

NEWS RELEASE



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Audit Bureau of Circulations Publishers Statement Certifies *AircraftOwner* Circulation Reaches More Than 129,000 Qualified Recipients

AircraftOwner circulation increases to 129,781 with mid-year Publishers Statement

ST. PAUL, MINN. (June 30, 2006) — Aircraft Owner, Inc, today announced the release of the Audit Bureau of Circulations (ABC) publisher’s statement of America’s largest aviation marketing publication, *AircraftOwner*. Following the initial audit report of December 31, 2005, the mid-year publishers statement confirms that *AircraftOwner* now reaches more than 129,000 (129,781) fully qualified owner-pilots including individuals and corporations who own and operate general aviation aircraft for business or pleasure. *AircraftOwner* remains the only aviation marketing publication with an independently audited circulation.

“While other aviation marketing publications are not audited, we feel it is important for advertisers to have circulation numbers they can count on. With the ABC audit, guaranteed and 100% qualified circulation numbers our clients can have the confidence that they are investing their ad dollars wisely,” said Greg Herrick, publisher.

Advertisers interested in reaching *AircraftOwner*’s fully qualified aviation marketplace can call Scott Plum, associate publisher at 651-638-8431 or SPlum@AircraftOwner.com. The advertising deadline for each month’s issue is the 15th of the month preceding.

About *AircraftOwner*

AircraftOwner is America’s largest aviation marketing publication that reaches a controlled circulation of more than 129,000 qualified recipients. The advertising-exclusive tabloid offers display and classified ads and is mailed free-of-charge to owner-pilots, corporate flight departments, fixed base operators and aircraft dealers and brokers. *AircraftOwner.com*, the fully integrated companion Web site, is open to everyone and allows visitors to search display and classified ads free-of-charge.

About the Audit Bureau of Circulations/ABC Audits

ABC, founded in 1914, is the first and largest third-party circulation auditing organization in the world. An ABC circulation audit is an in-depth examination of a publisher’s circulation records and record-keeping systems to verify the accuracy of their Publisher’s Statement claims. An audit provides advertisers, advertising agencies and publishers with comparable, credible, verified information that they use to plan and make print media purchases. ABC plays an essential, indispensable role in the print media buying and selling process.

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Audit Bureau
of Circulations



For the six months ended June 30, 2006

Field Served: General Aviation - Individuals actively involved in the ownership and/or operation of general aviation aircraft for business or pleasure.

Definition of List Source Recipients: Active U.S. pilots who are aircraft owners, have a current FAA medical certificate, and are identified as currently owning at least one aircraft. Individuals involved in the operation of corporate flight department aircraft with one or more aircraft. Individuals owning and/or operating FAA certificated Part 145 (repair stations), FAA certificated Part 135 (air taxi services), FAA certificated Part 91 (private carriers) and FAA certificated Part 141 (flight schools). Individuals and personnel at companies engaged in providing goods and services to the General Aviation industry in the United States and Canada. Dealers and brokers involved in the purchase and sale of General Aviation aircraft in the United States and Canada.

Method of Circulation for Analyzed Non-Paid Circulation: Sent via 3rd class for U.S. recipients. Sent via 1st class for Canadian recipients.

Published by Aircraft Owner, Inc.

Frequency: 12 times/year

ABC Member # 04-0009-5

ANALYZED NON-PAID MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit

AircraftOwner

1. TOTAL AVERAGE ANALYZED NON-PAID CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Analyzed Non-Paid Circulation: (See Par. 6)					
List Source	129,781	100.0			
Market Coverage					
Delivered with Host Products					
Non-Paid Bulk					
Total Analyzed Non-Paid Circulation	129,781	100.0	128,000	1,781	1.4

2. ANALYZED NON-PAID CIRCULATION BY ISSUE

Issue	List Source	Market Coverage Copies	Delivered With Host Products	Non-Paid Bulk	Total Analyzed Non-Paid
Jan.	128,529				128,529
Feb.	129,461				129,461
Mar.	131,074				131,074
Apr.	129,950				129,950
May	129,213				129,213
June	130,459				130,459

3. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

None

4. TREND ANALYSIS

	2001	%	2002	%	2003	%	2004	%	2005	%
Total Analyzed Non-Paid Circ.	N/A		N/A		N/A		N/A		N/A	
Year Over Year Percent of Change										
Analyzed Non-Paid Rate Base	N/A		N/A		N/A		N/A		N/A	

Analyzed Non-Paid Magazine
Publisher's Statement

For six months ended June 30, 2006

5. GEOGRAPHIC DATA for the June 2006 issue

Total circulation of this issue was 0.5% greater than the total average analyzed non-paid circulation.

STATE	TOTAL ANALYZED NON-PAID
Alabama	1,815
Arizona	3,935
Arkansas	1,423
California	16,110
Colorado	3,398
Connecticut	1,343
Delaware	396
District of Columbia	115
Florida	9,069
Georgia	3,572
Idaho	1,394
Illinois	4,139
Indiana	2,524
Iowa	1,550
Kansas	1,938
Kentucky	1,179
Louisiana	1,224
Maine	704
Maryland	1,546
Massachusetts	1,859
Michigan	4,266
Minnesota	3,288
Mississippi	1,030
Missouri	2,502
Montana	1,156
Nebraska	1,014
Nevada	1,639
New Hampshire	860
New Jersey	2,103
New Mexico	1,381
New York	3,611
North Carolina	3,393
North Dakota	622

STATE	TOTAL ANALYZED NON-PAID
Ohio	4,255
Oklahoma	2,123
Oregon	2,896
Pennsylvania	3,580
Rhode Island	215
South Carolina	1,302
South Dakota	607
Tennessee	2,499
Texas	10,663
Utah	1,091
Vermont	328
Virginia	2,731
Washington	4,304
West Virginia	519
Wisconsin	2,616
Wyoming	583
TOTAL 48 CONTERMINOUS STATES	126,410
Alaska	3,540
Hawaii	250
TOTAL ALASKA & HAWAII	3,790
U.S. Unclassified	
TOTAL UNITED STATES	130,200
Poss. & Other Areas	
U.S. & POSS., etc.	130,200
Canada	259
International	
Other Unclassified	
Military or Civilian Personnel Overseas	
GRAND TOTAL	130,459

ANALYSIS BY ABCD COUNTY SIZE for the June, 2006 issue

Magazines of less than 500,000 total average analyzed non-paid circulation not required to answer this paragraph.

6. EXPLANATORY

(a) Average non-analyzed non-paid circulation for the 6 month period: 300 copies per issue.

(b) Lists represent names obtained through analysis of FAA data, from third-party research services and AircraftOwner lists.

7. VARIANCE

Latest released Audit Report for 3 months ended December 31, 2005; Variation from Publisher's Statement

Audit Period Ended	Rate Base (Analyzed Non-Paid)	Audit Report (Analyzed Non-Paid)	Publisher's Statements (Analyzed Non-Paid)	Difference (Analyzed Non-Paid)	Percentage of Difference (Analyzed Non-Paid)
12-31-05	125,000	129,117	*		

*Initial Audit for 3 months ended December 31, 2005 - Publisher's Statement not required for 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 Audit Bureau of Circulations' Bylaws and Rules.

Parent Company: Aircraft Owner, Inc.

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Analyzed Issue Date
Analyzed Issue Text (for double month issue date)
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Association Subscription Price
U.S. Subscription Price
Canadian Subscription Price
International Subscription Price

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