

CONSOLIDATED MEDIA REPORT

B2B Media

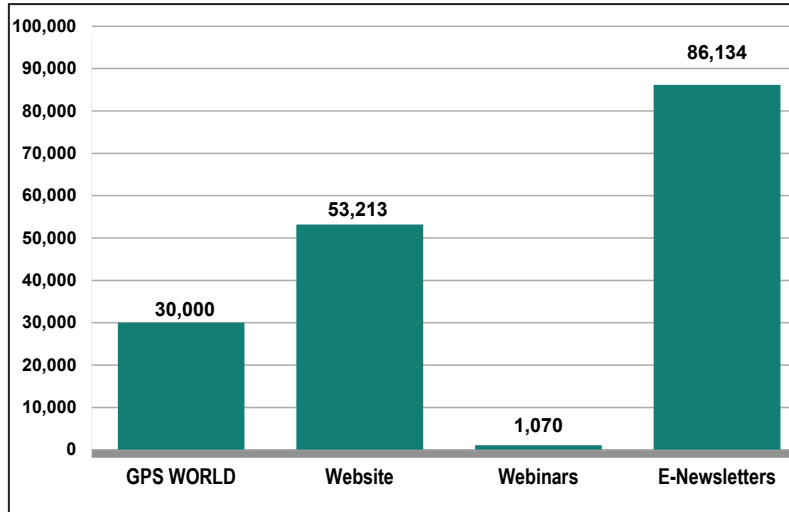
6 months ended December 31, 2024

GPS WORLD

GNSS
POSITIONING
NAVIGATION
TIMING

TOTAL AVERAGE GROSS CONTACTS

170,417

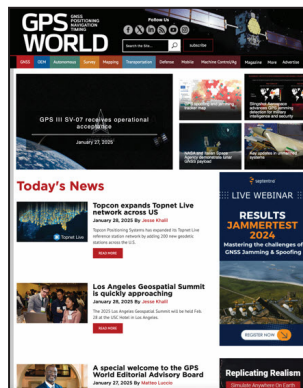


EXECUTIVE SUMMARY

Channels	Contacts	Period
GPS WORLD		6 months ended December 31, 2024
Total Qualified Circulation	30,000	
Website Activity		6 months ended December 31, 2024
Page Views	171,522	
Sessions/Visits	69,885	
Users/Visitors	53,213	
Webinars		6 months ended December 31, 2024
Total Registrants	675	
Total Attendees	395	
E-Newsletters		6 months ended December 31, 2024
Total Average Net Distribution Per Issue	86,134	
Social Media		As of December 31, 2024
Facebook Followers	11,000	
Instagram Followers	386	
LinkedIn Followers	6,924	
X Followers	12,205	
YouTube Subscribers	3,760	

Website Activity = Avg Monthly

Gross data are contained in this Consolidated Media Report. There was no attempt made to eliminate any duplication that may exist.



6 months ended December 31, 2024
Subject to Audit

Field Served:

GPS WORLD serves individuals in the the following market segments:
Surveying & Mapping, Transportation (e.g., Automotive, Aviation),
Defense & Government, Wireless/Location-Based Services, Machine
Control/Precision Agriculture, Professional & Consumer OEM, GNSS
Design & Test, Distributors & Resellers, and Other Allied to Field



All totals in this report represent aggregate unique recipients,
not the sum of print and digital circulation.

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		30,000
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		19,145
Qualified Nonpaid Individual - Digital		13,770
Total Qualified Nonpaid Individual		30,000
Total Average Qualified Nonpaid Circulation		30,000

AVERAGE NONQUALIFIED CIRCULATION		
Nonqualified Allocated for Shows & Conventions - Print		75
Total Nonqualified Allocated for Shows & Conventions		75
Nonqualified Miscellaneous, Including Staff Copies - Print		319
Nonqualified Miscellaneous, Including Staff Copies - Digital		162
Total Nonqualified Miscellaneous, Including Staff Copies		408
Total Average Nonqualified Circulation		483

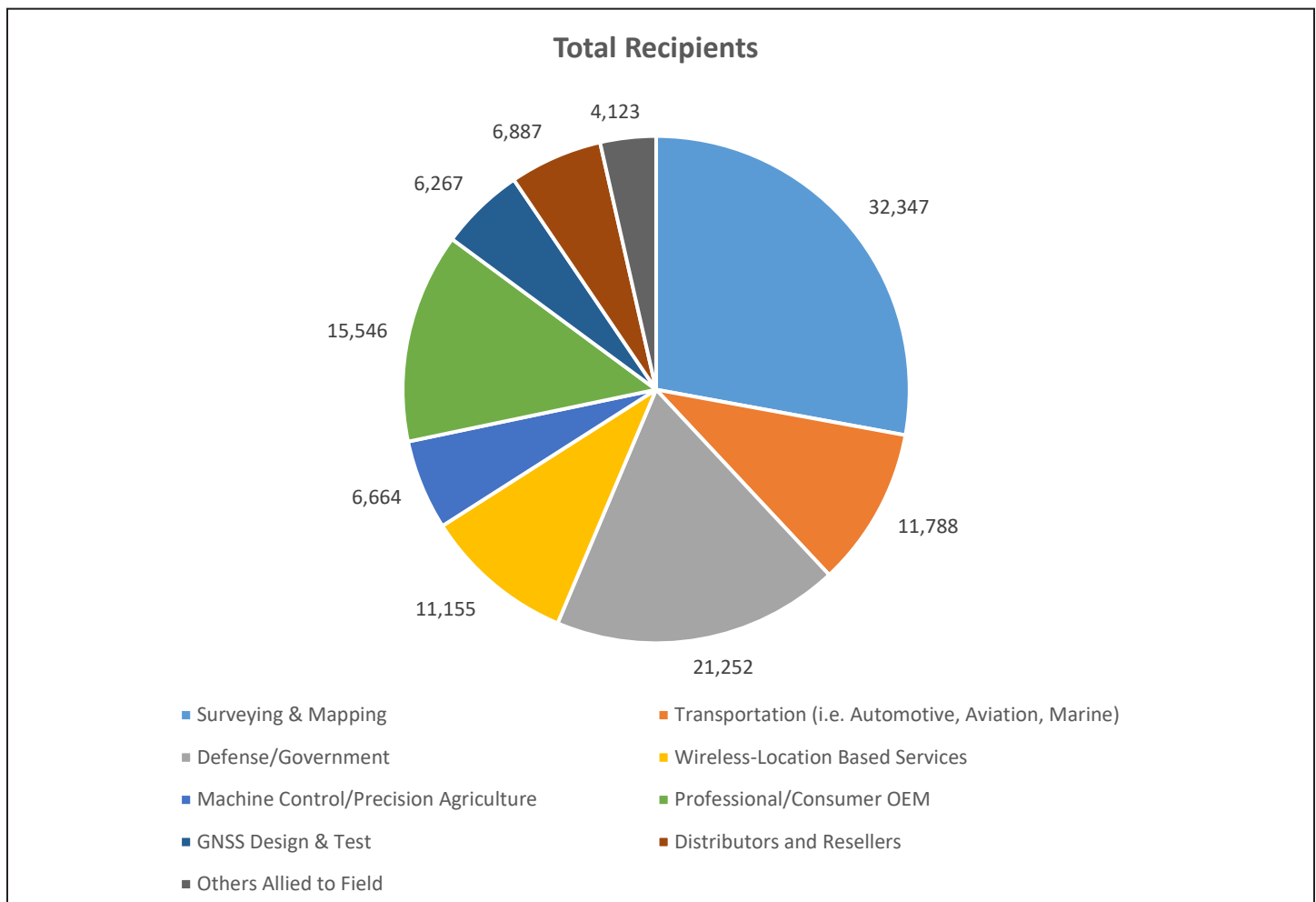
CIRCULATION BY ISSUES				
Issue		Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
	Jul	19,345	13,642	30,000
	Aug	19,198	13,788	30,000
	Sep	19,131	13,811	30,000
	Oct	19,064	13,866	30,000
	Nov	19,038	13,789	30,000
	Dec	19,092	13,725	30,000

BUSINESS ANALYSIS									
Classification by Business & Industry		Total	%	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Engineer or Technical Manager	Corporate, General Manager	Program or Project Manager	Manufacturing, Production, Sales/ Marketing, Other Personnel
1.	Surveying & Mapping	8,142	27.1	5,386	3,724	1,946	4,597	881	718
2.	Transportation (i.e. Automotive, Aviation, Marine)	3,542	11.8	2,386	1,478	1,284	1,499	300	459
3.	Defense/Government	5,309	17.7	2,965	2,885	3,008	1,065	579	657
4.	Wireless-Location Based Services	2,334	7.8	1,335	1,229	1,004	910	191	229
5.	Machine Control/Precision Agriculture	2,088	7.0	1,413	830	876	752	174	286
6.	Professional/Consumer OEM	5,019	16.7	3,600	1,797	1,782	2,325	334	578
7.	GNSS Design & Test	1,394	4.6	476	983	668	342	127	257
8.	Distributors and Resellers	1,996	6.7	1,397	763	538	929	136	393
9.	Others Allied to Field	176	0.6	80	100	27	13	9	127
Total Qualified Circulation		30,000	100.0	19,038	13,789	11,133	12,432	2,731	3,704

BUSINESS ANALYSIS								
Classification by Business & Industry		Total Unduplicated	GPS World Magazine	Navigate! Weekly News E-Newsletter	Defense PNT E-Newsletter	Survey Scene E-Newsletter	Autonomous Arena E-Newsletter	Total Recipients
1.	Surveying & Mapping	11,915	8,138	7,597	4,877	6,701	5,034	32,347
2.	Transportation (i.e. Automotive, Aviation, Marine)	4,757	3,566	2,579	1,953	1,683	2,007	11,788
3.	Defense/Government	7,804	5,272	5,031	4,335	3,107	3,507	21,252
4.	Wireless-Location Based Services	4,614	2,323	3,193	1,950	1,772	1,917	11,155
5.	Machine Control/Precision Agriculture	2,694	2,079	1,382	1,030	1,019	1,154	6,664
6.	Professional/Consumer OEM	6,540	5,062	3,120	2,492	2,154	2,718	15,546
7.	GNSS Design & Test	2,292	1,384	1,730	1,153	919	1,081	6,267
8.	Distributors and Resellers	2,980	1,995	1,570	1,139	1,113	1,070	6,887
9.	Others Allied to Field	3,024	181	2,452	691	431	368	4,123
Total Number of Respondents		46,620	30,000	28,654	19,620	18,899	18,856	116,029
Non-Respondents		2,832		1,512	277	332	296	2,417
Total Qualified Circulation		49,452	30,000	30,166	19,897	19,231	19,152	118,446
Percent			25.3	25.5	16.8	16.2	16.2	100.0

This is an analysis of the 49,452 unique recipients of the GPS World Network brand of products as of December 31, 2024. Recipients were asked the question "What is your primary business at this location?" during the subscription process for the magazine and newsletters. The Total Duplicated is the sum of the number of recipients of all products associated with the GPS World Network brand. The Total Unduplicated is the number of unique recipients of GPS World Network products.

Instances in which the total number of E-Newsletter recipients reported in the Integrated Audience Engagement table exceeds the Average Net Distribution Per Issue in the E-Newsletter Channel Profile table are attributable to two or more unique E-Newsletter recipients utilizing the same email address.



MAILING ADDRESS ANALYSIS

	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid	Percent
Individual by Name and Title and/or Occupation	18,879	13,776	29,828	99.4
Individual by Name Only	78	9	87	0.3
Title or Occupation Only	32	2	34	0.1
Company Name Only	49	2	51	0.2
Multicopy Same Addressee				
Total Qualified Subscriptions	19,038	13,789	30,000	100.0
Total Qualified Circulation	19,038	13,789	30,000	100.0

GEOGRAPHIC ANALYSIS			
State	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Alabama	302	167	419
Arizona	282	243	474
Arkansas	178	80	229
California	1,806	1,360	2,862
Colorado	318	301	564
Connecticut	272	103	338
Delaware	48	26	69
District of Columbia	49	68	105
Florida	1,280	713	1,783
Georgia	570	286	764
Idaho	140	66	180
Illinois	732	388	1,014
Indiana	362	154	472
Iowa	267	121	360
Kansas	214	119	307
Kentucky	198	84	253
Louisiana	254	106	323
Maine	104	55	144
Maryland	383	264	592
Massachusetts	469	281	677
Michigan	704	301	922
Minnesota	387	210	544
Mississippi	156	61	195
Missouri	423	171	542
Montana	92	45	127
Nebraska	146	68	199
Nevada	120	100	193
New Hampshire	144	79	203
New Jersey	527	280	733
New Mexico	136	100	216
New York	842	410	1,172
North Carolina	639	309	853
North Dakota	93	45	127
Ohio	838	430	1,161
Oklahoma	211	92	279
Oregon	257	178	377
Pennsylvania	798	377	1,063
Rhode Island	74	45	108
South Carolina	242	127	331
South Dakota	94	41	125
Tennessee	374	184	503
Texas	1,224	697	1,712
Utah	175	88	241
Vermont	54	24	74
Virginia	598	388	893
Washington	405	257	599
West Virginia	97	57	139
Wisconsin	473	197	601
Wyoming	59	33	82
TOTAL 48 CONTERMINOUS STATES	18,610	10,379	26,243
Alaska	87	48	118
Hawaii	63	40	92
TOTAL ALASKA & HAWAII	150	88	210
Single Copy Sales			
U.S. Unclassified			
TOTAL UNITED STATES	18,760	10,467	26,453
Poss. & Other Areas	11	15	23
U.S. & POSS., etc.	18,771	10,482	26,476
Canada	139	273	378
International	123	3,030	3,137
Military or Civilian Personnel Overseas	5	4	9
Total International	267	3,307	3,524
E-mail Address Only			
Other Unclassified			
GRAND TOTAL	19,038	13,789	30,000

GEOGRAPHIC ANALYSIS - INTERNATIONAL

Region	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Asia	32	491	522
Europe	74	1,745	1,806
South America	6	196	202
Oceania	2	262	264
Africa	2	129	131
Middle East	3	125	126
Central America	2	22	24
Caribbean		17	17
TOTAL INTERNATIONAL	121	2,987	3,092
United States	18,776	10,486	26,485
Canada	139	273	378
Mexico	2	43	45
TOTAL NORTH AMERICA	18,917	10,802	26,908
GRAND TOTAL	19,038	13,789	30,000

CHANNEL PROFILES

WEBSITE ACTIVITY - www.gpsworld.com			
2024	Page Views	Sessions/Visits	Users/Visitors
July	223,435	77,232	58,816
August	198,028	62,082	46,066
September	163,319	54,612	41,023
October	196,416	101,600	81,732
November	130,793	62,590	45,830
December	117,138	61,191	45,811

WEBINARS		
Type	Total Registrants	Total Attendees
The IMU Equation: Solving Unmanned Challenges	163	89
The Challenges & Future of High Precision GNSS For Mass Market Adoptions	231	121
Resilient PNT for NAVWAR & Civil Applications: Anehoic Chamber Test Innovations	281	185

E-NEWSLETTERS - Autonomous Arena			
2024	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
July	1	18,085	18,085
August	1	18,336	18,336
September	1	18,830	18,830
October	1	18,726	18,726
November	1	18,865	18,865
December	1	18,663	18,663

E-NEWSLETTERS - Defense PNT			
2024	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
July	1	19,075	19,075
August	1	18,983	18,983
September	1	19,157	19,157
October	1	19,074	19,074
November	1	18,966	18,966
December	1	18,890	18,890

E-NEWSLETTERS - Navigate! Weekly News			
2024	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
July	5	29,789	148,946
August	4	29,812	119,247
September	4	29,991	119,965
October	5	29,973	149,865
November	4	29,617	118,466
December	5	29,816	149,080

CHANNEL PROFILES (CONTINUED)

E-NEWSLETTERS - Survey Scene			
2024	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
July	1	18,283	18,283
August	1	18,379	18,379
September	1	18,578	18,578
October	1	18,916	18,916
November	1	18,925	18,925
December	1	19,060	19,060

SOCIAL MEDIA	
Channel	As of December 31, 2024
Facebook Followers	11,000
Instagram Followers	386
LinkedIn Followers	6,924
X Followers	12,205
YouTube Subscribers	3,760

Definition of Recipient Qualification:
Qualified recipients are Engineers or Technical Managers, Corporate, General Managers, Program or Project Managers, Manufacturing, Production, Sales/Marketing, and Other Titled and Non-Titled Personnel.

Rounding %: Due to rounding, percentages may not always add up to 100%.

Waiver for New Members (Source Analysis): Owing to the fact that a sufficient period of time has not elapsed since initiating records needed for AAM membership to establish the information required by the standard procedure for reporting a source analysis the requirement to declare a source analysis for this publication has been temporarily waived.

Analyzed Issue: The information in Business Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the Nov issue.

Allocated for Shows and Conventions
Represents copies delivered to the following Trade Shows:

Trade Show	Location	Show Dates	Issues	Copies Delivered
Commercial UAV Expo	Las Vegas, NV	9/3/2024-9/5/2024	August	150
ION GNSS+ 2024	Baltimore, MD	9/16/2024-9/20/2024	September	150
INTERGEO 2024	Stuttart, Germany	9/24/2024-9/26/2024	September	150

Total Average Gross Contacts Include: Qualified Circulation, Users/Visitors, Webinar Registrants and Attendees, and Average Newsletter Net Distribution per Issue.

Website Data Source: Google Analytics

Data Center Traffic: Effective with April 2024 data, filters have been applied to exclude suspected general data center traffic from Google data collected by AAM. Data center traffic comprises sources known with high confidence as non-human and originating from a data center.

Website Domains: Domains included in website traffic: www.gpsworld.com.

Users/Visitors: The number of unique User/Visitor IDs, logging activity on a website or app, for the defined measurement period.

Page Views: The total number of web pages or app screens, viewed by all Users/Visitors, for the defined measurement period.

Sessions/Visits: The number of sessions logged, across all Users/Visitors on a website or app, for the defined measurement period. 30 minutes of inactivity, or specific user behavior, will end a session.

E-Newsletters Data Source: Omeda.

E-Newsletters Net Distribution: The newsletters from a given mailing that reached the subscriber's email delivery server with a positive status code, net of any internal or test addresses. Calculated by subtracting undelivered messages from sent messages.

Social Media: Social media is comprised of likes, followers, subscribers and members who may not be actively engaged with the brand. These metrics do not equal an individual person.

Webinar: Total webinar attendees represents individuals that attended the live webinar. AAM used vendor reports to validate attendance for each webinar. Webinar attendees were counted as one individual although there may have been multiple individuals viewing the webinar under one sign in. Attendees are included in the registrant totals.

Cross Media Miscellaneous: E-Newsletter Total Average Net Distribution Per Issue Calculation: Total Average Net Distribution Per Issue shown in the Executive Summary represents the sum of all E-Newsletters reported during this period.

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 Alliance for Audited Media's Bylaws and Rules.

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ANTOINETTE SANCHEZ-PERKINS
Senior Audience Development Manager

BRIAN KANABA
Publisher

Published by:
North Coast Media LLC
1360 East 9th St Tenth Floor
Cleveland, OH 44114
T: (216) 706-3750
www.gpsworld.com