

Top Aerospace & Defense Magazines

A analysis by ludozone.net (August 2010)

Magazine	Website	Print					Online								
		Dec 2005 Qualified Circulation	Dec 2009 Qualified Circulation	Paid Subscribers Dec 2009	% Paid	Change	Public Pages (x1000)	Page Views (x1000)	Unique Visitors (x1000)	Inbound Links (x1000)	Twitter	Updates	Followers	Visitor to Circulation Ratio	Page Views to Visitor Ratio
Air Force Magazine	http://www.afa.org	122017	102603	72848	71%	-19%	2	140	13	28	airforceassoc	613	1436	0.1	10.8
AviationWeek	http://www.aviationweek.com	95672	90698	90698	100%	-5%	32	1200	110	238	aviationweek	2171	6478	1.2	10.9
Aircraft Maintenance Technology	http://www.amtonline.com	40751	39618	187	0%	-3%	5	64	14	124	amtmag	446	94	0.4	4.6
Aviation International News	http://www.ainonline.com	38341	37648	376	1%	-2%	20	110	29	36	ainonline	156	447	0.8	3.8
Defense News	http://www.defensenews.com	36721	37149	4829	13%	1%	6	520	58	109	defense_news	276	2340	1.6	9.0
Flight International	http://www.flightglobal.com	43092	35020	26965	77%	-23%	118	4600	360	411	flightglobal	8023	3257	10.3	12.8
Air Transport World	http://atwonline.com	38343	34618	1385	4%	-11%	33	290	36	61	atwonline	1571	2168	1.0	8.1
Defense Systems	http://www.defensesystems.com	40000	34115	0	0%	-17%	1	58	9	166	defenseIT	1232	1329	0.3	6.4
Rotor&Wings (Aviation Today)	http://www.aviationtoday.com	23703	30000	0	0%	21%	23	150	22	40	aviationtoday	673	1587	0.7	6.8
Jane's Defence Weekly	http://www.janes.com	27373	27316	3824	14%	0%	37	1100	110	153	N/A	0	0	4.0	10.0

Notes:

* All circulation numbers obtained from BPA Circulation Reports, except for AviationWeek that came from ABC and their Media Kit.

* There was no circulation data for Defense Systems in Dec 2005, so this figure is the first available. The last circulation figures available for AviationWeek were from June 2009, not December.

* The web traffic data only counts the publically accessible pages. Figures were obtained from websitegrader.com and twitter.grader.com data as well as Google Doubleclick Ad Planner estimates.

Online Rank	Online Scores <i>(Top=10pts Bottom=1pt)</i>	Circulation	Subscribers	Pages	Views	Visitors	Links	Updates	Followers	Total Score
1	Flight International	5	8	10	10	10	10	10	9	64
2	AviationWeek	9	10	7	9	9	9	9	10	62
3	Air Transport World	4	5	8	6	6	4	8	7	43
4	Defense News	6	2	4	7	7	5	3	8	40
5	Jane's Defence Weekly	1	6	9	8	8	7	1	1	35
6	Rotor&Wings (Aviation Today)	2	2	6	5	4	3	6	6	32
7	Air Force Magazine	10	9	2	4	2	1	5	5	29
8	Aircraft Maintenance Technology	8	3	3	2	3	6	4	2	28
9	Aviation International News	7	4	5	3	5	2	2	3	27
10	Defense Systems	3	7	1	1	1	8	7	4	25