



news release

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FOR IMMEDIATE RELEASE

Aviation titles commit to combined print & web audits

Shelton, CT 2 November 2009 – Two leading media brands serving the international aviation industry have taken an important step towards transparency in both online and print media by committing to independent audits of circulation and web traffic by BPA Worldwide, the only global auditor of media.

Aviation Security International and *Aviation Maintenance Magazine*, are both published by Aerospace Media, a trading arm of ASI Publications Ltd. The titles, which are both published online and as bi-monthly print publications, have served the aerospace industry for more than 30 years.

BUSINESS

CONSUMER

DATABASE

EMAIL

EVENTS

INTEGRATED

INTERACTIVE

NEWSPAPER

The publishers are keen to formally track and authenticate recent growth in web traffic to the Aviation Security International site while the recently acquired Aviation Maintenance Magazine reapplies for BPA membership under the new ownership.

“Especially after the recent acquisition of AVM, and as the new publisher, we are committed to the ongoing validation of the existing strong circulation which had been audited for many years,” said publisher Adrian Broadbent. “Our advertisers across both publications will now have maximum reassurance in the circulations that will help with their media planning for the future.”

Added Stuart Wilkinson, BPA Worldwide’s Managing Director EMEA, “We congratulate Aerospace Media on their move to audit the magazine circulation and web traffic of their portfolio. Providing the market with independently verified data across their brand offerings will help build long term relationships with advertisers and in the aviation and aerospace sector. Demonstrating audience reach to advertisers has never been more critical.”

About BPA Worldwide A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 25 countries. Worldwide, BPA audits 2,700+ media properties—including over 1,700 B-to-B publications, more than 300 consumer magazines, 150 newspapers, 450+ web sites, 50 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.