21,033	4,608	25,641
January 10	21,037	4,602	25,639
January 17	21,034	4,564	25,598
January 24	20,998	4,562	25,560
January 31	20,950	4,568	25,518
February 7	20,935	4,560	25,495
February 14	21,031	4,520	25,551
February 21	19,616	4,329	23,945
February 28	19,478	4,351	23,829
March 7	19,199	4,354	23,553
March 14	19,316	4,250	23,566
March 21	19,323	4,249	23,572
March 28	19,349	4,252	23,601
April 4	19,342	4,259	23,601
April 11	19,001	4,062	23,063
April 18	18,990	4,059	23,049
April 25	18,987	4,061	23,048
May 2	18,990	4,057	23,047
May 9	18,981	4,064	23,045
May 16	19,210	3,816	23,026
May 23	19,186	3,828	23,014
*May 30	19,451	3,804	23,255
June 6	19,439	3,860	23,299
June 13	19,327	3,700	23,027
June 20	19,305	3,701	23,006
June 27	19,297	3,704	23,001

*Analyzed Issue

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 30, 2018
This issue is 2.8% or 677 copies below the average of the other 25 issues reported in Paragraph 2.

Classification By Industry	Total Qualified	Percent of Total	Print	Digital	Senior Military (Note 1)	Middle Rank Military (Note 2)	Other Military (Note 3)	Senior Government (Note 4)	Middle Level Government (Note 5)	Other Government Personnel (Note 6)	Senior Management (Note 7)	Middle Level Management (Note 8)	Other
ARMED FORCES													
Army	3,505	15.1	2,748	757	2,159	919	-	311	97	-	14	5	-
Navy	2,835	12.2	2,072	763	1,761	880	-	80	89	-	17	8	-
Air Force	2,759	11.9	2,316	443	1,891	541	-	246	68	-	9	4	-
Government Heads of State Elected Representatives (Parliament, Congress etc.)	6,994	30.0	6,865	129	390	18	-	6,351	226	-	6	3	-
MoD/DoD	3,119	13.4	2,455	664	1,265	237	-	1,030	556	-	19	12	-
Other Ministries/Departments (including Diplomatic Corps, Police, Security, Intelligence)	812	3.5	661	151	47	18	-	578	154	-	10	5	-
International Organisations (inc. NATO, National Organisations)	254	1.1	149	105	92	33	-	59	56	-	10	4	-
Industry/Manufacturing	931	4.0	541	390	41	7	-	6	5	-	627	245	-
Education Research Libraries, Media/Communications	366	1.6	213	153	71	32	-	58	53	-	91	61	-
Others Allied to the Field	275	1.2	168	107	70	25	-	32	22	-	97	29	-
Subtotal	21,850	94.0	18,188	3,662	7,787	2,710	-	8,751	1,326	-	900	376	-
Qual-Paid NO DEMOGRAPHICS	1,405	6.0	1,263	142	-	-	-	-	-	-	-	-	1,405
TOTAL QUALIFIED CIRCULATION	23,255	100.0	19,451	3,804	7,787	2,710	-	8,751	1,326	-	900	376	1,405
PERCENT	100.0		83.6	16.4	33.5	11.7	-	37.6	5.7	-	3.9	1.6	6.0

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.

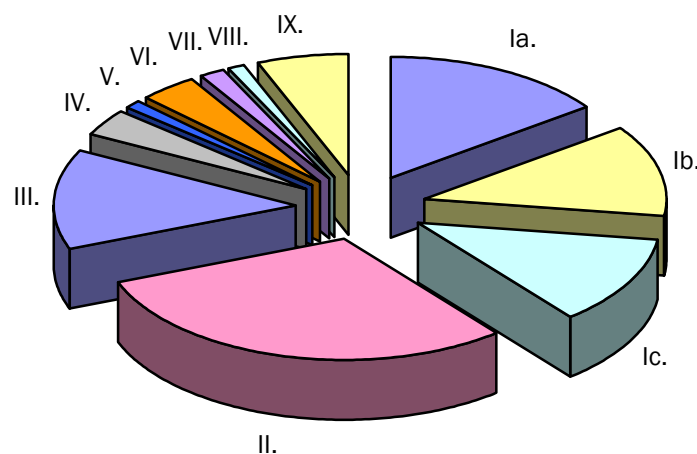
Note 6: Other Government personnel includes officer/executive; other government personnel.

Note 7: Senior Management includes owner/proprietor/partner/principal/founder; chairman/president/chief executive officer/MD/chief operations officer: senior director/board.

Note 8: Middle Level Management includes manager/head of department and middle manager.

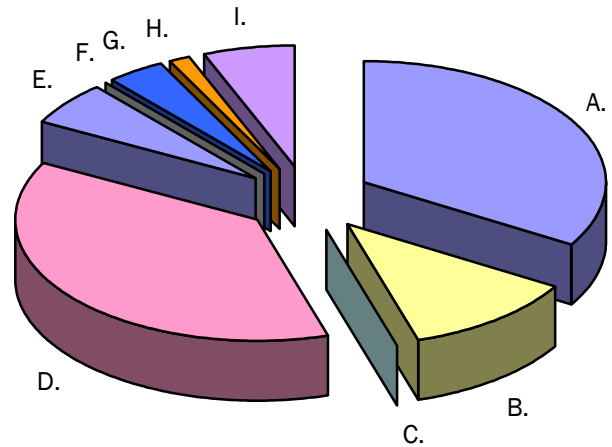
3a. Breakout of Qualified Circulation by Industry
(Please Refer to Paragraph 3a for Complete Descriptions)

Industry	Copies	Percent
I. Armed Forces		
a. Army	3,505	15.1
b. Navy	2,835	12.2
c. Air Force	2,759	11.9
II. Government	6,994	30.0
III. MoD/DoD	3,119	13.4
IV. Other Ministries/Departments	812	3.5
V. International Organisations	254	1.1
VI. Industry/Manufacturing	931	4.0
VII. Education Research, Libraries, Media, Communications	366	1.6
VIII. Others Allied to the Field	275	1.2
IX. Qual-Paid No Demographics	1,405	6.0



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

	Seniority	Copies	Percent
A.	Senior Military	7,787	33.5
B.	Middle Rank Military	2,710	11.7
C.	Other Military	-	-
D.	Senior Government	8,751	37.6
E.	Middle Level Government	1,326	5.7
F.	Other Government	-	-
G.	Senior Management	900	3.9
H.	Middle Level Management	376	1.6
I.	Other	1,405	6.0



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 30, 2018

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 year	2 year	3 year				
I. TOTAL – Direct Request:	6,823	2,476	1,828	7,323	3,804	11,127	47.8
a. Written	1,222	572	500	2,111	183	2,294	9.9
b. Telecommunication	144	22	15	167	14	181	0.8
c. Electronic	5,457	1,882	1,313	5,045	3,607	8,652	37.1
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):	84	60	49	193	-	193	0.9
a. Written	40	17	27	84	-	84	0.4
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	44	43	22	109	-	109	0.5
V. TOTAL – Sources other than above (listed alphabetically):	8,195	2,690	1,050	11,935	-	11,935	51.3
Association rosters and directories	-	-	-	-	-	-	-
*Business directories	8,195	2,662	1,040	11,897	-	11,897	51.1
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	-	28	10	38	-	38	0.2
VI. TOTAL – Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION PERCENT	15,102 64.9	5,226 22.5	2,927 12.6	19,451 83.6	3,804 16.4	23,255 100.0	100.0

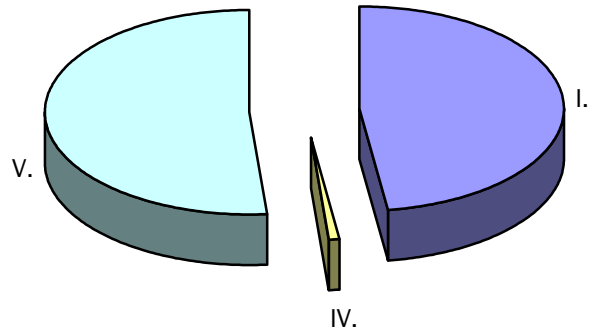
*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 30, 2018

Mailing Address	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	18,068	3,665	21,733	93.5
Individuals by name only	631	135	766	3.3
Titles or functions only	125	-	125	0.5
Company names only	277	2	279	1.2
Multi-Copy Same Addressee copies	350	2	352	1.5
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	19,451	3,804	23,255	100.0

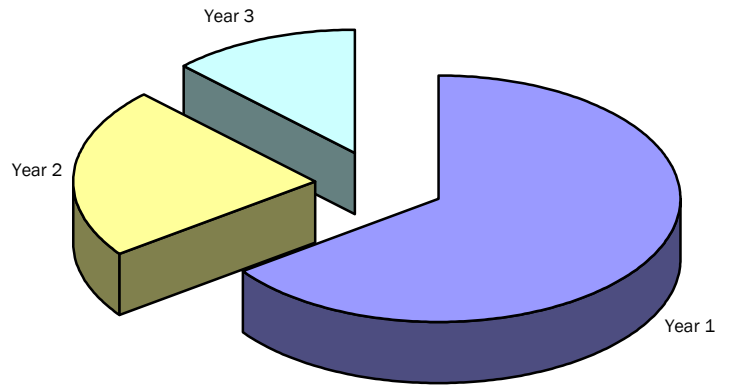
3b. Qualification by Source

	Qualification Source	Copies	Percent
I.	Direct Request	11,127	47.8
II.	Company Request	-	-
III.	Membership Benefit	-	-
IV.	Other Than Request	193	0.9
V.	Sources Other Than Above	11,935	51.3

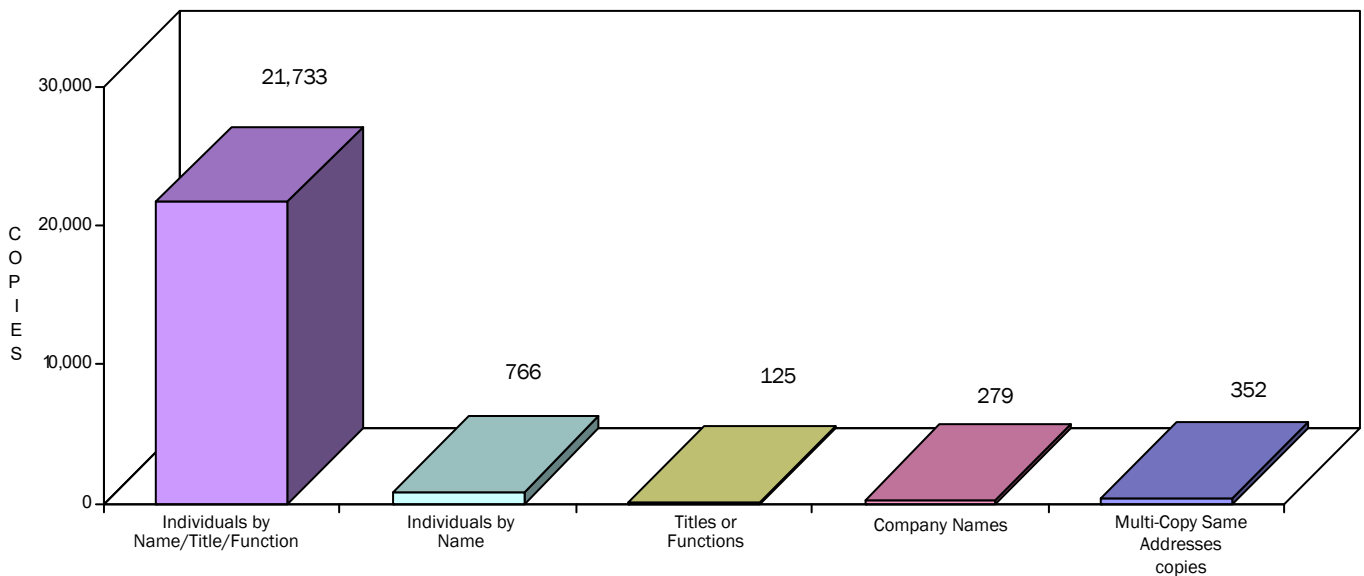


3b. Qualification by Year

	Year	Copies	Percent
Year 1	Year 1	15,102	64.9
Year 2	Year 2	5,226	22.5
Year 3	Year 3	2,927	12.6



3c. Mailing Address Breakout



	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
6-Month Period Ended:	July – December 2015	January – June 2016	July – December 2016	January – June 2017	July – December 2017*	January – June 2018*
Total Audit Average Qualified:	27,477	27,458	27,424	27,144	26,327	23,906
Qualified Non-Paid Total:	25,462	25,537	25,605	25,436	24,773	22,472
Print:	21,165	21,038	20,996	20,835	20,261	18,434
Digital:	4,297	4,499	4,609	4,601	4,512	4,038
Qualified Paid Total:	2,015	1,921	1,819	1,708	1,554	1,434
Print:	1,862	1,768	1,669	1,554	1,398	1,290
Digital:	153	153	150	154	156	144
Post Expire Copies in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	£316.77	£316.67	£338.38

**NC = None Claimed.

State	Print	Digital	Total Qualified	Percent
Maine	5	1	6	
New Hampshire	1	2	3	
Vermont	4	1	5	
Massachusetts	88	5	93	
Rhode Island	18	4	22	
Connecticut	3	3	6	
NEW ENGLAND	119	16	135	0.6
New York	279	21	300	
New Jersey	94	9	103	
Pennsylvania	66	6	72	
MIDDLE ATLANTIC	439	36	475	2.0
Ohio	194	3	197	
Indiana	20	4	24	
Illinois	154	2	156	
Michigan	122	11	133	
Wisconsin	13	2	15	
EAST NO. CENTRAL	503	22	525	2.3
Minnesota	8	1	9	
Iowa	14	2	16	
Missouri	39	4	43	
North Dakota	15	2	17	
South Dakota	6	-	6	
Nebraska	47	2	49	
Kansas	31	4	35	
WEST NO. CENTRAL	160	15	175	0.8
Delaware	3	1	4	
Maryland	429	24	453	
Washington, DC	3,686	94	3,780	
Virginia	871	93	964	
West Virginia	3	-	3	
North Carolina	83	6	89	
South Carolina	37	3	40	
Georgia	77	9	86	
Florida	303	18	321	
SOUTH ATLANTIC	5,492	248	5,740	24.7

State	Print	Digital	Total Qualified	Percent
Kentucky	18	5	23	
Tennessee	25	3	28	
Alabama	313	23	336	
Mississippi	33	1	34	
EAST SO. CENTRAL	389	32	421	1.8
Arkansas	7	-	7	
Louisiana	20	1	21	
Oklahoma	83	5	88	
Texas	152	17	169	
WEST SO. CENTRAL	262	23	285	1.2
Montana	1	-	1	
Idaho	11	1	12	
Wyoming	21	-	21	
Colorado	130	6	136	
New Mexico	102	2	104	
Arizona	72	7	79	
Utah	59	4	63	
Nevada	28	1	29	
MOUNTAIN	424	21	445	1.9
Alaska	7	-	7	
Washington	69	10	79	
Oregon	3	-	3	
California	292	30	322	
Hawaii	122	8	130	
PACIFIC	493	48	541	2.3
UNITED STATES	8,281	461	8,742	37.6
U.S. Territories	17	1	18	
Canada	206	70	276	
Mexico	45	7	52	
Other International	10,775	3,247	14,022	
APO/FPO	127	18	145	
TOTAL QUALIFIED CIRCULATION	19,451	3,804	23,255	100.0

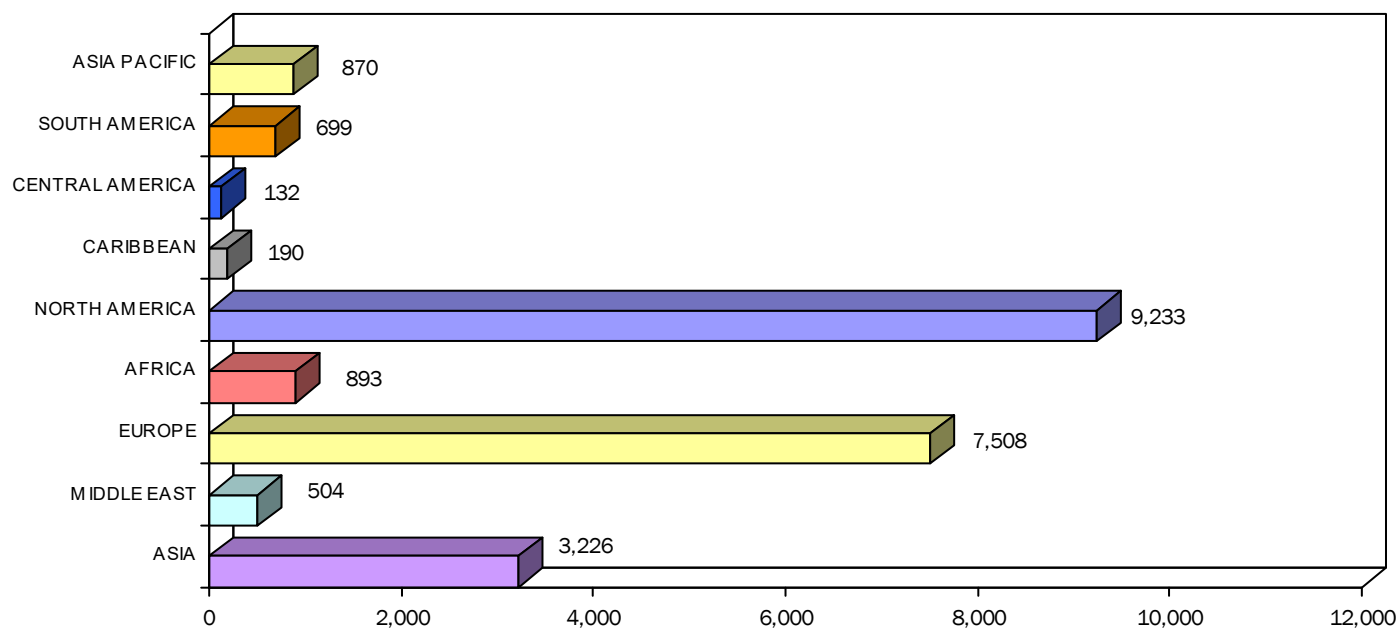
***See Additional Data**

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 30, 2018*

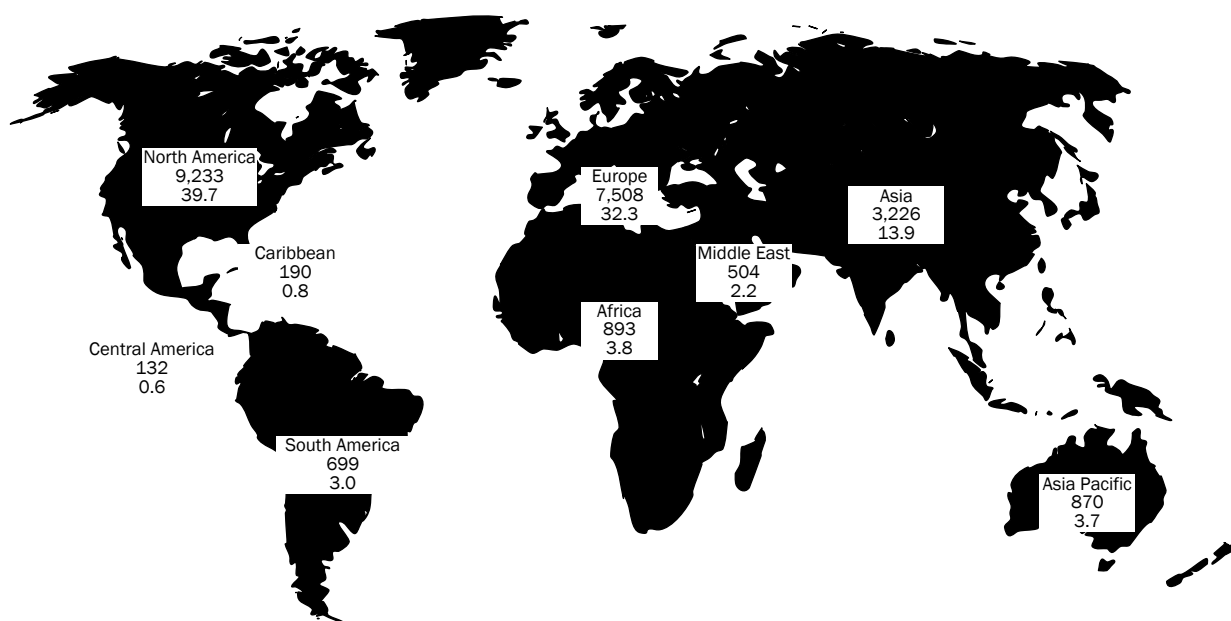
Region/Country	Print	Digital	Total Qualified	Percent	Region/Country	Print	Digital	Total Qualified	Percent
ASIA					Eritrea	19	-	19	
Afghanistan	17	4	21		Ethiopia	37	6	43	
Armenia	36	2	38		Gabon	13	-	13	
Azerbaijan	34	3	37		Gambia	9	-	9	
Bangladesh	192	61	253		Ghana	30	6	36	
Bhutan	8	-	8		Guinea	9	-	9	
Brunei Darussalam	20	1	21		Guinea-Bissau	5	-	5	
Cambodia	14	-	14		Kenya	51	5	56	
China	235	14	249		Lesotho	6	-	6	
East Timor (Timor-Leste)	6	-	6		Libyan Arab Jamahiriya	8	-	8	
Georgia	17	1	18		Madagascar	14	-	14	
Hong Kong - SAR	32	7	39		Malawi	7	1	8	
India	403	232	635		Mali	7	1	8	
Indonesia	81	44	125		Mauritania	14	-	14	
Japan	149	10	159		Mauritius	21	3	24	
Kazakhstan	14	-	14		Morocco	18	4	22	
Korea, Republic Of	82	11	93		Mozambique	13	-	13	
Kyrgyzstan	11	-	11		Namibia	15	-	15	
Laos	12	-	12		Niger	9	-	9	
Malaysia	94	33	127		Nigeria	28	4	32	
Maldives	9	1	10		Rwanda	17	2	19	
Mongolia	11	-	11		Sao Tome & Principe	2	-	2	
Nepal	10	4	14		Senegal	20	1	21	
Pakistan	168	65	233		Seychelles	18	1	19	
Philippines	81	18	99		Sierra Leone	8	-	8	
Singapore	314	202	516		South Africa	114	54	168	
Sri Lanka	205	36	241		St. Helena	1	-	1	
Taiwan	40	8	48		Swaziland	5	1	6	
Tajikistan	4	-	4		Tanzania	29	-	29	
Thailand	110	31	141		Togo	5	-	5	
Turkmenistan	14	-	14		Tunisia	21	1	22	
Uzbekistan	1	2	3		Uganda	17	5	22	
Vietnam	8	4	12		Zambia	10	2	12	
Subtotal	2,432	794	3,226	13.9	Subtotal	787	106	893	3.8
MIDDLE EAST					NORTH AMERICA				
Bahrain	18	1	19		Canada	206	70	276	
Iran	20	-	20		Mexico	45	7	52	
Israel	87	25	112		United States	8,425	480	8,905	
Jordan	43	9	52		Subtotal	8,676	557	9,233	39.7
Kuwait	34	1	35		CARIBBEAN				
Lebanon	34	8	42		Anguilla	1	-	1	
Oman	36	7	43		Antigua and Barbuda	10	-	10	
Qatar	19	4	23		Bahamas	17	-	17	
Saudi Arabia	59	9	68		Barbados	16	1	17	
United Arab Emirates	60	28	88		Bermuda	10	1	11	
Yemen	1	1	2		Cayman Islands	5	-	5	
Subtotal	411	93	504	2.2	Cuba	18	1	19	
EUROPE					Dominica	2	-	2	
Albania	40	1	41		Dominican Republic	14	-	14	
Andorra	3	-	3		Grenada	4	-	4	
Austria	145	29	174		Guadeloupe	2	-	2	
Belarus	26	-	26		Haiti	6	1	7	
Belgium	320	136	456		Jamaica	37	2	39	
Bosnia and Herzegovina	45	7	52		Martinique	1	-	1	
Bulgaria	78	9	87		Montserrat	2	-	2	
Croatia	80	14	94		Netherlands Antilles	3	1	4	
Cyprus	43	3	46		Puerto Rico	3	-	3	
Czech Republic	109	31	140		Saint Kitts and Nevis	4	-	4	
Denmark	96	14	110		Saint Lucia	4	-	4	
Estonia	67	8	75		Saint Vincent and the Grenadines	3	-	3	
Finland	133	42	175		Trinidad and Tobago	17	2	19	
France	382	66	448		Turks and Caicos Islands	1	-	1	
Germany	450	90	540		Virgin Islands, U.S.	-	1	1	
Gibraltar	6	-	6		Subtotal	180	10	190	0.8
Greece	144	42	186		CENTRAL AMERICA				
Greenland	2	-	2		Belize	13	-	13	
Hungary	66	11	77		Costa Rica	15	1	16	
Iceland	15	-	15		El Salvador	15	-	15	
Ireland	57	12	69		Guatemala	29	-	29	
Italy	128	60	188		Honduras	22	-	22	
Latvia	34	8	42		Nicaragua	15	1	16	
Liechtenstein	2	-	2		Panama	19	2	21	
Lithuania	61	14	75		Subtotal	128	4	132	0.6
Luxembourg	29	8	37		SOUTH AMERICA				
Macedonia	15	3	18		Argentina	134	73	207	
Malta	39	5	44		Bolivia	15	1	16	
Moldova	37	3	40		Brazil	112	50	162	
Monaco	3	-	3		Chile	73	23	96	
Montenegro	22	-	22		Colombia	46	11	57	
Netherlands	199	109	308		Ecuador	16	3	19	
Norway	93	36	129		Falkland Islands (Malvinas)	3	-	3	
Poland	217	40	257		French Guiana	1	-	1	
Portugal	73	22	95		Guyana	19	-	19	
Romania	162	64	226		Paraguay	18	-	18	
Russian Federation	96	18	114		Peru	54	9	63	
San Marino	6	-	6		Suriname	14	-	14	
Serbia	47	13	60		Uruguay	9	14	23	
Slovakia	33	14	47		Venezuela	-	1	1	
Slovenia	55	5	60		Subtotal	514	185	699	3.0
Spain	200	92	292		ASIA PACIFIC				
Sweden	167	44	211		American Samoa	1	-	1	
Switzerland	107	25	132		Australia	371	248	619	
Turkey	198	95	293		Cook Islands	6	-	6	
Ukraine	64	16	80		Fiji	22	1	23	
United Kingdom	1,361	544	1,905		French Polynesia	1	-	1	
Subtotal	5,755	1,753	7,508	32.3	Guam	1	-	1	
AFRICA					Kiribati	3	-	3	
Algeria	26	1	27		Marianas	1	-	1	
Angola	17	1	18		Marshall Islands	3	-	3	
Benin	6	-	6		Nauru	2	-	2	
Botswana	16	-	16		New Caledonia	3	1	4	
Burkina Faso	6	-	6		New Zealand	124	50	174	
Burundi	12	-	12		Papua New Guinea	14	2	16	
Cameroon	14	-	14		Solomon Islands	6	-	6	
Cape Verde	9	-	9		Tonga	6	-	6	
Central African Republic	8	-	8		Western Samoa	4	-	4	
Chad	4	-	4		Subtotal	568	302	870	3.7
Comoros	3	-	3		TOTAL QUALIFIED CIRCULATION				
Djibouti	8	-	8			19,451	3,804	23,255	100.0
Egypt	51	7	58						
Equatorial Guinea	7	-	7						

*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)

Airforces (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 30, 2018

Region/Country	Non-Qualified Non-Paid	Region/Country	Non-Qualified Non-Paid
ASIA		Netherlands	4
China	2	Norway	5
India	3	Russia	7
Kazakhstan	1	Spain	3
Japan	8	Sweden	6
Korea Rep	1	Switzerland	5
Malaysia	10	Turkey	26
Singapore	9	Ukraine	4
Subtotal	34	United Kingdom	90
MIDDLE EAST		Subtotal	293
Israel	8	AFRICA	
United Arab Emirates	6	South Africa	15
Subtotal	14	Subtotal	15
EUROPE		NORTH AMERICA	
Austria	2	Canada	15
Belgium	13	United States	202
France	24	Subtotal	217
Germany	13	SOUTH AMERICA	
Hungary	1	Brazil	1
Ireland	2	Subtotal	1
Israel	14	TOTAL	574
Italy	74		

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 Jan, 14th March, 9th May.

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

PARAGRAPH 3b:

Business directories include 15 sources of circulation for quantities of 11 copies or -% to 3,825 copies or 16.4%, including IHS Jane's International Defence Directory. Other sources include 4 sources of circulation for quantities of 4 copies or -% to 22 copies or 0.1%.

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 Director

(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	J030B0J8

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.