

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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# DEFENSESYSTEMS

KNOWLEDGE TECHNOLOGIES AND NET-CENTRIC WARFARE

1105 Media Inc.  
Government Information Group  
3141 Fairview Park, Suite 175  
Falls Church, VA 22042  
Tel No: 703.876.5100  
Fax No: 703.876.5059  
Website: [www.defensesystems.com](http://www.defensesystems.com)

Official Publication of: None  
Established: 2006  
Issues Per Year: 9  
(See Paragraph 11)



### FIELD SERVED

Defense Systems serves the department of defense, armed forces, defense agencies, federal civilian government, defense /government contractors, and other defense and government agencies.

### DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients for Defense Systems are personnel in executive/command, administrative/operations management, program/project management, computer/IT/systems management, engineering/technical management, procurement/contract/purchasing management, personnel/training/education management, congressional/White House staff, and other functions not listed above.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	1,246
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	1,506
All Other _____	664
<b>TOTAL</b>	<b>3,416</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	33,453	100.0	33,453	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>33,453</b>	<b>100.0</b>	<b>33,453</b>	<b>100.0</b>	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD															
2008 Issue	Number Removed	Number Added	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	Number Removed	Number Added	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	83	1,305	32,000	1,249			33,249	October _____	151	162	32,022	1,436			33,458
August _____	185	286	32,013	1,337			33,350	November/ December _____	9,203	9,506	32,010	1,751			33,761
September	138	235	32,010	1,437			33,447	<b>TOTAL</b>	<b>9,760</b>	<b>11,494</b>					

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2008**

This issue is 1.2% or 385 copies above the average of the other 4 issues reported in Paragraph two.

PRIMARY BUSINESS	Q2 JOB FUNCTION													
	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Electronic Version Only (B)	Flag Officer (Note 3)	Field Grade Officer (Note 4)	Captain/Lieutenant/Ensign/Warrant (Note 5)	Congressional, White House Staff	Senior DoD Executive, PEO, SES, Director, Deputies (Note 6)	Program/Project Management	Procurement/Purchasing/Contract Management	Engineering/Operational Management (Note 7)	Defense Industry Executive (Note 8)	Personnel/Training/Education Management/Other Titled Personnel
<b>MILITARY SERVICES</b>														
Army Commands _____	8,981	26.6	8,977	4	236	1,000	317	4	1,208	1,416	536	3,814	-	450
Navy (includes Marine Corps) Commands _____	6,248	18.5	6,247	1	126	546	211	3	770	1,133	362	2,810	-	287
Air Force Commands _____	6,183	18.3	6,179	4	136	892	195	4	668	993	360	2,670	-	265
Coast Guard _____	362	1.1	362	-	8	47	26	5	38	39	21	161	-	17
Joint Staff, Agencies and Commands (Note 1) _____	951	2.8	948	3	24	91	15	5	170	133	36	447	-	30
<b>MILITARY SERVICES SUBTOTAL</b>	<b>22,725</b>	<b>67.3</b>	<b>22,713</b>	<b>12</b>	<b>530</b>	<b>2,576</b>	<b>764</b>	<b>21</b>	<b>2,854</b>	<b>3,714</b>	<b>1,315</b>	<b>9,902</b>	<b>-</b>	<b>1,049</b>
<b>CIVILIAN DEFENSE</b>														
DoD Headquarters and Agencies (Note 2) _____	3,379	10.1	3,378	1	51	169	67	4	443	553	219	1,628	-	245
Executive Branch _____	646	1.9	646	-	26	43	16	9	131	159	22	203	-	37
Congress _____	894	2.6	894	-	3	10	4	534	83	78	10	131	-	41
Other Defense Government Agencies _____	1,885	5.6	1,042	843	7	27	11	-	361	244	61	942	-	232
<b>CIVILIAN DEFENSE SUBTOTAL</b>	<b>6,804</b>	<b>20.2</b>	<b>5,960</b>	<b>844</b>	<b>87</b>	<b>249</b>	<b>98</b>	<b>547</b>	<b>1,018</b>	<b>1,034</b>	<b>312</b>	<b>2,904</b>	<b>-</b>	<b>555</b>
<b>TOTAL MILITARY AND CIVILIAN DEFENSE GOVERNMENT</b>	<b>29,529</b>	<b>87.5</b>	<b>28,673</b>	<b>856</b>	<b>617</b>	<b>2,825</b>	<b>862</b>	<b>568</b>	<b>3,872</b>	<b>4,748</b>	<b>1,627</b>	<b>12,806</b>	<b>-</b>	<b>1,604</b>
<b>DEFENSE INDUSTRY/GOVERNMENT CONTRACTORS</b>														
Defense/Government Contractors _____	4,232	12.5	3,337	895	36	138	41	5	-	1,007	113	1,744	1,012	136
<b>DEFENSE INDUSTRY SUBTOTAL</b>	<b>4,232</b>	<b>12.5</b>	<b>3,337</b>	<b>895</b>	<b>36</b>	<b>138</b>	<b>41</b>	<b>5</b>	<b>-</b>	<b>1,007</b>	<b>113</b>	<b>1,744</b>	<b>1,012</b>	<b>136</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>33,761</b>	<b>100.0</b>	<b>32,010</b>	<b>1,751</b>	<b>653</b>	<b>2,963</b>	<b>903</b>	<b>573</b>	<b>3,872</b>	<b>5,755</b>	<b>1,740</b>	<b>14,550</b>	<b>1,012</b>	<b>1,740</b>
<b>PERCENT</b>	<b>100.0</b>		<b>94.8</b>	<b>5.2</b>	<b>1.9</b>	<b>8.8</b>	<b>2.7</b>	<b>1.7</b>	<b>11.5</b>	<b>17.0</b>	<b>5.2</b>	<b>43.1</b>	<b>3.0</b>	<b>5.2</b>

Note 1 - Joint Staff, Agencies and Commands includes other armed forces

Note 2 - DoD Headquarters and Agencies includes Ballistic Missile Defense Organization, DARPA, DISA, DIA, DSCA, DSS, DTRA, NGA/NIMA, NSA/CSS, other intelligence Agencies including CIA, and other Defense Agencies including DECA, DCAA, DCMA, DFAS, DLSA, DLA; DOD Field Activities, Unified Combatant Commands, and Inspector General.

Note 3 - Flag Officer includes General, Admiral, Lt. General, Vice Admiral, Maj General, Rear Admiral (U), Brig General, Rear Admiral (L)

Note 4 - Field Grade Officer includes Colonel, Captain, Lieutenant Colonel, Commander, Major, Lieutenant Commander

Note 5 - Includes 1s Lieutenant, Lieutenant (JG), 2nd Lieutenant, W1-W5

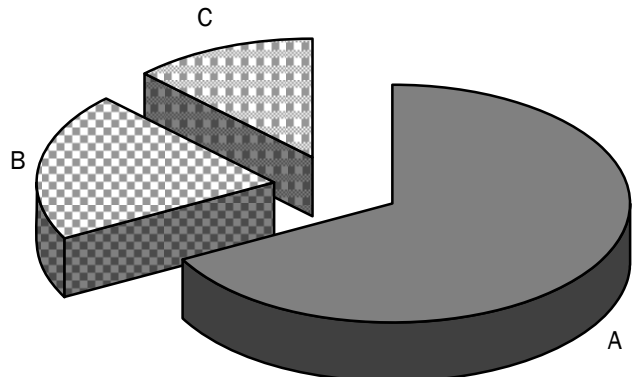
Note 6 - Includes Executive/Command in Armed Forces, Federal Executive, Federal Legislative, and Defense Agencies

Note 7 - Includes Computer IT/Systems Management, Engineering/Technical Management, Administration/Operations Management

Note 8 - Includes Executive/Command in Defense/Government Contractor

**3a. Breakout of Qualified Circulation of Primary Business**

PRIMARY BUSINESS	TOTAL QUALIFIED	PERCENT OF TOTAL
A Military Services _____	22,725	67.3
B Civilian Defense _____	6,804	20.2
C Defense Industry/Government Contractor _____	4,232	12.5



<b>3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2008</b>									
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years						
I. <b>TOTAL</b> – Personal direct request from the recipient: _____	<b>25,534</b>	<b>6,428</b>	-	<b>30,211</b>	<b>1,751</b>			<b>31,962</b>	<b>94.7</b>
a. Written _____	40	-	-	40	-			40	0.1
b. Telecommunication _____	12,800	6,022	-	18,136	686			18,822	55.8
c. Electronic _____	12,694	406	-	12,035	1,065			13,100	38.8
II. <b>TOTAL</b> – Request from recipient's company: _____	-	-	-	-	-			-	-
a. Written _____	-	-	-	-	-			-	-
b. Telecommunication _____	-	-	-	-	-			-	-
c. Electronic _____	-	-	-	-	-			-	-
III. <b>TOTAL</b> – Membership Benefit: _____	-	-	-	-	-			-	-
a. Individual _____	-	-	-	-	-			-	-
b. Organizational _____	-	-	-	-	-			-	-
IV. <b>TOTAL</b> – Communication from recipient or recipient's company (other than request):	-	-	-	-	-			-	-
a. Written _____	-	-	-	-	-			-	-
b. Telecommunication _____	-	-	-	-	-			-	-
c. Electronic _____	-	-	-	-	-			-	-
V. <b>TOTAL</b> – Sources other than above (listed alphabetically): _____	<b>1,799</b>	-	-	<b>1,799</b>	-			<b>1,799</b>	<b>5.3</b>
Association rosters and directories _____	-	-	-	-	-			-	-
*Business directories _____	1,799	-	-	1,799	-			1,799	5.3
Independent field reports _____	-	-	-	-	-			-	-
Licenseses – National, State or Local Government _____	-	-	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-			-	-
Other sources _____	-	-	-	-	-			-	-
VI. <b>TOTAL</b> – Single Copy Sales: _____	-	-	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>27,333</b>	<b>6,428</b>	-	<b>32,010</b>	<b>1,751</b>			<b>33,761</b>	<b>100.0</b>
<b>*See Paragraph 11 PERCENT</b>	<b>81.0</b>	<b>19.0</b>	-	<b>94.8</b>	<b>5.2</b>			<b>100.0</b>	

<b>3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2008</b>						
MAILING ADDRESS	Print Version Only (A)	Electronic Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	32,010	1,751			33,761	100.0
Individuals by name only _____	-	-			-	-
Titles or functions only _____	-	-			-	-
Company names only _____	-	-			-	-
Multi-Copy Same Addressee copies _____	-	-			-	-
Single Copy Sales _____	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>32,010</b>	<b>1,751</b>			<b>33,761</b>	<b>100.0</b>

<b>4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2008</b>									
State & Zip Code	Print Version Only (A)	Electronic Version Only (B)	Total Qualified	Percent	State & Zip Code	Print Version Only (A)	Electronic Version Only (B)	Total Qualified	Percent
039-049 Maine _____	59	2	61		400-427 Kentucky _____	230	8	238	
030-038 New Hampshire _____	129	10	139		370-385 Tennessee _____	307	32	339	
050-059 Vermont _____	44	3	47		350-369 Alabama _____	829	35	864	
010-027 Massachusetts _____	614	31	645		386-397 Mississippi _____	271	12	283	
028-029 Rhode Island _____	163	5	168		<b>EAST SO. CENTRAL</b>	<b>1,637</b>	<b>87</b>	<b>1,724</b>	<b>5.1</b>
060-069 Connecticut _____	181	6	187		716-729 Arkansas _____	173	9	182	
<b>NEW ENGLAND</b>	<b>1,190</b>	<b>57</b>	<b>1,247</b>	<b>3.7</b>	700-714 Louisiana _____	173	18	191	
100-149 New York _____	641	50	691		730-749 Oklahoma _____	487	25	512	
070-089 New Jersey _____	1,289	35	1,324		750-799 Texas _____	1,637	111	1,748	
150-196 Pennsylvania _____	885	34	919		<b>WEST SO. CENTRAL</b>	<b>2,470</b>	<b>163</b>	<b>2,633</b>	<b>7.8</b>
<b>MIDDLE ATLANTIC</b>	<b>2,815</b>	<b>119</b>	<b>2,934</b>	<b>8.7</b>	590-599 Montana _____	55	6	61	
430-459 Ohio _____	1,009	39	1,048		832-838 Idaho _____	77	13	90	
460-479 Indiana _____	406	13	419		820-831 Wyoming _____	42	3	45	
600-629 Illinois _____	875	47	922		800-816 Colorado _____	691	72	763	
480-499 Michigan _____	446	12	458		870-884 New Mexico _____	483	29	512	
530-549 Wisconsin _____	180	13	193		850-865 Arizona _____	640	43	683	
<b>EAST NO. CENTRAL</b>	<b>2,916</b>	<b>124</b>	<b>3,040</b>	<b>9.0</b>	840-847 Utah _____	387	15	402	
550-567 Minnesota _____	164	26	190		889-898 Nevada _____	158	10	168	
500-528 Iowa _____	129	10	139		<b>MOUNTAIN</b>	<b>2,533</b>	<b>191</b>	<b>2,724</b>	<b>8.1</b>
630-658 Missouri _____	409	47	456		995-999 Alaska _____	28	-	28	
580-588 North Dakota _____	117	4	121		980-994 Washington _____	429	45	474	
570-577 South Dakota _____	61	9	70		970-979 Oregon _____	150	17	167	
680-693 Nebraska _____	197	11	208		900-961 California _____	2,817	174	2,991	
660-679 Kansas _____	276	13	289		967-968 Hawaii _____	124	2	126	
<b>WEST NO. CENTRAL</b>	<b>1,353</b>	<b>120</b>	<b>1,473</b>	<b>4.4</b>	<b>PACIFIC</b>	<b>3,548</b>	<b>238</b>	<b>3,786</b>	<b>11.2</b>
197-199 Delaware _____	43	4	47		<b>UNITED STATES</b>	<b>31,783</b>	<b>1,689</b>	<b>33,472</b>	<b>99.2</b>
206-219 Maryland _____	2,147	159	2,306		969 & 004-009 U.S. Territories _____	23	-	23	
200-205 Washington, DC _____	2,539	102	2,641		Canada _____	-	8	8	
220-246 Virginia _____	5,320	186	5,506		Mexico _____	-	1	1	
247-268 West Virginia _____	106	14	120		Other International _____	-	51	51	
270-289 North Carolina _____	542	21	563		APO/FPO _____	204	2	206	
290-299 South Carolina _____	410	11	421		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>32,010</b>	<b>1,751</b>	<b>33,761</b>	<b>100.0</b>
300-319 Georgia _____	833	32	865						
320-349 Florida _____	1,381	61	1,442						
<b>SOUTH ATLANTIC</b>	<b>13,321</b>	<b>590</b>	<b>13,911</b>	<b>41.2</b>					

9. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS			
6-Month Period Ended:	Audited Data	Circulation Claim	Circulation Claim
	2007	January - June 2008*	July - December 2008*
Total Audit Average Qualified _____	40,000	38,007	33,453
Qualified Non-Paid Total _____	40,000	38,007	33,453
Print Only _____	40,000	38,007	32,011
Electronic Only _____	-	-	1,442
Qualified Paid Total _____	-	-	-
Print Only _____	-	-	-
Electronic Only _____	-	-	-
Post Expire Copies included in Paid Circulation _____	**NC	**NC	**NC
Average Annual Order Price _____	**NC	**NC	**NC

10. PAID CIRCULATION DATA	
**NC	Average Annual Subscription Order Price for the Period Required (includes promotional incentive value, if any)
10	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

**\*NOTE: 2008 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

**11. ADDITIONAL DATA**

**CHANGE IN FREQUENCY:**

Effective with the July 2008 issue, Defense Systems changed its frequency from 10 to 9 issues per year

**PARAGRAPH 3b:**

Business directories include 1 source of circulation for a quantity of 1,799 copies or 5.3%.

**PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED**

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	32,011	100.0	32,011	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>32,011</b>	<b>100.0</b>	<b>32,011</b>	<b>100.0</b>	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - ELECTRONIC ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	1,442	100.0	1,442	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>1,442</b>	<b>100.0</b>	<b>1,442</b>	<b>100.0</b>	-	-

**REVISED COPY:**

The revised December 2008 Circulation Statement dated May 1, 2009 replaces the previously released statement dated January 30, 2009.

Due to a clerical error, the last Job Function column was not included in Paragraph 3a.

Paragraph 3a has been corrected herein.

Please destroy all originally released copies of this report.

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	January 30, 2009
David Smith, Publisher	State	Virginia
Gregory Tschlis, Group Director, Audience Development	County	Fairfax
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Revised	May 1, 2009
<b>IMPORTANT NOTE:</b>	Type	PD
This unaudited circulation statement has been checked against the previous audit report.	ID Number	D210P0D8
It will be included in the annual audit made by BPA Worldwide.		