

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 NAVY INTERNATIONAL 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 NAVY INTERNATIONAL MAGAZINE

5 issues in the period
3,634 average circulation

JANE'S NAVY INTERNATIONAL E-NEWSLETTER

24 issued in the Period
17,014 average per occurrence
Shared media see Note 1

JANE'S NAVY INTERNATIONAL 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 NAVY INTERNATIONAL MAGAZINE (5 issues in the period)	3,301	333	3,634
a. Print	1,641	296	1,937
b. Digital	1,660	37	1,697
1. Requested	1,660	37	1,697
2. Non Requested	-	-	-
JANE'S NAVY INTERNATIONAL E-NEWSLETTER			
Naval (24 issued in the period)	17,014	-	17,014
JANE'S NAVY INTERNATIONAL 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 channel Naval E-Newsletter - serving Jane's Navy International, International Defence Review and Jane's Defense Weekly.
 Note 2: Shared media channel Sofex, Cansec and Eurosatory - serving Jane's Defense Weekly, International Defense Review and Jane's Navy International.
 Note 3: Shared media www.Janes.com - serving Jane's Defence Weekly, Jane's International Defence Review and Jane's Navy International.

FIELD SERVED

JANE'S NAVY INTERNATIONAL 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	366
Allocated for Trade Shows and Conventions	960
All Other	536
TOTAL	1,862

*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	3,566	98.1	3,301	90.8	265	7.3
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	68	1.9	-	-	68	1.9
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	3,634	100.0	3,301	90.8	333	9.2

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Print	Digital	Total Qualified
January/February	1,918	1,674	3,592
March	1,886	1,729	3,615
April	1,935	1,724	3,659
May	1,992	1,665	3,657
June	1,954	1,694	3,648

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018
This issue is 0.8% or 28 copies above the average of the other 4 issues reported in Paragraph 2.

Business and 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	510	13.9	240	270	236	223	6	19	21	1	2	2	-
Navy	1,523	41.6	907	616	695	688	13	43	64	3	8	9	-
Air Force	362	9.9	171	191	180	146	4	10	13	-	5	4	-
Government Heads of State Elected Representatives (Parliament, Congress, etc.)													
Ministries of Defence	606	16.6	253	353	233	56	1	119	177	4	8	8	-
Other Ministries/Departments (including Diplomatic Corps, Police, Security, Intelligence)													
International Organisations (inc. NATO, National Organisations)	78	2.1	32	46	24	9	1	16	21	1	5	1	-
Industry/Manufacturing	-	-	-	-	-	-	-	-	-	-	-	-	-
Education Research Libraries, Media/ Communications	35	1.0	6	29	10	3	-	10	5	-	5	2	-
Others Allied to the Field	326	8.9	287	39	-	-	-	-	-	-	-	-	326
Other Paid Circulation													
Subscriptions no Demographics	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	3,657	100.0	1,992	1,665	1,398	1,130	26	328	375	11	35	28	326
PERCENT	100.0		54.5	45.5	38.2	30.9	0.7	9.0	10.2	0.3	1.0	0.8	8.9

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.

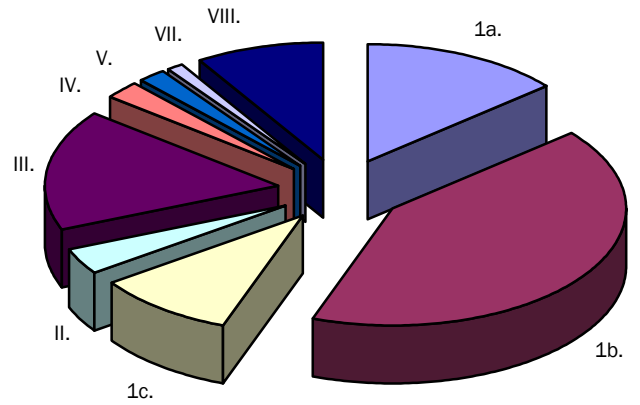
Note 6: Other Government personnel includes officer/executive; other government personnel.

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.

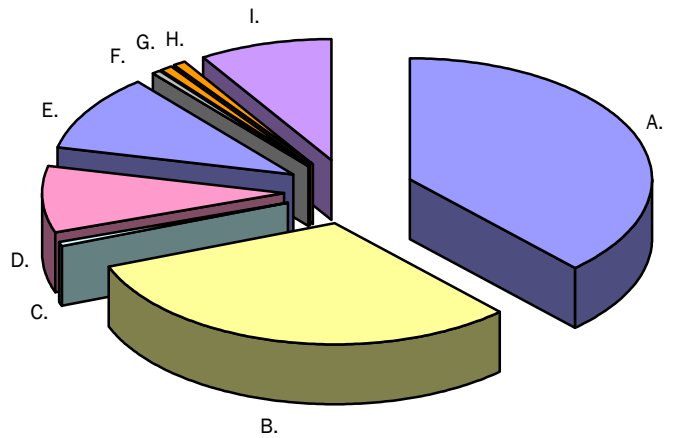
3a. Breakout of Qualified Circulation of Business and Industry
 (Please Refer to Paragraph 3a for Complete Descriptions)

Organization	Copies	Percent
I. Armed Forces		
a. Army	510	13.9
b. Navy	1,523	41.6
c. Air Force	362	9.9
II. Government Heads of State Elected Representatives	127	3.5
III. Ministries of Defence	606	16.6
IV. Other Ministries/Departments	90	2.5
V. International Organisations	78	2.1
VI. Industry/Manufacturing	-	-
VII. Education, Research, Libraries, Media/Communications	35	1.0
VIII. Others Allied to the Field	326	8.9
IX. Paid Circulation No Demographics	-	-



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

Seniority	Copies	Percent
A. Senior Military	1,398	38.2
B. Middle Rank Military	1,130	30.9
C. Other Military	26	0.7
D. Senior Government	328	9.0
E. Middle Level Government	375	10.2
F. Other Government	11	0.3
G. Senior Management	35	1.0
H. Middle Level Management	28	0.8
I. Other	326	8.9



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

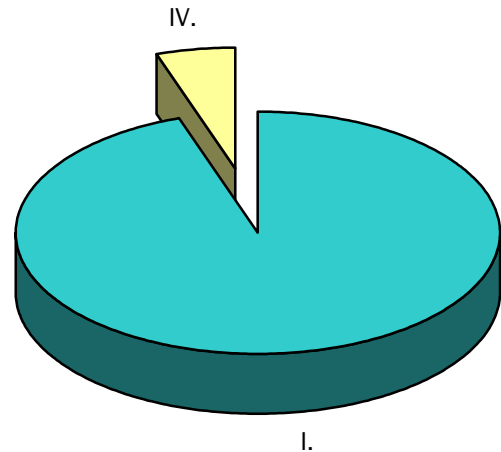
Qualified Within

Qualification Source	1 year	2 year	3 year	Print	Digital	Total Qualified	Percent
I. TOTAL - Direct Request:	2,805	638	19	1,797	1,665	3,462	94.7
a. Written	199	66	9	239	35	274	7.5
b. Telecommunication	42	4	5	47	4	51	1.4
c. Electronic	2,564	568	5	1,511	1,626	3,137	85.8
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):	163	32	-	195	-	195	5.3
*a. Written	63	19	-	82	-	82	2.2
b. Telecommunication	-	-	-	-	-	-	-
*c. Electronic	100	13	-	113	-	113	3.1
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. TOTAL - Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	2,968	670	19	1,992	1,665	3,657	100.0
PERCENT	81.2	18.3	0.5	54.5	45.5	100.0	

*See Additional Data

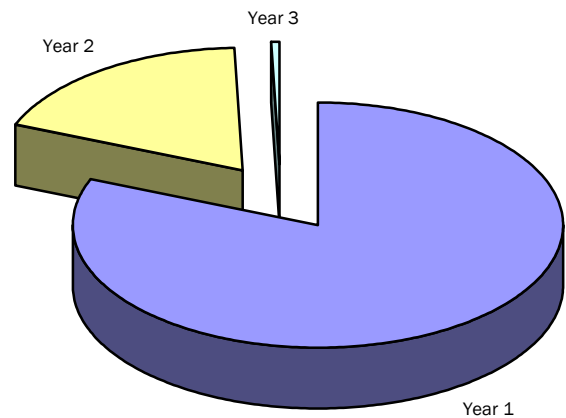
3b. Breakout of Qualified by Source
(Please Refer to Paragraph 3b for Complete Descriptions)

Qualification Source	Copies	Percent
I. Direct Request	3,462	94.7
II. Company Request	-	-
III. Membership Benefit	-	-
IV. Other than Request	195	5.3
V. Sources Other Than Above	-	-
VI. Single Copy Sales	-	-



3b. Breakout of Qualified by Year

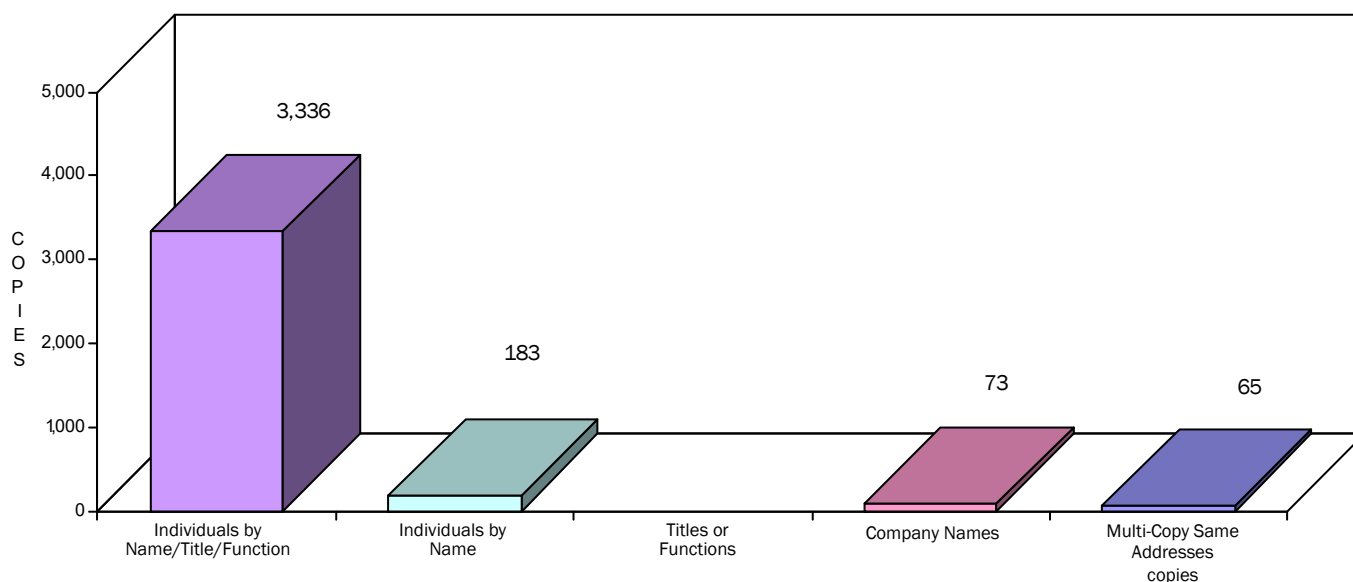
Year	Copies	Percent
Year 1	2,968	81.2
Year 2	670	18.3
Year 3	19	0.5



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	1,710	1,626	3,336	91.2
Individuals by name only	145	38	183	5.0
Titles or functions only	-	-	-	-
Company names only	72	1	73	2.0
Multi-Copy Same Addressee copies	65	-	65	1.8
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	1,992	1,665	3,657	100.0

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		Audited Data		Circulation Claim
	July – December 2015	January – June 2016	July – December 2016	January – June 2017	July – December 2017	January – June 2018*	July – December 2015	January – June 2016	July – December 2016	January – June 2017	
Total Audit Average Qualified:	3,671	3,641	3,597	3,583	3,592	3,634					3,634
Qualified Non-Paid Total:	3,252	3,251	3,223	3,214	3,238	3,301					3,301
Print:	1,445	1,274	1,235	1,321	1,532	1,641					1,641
Digital:	1,807	1,977	1,988	1,893	1,706	1,660					1,660
Qualified Paid Total:	419	390	374	369	354	333					333
Print:	399	367	346	336	320	296					296
Digital:	20	23	28	33	34	37					37
Post Expire Copies in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC					**NC
Average Annual Order Price:	**NC	**NC	**NC	£186.13	£169.09	£173.71					£173.71

*NOTE: January – June 2018 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

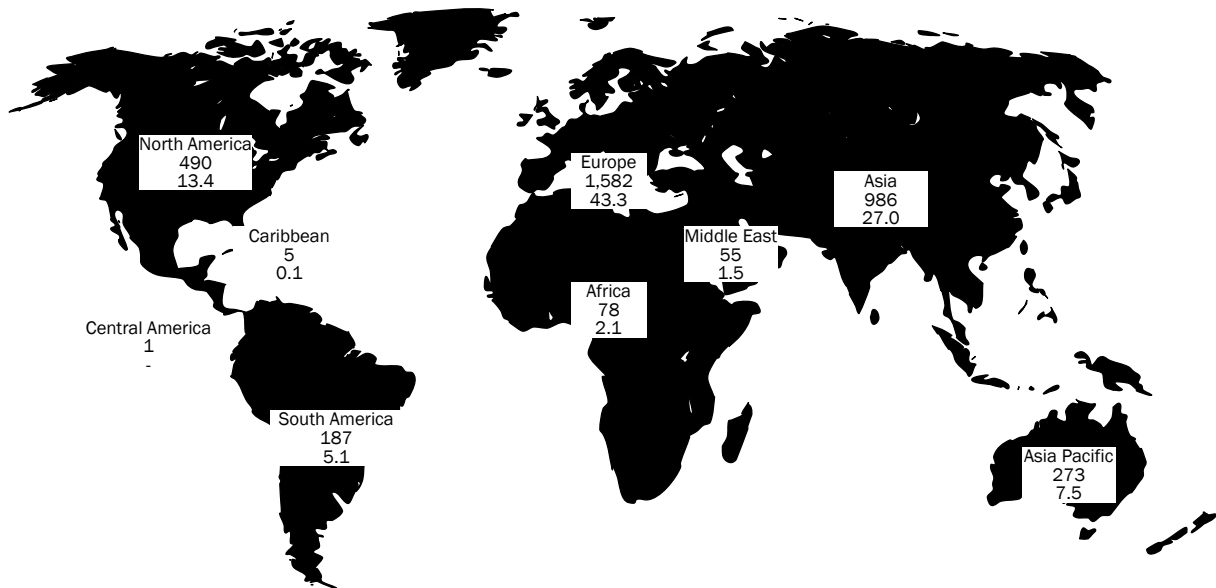
**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018*

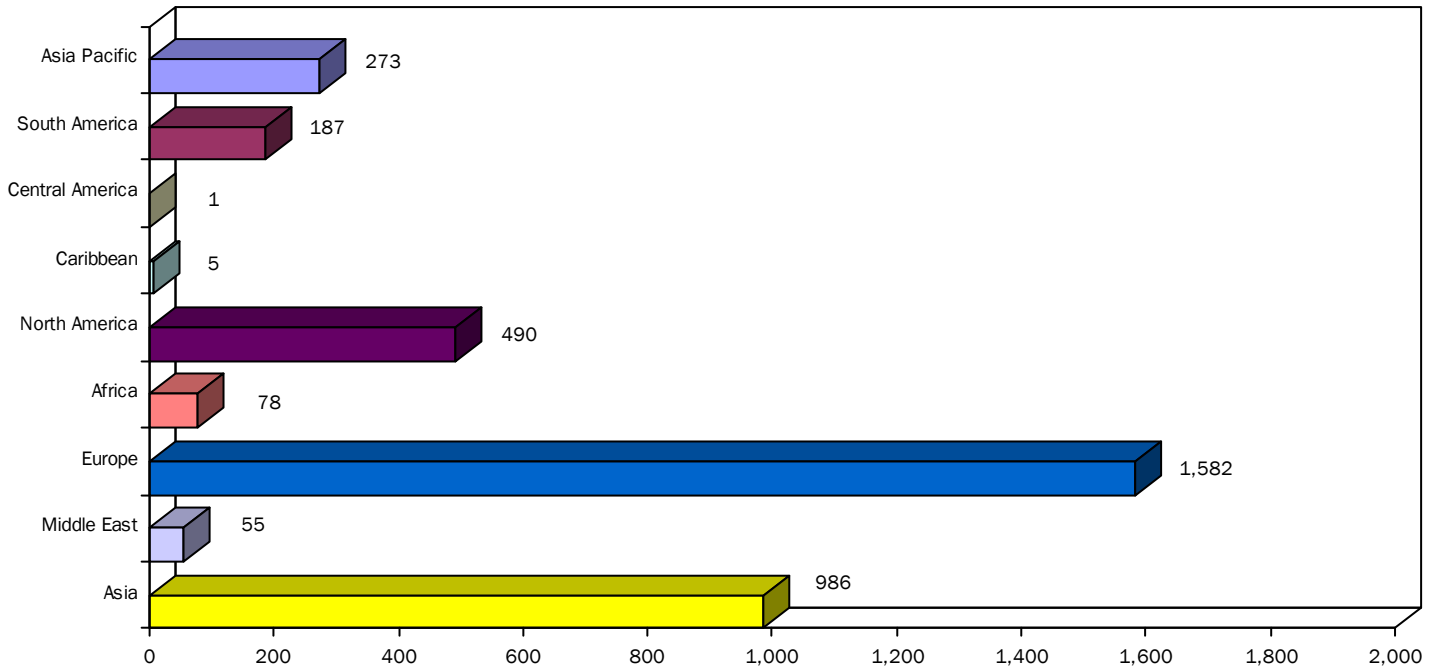
Region/Country	Print	Digital	Total Qualified	Percent	Region/Country	Print	Digital	Total Qualified	Percent
ASIA					San Marino	1	-	1	
Afghanistan	-	1	1		Serbia	2	8	10	
Armenia	1	-	1		Slovakia	5	2	7	
Azerbaijan	1	1	2		Slovenia	2	3	5	
Bangladesh	61	34	95		Spain	27	33	60	
Bhutan	-	1	1		Sweden	31	20	51	
Brunei Darussalam	1	-	1		Switzerland	13	6	19	
China	11	5	16		Turkey	50	35	85	
Hong Kong - SAR	5	2	7		Ukraine	4	7	11	
India	184	119	303		United Kingdom	244	217	461	
Indonesia	20	24	44		Subtotal	841	741	1,582	43.3
Japan	22	3	25		AFRICA				
Korea, Republic Of	11	2	13		Angola	-	1	1	
Malaysia	21	13	34		Botswana	1	-	1	
Mongolia	1	-	1		Egypt	1	3	4	
Nepal	-	2	2		Ethiopia	2	1	3	
Pakistan	65	36	101		Ghana	2	4	6	
Philippines	11	6	17		Kenya	-	3	3	
Singapore	54	85	139		Malawi	-	1	1	
Sri Lanka	94	21	115		Mauritius	4	-	4	
Taiwan	10	3	13		Morocco	1	-	1	
Thailand	31	23	54		Namibia	1	-	1	
Uzbekistan	-	1	1		Nigeria	-	1	1	
Subtotal	604	382	986	27.0	Senegal	1	-	1	
MIDDLE EAST					South Africa	17	30	47	
Bahrain	4	-	4		Tanzania	3	-	3	
Israel	6	7	13		Zambia	1	-	1	
Jordan	-	4	4		Subtotal	34	44	78	2.1
Kuwait	1	-	1		NORTH AMERICA				
Lebanon	2	1	3		Canada	40	25	65	
Oman	2	4	6		Mexico	4	5	9	
Qatar	-	1	1		United States	231	185	416	
Saudi Arabia	2	2	4		Subtotal	275	215	490	13.4
United Arab Emirates	7	12	19		CARIBBEAN				
Subtotal	24	31	55	1.5	Bahamas	1	-	1	
EUROPE					Barbados	-	1	1	
Austria	11	15	26		Jamaica	1	1	2	
Belgium	55	64	119		Netherlands Antilles	-	1	1	
Bosnia and Herzegovina	2	2	4		Subtotal	2	3	5	0.1
Bulgaria	8	4	12		CENTRAL AMERICA				
Croatia	7	6	13		Panama	-	1	1	
Cyprus	1	2	3		Subtotal	-	1	1	-
Czech Republic	4	11	15		SOUTH AMERICA				
Denmark	9	8	17		Argentina	28	35	63	
Estonia	6	6	12		Brazil	23	35	58	
Finland	25	18	43		Chile	14	15	29	
France	60	33	93		Colombia	5	5	10	
Germany	81	38	119		Ecuador	-	2	2	
Greece	22	24	46		Guyana	1	-	1	
Hungary	3	2	5		Peru	6	7	13	
Ireland	7	8	15		Uruguay	5	6	11	
Italy	20	25	45		Subtotal	82	105	187	5.1
Latvia	1	1	2		ASIA PACIFIC				
Lithuania	4	3	7		Australia	104	116	220	
Luxembourg	4	3	7		New Caledonia	-	1	1	
Malta	6	2	8		New Zealand	25	24	49	
Moldova	1	3	4		Papua New Guinea	1	2	3	
Montenegro	1	-	1		Subtotal	130	143	273	7.5
Netherlands	33	49	82		TOTAL QUALIFIED CIRCULATION				
Norway	19	16	35		1,992	1,665	3,657	100.0	
Poland	28	18	46						
Portugal	11	12	23						
Romania	27	32	59						
Russian Federation	6	5	11						

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



E-NEWSLETTER CHANNEL

2018	Naval*
JANUARY	
January 9	17,256
January 16	17,245
January 23	17,228
January 30	17,201
FEBRUARY	
February 6	17,164
February 13	17,158
February 20	17,144
February 27	17,156
MARCH	
March 6	17,105
March 13	17,088
March 20	17,013
March 27	17,008
APRIL	
April 3	16,971
April 10	16,959
April 17	16,943
April 24	16,943
MAY	
May 1	16,937
May 8	16,932
May 15	16,895
May 22	16,854
May 29	16,858
JUNE	
June 5	16,820
June 19	16,753
June 26	16,696
AVERAGE:	17,014

Naval (24 issued in the period)

*Shared Media Channel - serving Jane's Navy International, International Defence Review and Jane's Defense Weekly.

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:

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		Sweden	7
China	1	Switzerland	1
India	1	Turkey	18
Japan	1	Ukraine	1
Malaysia	1	United Kingdom	61
Singapore	9	Subtotal	209
Subtotal	13	AFRICA	
MIDDLE EAST		South Africa	3
Israel	8	Subtotal	3
United Arab Emirates	7	NORTH AMERICA	
Subtotal	15	Canada	3
EUROPE		Mexico	1
Austria	2	United States	94
Belgium	6	Subtotal	98
Finland	1	SOUTH AMERICA	
France	11	Brazil	1
Germany	20	Subtotal	1
Greece	1	ASIA PACIFIC	
Italy	67	Australia	4
Netherlands	2	Subtotal	4
Norway	3	NON-QUALIFIED CIRCULATION	
Russia	7	343	
Spain	1		

PARAGRAPH 3b:

Communication from Recipient or Recipient's Company (Other than Request): Written includes 2 sources of circulation for quantities of 3 copies or 0.1% to 79 copies or 2.1%.

Communication from Recipient or Recipient's Company (Other than Request): Electronic includes 2 sources of circulation for quantities of 8 copies or 0.2% to 105 copies or 2.9%.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter, 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 Sitth, 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 9, 2018

Country

United Kingdom

City

Surrey

Received by BPA Worldwide

July 9, 2018

Type

BD

ID Number

J043B0J8

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.