

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 NAVY INTERNATIONAL 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 NAVY INTERNATIONAL MAGAZINE

5 issues in the period
3,676 average circulation

JANE'S NAVY INTERNATIONAL E-NEWSLETTER

25 issued in the period
15,792 average per occurrence
Shared media channel,
See Note 1

JANE'S NAVY INTERNATIONAL 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 NAVY INTERNATIONAL MAGAZINE (5 issues in the period)	3,316	360	3,676
a. Print	1,613	322	1,935
b. Digital	1,703	38	1,741
1. Requested	1,703	38	1,741
2. Non Requested	-	-	-
JANE'S NAVY INTERNATIONAL E-NEWSLETTER			
Naval (25 issued in the period)	15,792	-	15,792
JANE'S NAVY INTERNATIONAL 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 - Naval E-Newsletter - serving Jane's Navy International, Jane's International Defence Review and Jane's Defence Weekly.

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 NAVY INTERNATIONAL 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	288
Allocated for Trade Shows and Conventions	1,100
All Other	439
TOTAL	1,827

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	3,569	97.1	3,316	90.2	253	6.9
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	107	2.9	-	-	107	2.9
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	3,676	100.0	3,316	90.2	360	9.8

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Print	Digital	Total Qualified
January/February	1,957	1,725	3,682
March	1,956	1,723	3,679
April	1,950	1,726	3,676
May	1,918	1,754	3,672
June	1,896	1,775	3,671

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019
This issue is 0.1% or 5 copies below the average of the other 4 issues reported in Paragraph 2.

Business and Industry	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	596	16.2	281	315	283	238	10	24	25	5	5	6	-
Navy	1,376	37.5	770	606	622	592	18	44	68	10	13	9	-
Air Force	352	9.6	149	203	151	160	7	11	13	2	4	4	-
Government Heads of State Elected Representatives (Parliament, Congress, etc.)	141	3.8	65	76	22	8	-	71	36	2	-	2	-
Ministries of Defence	635	17.3	248	387	197	67	6	131	207	10	5	12	-
Other Ministries/Departments (including Diplomatic Corps, Police, Security, Intelligence)	111	3.0	46	65	6	6	2	41	48	4	3	1	-
International Organisations (inc. NATO, National Organisations)	85	2.3	37	48	24	10	1	17	25	2	4	2	-
Industry/Manufacturing	-	-	-	-	-	-	-	-	-	-	-	-	-
Education Research Libraries, Media/Communications	24	0.7	4	20	4	5	-	4	2	1	4	4	-
Others Allied to the Field	-	-	-	-	-	-	-	-	-	-	-	-	-
Other Paid Circulation													
Subscriptions no Demographics	352	9.6	318	34	-	-	-	-	-	-	-	-	352
TOTAL QUALIFIED CIRCULATION	3,672	100.0	1,918	1,754	1,309	1,086	44	343	424	36	38	40	352
PERCENT	100.0		52.2	47.8	35.7	29.6	1.2	9.3	11.5	1.0	1.0	1.1	9.6

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.

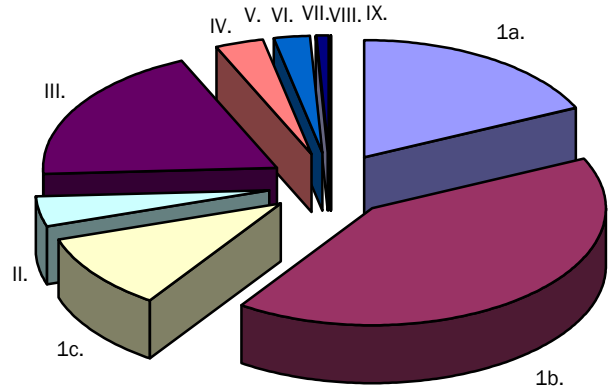
Note 6: Other Government personnel includes officer/executive; other government personnel.

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.

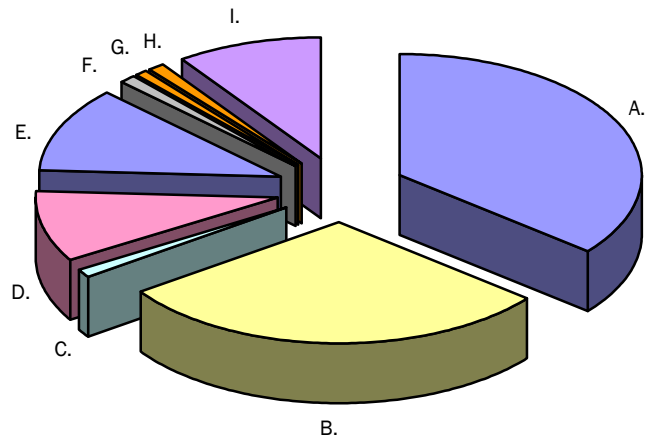
3a. Breakout of Qualified Circulation of Business and Industry
(Please Refer to Paragraph 3a for Complete Descriptions)

Organization	Copies	Percent
I. Armed Forces		
a. Army	596	16.2
b. Navy	1,376	37.5
c. Air Force	352	9.6
II. Government Heads of State Elected Representatives	141	3.8
III. Ministries of Defence	635	17.3
IV. Other Ministries/ Departments	111	3.0
V. International Organisations	85	2.3
VI. Industry/Manufacturing	-	-
VII. Education, Research, Libraries, Media/ Communications	24	0.7
VIII. Others Allied to the Field	-	-
IX. Paid Circulation No Demographics	352	9.6



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

Seniority	Copies	Percent
A. Senior Military	1,309	35.7
B. Middle Rank Military	1,086	29.6
C. Other Military	44	1.2
D. Senior Government	343	9.3
E. Middle Level Government	424	11.5
F. Other Government	36	1.0
G. Senior Management	38	1.0
H. Middle Level Management	40	1.1
I. Other	352	9.6



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

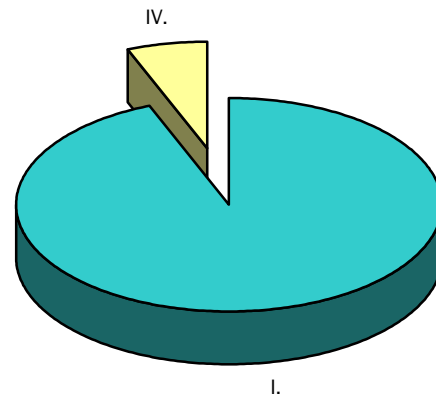
Qualified Within

Qualification Source	1 year	2 year	3 year	Print	Digital	Total Qualified	Percent
I. TOTAL - Direct Request:	2,579	885	13	1,723	1,754	3,477	94.7
a. Written	205	78	6	241	48	289	7.9
b. Telecommunication	41	7	-	46	2	48	1.3
c. Electronic	2,333	800	7	1,436	1,704	3,140	85.5
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):	169	26	-	195	-	195	5.3
*a. Written	79	21	-	100	-	100	2.7
b. Telecommunication	-	-	-	-	-	-	-
*c. Electronic	90	5	-	95	-	95	2.6
V. TOTAL - Sources other than above (listed alphabetically):	-	-	-	-	-	-	-
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. TOTAL - Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	2,748	911	13	1,918	1,754	3,672	100.0
PERCENT	74.8	24.8	0.4	52.2	47.8	100.0	

*See Additional Data

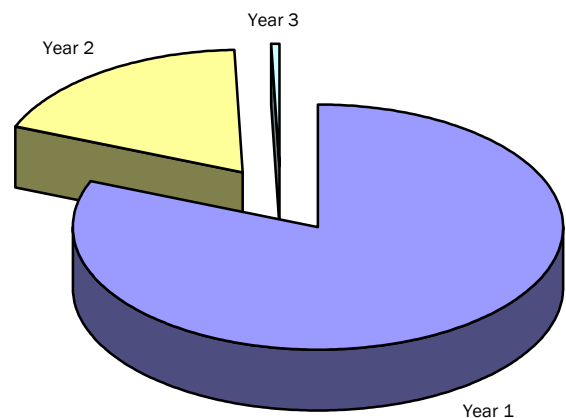
3b. Breakout of Qualified by Source
(Please Refer to Paragraph 3b for Complete Descriptions)

Qualification Source	Copies	Percent
I. Direct Request	3,477	94.7
II. Company Request	-	-
III. Membership Benefit	-	-
IV. Other than Request	195	5.3
V. Sources Other Than Above	-	-
VI. Single Copy Sales	-	-



3b. Breakout of Qualified by Year

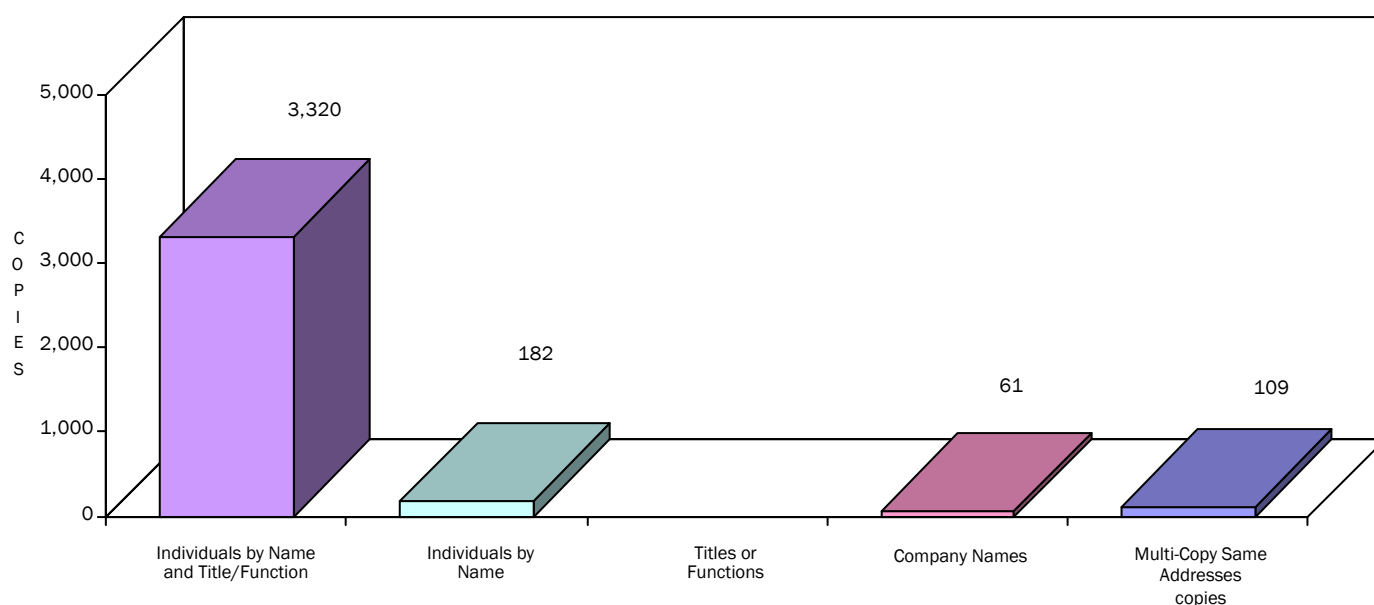
Year	Copies	Percent
Year 1	2,748	74.8
Year 2	911	24.8
Year 3	13	0.4



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	1,600	1,720	3,320	90.4
Individuals by name only	149	33	182	4.9
Titles or functions only	-	-	-	-
Company names only	61	-	61	1.7
Multi-Copy Same Addressee copies	108	1	109	3.0
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	1,918	1,754	3,672	100.0

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		Audited Data		Circulation Claim
	July – December 2016	January – June 2017	July – December 2017	January – June 2018	July – December 2018	January – June 2019*	July – December 2016	January – June 2017	July – December 2017	January – June 2018	
Total Audit Average Qualified:	3,597	3,583	3,592	3,634	3,650	3,676					3,676
Qualified Non-Paid Total:	3,223	3,214	3,238	3,301	3,312	3,316					3,316
Print:	1,235	1,321	1,532	1,641	1,638	1,613					1,613
Digital:	1,988	1,893	1,706	1,660	1,674	1,703					1,703
Qualified Paid Total:	374	369	354	333	338	360					360
Print:	346	336	320	296	298	322					322
Digital:	28	33	34	37	40	38					38
Post Expire Copies in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC					**NC
Average Annual Order Price:	**NC	£186.13	£169.09	£173.71	£182.85	£185.37					£185.37

*NOTE: January – June 2019 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

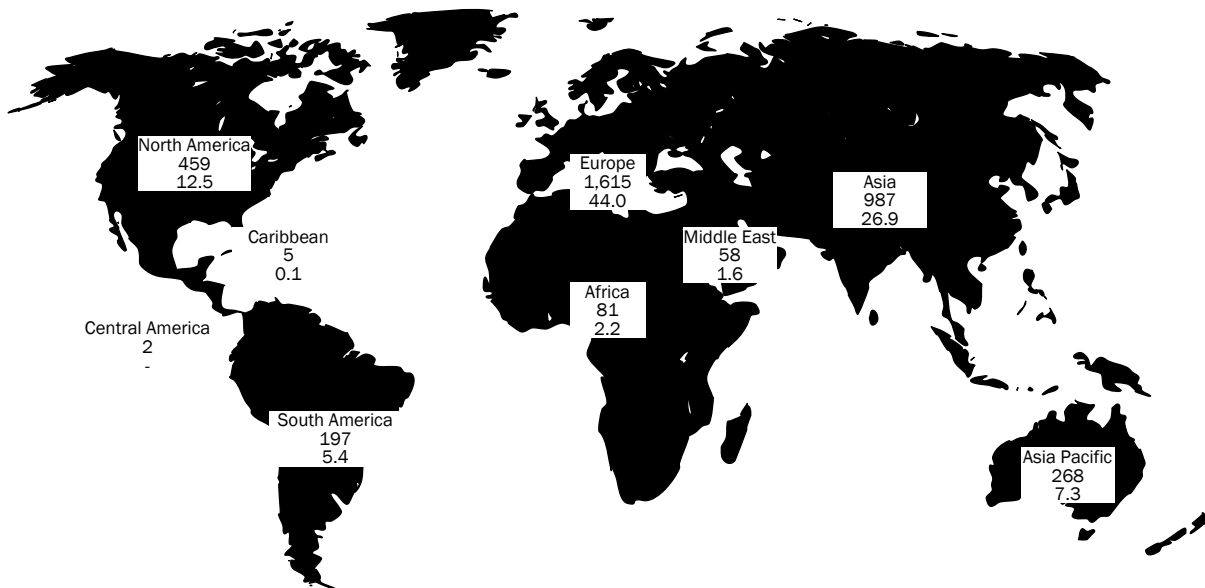
**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019*

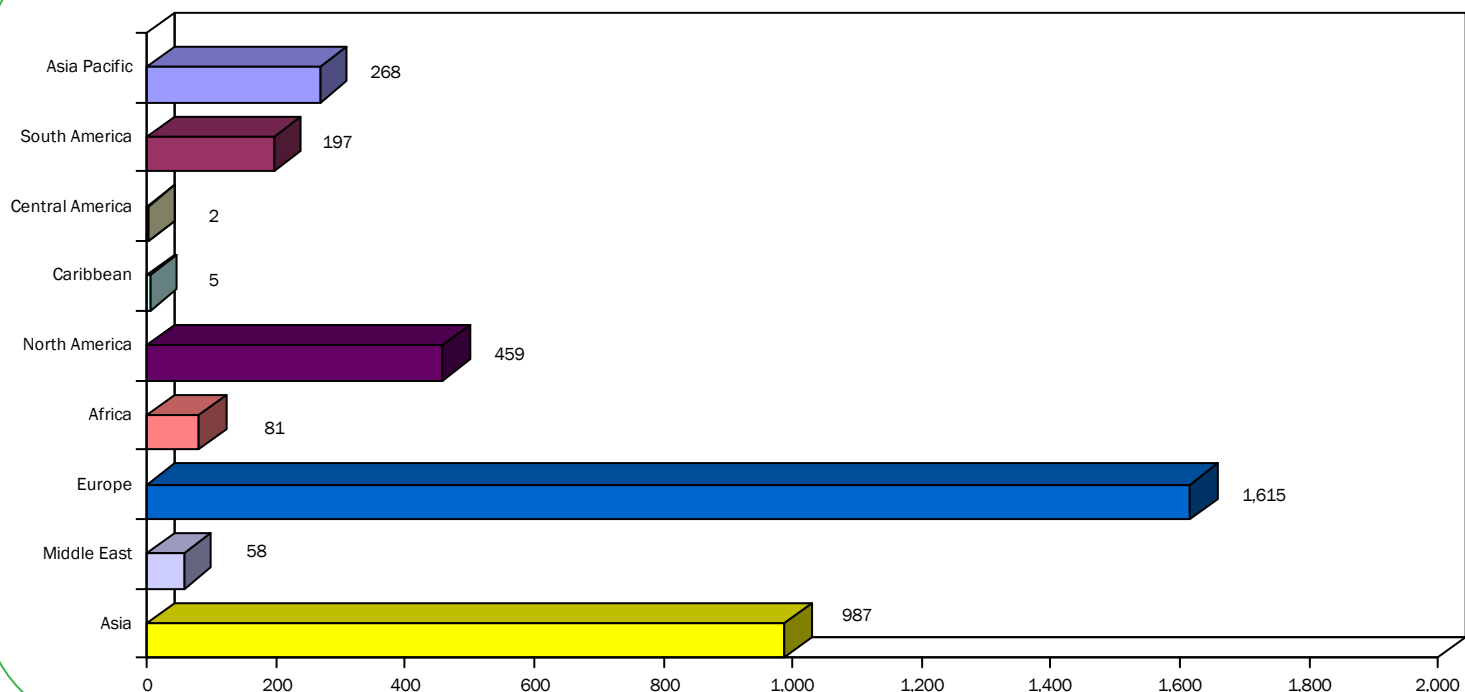
Region/Country	Print	Digital	Total Qualified	Percent	Region/Country	Print	Digital	Total Qualified	Percent
ASIA					Russian Federation	8	5	13	
Azerbaijan	2	1	3		Serbia	5	6	11	
Bangladesh	111	35	146		Slovakia	3	3	6	
Brunei Darussalam	2	1	3		Slovenia	6	3	9	
China	9	5	14		Spain	24	32	56	
Georgia	1	-	1		Sweden	34	19	53	
Hong Kong - SAR	7	2	9		Switzerland	19	9	28	
India	154	143	297		Turkey	45	34	79	
Indonesia	16	21	37		Ukraine	5	9	14	
Japan	15	7	22		United Kingdom	309	196	505	
Kazakhstan	-	1	1		Subtotal	857	758	1,615	44.0
Korea, Republic Of	8	3	11		AFRICA				
Malaysia	15	16	31		Algeria	1	-	1	
Mongolia	1	-	1		Angola	-	1	1	
Nepal	-	2	2		Botswana	1	-	1	
Pakistan	45	30	75		Cameroon	-	1	1	
Philippines	11	6	17		Egypt	1	1	2	
Singapore	65	99	164		Ethiopia	3	2	5	
Sri Lanka	74	21	95		Ghana	-	3	3	
Taiwan	10	2	12		Kenya	1	4	5	
Thailand	21	22	43		Malawi	-	1	1	
Vietnam	2	1	3		Mauritius	1	1	2	
Subtotal	569	418	987	26.9	Morocco	1	2	3	
MIDDLE EAST					Namibia	-	1	1	
Bahrain	3	2	5		Senegal	-	1	1	
Israel	2	7	9		Seychelles	-	1	1	
Jordan	-	2	2		South Africa	13	30	43	
Kuwait	2	1	3		Swaziland	-	1	1	
Lebanon	4	1	5		Tanzania	3	-	3	
Oman	2	3	5		Uganda	-	2	2	
Qatar	1	2	3		Zambia	3	1	4	
Saudi Arabia	4	3	7		Subtotal	28	53	81	2.2
United Arab Emirates	5	14	19		NORTH AMERICA				
Subtotal	23	35	58	1.6	Canada	30	22	52	
EUROPE					Mexico	1	4	5	
Albania	-	1	1		United States	210	192	402	
Austria	10	17	27		Subtotal	241	218	459	12.5
Belgium	57	75	132		CARIBBEAN				
Bosnia and Herzegovina	3	2	5		Bahamas	1	-	1	
Bulgaria	6	5	11		Barbados	-	1	1	
Croatia	4	7	11		Jamaica	1	1	2	
Cyprus	1	3	4		Netherlands Antilles	-	1	1	
Czech Republic	7	16	23		Subtotal	2	3	5	0.1
Denmark	8	4	12		CENTRAL AMERICA				
Estonia	10	11	21		Panama	-	2	2	
Finland	22	23	45		Subtotal	-	2	2	-
France	36	26	62		SOUTH AMERICA				
Germany	74	39	113		Argentina	33	60	93	
Gibraltar	1	-	1		Brazil	21	30	51	
Greece	19	26	45		Chile	10	16	26	
Hungary	-	2	2		Colombia	2	4	6	
Ireland	8	9	17		Ecuador	-	1	1	
Italy	11	25	36		Peru	4	4	8	
Latvia	-	2	2		Uruguay	3	8	11	
Lithuania	2	7	9		Venezuela	1	-	1	
Luxembourg	3	1	4		Subtotal	74	123	197	5.4
Macedonia	1	1	2		ASIA PACIFIC				
Malta	10	2	12		Australia	97	113	210	
Moldova	1	6	7		Fiji	-	1	1	
Montenegro	1	-	1		New Caledonia	-	1	1	
Netherlands	32	46	78		New Zealand	26	29	55	
Norway	14	19	33		Papua New Guinea	1	-	1	
Poland	27	16	43		Subtotal	124	144	268	7.3
Portugal	8	7	15		TOTAL QUALIFIED CIRCULATION	1,918	1,754	3,672	100.0
Romania	23	44	67						

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



E-NEWSLETTER CHANNEL

2019	Naval*
JANUARY	
January 8	16,191
January 15	16,119
January 22	16,160
January 29	16,165
FEBRUARY	
February 5	16,115
February 12	16,091
February 19	16,067
February 26	16,059
MARCH	
March 5	17,560
March 12	16,072
March 19	15,620
March 26	15,620
APRIL	
April 2	15,637
April 9	15,650
April 16	15,675
April 23	15,554
April 30	15,432
MAY	
May 7	15,381
May 14	15,378
May 21	15,403
May 28	15,416
JUNE	
June 4	15,393
June 11	15,344
June 18	15,346
June 25	15,340
AVERAGE:	15,792

Naval (25 issued in the period)

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

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 3b:

Communication from Recipient or Recipient's Company (Other than Request): Written includes 2 sources of circulation for quantities of 19 copies or 0.5% to 81 copies or 2.2%.

Communication from Recipient or Recipient's Company (Other than Request): Electronic includes 2 sources of circulation for quantities of 5 copies or 0.1% to 90 copies or 2.5%.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter, 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
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ID Number	J043B0J9

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.