

## CONSOLIDATED MEDIA REPORT

**B2B Media**

6 months ended June 30, 2025

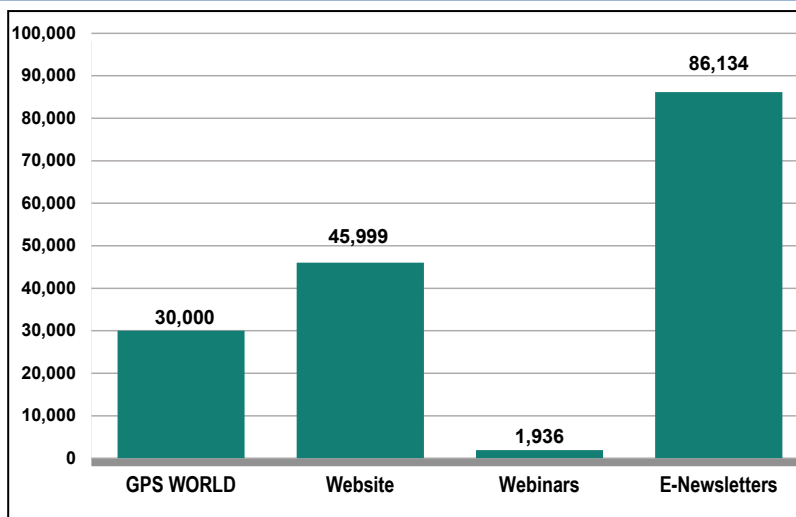
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# GPS WORLD

GNSS  
POSITIONING  
NAVIGATION  
TIMING

### TOTAL AVERAGE GROSS CONTACTS

164,069

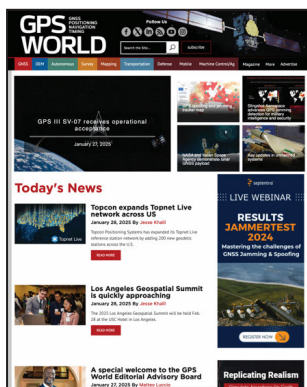


### EXECUTIVE SUMMARY

Channels	Contacts	Period
<b>GPS WORLD</b>		6 months ended June 30, 2025
Total Qualified Circulation	30,000	
<b>Website Activity</b>		6 months ended June 30, 2025
Page Views	111,500	
Sessions/Visits	63,822	
Users/Visitors	45,999	
<b>Webinars</b>		6 months ended June 30, 2025
Total Registrants	1,936	
Total Attendees	1,045	
<b>E-Newsletters</b>		6 months ended June 30, 2025
Total Average Net Distribution Per Issue	86,004	
<b>Social Media</b>		As of June 30, 2025
Facebook Followers	11,400	
Instagram Followers	405	
LinkedIn Followers	7,303	
X Followers	12,102	
YouTube Subscribers	3,870	

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 June 30, 2025

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		18,999
Qualified Nonpaid Individual - Digital		13,887
<b>Total Qualified Nonpaid Individual</b>		<b>30,000</b>
<b>Total Average Qualified Nonpaid Circulation</b>		<b>30,000</b>

AVERAGE NONQUALIFIED CIRCULATION		
Nonqualified Allocated for Shows & Conventions - Print		42
<b>Total Nonqualified Allocated for Shows &amp; Conventions</b>		<b>42</b>
Nonqualified Miscellaneous, Including Staff Copies - Print		364
Nonqualified Miscellaneous, Including Staff Copies - Digital		156
<b>Total Nonqualified Miscellaneous, Including Staff Copies</b>		<b>450</b>
<b>Total Average Nonqualified Circulation</b>		<b>492</b>

CIRCULATION BY ISSUES				
Issue		Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
	Jan	19,105	13,761	30,000
	Feb	18,960	14,071	30,000
	Mar	19,314	13,694	30,000
	Apr	18,860	13,916	30,000
	May	18,861	13,946	30,000
	Jun	18,894	13,932	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	7,833	26.1	5,251	3,454	1,902	4,329	931	671
2. Transportation (i.e. Automotive, Aviation, Marine)	3,528	11.8	2,372	1,467	1,369	1,404	316	439
3. Defense/Government	5,122	17.1	2,920	2,711	2,896	1,064	556	606
4. Wireless-Location Based Services	2,160	7.2	1,235	1,127	953	827	175	205
5. Machine Control/Precision Agriculture	2,157	7.2	1,496	842	939	764	176	278
6. Professional/Consumer OEM	5,009	16.7	3,623	1,827	1,912	2,180	360	557
7. GNSS Design & Test	1,275	4.3	442	897	621	314	118	222
8. Distributors and Resellers	2,009	6.7	1,442	759	584	897	133	395
9. Others Allied to Field	907	3.0	79	832	27	12	9	859
<b>Total Qualified Circulation</b>	<b>30,000</b>	<b>100.0</b>	<b>18,860</b>	<b>13,916</b>	<b>11,203</b>	<b>11,791</b>	<b>2,774</b>	<b>4,232</b>

MAILING ADDRESS ANALYSIS				
	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid	Percent
Individual by Name and Title and/or Occupation	18,732	13,267	29,223	97.4
Individual by Name Only	71	645	716	2.4
Title or Occupation Only	14	2	16	0.1
Company Name Only	43	2	45	0.2
Multicopy Same Addressee				
<b>Total Qualified Subscriptions</b>	<b>18,860</b>	<b>13,916</b>	<b>30,000</b>	<b>100.0</b>
<b>Total Qualified Circulation</b>	<b>18,860</b>	<b>13,916</b>	<b>30,000</b>	<b>100.0</b>

GEOGRAPHIC ANALYSIS			
State	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Alabama	312	183	439
Arizona	261	227	441
Arkansas	179	76	229
California	1,749	1,358	2,822
Colorado	310	291	550
Connecticut	284	114	358
Delaware	47	31	69
District of Columbia	36	59	88
Florida	1,214	672	1,696
Georgia	568	281	764
Idaho	132	68	179
Illinois	735	394	1,018
Indiana	365	177	488
Iowa	271	137	373
Kansas	223	122	315
Kentucky	198	88	261
Louisiana	260	107	326
Maine	104	50	143
Maryland	368	280	592
Massachusetts	447	272	656
Michigan	696	310	916
Minnesota	379	205	536
Mississippi	195	76	243
Missouri	412	167	533
Montana	91	43	126
Nebraska	164	73	215
Nevada	117	92	185
New Hampshire	146	79	210
New Jersey	524	285	731
New Mexico	123	115	220
New York	909	438	1,243
North Carolina	628	321	853
North Dakota	97	51	135
Ohio	824	430	1,145
Oklahoma	215	92	281
Oregon	259	174	376
Pennsylvania	787	367	1,046
Rhode Island	72	42	105
South Carolina	282	144	382
South Dakota	93	37	121
Tennessee	384	178	510
Texas	1,205	676	1,681
Utah	168	92	239
Vermont	60	19	78
Virginia	567	373	861
Washington	388	263	592
West Virginia	96	58	138
Wisconsin	462	194	587
Wyoming	59	32	82
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>18,465</b>	<b>10,413</b>	<b>26,177</b>
Alaska	87	44	114
Hawaii	54	41	85
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>141</b>	<b>85</b>	<b>199</b>
Single Copy Sales			
U.S. Unclassified			
<b>TOTAL UNITED STATES</b>	<b>18,606</b>	<b>10,498</b>	<b>26,376</b>
Poss. & Other Areas	11	13	23
<b>U.S. &amp; POSS., etc.</b>	<b>18,617</b>	<b>10,511</b>	<b>26,399</b>
Canada	134	298	397
International	104	3,097	3,189
Military or Civilian Personnel Overseas	5	4	9
<b>Total International</b>	<b>243</b>	<b>3,399</b>	<b>3,595</b>
E-mail Address Only		6	6
Other Unclassified			
<b>GRAND TOTAL</b>	<b>18,860</b>	<b>13,916</b>	<b>30,000</b>

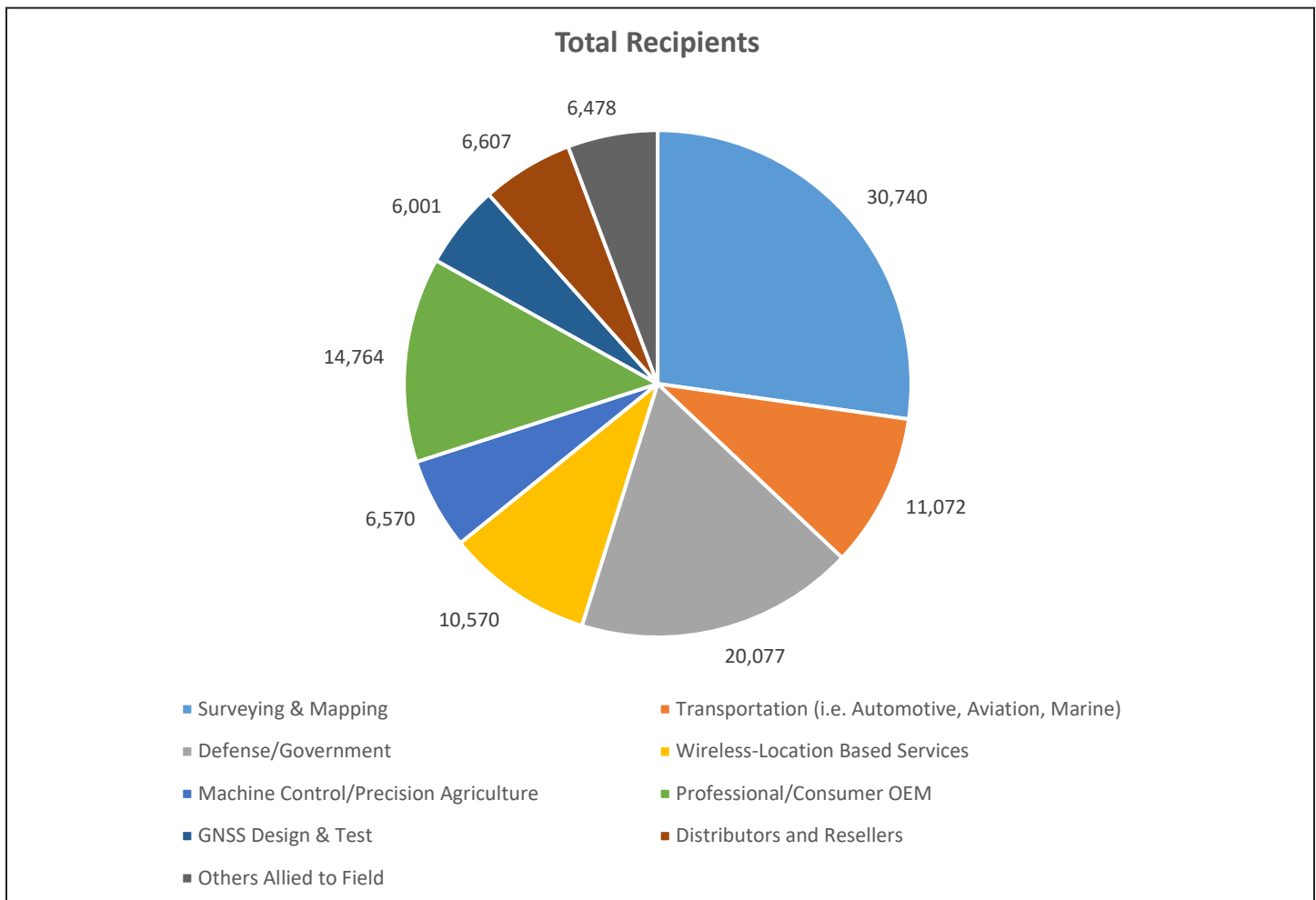
GEOGRAPHIC ANALYSIS - INTERNATIONAL			
Region	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Asia	27	525	551
Europe	63	1,765	1,818
South America	4	187	191
Oceania	2	261	263
Africa	1	137	138
Middle East	5	152	156
Central America		20	20
Caribbean		15	15
<b>TOTAL INTERNATIONAL</b>	<b>102</b>	<b>3,062</b>	<b>3,152</b>
United States	18,622	10,515	26,408
Canada	134	298	397
Mexico	2	41	43
<b>TOTAL NORTH AMERICA</b>	<b>18,758</b>	<b>10,854</b>	<b>26,848</b>
<b>GRAND TOTAL</b>	<b>18,860</b>	<b>13,916</b>	<b>30,000</b>

## INTEGRATED AUDIENCE ENGAGEMENT

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	11,705	7,818	6,978	4,550	6,535	4,859	30,740
2.	Transportation (i.e. Automotive, Aviation, Marine)	4,725	3,524	2,435	1,768	1,525	1,820	11,072
3.	Defense/Government	7,743	5,115	4,705	4,175	2,854	3,228	20,077
4.	Wireless-Location Based Services	4,497	2,159	3,025	1,920	1,575	1,891	10,570
5.	Machine Control/Precision Agriculture	2,798	2,151	1,304	978	952	1,185	6,570
6.	Professional/Consumer OEM	6,532	4,965	3,070	2,286	1,977	2,466	14,764
7.	GNSS Design & Test	2,259	1,273	1,691	1,150	871	1,016	6,001
8.	Distributors and Resellers	2,949	2,009	1,426	1,022	1,106	1,044	6,607
9.	Others Allied to Field	3,671	986	2,540	1,184	857	911	6,478
<b>Total Number of Respondents</b>		<b>46,879</b>	<b>30,000</b>	<b>27,174</b>	<b>19,033</b>	<b>18,252</b>	<b>18,420</b>	<b>112,879</b>
Non-Respondents		2,785		2,005	425	709	415	3,554
<b>Total Qualified Circulation</b>		<b>49,664</b>	<b>30,000</b>	<b>29,179</b>	<b>19,458</b>	<b>18,961</b>	<b>18,835</b>	<b>116,433</b>
<b>Percent</b>			<b>25.8</b>	<b>25.1</b>	<b>16.7</b>	<b>16.3</b>	<b>16.2</b>	<b>100.0</b>

This is an analysis of the 49,664 unique recipients of the GPS World Network brand of products as of June 30, 2025. 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.



## CHANNEL PROFILES

WEBSITE ACTIVITY - www.gpsworld.com			
2025	Page Views	Sessions/Visits	Users/Visitors
January	114,936	63,510	45,924
February	101,248	60,805	42,947
March	127,624	67,955	49,734
April	115,318	60,583	43,531
May	76,219	62,385	45,113
June	133,655	67,691	48,744

WEBINARS		
Type	Total Registrants	Total Attendees
The Path to Resilient GNSS: Anti-Jamming Solutions from Antenna to Receivers	635	365
AI and PNT: Driving Innovation, Safety, and Compliance in Autonomous Systems	718	410
The Future of Farming: Affordable Precision with GEODNET's RTK Network	132	72
Multi-Orbit GEO/LEO PNT Resiliency with VIAVI SecureTime Services	124	71
Augmented Reality NAVWAR Testing: Fast-Track PNT System Deployment	196	86
Power-Efficient GNSS: Optimizing location platforms for longevity and accuracy	131	41

E-NEWSLETTERS - Autonomous Arena			
2025	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
January	1	18,799	18,799
February	1	18,869	18,869
March	1	18,479	18,479
April	1	18,715	18,715
May	1	18,599	18,599
June	1	18,524	18,524

E-NEWSLETTERS - Defense PNT			
2025	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
January	1	19,217	19,217
February	1	19,633	19,633
March	1	19,529	19,529
April	1	19,430	19,430
May	1	19,039	19,039
June	1	19,233	19,233

**CHANNEL PROFILES (CONTINUED)****E-NEWSLETTERS - Navigate! Weekly News**

2025	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
January	4	29,456	117,825
February	4	29,419	117,676
March	4	29,472	117,889
April	5	29,214	146,071
May	4	29,070	116,278
June	4	28,817	115,267

**E-NEWSLETTERS - Survey Scene**

2025	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
January	1	18,650	18,650
February	1	19,023	19,023
March	1	18,973	18,973
April	1	18,649	18,649
May	1	18,799	18,799
June	1	18,424	18,424

**SOCIAL MEDIA**

Channel	As of June 30, 2025
Facebook Followers	11,400
Instagram Followers	405
LinkedIn Followers	7,303
X Followers	12,102
YouTube Subscribers	3,870



## NOTES

### 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%.

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

### Allocated for Shows and Conventions

Represents copies delivered to the following Trade Shows:

Trade Show	Location	Show Dates	Issues	Copies Delivered
Geo Week	Denver, CO	2/10/25-2/12/25	Jan	100
ION JNC	Cincinnati, OH	6/2/25-6/5/25	May	150

**Total Average Gross Contacts Include:** Qualified Circulation, Users/Visitors, Webinar Registrants, 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.

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

ANTOINETTE SANCHEZ-PERKINS  
Senior Audience Development Manager

TOD MCCLOSKEY  
Sales Director