

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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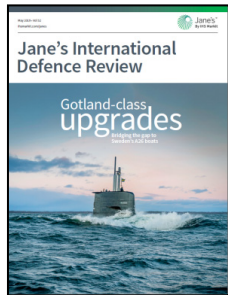
JANE'S INTERNATIONAL DEFENCE REVIEW is a B2B brand intended for individuals with broad-based interests in defence industries. The brand content and editorial scope of the publication includes news and industry comment, in-depth technical articles, industry round-up and special features.

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.

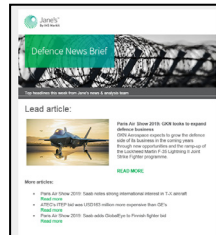
CHANNELS

JANE'S INTERNATIONAL DEFENCE REVIEW MAGAZINE



6 issues in the period
20,058 average circulation

JANE'S INTERNATIONAL DEFENCE REVIEW E-NEWSLETTERS



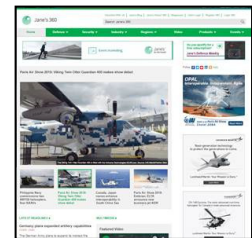
5 E-Newsletters in the period
125 total issued in the period
See below for average per occurrence
Shared media channel,
See Note 1

JANE'S INTERNATIONAL DEFENCE REVIEW SHOW DAILIES



IDEX
56,000 copies
CANSEC
8,000 copies
Shared media channel,
See Note 2

JANE'S WEBSITE



384,903 average users
Shared media channel,
See Note 3

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
JANE'S INTERNATIONAL DEFENCE REVIEW MAGAZINE (6 issues in the period)	19,416	642	20,058
a. Print	15,999	587	16,586
b. Digital	3,417	55	3,472
1. Requested	3,417	55	3,472
2. Non Requested	-	-	-
JANE'S INTERNATIONAL DEFENCE REVIEW E-NEWSLETTERS			
a. Defence (25 issued in the period)	19,142	-	19,142
b. Airforces (25 issued in the period)	17,233	-	17,233
c. Security (25 issued in the period)	17,294	-	17,294
d. Land (25 issued in the period)	15,982	-	15,982
e. Naval (25 issued in the period)	15,792	-	15,792
JANE'S INTERNATIONAL DEFENCE REVIEW SHOW DAILIES (2 issues in the period)			
a. IDEX	56,000	-	56,000
b. CANSEC	8,000	-	8,000
JANE'S WEBSITE (Monthly Users with 1,365,093 average Pageviews)	384,903	-	384,903

Note 1: Shared media channel - Defence, Airforces, Security and Land E-Newsletters - serving both Jane's International Defence Review and Jane's Defence Weekly. Naval E-Newsletter - serving Jane's International Defence Review, Jane's Defence Weekly and Jane's Navy International.

Note 2: Shared media channel - IDEX and CANSEC - serving Jane's Defence Weekly, Jane's International Defence Review and Jane's Navy International.

Note 3: Shared media channel - www.Janes.com - serving Jane's Defence Weekly, Jane's International Defence Review and Jane's Navy International.

FIELD SERVED

JANE'S INTERNATIONAL DEFENCE REVIEW 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	442
Allocated for Trade Shows and Conventions	1,200
All Other	863
TOTAL	2,505

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	19,860	99.0	19,416	96.8	444	2.2
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	198	1.0	-	-	198	1.0
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,058	100.0	19,416	96.8	642	3.2

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Print	Digital	Total Qualified
January	16,527	3,522	20,049
*February	16,564	3,501	20,065
March	16,588	3,475	20,063
April	16,627	3,434	20,061
*May	16,647	3,409	20,056
*June	16,560	3,492	20,052

*See Additional Data

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

This issue is -% or 2 copies below the average of the other 5 issues reported in Paragraph 2.

Organization	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	3,087	15.4	2,404	683	1,783	754	33	363	125	7	12	10	-
Navy	2,497	12.6	1,789	708	1,532	744	28	77	77	13	14	7	5
Air Force	2,316	11.5	1,946	370	1,570	440	16	213	59	2	6	8	2
Government Heads of State Elected Representatives (Parliament, Congress, Embassies, etc.)	6,643	33.1	6,539	104	331	19	2	6,033	240	8	7	3	-
MoD/DoD	2,709	13.5	2,004	705	1,013	171	13	944	494	37	15	18	4
Other Ministries/ Departments (including Diplomatic Corps, Police, Security, Intelligence)	691	3.4	558	133	38	20	4	484	118	14	7	5	1
International Organisations (incl. NATO, National Organisations)	202	1.0	121	81	63	25	3	48	47	4	7	2	3
Industry/Manufacturing	706	3.5	391	315	31	7	-	5	3	-	459	191	10
Education Research, Libraries, Media/Communications	329	1.6	193	136	56	23	8	40	47	16	68	50	21
Others Allied to the Field	271	1.4	150	121	59	27	10	30	17	13	76	24	15
Subtotal	19,451	97.0	16,095	3,356	6,476	2,230	117	8,237	1,227	114	671	318	61
Qualified Paid Without Demographics	605	3.0	552	53	-	-	-	-	-	-	-	-	605
TOTAL QUALIFIED CIRCULATION	20,056	100.0	16,647	3,409	6,476	2,230	117	8,237	1,227	114	671	318	666
PERCENT	100.0		83.0	17.0	32.3	11.1	0.6	41.1	6.1	0.6	3.3	1.6	3.3

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.

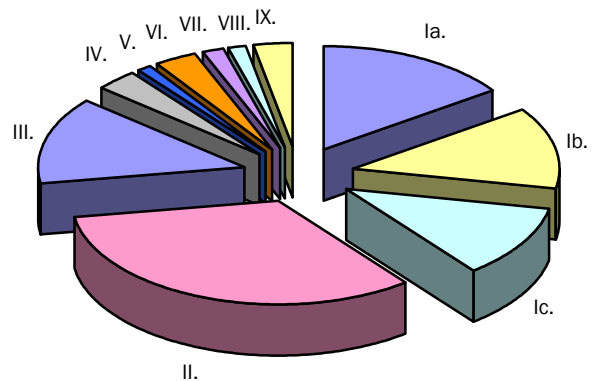
Note 6: Other Government personnel includes officer/executive; other government personnel.

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.

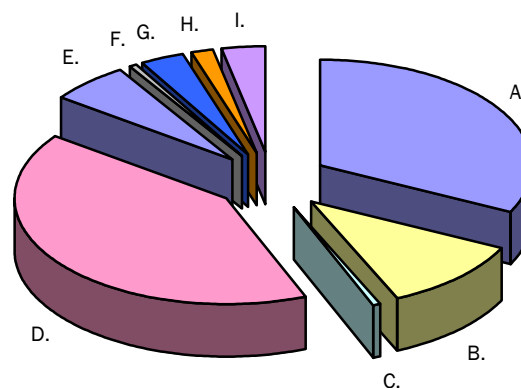
3a. Breakout of Qualified Circulation by Organization
(Please Refer to Paragraph 3a for Complete Descriptions)

Organization	Copies	Percent
I. Armed Forces		
a. Army	3,087	15.4
b. Navy	2,497	12.6
c. Air Force	2,316	11.5
II. Government Heads of State Elected Representatives	6,643	33.1
III. MoD/DoD	2,709	13.5
IV. Other Ministries/ Departments	691	3.4
V. International Organisations	202	1.0
VI. Industry/Manufacturing	706	3.5
VII. Education Research, Libraries, Media/ Communications	329	1.6
VIII. Others Allied to the Field	271	1.4
IX. Qualified Paid Without Demographics	605	3.0



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

Seniority	Copies	Percent
A. Senior Military	6,476	32.3
B. Middle Rank Military	2,230	11.1
C. Other Military	117	0.6
D. Senior Government	8,237	41.1
E. Middle Level Government	1,227	6.1
F. Other Government	114	0.6
G. Senior Management	671	3.3
H. Middle Level Management	318	1.6
I. Other	666	3.3



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 year	2 year	3 year				
I. TOTAL – Direct Request:	4,674	2,409	1,350	5,024	3,409	8,433	42.0
a. Written	686	356	176	1,104	114	1,218	6.0
b. Telecommunication	167	10	3	171	9	180	0.9
c. Electronic	3,821	2,043	1,171	3,749	3,286	7,035	35.1
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):	123	150	124	397	-	397	2.0
a. Written	57	107	81	245	-	245	1.2
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	66	43	43	152	-	152	0.8
V. TOTAL – Sources other than above (listed alphabetically):	6,552	3,064	1,610	11,226	-	11,226	56.0
Association rosters and directories	-	-	-	-	-	-	-
*Business directories	6,552	3,064	1,590	11,206	-	11,206	55.9
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	-	-	20	20	-	20	0.1
VI. TOTAL – Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	11,349	5,623	3,084	16,647	3,409	20,056	100.0
PERCENT	56.6	28.0	15.4	83.0	17.0	100.0	

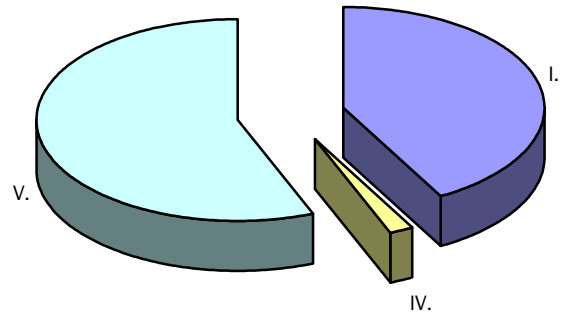
*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

Mailing Address	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	16,095	3,356	19,451	97.0
Individuals by name only	222	51	273	1.3
Titles or functions only	-	-	-	-
Company names only	157	-	157	0.8
Multi-Copy Same Addressee copies	173	2	175	0.9
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,647	3,409	20,056	100.0

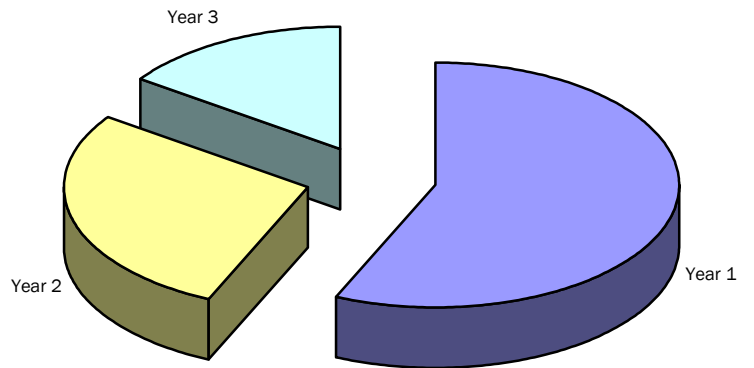
3b. Qualification by Source

Qualification Source	Copies	Percent
I. Direct Request	8,433	42.0
II. Company Request	-	-
III. Membership Benefit	-	-
IV. Other Than Request	397	2.0
V. Sources other than above	11,226	56.0
VI. Single Copy Sales	-	-

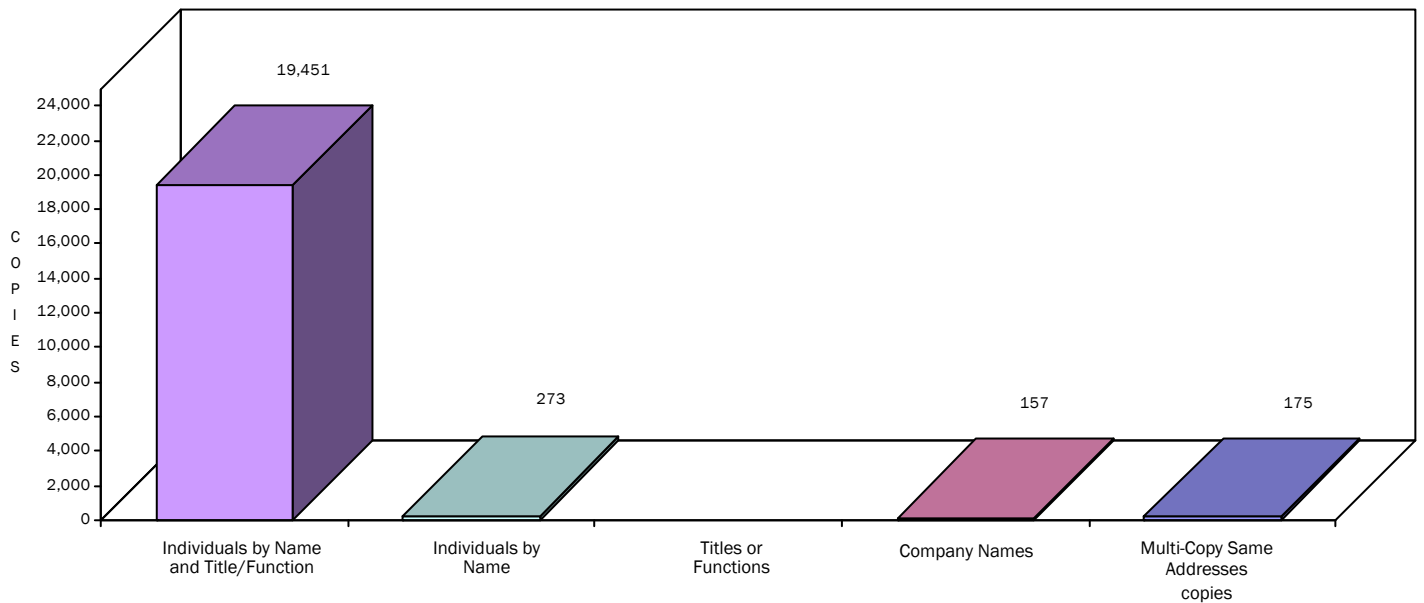


3b. Qualification by Year

Qualification Year	Copies	Percent
Year 1	11,349	56.6
Year 2	5,623	28.0
Year 3	3,084	15.4



3c. Mailing Address Breakout



AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July – December 2016	January – June 2017	July – December 2017	January – June 2018	July – December 2018*	January – June 2019*
Total Audit Average Qualified:	19,925	19,893	19,920	19,961	19,999	20,058
Qualified Non-Paid Total:	19,106	19,109	19,215	19,364	19,354	19,416
Print:	15,469	15,398	15,358	15,683	16,036	15,999
Digital:	3,637	3,711	3,857	3,681	3,318	3,417
Qualified Paid Total:	819	784	705	597	645	642
Print:	768	736	649	544	594	587
Digital:	51	48	56	53	51	55
Post Expire Copies in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July 2018 – June 2019 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 2019*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	2	-	2		Kentucky	18	1	19	
New Hampshire	3	1	4		Tennessee	27	3	30	
Vermont	2	1	3		Alabama	263	16	279	
Massachusetts	68	6	74		Mississippi	28	1	29	
Rhode Island	12	4	16		EAST SO. CENTRAL	336	21	357	1.8
Connecticut	4	1	5		Arkansas	4	-	4	
NEW ENGLAND	91	13	104	0.5	Louisiana	18	1	19	
New York	271	13	284		Oklahoma	87	3	90	
New Jersey	96	5	101		Texas	153	12	165	
Pennsylvania	61	5	66		WEST SO. CENTRAL	262	16	278	1.4
MIDDLE ATLANTIC	428	23	451	2.2	Montana	2	-	2	
Ohio	157	8	165		Idaho	13	-	13	
Indiana	19	1	20		Wyoming	15	-	15	
Illinois	135	3	138		Colorado	120	7	127	
Michigan	109	15	124		New Mexico	103	1	104	
Wisconsin	6	1	7		Arizona	56	9	65	
EAST NO. CENTRAL	426	28	454	2.3	Utah	22	2	24	
Minnesota	9	-	9		Nevada	25	-	25	
Iowa	11	3	14		MOUNTAIN	356	19	375	1.9
Missouri	31	1	32		Alaska	3	-	3	
North Dakota	10	1	11		Washington	61	6	67	
South Dakota	4	-	4		Oregon	3	2	5	
Nebraska	44	2	46		California	268	34	302	
Kansas	27	2	29		Hawaii	108	2	110	
WEST NO. CENTRAL	136	9	145	0.7	PACIFIC	443	44	487	2.4
Delaware	3	1	4		UNITED STATES	7,805	382	8,187	40.8
Maryland	408	26	434		U.S. Territories	10	1	11	
Washington, DC	3,652	69	3,721		Canada	169	57	226	
Virginia	794	79	873		Mexico	39	5	44	
West Virginia	2	-	2		Other International	8,510	2,951	11,461	
North Carolina	66	9	75		APO/FPO	114	13	127	
South Carolina	44	1	45						
Georgia	80	5	85						
Florida	278	19	297						
SOUTH ATLANTIC	5,327	209	5,536	27.6					
					TOTAL QUALIFIED CIRCULATION	16,647	3,409	20,056	100.0

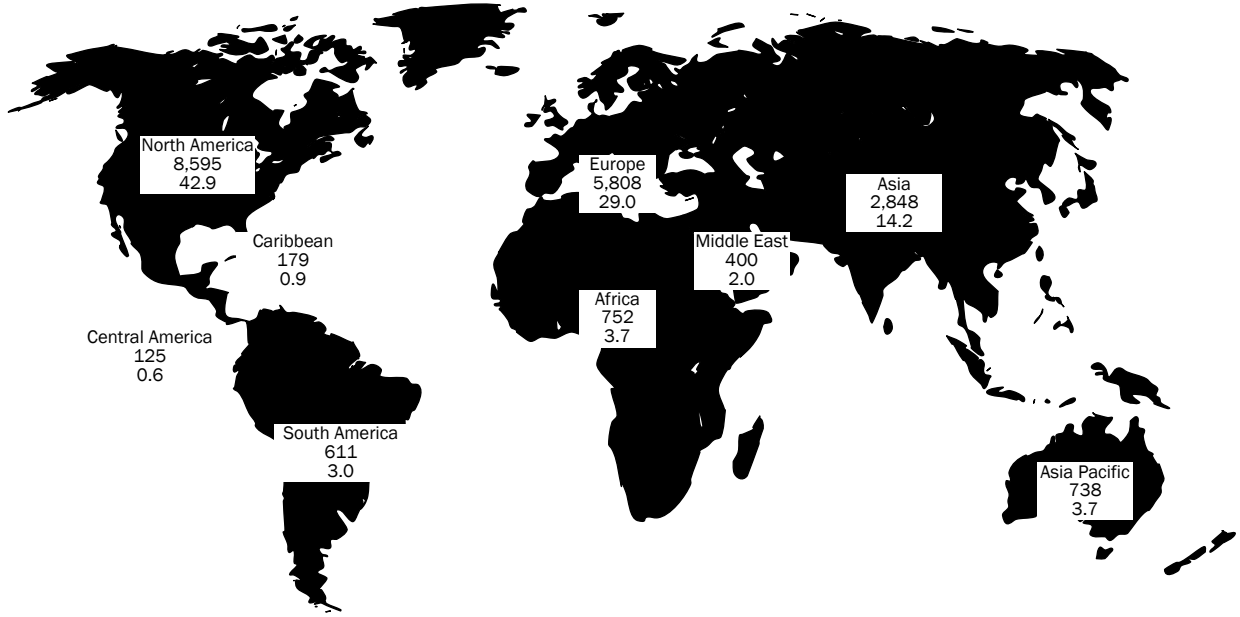
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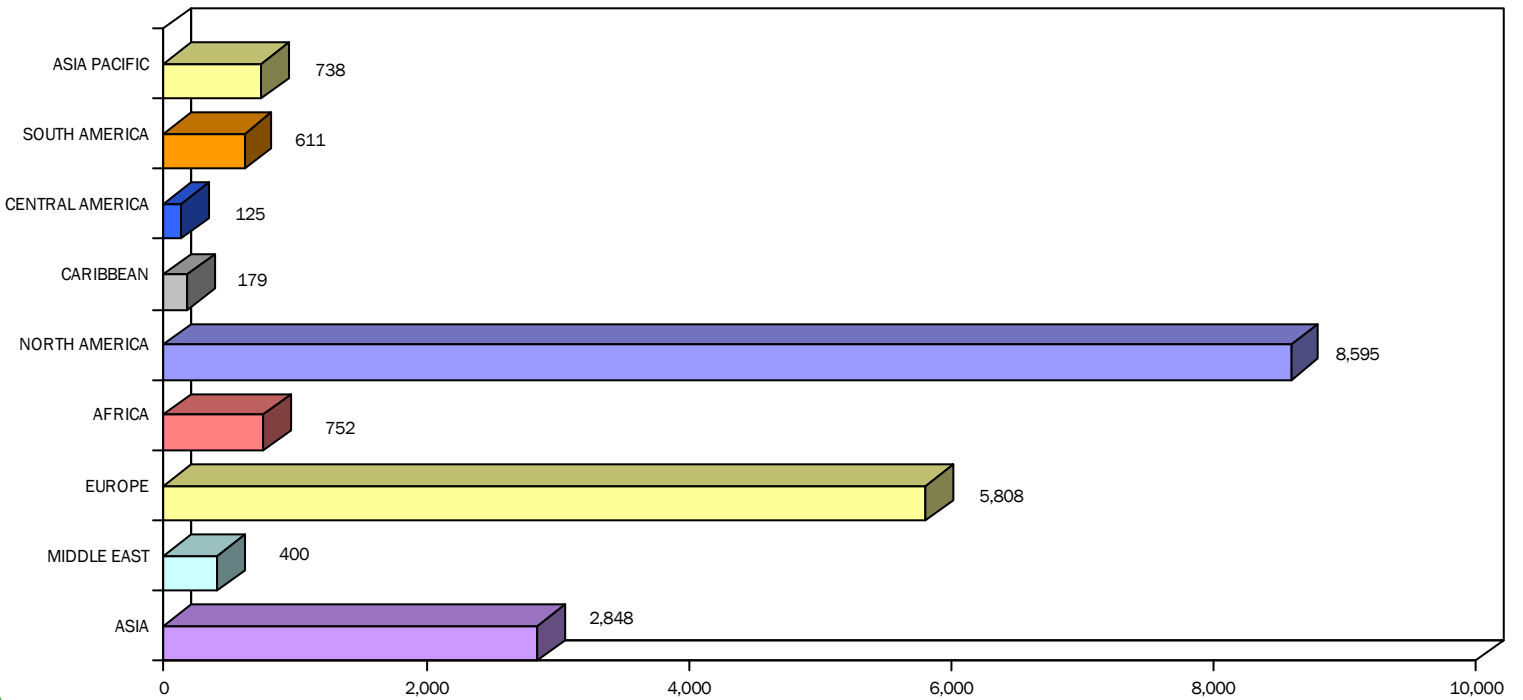
Region/Country	Print	Digital	Total Qualified	Percent	Region/Country	Print	Digital	Total Qualified	Percent
ASIA					Egypt	44	5	49	
Afghanistan	15	2	17		Equatorial Guinea	7	-	7	
Armenia	31	2	33		Eritrea	14	-	14	
Azerbaijan	32	2	34		Ethiopia	25	3	28	
Bangladesh	217	61	278		Gabon	10	-	10	
Bhutan	8	-	8		Gambia	6	-	6	
Brunei Darussalam	17	1	18		Ghana	20	5	25	
Cambodia	12	-	12		Guinea	8	-	8	
China	199	8	207		Guinea-Bissau	4	-	4	
East Timor (Timor-Leste)	4	-	4		Kenya	43	5	48	
Georgia	16	-	16		Lesotho	7	-	7	
Hong Kong - SAR	23	2	25		Libyan Arab Jamahiriya	2	-	2	
India	365	240	605		Madagascar	14	-	14	
Indonesia	72	34	106		Malawi	7	1	8	
Japan	125	9	134		Mali	6	-	6	
Kazakhstan	12	1	13		Mauritania	9	-	9	
Korea, Republic Of	44	10	54		Mauritius	16	1	17	
Kyrgyzstan	11	-	11		Morocco	18	2	20	
Laos	11	-	11		Mozambique	12	-	12	
Macao	1	-	1		Namibia	13	2	15	
Malaysia	80	26	106		Niger	7	-	7	
Maldives	8	-	8		Nigeria	26	2	28	
Mongolia	11	-	11		Rwanda	15	1	16	
Nepal	10	4	14		Senegal	19	1	20	
Pakistan	141	57	198		Seychelles	13	2	15	
Philippines	62	19	81		Sierra Leone	7	-	7	
Singapore	261	192	453		South Africa	75	57	132	
Sri Lanka	188	30	218		St. Helena	1	1	2	
Taiwan	27	7	34		Swaziland	6	1	7	
Tajikistan	4	-	4		Tanzania	29	1	30	
Thailand	93	22	115		Togo	3	-	3	
Turkmenistan	10	-	10		Tunisia	20	1	21	
Uzbekistan	1	1	2		Uganda	16	2	18	
Vietnam	4	3	7		Zambia	4	5	9	
Subtotal	2,115	733	2,848	14.2	Subtotal	649	103	752	3.7
MIDDLE EAST					NORTH AMERICA				
Bahrain	16	3	19		Canada	169	57	226	
Iran	14	1	15		Mexico	39	5	44	
Israel	72	20	92		United States	7,929	396	8,325	
Jordan	32	8	40		Subtotal	8,137	458	8,595	42.9
Kuwait	25	2	27		CARIBBEAN				
Lebanon	29	7	36		Anguilla	2	-	2	
Oman	31	6	37		Antigua and Barbuda	9	-	9	
Qatar	11	6	17		Bahamas	19	-	19	
Saudi Arabia	36	6	42		Barbados	11	1	12	
United Arab Emirates	46	27	73		Bermuda	8	1	9	
Yemen	1	1	2		Cayman Islands	5	-	5	
Subtotal	313	87	400	2.0	Cuba	15	-	15	
EUROPE					Dominica	2	-	2	
Albania	39	2	41		Dominican Republic	15	-	15	
Andorra	3	-	3		Grenada	6	-	6	
Austria	119	27	146		Guadeloupe	2	-	2	
Belarus	27	-	27		Haiti	10	-	10	
Belgium	251	126	377		Jamaica	32	5	37	
Bosnia and Herzegovina	39	6	45		Martinique	1	-	1	
Bulgaria	57	14	71		Montserrat	1	-	1	
Croatia	50	12	62		Netherlands Antilles	-	1	1	
Cyprus	35	4	39		Puerto Rico	4	-	4	
Czech Republic	90	32	122		Saint Kitts and Nevis	5	-	5	
Denmark	62	10	72		Saint Lucia	5	-	5	
Estonia	55	13	68		Saint Vincent and the Grenadines	3	-	3	
Finland	111	41	152		Trinidad and Tobago	14	1	15	
France	256	65	321		Turks and Caicos Islands	1	-	1	
Germany	284	81	365		Subtotal	170	9	179	0.9
Gibraltar	4	-	4		CENTRAL AMERICA				
Greece	101	39	140		Belize	11	-	11	
Greenland	3	-	3		Costa Rica	13	-	13	
Hungary	58	10	68		El Salvador	15	-	15	
Iceland	14	1	15		Guatemala	25	-	25	
Ireland	46	14	60		Honduras	24	-	24	
Italy	97	52	149		Nicaragua	17	-	17	
Latvia	28	7	35		Panama	18	2	20	
Liechtenstein	2	-	2		Subtotal	123	2	125	0.6
Lithuania	49	18	67		SOUTH AMERICA				
Luxembourg	27	5	32		Argentina	112	76	188	
Macedonia	13	2	15		Bolivia	15	1	16	
Malta	20	5	25		Brazil	87	47	134	
Moldova	28	7	35		Chile	67	18	85	
Monaco	1	-	1		Colombia	40	10	50	
Montenegro	20	-	20		Ecuador	17	2	19	
Netherlands	154	86	240		Falkland Islands (Malvinas)	3	-	3	
Norway	78	31	109		French Guiana	1	-	1	
Poland	151	39	190		Guyana	16	-	16	
Portugal	59	18	77		Paraguay	17	-	17	
Romania	118	62	180		Peru	42	11	53	
Russian Federation	80	14	94		Suriname	12	-	12	
San Marino	4	-	4		Uruguay	3	14	17	
Serbia	40	13	53		Subtotal	432	179	611	3.0
Slovakia	29	12	41		ASIA PACIFIC				
Slovenia	46	7	53		Australia	281	221	502	
Spain	152	86	238		Cook Islands	6	-	6	
Sweden	125	42	167		Fiji	23	1	24	
Switzerland	82	21	103		French Polynesia	1	-	1	
Turkey	145	83	228		Guam	1	-	1	
Ukraine	51	13	64		Kiribati	4	-	4	
United Kingdom	941	444	1,385		Marshall Islands	4	-	4	
Subtotal	4,244	1,564	5,808	29.0	Nauru	2	-	2	
AFRICA					New Caledonia	2	1	3	
Algeria	26	-	26		New Zealand	112	48	160	
Angola	15	1	16		Papua New Guinea	13	3	16	
Benin	6	-	6		Solomon Islands	4	-	4	
Botswana	15	2	17		Tonga	7	-	7	
Burkina Faso	7	-	7		Western Samoa	4	-	4	
Burundi	13	-	13		Subtotal	464	274	738	3.7
Cameroon	13	2	15		TOTAL QUALIFIED CIRCULATION	16,647	3,409	20,056	100.0
Cape Verde	9	-	9						
Central African Republic	7	-	7						
Chad	2	-	2						
Comoros	2	-	2						
Djibouti	8	-	8						

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



E-NEWSLETTER CHANNEL

2019	Defence*	Airforces*	Security*	Land*	Naval*
JANUARY					
January 8	19,477	17,684	17,775	16,403	16,191
January 15	19,454	17,673	17,748	16,382	16,119
January 22	19,436	17,653	17,732	16,339	16,160
January 29	19,443	17,655	17,746	16,364	16,165
FEBRUARY					
February 5	19,382	17,603	17,688	16,317	16,115
February 12	19,357	17,578	17,665	16,297	16,091
February 19	19,322	17,545	17,636	16,263	16,067
February 26	19,314	17,544	17,632	16,260	16,059
MARCH					
March 5	21,514	19,095	19,131	17,779	17,560
March 12	19,399	17,541	17,631	16,266	16,072
March 19	18,906	17,032	16,869	15,800	15,620
March 26	18,924	17,041	17,131	15,809	15,620
APRIL					
April 2	18,940	17,056	17,145	15,812	15,637
April 9	18,958	17,064	17,152	15,828	15,650
April 16	19,126	17,092	17,177	15,862	15,675
April 23	18,910	16,947	17,042	15,746	15,554
April 30	18,785	16,832	16,889	15,614	15,432
MAY					
May 7	18,724	16,784	16,854	15,574	15,381
May 14	18,728	16,775	16,842	15,566	15,378
May 21	18,730	16,796	16,848	15,576	15,403
May 28	18,783	16,811	16,862	15,590	15,416
JUNE					
June 4	18,746	16,796	16,840	15,566	15,393
June 11	18,845	16,739	16,770	15,509	15,344
June 18	18,670	16,728	16,760	15,509	15,346
June 25	18,678	16,764	16,784	15,529	15,340
AVERAGE:	19,142	17,233	17,294	15,982	15,792

Defence (25 issued in the period)

Air Forces (25 issued in the period)

Security (25 issued in the period)

Land (25 issued in the period)

Naval (25 issued in the period)

*Shared media channels; Defence, Airforces, Security and Land E-Newsletters - serving both Jane's International Defence Review and Jane's Defence Weekly.

Naval E-Newsletter - serving Jane's International Defence Review, Jane's Defence Weekly and Jane's Navy International.

SHOW DAILIES CHANNEL

Show Name*	Country	Show Date	Number of copies
IDEX	UAE	17-21 February 2019	56,000
CANSEC	Canada	29-30 May 2019	8,000

*Shared media channel IDEX and CANSEC - serving Jane's Defence Weekly, Jane's International Defence Review and Jane's Navy International.

WEBSITE CHANNEL

WWW.JANES.COM*

2019	Pageviews	Sessions	Users	Average Session Duration
January	1,278,659	605,844	318,553	1:46
February	1,275,278	610,726	358,929	1:43
March	1,423,222	659,085	382,764	1:44
April	1,431,280	692,885	416,451	1:34
May	1,384,410	696,184	414,504	1:34
June	1,397,709	691,641	418,222	1:33
AVERAGE:	1,365,093	659,394	384,903	1:39

January – June 2019 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.

PARAGRAPH 2:

2,000 copies of Jane's Navy International were inserted into Jane's International Defence Review issues February 2019, May 2019, June 2019.

PARAGRAPH 3b:

Business directories include 17 sources of circulation for quantities of 7 copies or -% to 4.191 copies or 20.9%, including IHS Jane's International Defence Directory. Other sources include 3 sources of circulation for quantities of 1 copy or -% to 14 copies or 0.1%.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters, 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 Sitch, 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 10, 2019
Country	United Kingdom
City	Surrey
Received by BPA Worldwide	July 10, 2019
Type	BJ
ID Number	I114B0J9

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.