

# GPS World

**Established 1990**  
**Issues Per Year: 12**  
**Issues This Report: 12**



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## PUBLICATION DESCRIPTION

GPS WORLD is the premier global media brand covering the dynamic world of global navigation satellite systems (GNSS). In addition to the U.S. Global Positioning System, we also chronicle the development of all GNSS - Galileo, GLONASS and Compass, of augmentations WAAS, EGNOS, NDGPS, QZSS, GAGAN and GRAS. GPS World's mission is to provide business and technical information regarding global navigation satellite systems to executives, high-level corporate managers, project and engineer managers, product designers and manufacturers, researchers, and system developers around the world who need to incorporate global positioning, navigation and timing (PNT) technologies into their corporate strategies and operations to maximize profit and productivity.

## FIELD SERVED/DEFINITION OF RECIPIENT QUALIFICATION

GPS World serves the industries of survey and mapping, avionics and transportation, military and government, utilities/telecommunications, agriculture and natural resources, OEM and product design, system design/test, location-based services, distributors and resellers and others allied to the field.

Qualified recipients include titled and non-titled personnel within the field served.

## AVERAGE MONTHLY CIRCULATION: OCTOBER 1, 2009 – SEPTEMBER 30, 2010

QUALIFIED CIRCULATION	Non-Paid Print	Non-Paid Digital	Paid Print	Paid Digital	Print & Digital Unduplicated	Total Qualified
Individual Subscription	25,418	13,175	949	9	-	39,551
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>25,418</b>	<b>13,175</b>	<b>949</b>	<b>9</b>	<b>-</b>	<b>39,551</b>

<b>TOTAL NON-QUALIFIED CIRCULATION</b>	<b>2,735</b>
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Please see the following pages for Integrated Audience Engagement, Recipient Classification, Subscription Source, Recency of Renewal, Business/Industry and Job Title Classification, Geographical Distribution, Qualified Circulation by Issue, Additions and Removals by Issue, Web Activity, Explanation, Audit of Internal Records, and Affidavit.

## INTEGRATED AUDIENCE ENGAGEMENT BY INFORMATION PRODUCT

INFORMATION PRODUCT	Reach
GPS World Magazine	39,177
Navigate Weekly	23,969
LBS Insider	9,760
Survey Scene	11,701
Professional OEM	4,933
Defense PNT	9,966
Wireless Pulse	9,590
GNSS Design & Test	12,819
Geospatial Solutions Weekly	8,120
GeoIntelligence Insider	5,674
Webinar Registrants	3,156
<b>TOTAL DUPLICATED REACH</b>	<b>138,865</b>

**DEFINITION OF INTEGRATED AUDIENCE:** The audience database analyzed within this audit report consists of individuals who receive content associated with the GPS World brand in one or more of 11 information products, including magazines, e-newsletters and webinars. Above are the gross numbers of individuals for each information product (analyzed October 14, 2010). Since any one individual may receive more than one product, the sum is the Total Duplicated Reach. Please see the Integrated Audience Engagement for additional details.

**INTEGRATED AUDIENCE ENGAGEMENT**

Business Type	Total Unduplicated Reach	Total Duplicated Reach	GPS World	Navigate Weekly	LBS Insider	Survey Scene	Professional OEM	Defense PNT	Wireless Pulse	GNSS Design & Test	Geospatial Solutions Weekly	Geointelligence Insider	Webinar Attendees*
<b>1. End Users</b>													
a. Survey & Mapping	10,153	24,517	9,207	2,612	1,083	3,384	840	1,132	1,337	1,947	1,304	758	913
b. Avionics & Transportation	3,448	7,906	3,202	1,083	437	380	342	603	454	793	248	231	133
c. Military & Government	8,233	21,836	7,389	2,705	949	1,310	797	2,572	1,277	1,936	1,161	970	770
d. Utilities/Telecommunications	3,127	7,088	2,857	816	474	380	283	346	871	537	239	184	101
e. Agriculture & Natural Resources	1,546	3,385	1,382	401	161	266	157	159	204	272	148	77	158
<b>Subtotal 1a – 1e</b>	<b>26,507</b>	<b>64,732</b>	<b>24,037</b>	<b>7,617</b>	<b>3,104</b>	<b>5,720</b>	<b>2,419</b>	<b>4,812</b>	<b>4,143</b>	<b>5,485</b>	<b>3,100</b>	<b>2,220</b>	<b>2,075</b>
<b>2. Manufacturers</b>													
a. OEM & Product Design	5,332	12,082	4,993	1,450	737	632	678	825	850	1,140	318	284	175
b. System Design/Test	2,076	4,805	1,889	512	261	238	216	400	278	482	173	163	193
<b>Subtotal 2a – 2b</b>	<b>7,408</b>	<b>16,887</b>	<b>6,882</b>	<b>1,962</b>	<b>998</b>	<b>870</b>	<b>894</b>	<b>1,225</b>	<b>1,128</b>	<b>1,622</b>	<b>491</b>	<b>447</b>	<b>368</b>
<b>3. Service Providers</b>													
a. Location Based Services	5,114	11,743	4,921	1,255	914	769	461	664	849	900	469	414	127
b. Distributors & Resellers	1,652	4,031	1,439	483	261	321	218	278	364	367	153	121	26
<b>Subtotal 3a – 3b</b>	<b>6,766</b>	<b>15,774</b>	<b>6,360</b>	<b>1,738</b>	<b>1,175</b>	<b>1,090</b>	<b>679</b>	<b>942</b>	<b>1,213</b>	<b>1,267</b>	<b>622</b>	<b>535</b>	<b>153</b>
Others Allied to the Field	2,049	4,858	1,210	662	385	368	239	355	360	437	274	185	383
<b>Total Number of Respondents</b>	<b>42,730</b>	<b>102,251</b>	<b>38,489</b>	<b>11,979</b>	<b>5,662</b>	<b>8,048</b>	<b>4,231</b>	<b>7,334</b>	<b>6,844</b>	<b>8,811</b>	<b>4,487</b>	<b>3,387</b>	<b>2,979</b>
Non-Respondents	18,625	36,614	688	11,990	4,098	3,653	702	2,632	2,746	4,008	3,633	2,287	177
<b>TOTAL AUDIENCE</b>	<b>61,355</b>	<b>138,865</b>	<b>39,177</b>	<b>23,969</b>	<b>9,760</b>	<b>11,701</b>	<b>4,933</b>	<b>9,966</b>	<b>9,590</b>	<b>12,819</b>	<b>8,120</b>	<b>5,674</b>	<b>3,156</b>

This is an analysis of the 61,355 unique audience members of the GPS World brand of products as of October 14, 2010. Recipients were asked the question "What is your primary business at this location?" during the subscription process for magazines and newsletters and the registration process for webinars. The Total Duplicated Reach is the sum of the number of recipients of all products associated with the GPS World brand. The Total Unduplicated Reach is the number of unique recipients of GPS World products.

The method used for identifying duplicate records was by selecting a match rule comprised of a set of match criteria, wherein the match rule is selected based on a category associated with the record, and wherein the set of match criteria identifies one or more attributes of the record and one or more match operators for matching the record and determining, based on the match rule, whether the record matches any records. Name, address, phone number and email were the four match criteria used to determine potential duplicate records in the database.

Survey & Mapping includes high precision applications of land survey, hydrography, exploration, geodesy, photogrammetry, remote sensing, construction, mining and civil engineering, cartography, and mapping. Avionics & Transportation includes logistics, navigation, guidance and tracking aviation, trucking, fleet, marine, land vehicle, ITS space, and electronic, electrical, astronautic or aeronautic engineering. Military & Government includes defense, public safety, research systems, law enforcement, emergency systems, and education or research institutes. Utilities & Telecommunication includes Internet, utilities, public works, telecommunications, communications, and timing and frequency. Agriculture & Natural Resources includes precision guidance, surveying, mapping in agricultural, natural resources and environmental management. OEM & Product Design includes GPS equipment manufacturers including receivers, antennas, industrial equipment manufacturing, and software and other GPS end-use products. System Design/Test includes satellite and constellation design and test. Location-based Services includes GIS, LBS, carriers, mobile virtual network operators (MVNOs), developers, real-time GPS correction services, mapping services and products (digital maps, GIS), vehicle tracking services, seminars and training, and market research and analysis. Distributors & Resellers includes retailers, distributors, wholesalers, catalog merchants, and internet sales. Other Allied to the Field includes financial investment and consulting.

\* Webinars include: System Design & Test Webinar (11/17/09), Professional OEM Webinar (01/28/10), Survey & GIS Webinar (02/18/10), LBS & Wireless Webinar (03/17/10), Survey & GIS Webinar (04/22/10), Professional OEM Webinar (05/20/10), GIS Webinar (06/24/10), GNSS Design & Test Webinar (06/30/10), Survey & GIS Webinar (08/30/10) and GNSS Webinar (09/20/10).

RECIPIENT CLASSIFICATION

RECIPIENT	Non-Paid Print	Paid Print	Digital	Total Qualified	Percent
Individual by Name and Title and/or Company	23,089	688	15,262	39,039	99.5%
Individual by Name Only	7	15	9	31	0.1%
Title Only	-	-	-	-	-
Company Name Only	-	148	-	148	0.4%
<b>Total Qualified Circulation</b>	<b>23,096</b>	<b>851</b>	<b>15,271</b>	<b>39,218</b>	<b>100.0%</b>

SUBSCRIPTION SOURCE AND REGENCY OF RENEWAL

RECIPIENT	Non-Paid Print	Paid Print	Digital	Renewed, Requested, or Updated Within				Total Qualified	
				1 Year	2 Years	3 Years	3+ Years	Percent	
Direct Request from the Recipient	23,096	407	15,271	22,965	7,889	7,916	4	38,774	98.9%
Request from Recipient's Company	-	444	-	383	54	6	1	444	1.1%
<b>Total Qualified Circulation</b>	<b>23,096</b>	<b>851</b>	<b>15,271</b>	<b>23,348</b>	<b>7,943</b>	<b>7,922</b>	<b>5</b>	<b>39,218</b>	<b>100.0%</b>

BUSINESS/INDUSTRY AND JOB TITLE CLASSIFICATION

Business Description	Non-Paid Print	Paid Print	Digital	Corp. GM	Program Mgr	Engineering Mgr	Tech Mgr	Manufacturing Production Operations Field Mgr	Purchasing Mgr	Marketing Sales Personnel	Other/ No Response	Total	Percent
<b>A. End-Users</b>													
1. Survey & Mapping	6,296	81	2,518	4,075	492	1,210	2,125	554	83	109	84	163	8,895 22.7%
2. Transportation	1,823	29	1,106	665	206	732	992	216	31	40	20	56	2,958 7.5%
3. Military & Government	4,482	55	2,871	673	712	1,630	3,342	619	99	57	29	247	7,408 18.9%
4. Wireless	1,578	10	1,208	722	176	540	974	200	45	102	12	25	2,796 7.1%
5. Agriculture & Natural Resources	439	4	260	190	45	100	240	65	29	15	6	13	703 1.8%
6. Machine Control/Agriculture	414	3	264	200	35	126	218	41	11	27	2	21	681 1.7%
<b>Subtotal A</b>	<b>15,032</b>	<b>182</b>	<b>8,227</b>	<b>6,525</b>	<b>1,666</b>	<b>4,338</b>	<b>7,891</b>	<b>1,695</b>	<b>298</b>	<b>350</b>	<b>153</b>	<b>525</b>	<b>23,441 59.8%</b>
<b>B. Manufacturers</b>													
1. OEM & Product Design	927	19	1,180	486	127	520	653	164	31	126	8	11	2,126 5.4%
2. Professional OEM	1,492	6	832	556	111	620	676	176	40	115	4	32	2,330 5.9%
3. Consumer OEM	457	1	346	212	28	188	247	56	21	39	2	11	804 2.1%
4. GNSS System	1,204	9	668	365	143	466	653	129	37	67	9	12	1,881 4.8%
<b>Subtotal B</b>	<b>4,080</b>	<b>35</b>	<b>3,026</b>	<b>1,619</b>	<b>409</b>	<b>1,794</b>	<b>2,229</b>	<b>525</b>	<b>129</b>	<b>347</b>	<b>23</b>	<b>66</b>	<b>7,141 18.2%</b>
<b>C. Service Providers</b>													
1. Location-based Services	3,140	21	2,416	1,981	405	1,027	1,443	343	68	194	38	78	5,577 14.2%
2. Distributors & Resellers	452	21	1,045	635	92	223	302	97	52	108	1	8	1,518 3.9%
<b>Subtotal C</b>	<b>3,592</b>	<b>42</b>	<b>3,461</b>	<b>2,616</b>	<b>497</b>	<b>1,250</b>	<b>1,745</b>	<b>440</b>	<b>120</b>	<b>302</b>	<b>39</b>	<b>86</b>	<b>7,095 18.1%</b>
Others Allied to the Field	392	592	557	365	32	144	251	74	10	33	4	628	1,541 3.9%
<b>Total Qualified Circulation</b>	<b>23,096</b>	<b>851</b>	<b>15,271</b>	<b>11,125</b>	<b>2,604</b>	<b>7,526</b>	<b>12,116</b>	<b>2,734</b>	<b>557</b>	<b>1,032</b>	<b>219</b>	<b>1,305</b>	<b>39,218 100.0%</b>

Source: Business Description – GPS World

Survey & Mapping includes high precision applications of land survey, exploration, geodesy, photogrammetry, remote sensing, construction, civil engineering, cartography, GIS and mapmaking. Transportation includes aviation and aeronautics, marine, rail, road and fleet and asset tracking and management. Military & Government includes defense, public safety, research systems, law enforcement, emergency systems, education or research institutes. Wireless includes telecommunications, communications, wireless infrastructure and timing and frequency. Agriculture & Natural Resources includes precision guidance, surveying, mapping in agricultural, natural resources and environmental management. Machine Control/Agriculture includes precision agriculture, manufacturing, shipping and mining. OEM & Product Design includes GPS equipment manufacturers including receivers, antennas, industrial equipment manufacturing, and software and other GPS end-use products. Professional OEM includes GPS/GNSS systems and products for professional end use. Consumer OEM includes GPS/GNSS systems and products for consumer end use. GNSS System includes satellite and constellation design and test. Location-based Services includes GIS, wireless carriers, software developers, real-time GPS correction services, mapping services and products, vehicle tracking services, seminars and training, and market research and analysis. Distributors & Resellers includes retailers, distributors, wholesalers, resellers, catalog merchants, and Internet sales. Others Allied to the Field includes financial investment and consulting.

Corporate, General Manager (Corp. GM) includes corporate management and general managers. Program Manager (Program Mgr) includes program managers. Engineering Manager (Engineering Mgr) includes engineering managers. Technical Manager (Tech Mgr) includes design, development, and research managers and staff members. Manufacturing, Production, Operations, Field Manager (Manufacturing Production Operations Field Mgr) includes manufacturing, production, operations, and field management and staff members. Purchasing Manager (Purchasing Mgr) includes purchasing and procurement management. Marketing, Sales Personnel includes marketing and sales staff. Other/No Response includes others allied to the field and non-respondents.

## U.S. GEOGRAPHICAL DISTRIBUTION

REGION	Non-Paid Print	Paid Print	Digital	Total Qualified	Percent	REGION	Non-Paid Print	Paid Print	Digital	Total Qualified	Percent
Maine	146	1	39	186	0.5%	Kentucky	230	-	71	301	0.8%
New Hampshire	189	9	47	245	0.6%	Tennessee	406	2	122	530	1.4%
Vermont	57	-	22	79	0.2%	Alabama	313	50	111	474	1.2%
Massachusetts	647	10	243	900	2.3%	Mississippi	196	3	56	255	0.7%
Rhode Island	81	-	30	111	0.3%	<b>E. S. Central</b>	<b>1,145</b>	<b>55</b>	<b>360</b>	<b>1,560</b>	<b>4.0%</b>
Connecticut	272	5	82	359	0.9%	Arkansas	168	-	63	231	0.6%
<b>New England</b>	<b>1,392</b>	<b>25</b>	<b>463</b>	<b>1,880</b>	<b>4.8%</b>	Louisiana	257	-	65	322	0.8%
New York	1,015	38	356	1,409	3.6%	Oklahoma	243	3	95	341	0.9%
New Jersey	588	62	236	886	2.3%	Texas	1,517	11	566	2,094	5.3%
Pennsylvania	930	22	311	1,263	3.2%	<b>W. S. Central</b>	<b>2,185</b>	<b>14</b>	<b>789</b>	<b>2,988</b>	<b>7.6%</b>
<b>Mid Atlantic</b>	<b>2,533</b>	<b>122</b>	<b>903</b>	<b>3,558</b>	<b>9.1%</b>	Montana	99	-	39	138	0.4%
Delaware	47	-	13	60	0.2%	Idaho	147	2	43	192	0.5%
Maryland	541	10	235	786	2.0%	Wyoming	66	2	27	95	0.2%
D.C.	98	3	50	151	0.4%	Colorado	612	11	313	936	2.4%
Virginia	805	11	315	1,131	2.9%	New Mexico	258	-	89	347	0.9%
West Virginia	125	-	38	163	0.4%	Arizona	440	2	200	642	1.6%
North Carolina	652	3	178	833	2.1%	Utah	213	-	96	309	0.8%
South Carolina	271	-	85	356	0.9%	Nevada	147	4	71	222	0.6%
Georgia	525	2	162	689	1.8%	<b>Mountain</b>	<b>1,982</b>	<b>21</b>	<b>878</b>	<b>2,881</b>	<b>7.3%</b>
Florida	1,255	9	486	1,750	4.5%	Alaska	83	2	28	113	0.3%
<b>S. Atlantic</b>	<b>4,319</b>	<b>38</b>	<b>1,562</b>	<b>5,919</b>	<b>15.1%</b>	Washington	515	2	209	726	1.9%
Ohio	869	8	325	1,202	3.1%	Oregon	329	2	126	457	1.2%
Indiana	446	4	169	619	1.6%	California	2,721	25	1,315	4,061	10.4%
Illinois	937	5	356	1,298	3.3%	Hawaii	59	1	28	88	0.2%
Michigan	658	4	258	920	2.3%	<b>Pacific</b>	<b>3,707</b>	<b>32</b>	<b>1,706</b>	<b>5,445</b>	<b>13.9%</b>
Wisconsin	536	2	176	714	1.8%	U.S. Territories	38	-	30	68	0.2%
<b>E. N. Central</b>	<b>3,446</b>	<b>23</b>	<b>1,284</b>	<b>4,753</b>	<b>12.1%</b>	<b>U.S. Total</b>	<b>22,704</b>	<b>342</b>	<b>8,686</b>	<b>31,732</b>	<b>80.9%</b>
Minnesota	476	5	218	699	1.8%	Canada	261	85	471	817	2.1%
Iowa	355	2	124	481	1.2%	Foreign	131	424	6,114	6,669	17.0%
Missouri	475	3	150	628	1.6%	<b>Foreign Total</b>	<b>392</b>	<b>509</b>	<b>6,585</b>	<b>7,486</b>	<b>19.1%</b>
North Dakota	92	-	43	135	0.3%						
South Dakota	95	1	23	119	0.3%						
Nebraska	178	-	59	237	0.6%						
Kansas	286	1	94	381	1.0%						
<b>W. N. Central</b>	<b>1,957</b>	<b>12</b>	<b>711</b>	<b>2,680</b>	<b>6.8%</b>	<b>Total Qualified</b>	<b>23,096</b>	<b>851</b>	<b>15,271</b>	<b>39,218</b>	<b>100.0%</b>

## EUROPEAN GEOGRAPHICAL DISTRIBUTION

COUNTRY	Non-Paid Print	Paid Print	Digital	Total Qualified	Percent	COUNTRY	Non-Paid Print	Paid Print	Digital	Total Qualified	Percent
Albania	-	-	4	4	0.2%	Luxembourg	-	1	3	4	0.2%
Andorra	-	-	1	1	-	Macedonia	-	-	7	7	0.3%
Austria	-	6	22	28	1.2%	Malta	-	-	3	3	0.1%
Belarus	-	-	5	5	0.2%	Moldova	-	-	4	4	0.2%
Belgium	2	8	62	72	3.0%	Montenegro	-	-	4	4	0.2%
Bosnia & Herzegovina	-	-	6	6	0.3%	Netherlands	4	18	116	138	5.8%
Bulgaria	1	1	19	21	0.9%	Norway	-	18	31	49	2.1%
Croatia	-	-	27	27	1.1%	Poland	3	7	54	64	2.7%
Cyprus	-	1	4	5	0.2%	Portugal	1	4	73	78	3.3%
Czech Republic	1	4	17	22	0.9%	Republic of Ireland	-	1	32	33	1.4%
Denmark	-	3	27	30	1.3%	Romania	1	2	71	74	3.1%
Estonia	-	1	3	4	0.2%	Russian Federation	2	5	65	72	3.0%
Finland	2	13	45	60	2.5%	Serbia & Montenegro	3	1	31	35	1.5%
France	2	35	153	190	8.0%	Slovakia	-	-	6	6	0.3%
Germany	6	38	169	213	8.9%	Slovenia	-	2	16	18	0.8%
Gibraltar	-	-	1	1	-	Spain	5	16	154	175	7.3%
Greece	-	4	44	48	2.0%	Sweden	1	17	59	77	3.2%
Greenland	-	-	1	1	-	Switzerland	2	10	63	75	3.1%
Hungary	2	6	11	19	0.8%	Turkey	3	-	56	59	2.5%
Iceland	-	2	5	7	0.3%	Ukraine	4	-	11	15	0.6%
Italy	2	17	185	204	8.5%	United Kingdom	31	-	377	408	17.1%
Latvia	-	1	8	9	0.4%						
Lithuania	-	1	11	12	0.5%						
						<b>Total Qualified</b>	<b>78</b>	<b>243</b>	<b>2,066</b>	<b>2,387</b>	<b>100.0%</b>

## QUALIFIED CIRCULATION BY ISSUE

ISSUE	Non-Paid Print	Paid Print	Digital	Total Qualified
October 2009	26,228	970	11,874	39,072
November 2009	26,274	961	11,765	39,000
December 2009	26,127	953	12,130	39,210
January 2010	26,095	961	12,341	39,397
February 2010	26,085	982	12,745	39,812
March 2010	25,866	980	12,779	39,625
April 2010	25,821	988	13,308	40,117
May 2010	25,768	958	13,608	40,334
June 2010	25,481	934	13,885	40,300
July 2010	24,087	915	13,991	38,993
August 2010	24,083	903	14,411	39,397
September 2010	23,096	888	15,264	39,248
<b>6 Month Average</b>	<b>26,113</b>	<b>968</b>	<b>12,272</b>	<b>39,353</b>
<b>12 Month Average</b>	<b>25,418</b>	<b>949</b>	<b>13,175</b>	<b>39,542</b>

## RECIPIENT LIST ADDITIONS AND REMOVALS BY ISSUE

ISSUE	Additions			Removals			Total Addition	Total Removal	Net
	Non-Paid Print	Paid Print	Digital	Non-Paid Print	Paid Print	Digital			
October 2009	42	8	72	11	27	4	122	42	80
November 2009	40	18	47	131	26	20	105	177	(72)
December 2009	73	7	402	245	16	11	482	272	210
January 2010	60	22	388	255	15	14	470	284	186
February 2010	226	29	303	118	16	10	558	144	414
March 2010	62	16	47	277	23	13	125	313	(188)
April 2010	170	23	525	174	26	27	718	227	491
May 2010	66	22	364	158	43	29	452	230	222
June 2010	146	22	306	418	38	42	474	498	(24)
July 2010	-	2	221	1,508	37	1	223	1,546	(1,323)
August 2010	50	25	560	190	31	4	635	225	410
September 2010	1,427	1	1,050	2,545	23	64	2,478	2,632	(154)
<b>6 Month Total</b>	<b>503</b>	<b>195</b>	<b>1,259</b>	<b>1,037</b>	<b>321</b>	<b>72</b>	<b>1,862</b>	<b>1,232</b>	<b>630</b>
<b>6 Month Average</b>	<b>84</b>	<b>16</b>	<b>210</b>	<b>173</b>	<b>27</b>	<b>12</b>	<b>310</b>	<b>205</b>	<b>105</b>
<b>12 Month Total</b>	<b>2,362</b>	<b>195</b>	<b>4,285</b>	<b>6,030</b>	<b>321</b>	<b>239</b>	<b>6,842</b>	<b>6,590</b>	<b>252</b>
<b>12 Month Average</b>	<b>197</b>	<b>16</b>	<b>357</b>	<b>503</b>	<b>27</b>	<b>20</b>	<b>570</b>	<b>549</b>	<b>21</b>

**WEB VISITOR ACTIVITY – www.gpsworld.com**

VISITOR ACTIVITY	
Visits	848,786
Absolute Unique Visitors	553,046
Pageviews	2,845,922
Unique Pageviews	2,167,638
Average Pageviews	3.35
Average Time on Site	00:02:14

**TOP 20 REQUESTED WEB PAGES – www.gpsworld.com**

REQUESTED PAGES	Pageviews	Unique Pageviews	Avg. Time on Page
1. / (www.gpsworld.com)	237,019	188,060	00:01:45
2. /gis	17,965	14,514	00:01:44
3. /content/issue-list (GPS World Digital Edition Archives)	10,704	6,186	00:01:31
4. /gps/news/sony-introduces-digital-camera-with-gps-and-compass-9363	8,509	7,735	00:04:32
5. /gnss	7,021	5,600	00:00:56
6. /listing/122/the-system (The System column from GPS World Magazine)	6,870	5,604	00:01:00
7. /author-tracking?nodetitle=2009 Buyers Guide and Corporate Profiles&nid=6913&authorname=GPS World Staff&author_id=6431 (GPS World 2009 Buyers Guide and Corporate Profiles)	6,561	2,570	00:01:21
8. /author-tracking?nodetitle=Failure Imminent for WAAS GEO Satellite&nid=9841&authorname=Eric Gakstatter&author_id=509 (Failure Imminent for WAAS GEO Satellite)	6,479	5,966	00:03:03
9. /gnss-system/augmentation-assistance/news/failure-imminent-waas-geo-satellite-9841	6,309	5,846	00:00:05
10. /survey (Survey News)	6,268	5,018	00:01:03
11. /listing/71/gnss/gps-modernization	5,900	4,550	00:01:03
12. /gps/gps-references-6438 (GPS References)	5,844	4,855	00:02:53
13. /subscribe-gps-world	5,406	4,702	00:04:19
14. /gps/subscribe-e-newsletters-8410	5,510	4,532	00:02:13
15. /gps/market-insights-webinars-8423	5,477	4,809	00:05:59
16. /author-tracking?nodetitle=SBAS Crashing&nid=9865&authorname=Eric Gakstatter&author_id=509 (Survey Scene SBAS Crashing)	5,424	4,720	00:03:02
17. /defense/warfighter/trimble-yuma-the-perfect-handheld-gps-transceiver-9042 (Trimble Yuma: The Perfect Handheld GPS Transceiver?)	5,305	4,930	00:01:45
18. /gnss/news	5,278	4,074	00:01:11
19. /author-tracking?nodetitle=Innovation: GPS, GLONASS, and More&nid=10007&authorname=Tim A. Springer&author_id=8470 (Innovation: GPS, GLONASS, and more)	5,240	2,230	00:00:07
20. /author-tracking?nodetitle=Innovation: GPS, GLONASS, and More&nid=10007&authorname=Rolf Dach&author_id=10005	5,238	2,228	00:01:42

Information for web visitor activity was obtained by a review of publisher’s Google Analytics for the period October 1, 2009 – September 30, 2010. The review was done independently. In Verified’s opinion, the web visitor activity is fairly stated in this report.

Definitions:

- Visit – A series of page requests from the same uniquely identified client with a time of no more than 30 minutes between each page request.
- Unique Visitors (or Absolute Unique Visitors) – This represents the number of unduplicated (counted only once) visitors to a website over the course of a specified time period.
- Pageview – An instance of a page being loaded by a browser.
- Unique Pageview – This represents the number of sessions during which that page was viewed one or more times.
- Average Pageviews – The total number of pageviews divided by the total number of visits during the same timeframe.
- Average Time on Site – The total time on site for all visits divided by the total number of visits during the same timeframe.

**EXPLANATION**

Publisher is not required to submit data for all paragraphs/tables.

Qualified recipients of the digital edition are notified via email when the digital version is available. Digital Qualified Individual Subscriptions have opted-in to receive the digital edition.

**Trade Show/Special Event Distribution Locations:**

	<b>Date(s) Attended</b>	<b>City, State</b>	<b># of Copies</b>
Intl CTIA Wireless IT & Entertainment	10/09/09 - 10/09/09	San Diego, CA	200
IGNSS Show	12/01/09 - 12/03/09	Gold Coast Queensland Australia	250
Navigation & Location	12/01/09 - 12/02/09	San Jose, CA	150
Munich Satellite Navigation Summit 2010	03/09/10 - 03/11/10	Neubiberg, Germany	300
Intl CTIA Wireless 2010	03/22/10 - 03/25/10	Las Vegas, NV	300
Spirent Federal Training Conference	04/21/10 - 04/22/10	Orange, CA	75
GITA	04/25/10 - 04/29/10	Aurora, CO	150
Spirent Federal Training Conference	04/27/10 - 04/28/10	Huntsville, AL	75
IEEE/ION 2010 PLANS Symposium	05/04/10 - 05/06/10	Indian Wells, CA	150
Intergeo East	05/19/10 - 05/21/10	Istanbul, Turkey	200
Telematics Detroit 2010 Conference	06/08/10 - 06/09/10	Novi, MI	150
JSDE/ION 2010	06/08/10 - 06/10/10	Orlando, FL	150
FC Business Intelligence/The Where Business	06/15/10 - 06/16/10	Berlin, GERMANY	175
ESRI & SEGS Conference	07/10/10 - 07/16/10	San Diego, CA	150
First Conferences/LBS 2010	09/10/10 - 09/10/10	San Jose, CA	150
ION GNSS	09/21/10 - 09/24/10	Portland, OR	300
<b>TOTAL</b>			<b>2,925</b>

**Audit of Records & Affidavit**

Verified has conducted an audit of printing, distribution, and financial records, as well other data to substantiate circulation data submitted to Verified. This audit followed guidelines prepared in conformity with generally accepted circulation auditing procedures involving records covering all distribution methods utilized for qualified circulation during the period(s) covered by the reports. The results of this audit warrant the issuance of this audit report as a true and accurate statement of the qualified circulation of the client publication.

Verified Audit Circulation swears that to the best of its knowledge, all statements contained in this report are true and accurate.