

**BUSINESS PUBLICATION**

**Publisher's Statement**

6 months ended June 30, 2016

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.

<b>TOTAL AVERAGE QUALIFIED PAID &amp; NONPAID CIRCULATION</b>	<b>25,683</b>
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<b>1A</b>	<b>AVERAGE QUALIFIED PAID CIRCULATION</b>	None Claimed
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<b>1B</b>	<b>AVERAGE QUALIFIED NONPAID CIRCULATION</b>		
	Print Only, See Par. 11(a) . . . . .	24,374	
	Digital Only, See Par. 11(b) . . . . .	1,047	
	Total Individual . . . . .	25,421	
	Multi-Copy Same Addressee, See Par. 11(c) . . . . .	262	
	<b>Total Average Qualified Nonpaid Circulation . . . . .</b>		<b>25,683</b>

<b>1C</b>	<b>AVERAGE NONQUALIFIED CIRCULATION</b>		
	Noncontinuous Market Coverage Copies - Digital Only, See Par. 11(d) . . . . .	20,498	
	Total Noncontinuous Market Coverage Copies . . . . .	20,498	
	Allocated For Shows & Conventions . . . . .	717	
	Miscellaneous, Including Staff Copies, See Par. 11(e) . . . . .	467	
	<b>Total Average Nonqualified Circulation . . . . .</b>	<b>21,682</b>	

<b>1D</b>	<b>AVERAGE QUALIFIED PAID &amp; NONPAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS</b>	
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None

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**QUALIFIED PAID & NONPAID CIRCULATION BY ISSUES**

2016 Issue	Total	Paid	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid
Jan/Feb	25,654		24,619	1,035		25,654
Mar/Apr	25,675		24,623	1,052		25,675
May/Jun	25,719		24,664	1,055		25,719

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE MAY/JUNE 2016 ISSUE IN WHICH:  
 • QUALIFIED NONPAID CIRCULATION WAS 0.1% GREATER THAN THE PERIOD AVERAGE

**3A**

**BUSINESS/OCCUPATIONAL ANALYSIS**

Classification by Business & Industry	Qualified Nonpaid	%	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Qualified Multi-Copy Same Addressee
1. Helicopter Owner; Aircraft Owner/Operator.....	3,362	13.1	3,326	36		
2. Pilots, Career Pilots, Line Pilots, Chief Pilots .....	17,054	66.3	16,413	380		261
3. Noncareer Pilots or Student Pilots .....	1,604	6.2	1,311	293		
4. Management: Director, President, VP, CFO, Director of Operations.....	326	1.3	225	101		
5. Helicopter Dealers .....	25	0.1	25			
6. Maintenance: Repair Operations, Mechanics, Engineers, Technicians .....	452	1.8	346	106		
7. Crew Member/Dispatch/Support .....	109	0.4	92	17		
8. Private Industry: Agricultural.....	1,401	5.4	1,401			
9. Private Industry Carriers: EMS, Firefighting, Law Enforcement.....	267	1.0	267			
10. Private Industry: External Load Heavy Lifting by Helicopter.....	168	0.7	168			
11. Private Industry: Banks.....						
12. Private Industry: Schools.....	439	1.7	439			
13. Others Allied to the Field.....	512	2.0	390	122		
Other Paid Circulation						
Subscriptions.....						
Single Copy Sales .....						
<b>Total Qualified Circulation .....</b>	<b>25,719</b>	<b>100.0</b>	<b>24,403</b>	<b>1,055</b>		<b>261</b>

## AGE OF SOURCE DATA ANALYSIS

Source	Print Only	Digital Only	Print & Digital (Unduplicated)	Qualified Within			Total	%
				1 Year	2 Years	3 Years		
Qualified Nonpaid Circulation:								
Total Direct request from recipient:	<b>3,659</b>	<b>1,055</b>		<b>316</b>	<b>417</b>	<b>3,981</b>	<b>4,714</b>	<b>18.4</b>
Written .....	15			1	13	1	15	0.1
Telecommunication .....	48			5	16	27	48	0.2
Internet and E-mail .....	3,596	1,055		310	388	3,953	4,651	18.1
Total Direct request from recipient's company:	<b>10</b>			<b>3</b>	<b>4</b>	<b>3</b>	<b>10</b>	<b>0.0</b>
Written .....								
Telecommunication .....	2				1	1	2	0.0
Internet and E-mail .....	8			3	3	2	8	0.0
Total Communication other than request:	<b>51</b>			<b>7</b>	<b>9</b>	<b>35</b>	<b>51</b>	<b>0.2</b>
Written .....								
Telecommunication .....	10				1	9	10	0.0
Internet and E-mail .....	41			7	8	26	41	0.2
Association .....								
Business Directories .....								
Lists, See Par. 11(f) .....	20,944			20,940	4		20,944	81.4
Acquired Circulation .....								
Other Sources .....								
<b>Total Qualified Nonpaid Circulation .....</b>	<b>24,664</b>	<b>1,055</b>		<b>21,266</b>	<b>434</b>	<b>4,019</b>	<b>25,719</b>	<b>100.0</b>
<b>Percent .....</b>	<b>95.9</b>	<b>4.1</b>		<b>82.7</b>	<b>1.7</b>	<b>15.6</b>	<b>100.0</b>	
Paid Subscription Circulation .....								
Paid Acquired Circulation .....								
Single Copy Sales .....								
<b>Total Qualified Circulation .....</b>							<b>25,719</b>	

## MAILING ADDRESS ANALYSIS

	Qualified Nonpaid	%	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)
Individual by name and title and/or occupation .....	21,956	85.4	21,023	933	
Individual by name only .....	510	2.0	388	122	
Title or occupation only .....					
Company name only .....	2,989	11.6	2,989		
Multi-Copy Same Addressee .....	264	1.0	264		
<b>Total Qualified Paid Subscription &amp; Nonpaid Circulation .....</b>	<b>25,719</b>	<b>100.0</b>	<b>24,664</b>	<b>1,055</b>	
Single Copy Sales .....					
<b>Total Qualified Circulation .....</b>	<b>25,719</b>				

## GEOGRAPHIC ANALYSIS

State	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid
Alabama	1,067	20		1,087
Arizona	999	35		1,034
Arkansas	295	5		300
California	2,863	74		2,937
Colorado	540	17		557
Connecticut	178	7		185
Delaware	150	1		151
District of Columbia	21	3		24
Florida	2,244	65		2,309
Georgia	727	18		745
Idaho	387	9		396
Illinois	451	11		462
Indiana	293	9		302
Iowa	206	2		208
Kansas	284	8		292
Kentucky	226	5		231
Louisiana	526	19		545
Maine	70	2		72
Maryland	329	10		339
Massachusetts	266	8		274
Michigan	335	2		337
Minnesota	297	6		303
Mississippi	238	8		246
Missouri	435	11		446
Montana	319	11		330
Nebraska	170	2		172
Nevada	482	20		502
New Hampshire	95	2		97
New Jersey	290	8		298
New Mexico	172	3		175
New York	647	20		667
North Carolina	583	17		600
North Dakota	192	3		195
Ohio	451	12		463

State	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid
Oklahoma	304	4		308
Oregon	783	21		804
Pennsylvania	614	19		633
Rhode Island	26			26
South Carolina	289	8		297
South Dakota	126			126
Tennessee	567	14		581
Texas	2,197	53		2,250
Utah	473	20		493
Vermont	31			31
Virginia	778	21		799
Washington	735	22		757
West Virginia	90	2		92
Wisconsin	188	4		192
Wyoming	87			87
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>24,116</b>	<b>641</b>		<b>24,757</b>
Alaska	245	8		253
Hawaii	251	3		254
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>496</b>	<b>11</b>		<b>507</b>
Single Copy Sales				
U.S. Unclassified		6		6
<b>TOTAL UNITED STATES</b>	<b>24,612</b>	<b>658</b>		<b>25,270</b>
Poss. & Other Areas	16			16
<b>U.S. &amp; POSS., etc.</b>	<b>24,628</b>	<b>658</b>		<b>25,286</b>
Canada	21	35		56
International	1	362		363
Military or Civilian Personnel				
Overseas	14			14
Other International				
<b>TOTAL INTERNATIONAL</b>	<b>36</b>	<b>397</b>		<b>433</b>
E-Mail Address Only				
Other Unclassified				
<b>GRAND TOTAL</b>	<b>24,664</b>	<b>1,055</b>		<b>25,719</b>

**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS**  
**Sold During 6 Month Period Ended June 30, 2016**

**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 24,374 copies per issue, represent copies served to individuals receiving the print version of ROTORCRAFT PRO.

(b) Digital Only Individual subscriptions, averaging 1,047 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 262 copies per issue, represent copies distributed in quantities of 2 to 3 to pilots and carrier pilots.

(d) Noncontinuous Bonus Market Coverage Copies - Digital Only, averaging 20,498 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 467 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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**BRIG BEARDEN**

Publisher/Circulation Manager

**LYN BURKS**

Editor/Owner

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