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VERTICAL MAGAZINE, published 6 times a year, covers the global civil helicopter industry. We focus on the sectors, operators, and equipment in the world of rotor flight. Regular features include helicopter operator profiles, industry reports, flight test profiles, maintenance articles, product reviews, and avionic and industry news. Vertical informs key decision makers- including government personnel, managers and flight operations personnel- of the latest trends, technologies and issues affecting their operations and careers.

CHANNELS

VERTICAL MAGAZINE



3 Issues in the period
45,992 average circulation

VERTICAL MAGAZINE SOCIAL MEDIA



284,710 average
Facebook likes



17,500 average
Twitter followers



57,500 average
Instagram followers

EXECUTIVE SUMMARY FEBRUARY/MARCH 2017

Below are the Average contacts per occurrence, including frequency per period.

	Non-Paid	Paid	Average
VERTICAL MAGAZINE Unique Total* (3 issues in the period)	45,279	713	45,992
a. Print	18,701	713	20,128
b. Digital	27,875	-	27,875
VERTICAL MAGAZINE SOCIAL MEDIA			
a. Facebook			284,710
b. Twitter			17,500
c. Instagram			57,500

*Unique Total represents unique recipients, not the sum of the Print and Digital.

FIELD SERVED | VERTICAL MAGAZINE serves owner/operators, manufacturers, suppliers, and others allied to the helicopter industry in North America.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include president/managing director/CEO, vice president, director, manager, executive, engineer/mechanic, technician, pilot/aircrew, and other titled and non-titled personnel.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	0
Advertiser and Agency	166
Allocated for Trade Shows and Conventions	1,823
TOTAL	1,989

1. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

3 Issues - 6 Months, 2016-2017	Print	Digital	Qualified Non-Paid	Qualified Paid	Unique Total Qualified*
October/November 2016	19,407	27,903	45,288	725	46,013
December/January 2017	19,374	27,914	45,280	711	45,991
February/March 2017	19,463	27,808	45,270	704	45,974

*Unique Total Qualified represents unique recipients, not the sum of the Print and Digital.

2a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION

BUSINESS & INDUSTRY	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	Print Only	Digital Only	Print & Digital (unduplicated)	Qualified Non-Paid	Qualified Paid
Airline, Airport/Airport Management, Government/Regulatory/Legislative, Manufacturer, Owner/Operator, Service, Supplier and Others allied to the field and aviation industry.	45,974	100.0	18,166	26,511	1,297	45,270	704
UNIQUE TOTAL QUALIFIED CIRCULATION*	45,974	100.0	18,166	26,511	1,297	45,270	704
PERCENT	100.0		39.5	57.7	2.8	98.5	1.5

*Unique Total Qualified represents unique recipients, not the sum of the Print and Digital. Qualified recipients includes president/managing director/CEO, vice president, director, manager, executive, engineer/mechanic, technician, pilot/aircrew, and other titled and non-titled personnel.

2b. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION

QUALIFICATION SOURCE	Qualified Within				Print Only	Digital Only	Print & Digital (unduplicated)	Total Print & Digital	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent of Total
	1 year	2 years	3 years	Qualified: 1-3 years								
I. Direct request:	5,162	2,278	2,580	10,020	5,306	4,007	707	10,020	9,316	704	10,020	21.8
II. Request from recipient's company:	-	-	-	-	-	-	-	-	-	-	-	-
III. Membership benefit:	-	-	-	-	-	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	45	78	16	139	139	-	-	139	139	-	139	0.3
V. TOTAL - Sources other than above (listed alphabetically):	34,337	763	715	35,815	12,721	22,504	590	35,815	35,815	-	35,815	77.9
Association rosters and directories	415	535	-	950	949	-	1	950	950	-	950	2.1
Business directories	26,353	-	-	26,353	3,459	22,504	390	26,353	26,353	-	26,353	57.3
Manufacturer's, distributor's and wholesaler's lists	7,459	144	684	8,287	8145	-	142	8,287	8,287	-	8,287	18.0
Other sources	110	84	31	225	168	-	57	225	225	-	225	0.5
VI. Single Copy Sales	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	39,544	3,119	3,311	45,974	18,166	26,511	1,297	45,974	45,270	704	45,974	100.0
PERCENT	86.0	6.8	7.2	100.0	39.5	57.7	2.8	100.0	98.5	1.5	100.0	-

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION

State	Print	Digital	Total Print & Digital	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Maine	37	13	47	47	-	47	-
New Hampshire	86	26	109	105	4	109	-
Vermont	17	10	22	20	2	22	-
Massachusetts	185	70	244	239	5	244	-
Rhode Island	27	7	31	29	2	31	-
Connecticut	232	63	287	282	5	287	-
NEW ENGLAND	584	189	740	722	18	740	1.6
New York	609	164	744	731	13	744	-
New Jersey	369	87	436	428	8	436	-
Pennsylvania	488	113	577	563	14	577	-
MIDDLE ATLANTIC	1,466	364	1,757	1,722	35	1,757	3.8
Ohio	297	90	375	365	10	375	-
Indiana	191	76	239	230	9	239	-
Illinois	290	86	366	353	13	366	-
Michigan	278	85	346	337	9	346	-
Wisconsin	135	54	183	175	8	183	-
EAST NO. CENTRAL	191	391	1,509	1,460	49	1,509	3.3
Minnesota	157	47	193	184	9	193	-
Iowa	87	25	107	104	3	107	-
Missouri	243	64	300	299	1	300	-
North Dakota	61	17	71	69	2	71	-
South Dakota	31	8	39	39	-	39	-
Nebraska	66	19	82	81	1	82	-
Kansas	176	48	215	211	4	215	-
WEST NO. CENTRAL	821	228	1,007	987	20	1,007	2.2
Delaware	123	24	140	136	4	140	-
Maryland	159	55	203	195	8	203	-
Washington, DC	67	18	81	81	-	81	-
Virginia	426	120	516	502	14	516	-
West Virginia	88	10	96	94	2	96	-
North Carolina	422	128	522	514	8	522	-
South Carolina	146	34	172	165	7	172	-
Georgia	383	109	474	460	14	474	-
Florida	1,510	423	1,827	1,801	26	1,827	-
SOUTH ATLANTIC	3,324	921	4,031	3,948	83	4,031	8.8
Kentucky	147	34	177	176	1	177	-
Tennessee	282	83	354	348	6	354	-
Alabama	288	73	351	348	3	351	-
Mississippi	109	26	129	127	2	129	-
EAST SO. CENTRAL	826	216	1,011	999	12	1,011	2.2
Arkansas	98	29	121	118	3	121	-
Louisiana	350	99	425	421	4	425	-
Oklahoma	144	38	177	175	2	177	-
Texas	1,535	449	1,895	1,873	22	1,895	-
WEST SO. CENTRAL	2,127	615	2,618	2,587	31	2,618	5.7
Montana	180	55	225	218	7	225	-
Idaho	175	69	229	224	5	229	-
Wyoming	64	19	78	73	5	78	-
Colorado	323	109	407	389	18	407	-
New Mexico	97	33	122	118	4	122	-
Arizona	613	195	771	754	17	771	-
Utah	163	76	226	217	9	226	-
Nevada	242	79	310	302	8	310	-
MOUNTAIN	1,857	635	2,368	2,295	73	2,368	5.2
Alaska	217	71	272	264	8	272	-
Washington	459	168	594	567	27	594	-
Oregon	456	183	613	600	13	613	-
California	1,949	662	2,485	2,428	57	2,485	-
Hawaii	146	41	173	173	1	173	-
PACIFIC	3,227	1,125	4,137	4,032	105	4,137	9
UNITED STATES	15,423	4,684	19,178	18,752	426	19,178	41.7
British Columbia	1,127	413	1,434	1,399	35	1,434	-
Alberta	537	225	716	683	33	716	-
Saskatchewan	46	14	58	54	4	58	-
Manitoba	107	28	130	129	1	130	-
Ontario	814	267	998	960	38	998	-
Quebec	527	227	717	693	24	717	-
New Brunswick	30	12	40	37	3	40	-
Nova Scotia	88	26	109	107	2	109	-
Prince Edward Island	5	2	7	7	-	7	-
Newfoundland	78	25	96	94	2	96	-
Yukon	24	14	31	31	-	31	-
Northwest Territories	56	11	65	64	1	65	-
Nunavut	2	-	2	1	1	2	-
CANADA	3,441	1,264	8,708	8,422	286	8,708	18.9
U.S. Territories	67	48	115	108	-	108	-
Mexico	3	133	116	136	136	136	-
Other International	348	4,441	4,789	4,596	4,730	4,730	-
APO/FPO	187	9	196	190	190	190	-
Email Only	-	17,229	17,229	17,229	17,229	17,229	-
TOTAL QUALIFIED CIRCULATION	19,463	27,808	19,178	45,270	704	45,974	100

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SOCIAL MEDIA CHANNEL

WWW.FACEBOOK.COM/VERTICALMAG



MONTH	FACEBOOK LIKES
October 2016	284,702
November 2016	284,488
December 2016	284,418
January 2017	284,559
February 2017	284,589
March 2017	285,504

WWW.TWITTER.COM/VERTICALMAG



Tweets	13,633
Following	1,269
Followers	17,872
Likes	567
Lists	10

WWW.INSTAGRAM.COM/VERTICALMAG



Posts	1,229
Followers	57,300
Following	333

INTERNATIONAL REACH

Afghanistan	Belgium	Colombia	Ethiopia	Macedonia	Senegal
Algeria	Belize	Costa Rica	Fiji	Malaysia	Seychelles
Andorra	Bolivia	Cote D'Ivoire	Finland	Malta	Sierra Leone
Angola	Bosnia and Herzegovina	Croatia	France	Mauritius	Singapore
Antigua		Cyprus	Gabon	Mexico	Slovakia
Argentina	Botswana	Czech Republic	Germany	Monaco	Slovenia
Australia	Brazil	Denmark	Ghana	Mozambique	Solomon Islands
Austria	Brunei	Dominican Republic	Greece	Namibia	South Africa
Bahrain	Bulgaria	Ecuador	Guatemala	Nepal	South Korea
Bangladesh	Cambodia	Egypt	Haiti	Netherlands	Spain
Barbados	Chile	El Salvador	Honduras	New Zealand	Sri Lanka
Belarus	China	Estonia	Hungary	Nicaragua	Suriname
			Iceland	Nigeria	Sweden
			India	Norway	Switzerland
			Indonesia	Oman	Thailand
			Iran	Pakistan	Trinidad and Tobago
			Ireland	Panama	Tunisia
			Israel	Papua New Guinea	Turkey
			Italy	Paraguay	Uganda
			Jamaica	Peru	Ukraine
			Japan	Philippines	United Arab Emirates
			Kazakhstan	Poland	United Kingdom
			Kenya	Portugal	Uruguay
			Kyrgyzstan	Qatar	Venezuela
			Laos	Republic of Panama	Vietnam
			Latvia	Romania	Zambia
			Libya	Russian Federation	Zimbabwe
			Liechtenstein	Saint Lucia	
			Lithuania	San Marino	
			Luxembourg	Saudi Arabia	



ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient's 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.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement is true.

Mike Reyno, Group Publisher
Linda Reyno, Co-Publisher
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