

BUSINESS PUBLICATION

Publisher's Statement

6 months ended June 30, 2018

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 Network's members of www.rotorcrafterpro.com, www.justhelicopters.com, and www.verticalreference.com.

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		24,604
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		24,604
Total Qualified Nonpaid Individual		24,604
Total Average Qualified Nonpaid Circulation		24,604

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Market Coverage Copies - Print	422
Nonqualified Market Coverage Copies - Digital	20,783
Total Nonqualified Market Coverage Copies	21,205
Nonqualified Allocated for Shows & Conventions - Print	427
Total Nonqualified Allocated for Shows & Conventions	427
Nonqualified Miscellaneous, Including Staff Copies - Print	75
Total Nonqualified Miscellaneous, Including Staff Copies	75
Total Average Nonqualified Circulation	21,707

CIRCULATION BY ISSUES				
Issue	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid
Jan/Feb	24,618			24,618
Mar/Apr	24,595			24,595
May/Jun	24,599			24,599

BUSINESS/OCCUPATIONAL ANALYSIS			
Classification by Business & Industry		Qualified Nonpaid - Print	%
1.	Helicopter Owner; Aircraft Owner/Operator	3,279	13.3
2.	Pilots, Career Pilots, Line Pilots, Chief Pilots	16,629	67.6
3.	Noncareer Pilots or Student Pilots	1,332	5.4
4.	Management: Director, President, VP, CFO, Director of Operations	278	1.1
5.	Helicopter Dealers	25	0.1
6.	Maintenance: Repair Operations, Mechanics, Engineers, Technicians	329	1.3
7.	Crew Member/Dispatch/Support	80	0.3
8.	Private Industry: Agricultural	1,385	5.6
9.	Private Industry Carriers: EMS, Firefighting, Law Enforcement	262	1.1
10.	Private Industry: External Load Heavy Lifting by Helicopter	163	0.7
11.	Private Industry: Banks		
12.	Private Industry: Schools	431	1.8
13.	Others Allied to the Field	406	1.7
Total Qualified Circulation		24,599	100.0

AGE OF SOURCE ANALYSIS								
Source	Print	Digital	Print & Digital (Unduplicated)	Qualified Within				
				1 Year	2 Years	3 Years	Total	Percent
Total Direct Request From Recipient	611			146	157	308	611	2.5
Written	9			4	5		9	0.0
Telecommunication	14			9		5	14	0.1
Internet and Email	588			133	152	303	588	2.4
Total Direct Request From Recipient's Company								
Written								
Telecommunication								
Internet and Email								
Total Communication Other Than Request								
Written								
Telecommunication								
Internet and Email								
Association								
Business Directories								
Lists	23,988				23,988		23,988	97.5
Acquired Circulation								
Other Sources								
Total Qualified Subscriptions	24,599			146	24,145	308	24,599	100.0
Percent	100.0			0.6	98.2	1.3	100.0	

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	20,940			20,940	85.1
Individual by Name Only	485			485	2.0
Title or Occupation Only					
Company Name Only	3,174			3,174	12.9
Multicopy Same Addressee					
Total Qualified Subscriptions	24,599			24,599	100.0
Total Qualified Circulation	24,599			24,599	100.0

GEOGRAPHIC ANALYSIS				
State	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid
Alabama	915			915
Arizona	1,041			1,041
Arkansas	328			328
California	2,520			2,520
Colorado	564			564
Connecticut	204			204
Delaware	146			146
District of Columbia	25			25
Florida	2,285			2,285
Georgia	717			717
Idaho	391			391
Illinois	422			422
Indiana	280			280
Iowa	189			189
Kansas	278			278
Kentucky	234			234
Louisiana	636			636
Maine	67			67
Maryland	343			343
Massachusetts	237			237
Michigan	316			316
Minnesota	298			298
Mississippi	252			252
Missouri	400			400
Montana	334			334
Nebraska	157			157
Nevada	434			434
New Hampshire	106			106
New Jersey	350			350
New Mexico	183			183
New York	589			589
North Carolina	575			575
North Dakota	216			216
Ohio	439			439
Oklahoma	305			305
Oregon	755			755
Pennsylvania	623			623
Rhode Island	27			27
South Carolina	282			282
South Dakota	134			134
Tennessee	506			506
Texas	2,345			2,345
Utah	559			559
Vermont	26			26
Virginia	686			686
Washington	781			781
West Virginia	95			95
Wisconsin	219			219
Wyoming	94			94
TOTAL 48 CONTERMINOUS STATES	23,908			23,908
Alaska	318			318
Hawaii	321			321
TOTAL ALASKA & HAWAII	639			639
Single Copy Sales				
U.S. Unclassified				
TOTAL UNITED STATES	24,547			24,547
Poss. & Other Areas				
U.S. & POSS., etc.	24,547			24,547
Canada	52			52
International				
Military or Civilian Personnel Overseas				
Total International	52			52
E-mail Address Only				
Other Unclassified				
GRAND TOTAL	24,599			24,599

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 May/June 2018 issue.

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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