

## B2B Media

### Publisher's Statement

6 months ended December 31, 2019

*Subject to Audit*

### Field Served:

ROTORCRAFT PRO serves individuals and companies related to the helicopter and rotorcraft industry. These include registered users of Rotorcraft Pro Media Networks members of [www.rotorcraftpro.com](http://www.rotorcraftpro.com), [www.justhelicopters.com](http://www.justhelicopters.com), and [www.verticalreference.com](http://www.verticalreference.com).



<b>TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION</b>		<b>23,793</b>
<b>AVERAGE QUALIFIED NONPAID CIRCULATION</b>		
Qualified Nonpaid Individual - Print		23,793
<b>Total Qualified Nonpaid Individual</b>		<b>23,793</b>
<b>Total Average Qualified Nonpaid Circulation</b>		<b>23,793</b>

<b>AVERAGE NONQUALIFIED CIRCULATION</b>	
Nonqualified Market Coverage Copies - Print	465
Nonqualified Market Coverage Copies - Digital	19,740
<b>Total Nonqualified Market Coverage Copies</b>	<b>20,205</b>
Nonqualified Allocated for Shows & Conventions - Print	107
<b>Total Nonqualified Allocated for Shows &amp; Conventions</b>	<b>107</b>
Nonqualified Miscellaneous, Including Staff Copies - Print	42
<b>Total Nonqualified Miscellaneous, Including Staff Copies</b>	<b>42</b>
<b>Total Average Nonqualified Circulation</b>	<b>20,354</b>

<b>CIRCULATION BY ISSUES</b>					
Issue		Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid
Jul/Aug		24,277			24,277
Sep/Oct		24,268			24,268
Nov/Dec		22,834			22,834

**BUSINESS/OCCUPATIONAL ANALYSIS**

<b>Classification by Business &amp; Industry</b>		<b>Qualified Nonpaid - Print</b>	<b>%</b>
1.	Helicopter Owner; Aircraft Owner/Operator	295	1.3
2.	Pilots, Career Pilots, Line Pilots, Chief Pilots	19,541	85.6
3.	Noncareer Pilots or Student Pilots	1,355	5.9
4.	Management: Director, President, VP, CFO, Director of Operations	394	1.7
5.	Helicopter Dealers	1	0.0
6.	Maintenance: Repair Operations, Mechanics, Engineers, Technicians	340	1.5
7.	Crew Member/Dispatch/Support	80	0.4
8.	Private Industry: Agricultural	72	0.3
9.	Private Industry Carriers: EMS, Firefighting, Law Enforcement	241	1.1
10.	Private Industry: External Load Heavy Lifting by Helicopter	2	0.0
11.	Private Industry: Banks		
12.	Private Industry: Schools	16	0.1
13.	Others Allied to the Field	497	2.2
	<b>Total Qualified Circulation</b>	<b>22,834</b>	<b>100.0</b>

AGE OF SOURCE ANALYSIS								
Source	Print	Digital	Print & Digital (Unduplicated)	Qualified Within				
				1 Year	2 Years	3 Years	Total	Percent
<b>Total Direct Request From Recipient</b>	473			204	90	179	473	2.1
<b>Total Direct Request From Recipient's Company</b>								
<b>Total Communication Other Than Request</b>								
Association								
Business Directories								
Lists	22,361			22,361			22,361	97.9
Acquired Circulation								
Other Sources								
<b>Total Qualified Subscriptions</b>	<b>22,834</b>			<b>22,565</b>	<b>90</b>	<b>179</b>	<b>22,834</b>	<b>100.0</b>
<b>Percent</b>	<b>100.0</b>			<b>98.8</b>	<b>0.4</b>	<b>0.8</b>	<b>100.0</b>	

MAILING ADDRESS ANALYSIS					
	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	Percent
Individual by Name and Title and/or Occupation	561			561	2.5
Individual by Name Only	22,260			22,260	97.5
Title or Occupation Only					
Company Name Only	11			11	0.1
Multicopy Same Addressee	2			2	0.0
<b>Total Qualified Subscriptions</b>	<b>22,834</b>			<b>22,834</b>	<b>100.0</b>
<b>Total Qualified Circulation</b>	<b>22,834</b>			<b>22,834</b>	<b>100.0</b>

<b>GEOGRAPHIC ANALYSIS</b>				
<b>State</b>	<b>Qualified Nonpaid - Print</b>	<b>Qualified Nonpaid - Digital</b>	<b>Qualified Nonpaid - Print &amp; Digital (Unduplicated)</b>	<b>Total Qualified Nonpaid</b>
Alabama	865			865
Arizona	948			948
Arkansas	167			167
California	2,285			2,285
Colorado	548			548
Connecticut	190			190
Delaware	66			66
District of Columbia	28			28
Florida	2,343			2,343
Georgia	768			768
Idaho	400			400
Illinois	404			404
Indiana	283			283
Iowa	139			139
Kansas	176			176
Kentucky	286			286
Louisiana	432			432
Maine	65			65
Maryland	320			320
Massachusetts	242			242
Michigan	283			283
Minnesota	292			292
Mississippi	174			174
Missouri	380			380
Montana	187			187
Nebraska	92			92
Nevada	479			479
New Hampshire	112			112
New Jersey	331			331
New Mexico	135			135
New York	541			541
North Carolina	617			617
North Dakota	79			79
Ohio	411			411
Oklahoma	228			228
Oregon	660			660
Pennsylvania	618			618
Rhode Island	28			28
South Carolina	262			262
South Dakota	65			65
Tennessee	579			579
Texas	2,339			2,339
Utah	511			511
Vermont	20			20
Virginia	624			624
Washington	825			825
West Virginia	77			77
Wisconsin	198			198
Wyoming	62			62
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>22,164</b>			<b>22,164</b>
Alaska	292			292
Hawaii	258			258
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>550</b>			<b>550</b>
Single Copy Sales				
U.S. Unclassified				
<b>TOTAL UNITED STATES</b>	<b>22,714</b>			<b>22,714</b>
Poss. & Other Areas	79			79
<b>U.S. &amp; POSS., etc.</b>	<b>22,793</b>			<b>22,793</b>
Canada	20			20
International				
Military or Civilian Personnel Overseas	21			21
<b>Total International</b>	<b>41</b>			<b>41</b>
E-mail Address Only				
Other Unclassified				
<b>GRAND TOTAL</b>	<b>22,834</b>			<b>22,834</b>

## NOTES

**Definition of Recipient Qualification:**

Qualified recipients are Pilots (including Chief/Senior Pilots, instructors, students and other pilots), Directors of Maintenance, Aircraft and Fleet owners, Owner/Operators, Fleet Owners, Department Heads, Presidents, VPs, Directors of Operations, General Managers, Financial Controllers, Mechanics, Maintenance Engineers, Avionic Technicians and Others Allied to the Field

**Rounding %:** Due to rounding, percentages may not always add up to 100%.

**Lists:** Represent copies served to subscribers obtained from AirPac.

**Analyzed Issue:** The information in Business/Occupational Analysis; Age of Source Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the November/December 2019 issue.

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We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

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