

BUSINESS PUBLICATION

Publisher's Statement

Six months ended June 30, 2013

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.

This is an independent publication not directly related to or affiliated with any association.

TOTAL AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION	25,497
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1A AVERAGE QUALIFIED PAID CIRCULATION

Individual	
Association	
Sponsored Individually Addressed	
Multi-Copy Same Addressee	
Single Copy Sales	
Total Average Qualified Paid Circulation	

1B AVERAGE QUALIFIED NON-PAID CIRCULATION

Print Only, See Par. 11(a)	23,902	
Digital Only, See Par. 11(b)	837	
Print & Digital (Unduplicated)		
Total Individual	24,739	
Association		
Multi-Copy Same Addressee, See Par. 11(c)	758	
Total Average Qualified Non-Paid Circulation		25,497

1C AVERAGE NON-QUALIFIED CIRCULATION

Non-Continuous Market Coverage Copies - Print Only		
Non-Continuous Market Coverage Copies - Digital Only, See Par. 11(d)	17,412	
Non-Continuous Market Coverage Copies - Print & Digital (Unduplicated)		
Total Non-Continuous Market Coverage Copies	17,412	
Allocated For Shows & Conventions	414	
Miscellaneous, Including Staff Copies, See Par. 11(e)	363	
Total Average Non-Qualified Circulation		18,189

1D AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS

None

QUALIFIED PAID & NON-PAID CIRCULATION BY ISSUES & QUALIFIED NON-PAID REMOVALS & ADDITIONS

2013 Issue	Total	Paid	Qualified Non-Paid Print Only	Qualified Non-Paid Digital Only	Qualified Non-Paid Print & Digital (Unduplicated)	Total Qualified Non-Paid	Qualified Non-Paid Removed	Qualified Non-Paid Added
Jan.	25,442		24,594	848		25,442	528	103
Feb.	25,476		24,630	846		25,476	46	80
Mar.	25,487		24,646	841		25,487	5	16
Apr.	25,509		24,674	835		25,509	18	40
May	25,531		24,704	827		25,531	27	49
June	25,535		24,712	823		25,535	31	35
						Total	655	323

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE JUNE 2013 ISSUE IN WHICH:

• QUALIFIED NON-PAID CIRCULATION WAS 0.1% GREATER THAN THE PERIOD AVERAGE

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Qualified Non-Paid	%	Qualified Non-Paid Print Only	Qualified Non-Paid Digital Only	Qualified Non-Paid Print & Digital (Unduplicated)	Qualified Multi-Copy Same Addressee
1. Helicopter Owner; Aircraft Owner/Operator.....	4,888	19.1	4,855	33		
2. Pilots, Career Pilots, Line Pilots, Chief Pilots	17,626	69.0	16,343	523		760
3. Non-Career Pilots or Student Pilots	940	3.7	940			
4. Management: Director, President, VP, CFO, Director of Operations.....	252	1.0	188	64		
5. Helicopter Dealers	183	0.7	183			
6. Maintenance: Repair Operations, Mechanics, Engineers, Technicians	405	1.6	318	87		
7. Crew Member/Dispatch/Support	65	0.3	51	14		
8. Private Industry: Agricultural.....	267	1.1	267			
9. Private Industry Carriers: EMS, Firefighting, Law Enforcement.....	162	0.6	162			
10. Private Industry: External Load Heavy Lifting by Helicopter.....	340	1.3	340			
11. Private Industry: Banks.....	21	0.1	21			
12. Others Allied to the Field.....	386	1.5	284	102		
Other Paid Circulation						
Subscriptions.....						
Single Copy Sales						
Total Qualified Circulation	25,535	100.0	23,952	823		760

AGE OF SOURCE DATA ANALYSIS

Source	Print Only	Digital Only	Print & Digital (Unduplicated)	Qualified Within				%
				1 Year	2 Years	3 Years	Total	
Qualified Non-Paid Circulation:								
Total Direct request from recipient:	2,592	823		533	669	2,213	3,415	13.4
Written								
Telecommunication								
Internet and E-mail	2,592	823		533	669	2,213	3,415	13.4
Total Direct request from recipient's company:								
Written								
Telecommunication								
Internet and E-mail								
Total Communication other than request:	13			13			13	0.0
Written								
Telecommunication								
Internet and E-mail	13			13			13	0.0
Association								
Business Directories								
Lists, See Par. 11(f)	22,107				22,102	5	22,107	86.6
Acquired Circulation								
Other Sources								
Total Qualified Non-Paid Circulation	24,712	823		546	22,771	2,218	25,535	100.0
Percent	96.8	3.2		2.1	89.2	8.7	100.0	
Paid Subscription Circulation								
Paid Acquired Circulation								
Single Copy Sales								
Total Qualified Circulation							25,535	

MAILING ADDRESS ANALYSIS

	Qualified Non-Paid	%	Qualified Non-Paid Print Only	Qualified Non-Paid Digital Only	Qualified Non-Paid Print & Digital (Unduplicated)
Individual by name and title and/or occupation	20,260	79.4	19,437	823	
Individual by name only	1,536	6.0	1,536		
Title or occupation only	34	0.1	34		
Company name only	2,945	11.5	2,945		
Multi-Copy Same Addressee	760	3.0	760		
Total Qualified Paid Subscription & Non-Paid Circulation	25,535	100.0	24,712	823	
Single Copy Sales					
Total Qualified Circulation	25,535				

GEOGRAPHIC ANALYSIS

State & ZIP Code	Qualified Non-Paid	%	Qualified Non-Paid Print Only	Qualified Non-Paid Digital Only	Qualified Non-Paid Print & Digital (Unduplicated)
New England					
ME 039-049.....	100		99	1	
NH 030-038.....	141		139	2	
VT 050-059.....	34		34		
MA 010-027.....	260		255	5	
RI 028-029.....	34		33	1	
CT 060-069.....	240		231	9	
New England	809	3.2	791	18	
Middle Atlantic					
NY 100-149.....	673		659	14	
NJ 070-089.....	347		340	7	
PA 150-196.....	760		748	12	
Middle Atlantic	1,780	7.0	1,747	33	
East N. Central					
OH 430-459.....	507		497	10	
IN 460-479.....	327		319	8	
IL 600-629.....	539		531	8	
MI 480-499.....	440		440		
WI 530-549.....	268		265	3	
East N. Central	2,081	8.1	2,052	29	
West N. Central					
MN 550-567.....	352		345	7	
IA 500-528.....	148		145	3	
MO 630-658.....	386		379	7	
ND 580-588.....	98		97	1	
SD 570-577.....	88		87	1	
NE 680-693.....	130		127	3	
KS 660-679.....	244		240	4	
West N. Central	1,446	5.7	1,420	26	
South Atlantic					
DE 197-199.....	162		160	2	
MD 206-219.....	337		329	8	
DC 200, 202-205.....	23		21	2	
VA 201, 220-246.....	661		647	14	
WV 247-268.....	103		103		
NC 270-289.....	603		594	9	
SC 290-299.....	282		275	7	
GA 300-319.....	835		828	7	
FL 320-349.....	2,724		2,667	57	
South Atlantic	5,730	22.4	5,624	106	
East S. Central					
KY 400-427.....	297		295	2	
TN 370-385.....	541		532	9	
AL 350-369.....	707		686	21	
MS 386-397.....	181		174	7	
East S. Central	1,726	6.8	1,687	39	

State & ZIP Code	Qualified Non-Paid	%	Qualified Non-Paid Print Only	Qualified Non-Paid Digital Only	Qualified Non-Paid Print & Digital (Unduplicated)
West S. Central					
AR 716-729.....	226		217	9	
LA 700-714.....	492		479	13	
OK 730-749.....	332		328	4	
TX 750-799.....	2,431		2,386	45	
West S. Central	3,481	13.6	3,410	71	
Mountain					
MT 590-599.....	305		296	9	
ID 832-838.....	314		301	13	
WY 820-831.....	93		93		
CO 800-816.....	544		531	13	
NM 870-884.....	187		182	5	
AZ 850-865.....	913		890	23	
UT 840-847.....	295		284	11	
NV 889-898.....	446		432	14	
Mountain	3,097	12.1	3,009	88	
Pacific					
AK 995-999.....	495		492	3	
WA 980-994.....	832		816	16	
OR 970-979.....	663		647	16	
CA 900-961.....	2,728		2,667	61	
HI 967-968.....	227		222	5	
Pacific	4,945	19.4	4,844	101	
Single Copy Sales					
U.S. Unclassified					
United States	25,095	98.3	24,584	511	
Poss. & Other Areas					
004-009, 969.....	129	0.5	122	7	
U.S. & Poss., etc.	25,224	98.8	24,706	518	
Canada	6	0.0	6		
Mexico					
Military or Civilian Personnel Overseas .					
Other International					
Total International	6	0.0	6		
E-Mail Address Only ...	305	1.2		305	
Other Unclassified					
Grand Total	25,535	100.0	24,712	823	

ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS
Sold During 6 Month Period Ended June 30, 2013

5 **PRICE DATA** Reporting not required

7 **SALES CHANNELS** Reporting not required

6 **TERM DATA** Reporting not required

8 **PREMIUM USAGE** Reporting not required

ADDITIONAL CIRCULATION INFORMATION

9 **POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION**

Reporting not required

10 **RENEWAL ANALYSIS OF PAID CIRCULATION**

Reporting not required

11 **EXPLANATORY**

Audit Cycle: June Ending.

(a) Print Only Individual subscriptions, averaging 23,902 copies per issue, represent copies served to individuals receiving the print version of ROTORCRAFT PRO.

(b) Digital Only Individual subscriptions, averaging 837 copies per issue, represent copies served to individuals receiving the digital version only. The digital version of ROTORCRAFT PRO is made available to subscribers through a password secure website wherein an e-mail notice is sent to recipients notifying them of the availability of each issue.

(c) Multi-Copy Same Addressee subscriptions, averaging 758 copies per issue, represent copies distributed in quantities of 3 to 5 to pilots and carrier pilots.

(d) Non-Continuous Bonus Market Coverage Copies - Digital Only, averaging 17,412 copies per issue, represents copies served to demographically targeted website registrants, selected requesters and other databases of Rotorcraft professionals.

(e) Miscellaneous includes checking and promotion copies, averaging 363 copies per issue, served to advertisers and agencies.

(f) Lists represent copies served to subscribers obtained from AirPac lists.

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.

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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