



**PAID & VERIFIED
MAGAZINE
PUBLISHER'S STATEMENT**

Subject to Audit

For the six months ended June 30, 2011

Field Served: AOPA PILOT is published monthly for active general aviation pilots and aircraft owners who fly for business and pleasure.

Published by Aircraft Owners and Pilots Association

Frequency: 12 times/year

ABC Member # 04-0055-0

AOPA PILOT

1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Paid & Verified Circulation: (See Par. 6)					
Subscriptions:					
Paid					
Print	347,457	99.0			
Digital (Replica)	3,367	1.0			
Total Paid Subscriptions	350,824	100.0			
Verified					
Total Paid & Verified Subscriptions	350,824	100.0			
Single Copy Sales					
Total Paid & Verified Circulation	350,824	100.0	None Claimed		

2. PRICES

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$5.00		
Subscription	\$21.00		
Average Subscription Price Annualized (12 issue frequency)		\$18.00	
Average Subscription Price per Copy		\$1.50	

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2010.

3. PAID & VERIFIED CIRCULATION BY ISSUE OF PRINT AND DIGITAL REPLICA

Issue	Paid Subscriptions		Verified Subscriptions		Single Copy Sales		Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital (Replica)	Total Paid & Verified Circulation
	Print	Digital (Replica)	Print	Digital (Replica)	Print	Digital (Replica)			
Jan.	358,065				358,065		358,065		358,065
Feb.	350,735				350,735		350,735		350,735
Mar.	345,690	3,845			349,535		345,690	3,845	349,535
Apr.	344,058	4,512			348,570		344,058	4,512	348,570
May	343,727	5,605			349,332		343,727	5,605	349,332
June	342,467	6,237			348,704		342,467	6,237	348,704

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4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

5. TREND ANALYSIS

	2006	%	2007	%	2008	%	2009	%	2010	%
Subscriptions:										
Paid	361,579	100.0	367,697	100.0	367,901	100.0	367,202	100.0	357,847	98.3
Verified	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Subscriptions	361,579	100.0	367,697	100.0	367,901	100.0	367,202	100.0	357,847	98.3
Single Copy Sales	N/A		N/A		N/A		N/A		N/A	
Total Paid & Verified Circulation	361,579	100.0	367,697	100.0	367,901	100.0	367,202	100.0	357,847	98.3
Year Over Year Percent of Change		0.6		1.7		0.1		-0.2		-2.5
Total Analyzed Non-Paid Circ.	N/A		N/A		N/A		N/A		6,076	1.7
Year Over Year Percent of Change										
Total Paid, Verified & Analyzed Non-Paid Circ.	361,579	100.0	367,697	100.0	367,901	100.0	367,202	100.0	363,923	100.0
Year Over Year Percent of Change		0.6		1.7		0.1		-0.2		-0.9
Avg. Annualized Subscription Price	\$18.00		\$18.00		\$18.00		\$18.00		\$18.00	

6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID & VERIFIED CIRCULATION

The following averages, as reported below, are included in Par. 1 and annotated here per applicable rules. See Par. 9 for full explanation.

	Print Average for Period	Digital (Replica) Average for Period	Total	% of Circulation
PAID SUBSCRIPTIONS				
Individual Subscriptions*		365	365	0.1
Association:				
Non-Deductible*	347,092	3,367	350,459	99.9
TOTAL PAID SUBSCRIPTIONS	347,457	3,367	350,824	100.0
VERIFIED SUBSCRIPTIONS				
TOTAL VERIFIED SUBSCRIPTIONS				
TOTAL PAID & VERIFIED SUBSCRIPTIONS	347,457	3,367	350,824	100.0
SINGLE COPY SALES				
TOTAL SINGLE COPY SALES				
TOTAL PAID & VERIFIED CIRCULATION	347,457	3,367	350,824	100.0

*Included in Average Price calculation

6A. ADDITIONAL ANALYSIS OF VERIFIED PUBLIC PLACE

The following represents the average public place copies made available during the statement period to the following public areas:

None

6B. ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

The following represents the average individual use copies made available during the statement period to the following individuals:

None

7. GEOGRAPHIC DATA for the June 2011 issue

Total paid & verified circulation of this issue was 0.6% less than the total average paid & verified circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	4,438		4,438		4,438
Arizona	9,756		9,756		9,756
Arkansas	2,939		2,939		2,939
California	40,313		40,313		40,313
Colorado	9,165		9,165		9,165
Connecticut	4,050		4,050		4,050
Delaware	918		918		918
District of Columbia	427		427		427
Florida	26,491		26,491		26,491
Georgia	9,657		9,657		9,657
Idaho	2,737		2,737		2,737
Illinois	11,050		11,050		11,050
Indiana	6,290		6,290		6,290
Iowa	3,437		3,437		3,437
Kansas	4,612		4,612		4,612
Kentucky	3,322		3,322		3,322
Louisiana	3,411		3,411		3,411
Maine	1,817		1,817		1,817
Maryland	5,846		5,846		5,846
Massachusetts	5,846		5,846		5,846
Michigan	9,328		9,328		9,328
Minnesota	6,568		6,568		6,568
Mississippi	2,205		2,205		2,205
Missouri	5,915		5,915		5,915
Montana	2,230		2,230		2,230
Nebraska	2,252		2,252		2,252
Nevada	3,817		3,817		3,817
New Hampshire	2,244		2,244		2,244
New Jersey	7,055		7,055		7,055
New Mexico	2,630		2,630		2,630
New York	11,833		11,833		11,833
North Carolina	8,614		8,614		8,614
North Dakota	1,227		1,227		1,227

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Ohio	10,678		10,678		10,678
Oklahoma	4,540		4,540		4,540
Oregon	5,527		5,527		5,527
Pennsylvania	11,111		11,111		11,111
Rhode Island	699		699		699
South Carolina	3,996		3,996		3,996
South Dakota	1,283		1,283		1,283
Tennessee	6,202		6,202		6,202
Texas	26,222		26,222		26,222
Utah	2,918		2,918		2,918
Vermont	857		857		857
Virginia	9,254		9,254		9,254
Washington	10,258		10,258		10,258
West Virginia	1,286		1,286		1,286
Wisconsin	5,840		5,840		5,840
Wyoming	1,248		1,248		1,248
TOTAL 48 CONTERMINOUS STATES	324,359		324,359		324,359
Alaska	4,315		4,315		4,315
Hawaii	1,002		1,002		1,002
TOTAL ALASKA & HAWAII	5,317		5,317		5,317
U.S. Unclassified					
TOTAL UNITED STATES	329,676		329,676		329,676
Poss. & Other Areas	1,002		1,002		1,002
U.S. & POSS., etc.	330,678		330,678		330,678
Canada	3,841		3,841		3,841
International	7,410		7,410		7,410
Other Unclassified	6,265		6,265		6,265
Military or Civilian					
Personnel Overseas	510		510		510
GRAND TOTAL	348,704		348,704		348,704

ANALYSIS BY ABCD COUNTY SIZE for the June 2011 issue

Magazines of less than 500,000 total average paid and verified circulation not required to answer this paragraph.

8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended June 30, 2011

A. DURATION			%	C. CHANNELS			%
(a) One to six months (1 to 6 issues).....	None			(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	None		
(b) Seven to eleven months (7 to 11 issues).....	None			(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	None		
(c) Twelve months (12 issues).....	188,985		100.0	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	None		
(d) Thirteen to twenty-four months.....	None			(d) Subscriptions as part of membership in an organization.....	188,985		100.0
(e) Twenty-five months and more.....	None			Total Subscriptions Sold in Period.....	188,985		100.0
Total Subscriptions Sold in Period.....	188,985		100.0				
B. USE OF PREMIUMS							
(a) Ordered without premium.....	188,985		100.0				
(b) Ordered with material reprinted from this publication.....	None						
(c) Ordered with other premiums.....	None						
Total Subscriptions Sold in Period.....	188,985		100.0				

9. EXPLANATORY

- (a) Suggested Retail Prices: Subscriptions: Canada, 1 yr. \$41.00. International, 1 yr. \$60.00.
- (b) Average non-analyzed non-paid circulation for the 6 month period: 8,140 copies per issue.
- (c) Post expiration copies: None.
- (d) DESCRIPTION OF DIGITAL (Replica) - The Digital Edition (Replica) is an exact replica of the print product in format and advertising content. The Digital Edition is available at www.aopa.org.
- (e) Association (Non-Deductible): The average of 350,459 copies per issue (347,092 Print copies; 3,367 Digital (Replica) copies), shown in Par. 6 and included in Par. 1, represents copies served to members of AOPA. Benefits include discounts on aviation related products and services. \$18.00 of the \$45.00 membership fee is allocated for a 1 year subscription to this publication and is non-deductible from dues.

10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 2010; Variation from Publisher's Statements

Audit Period Ended [^]	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)
06-30-10	None Claimed	370,396	370,396
06-30-09	None Claimed	368,133	368,133
06-30-08	None Claimed	368,373	368,373
06-30-07	None Claimed	364,530	364,530
06-30-06	None Claimed	359,813	359,813

[^]Effective with the June 2006 Publisher's Statements, publications were given the option of reporting verified circulation.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Audit Bureau of Circulations' Bylaws and Rules.

Parent Company: Aircraft Owners and Pilots Association

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CRAIG FULLER

President

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Established: 1958 ABC Member since: 1958

04-0055-0	Analyzed Issue Date	06/01/11
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	5.00
	Association Subscription Price	18.00
	U.S. Subscription Price	21.00
	Canadian Subscription Price	41.00
	International Subscription Price	60.00