Why Advertise in QST? Despite our Membership of 161,200, there's more to the story!

Our Numbers

QST enjoys a much higher circulation than any other US Amateur Radio magazine. We don't believe that would surprise many people—we're the largest Amateur Radio organization in the US. It's a fact that individuals who join organizations are typically more active and involved. And make no mistake--our members consider ARRL to be THEIR organization and they know they can trust what they read and see in QST. But that doesn't tell the full story. Some interesting factoids:

As many membership organizations are, we are accountable not only to our members, but to our Board of Directors and we are audited every year. We prove our membership numbers. In addition we prove our magazine distribution. As postal law dictates, we publish a Statement

of Ownership each year in QST (usually in the November or December issue), and submit documentation to the USPS for inspection—subject to audit. We show and account for every single printed copy. And it's right out there for all to see. Although we know that pass along rates are high, we provide nothing but hard, provable numbers. The only pass-along that we cite are fully paid ARRL Family members. No fluff here.

In that Statement of Ownership, ARRL shows a number of "free distribution" members. The reason for this is that postal regulations

			state that	
UNITED STATES Statem	ent of Ownership, Managemen als Publications Except Reques		C. P. Dicator Top	
1. Publication Tife		Filing Date	402	
QST	0 0 3 3 4 8 1 2	September 26,2012	Content and Making of Constantion	
1. Issue Frequency	5. Number of Issues Published Annually 19.	Annual Subscription Price	the Making of Car	
Monthly	12	\$39.00		7
Complete Mailing Address of Known Office of Publication (Not pr	and Oberlah and also and March 10	ontact Person	W MARDAN of Capital (Mile Anna)	_ /
		Any Hurtado	Copies of Copies and	
225 Main Street, Newington, Hartf		elephone (include area code)	The second	1 4000
Complete Mailing Address of Headquarters or General Business	Office of D. Marchen (D.M. scholar)	860-594-0257	(1) Kalada Charline Charles Part & Andrewski Statistics (1) Part Active Statistics Part & Antonio Statistics (1) Part Active Statistics Andrewski Part & Antonio Statistics (1) Part Active Statistics Andrewski Part & Antonio Statistics (1) Part Active	Dere
			Pair / ana Advertised of Pair Subscriptions	
225 Main Street, Newington, Ct 06111-1494			(see) see proof cross along the second on	
 Full Names and Complete Mailing Addresses of Publisher, Editor, and Managing Editor (Do not lower blant) Publisher (Name and complete mailing address) 				/
uproner (name and complete mailing address)			Y Difference	/ 2
Harold Kramer, 225 Main Street,	Newington, CT 06111-1494		APDor capital date allowed on PS	-
			Aren't & Course Park & Aversions Balanci on Park ans accessory and course of the Aversion accessory and the Aversion accessory accesory accessory accessory accessory accessory accessory accessory a	
Editor (Name and complete realing address)				/
Steve Ford, 225 Main Street, Ne	wington, CT 06111-1494		(4) Paint In Charles Charles Charles	1
			Re Light dan by Central Colors	1
Asnaging Editor (Namo and complete mailing address)			All Plant Distribution for Other Charges of Mail Toronge All Distribution for Other Charges of Mail Toronge All Distribution for Other Charges of Mail Toronge All Distribution for Other Charges of Mail Toronge	
Joel P. Kleinwan, 225 Main Street, Newington, CT 06111-1494			The of 159-10 cm	<i>↓</i> *
			View Princ Cares Galactics of Mail Torough With Chart of 156 / (), (2), (3), and (4) Page on Names of an	
 Owner (Do not leave blank. If the publication is owned by a corporation, give the name and address of the corporation immediately followed by the names and addresses of all stochholders owning or holding I percent or more of the total amount of stock. If cot penced by a corporation, give the 			Page or Norming (NL 15, and (A) Copies Individual Asia Childle Convey Copies Individual On PS Form State	17
names and addresses of the individual owners. If crened by a pareach individual owner. If the publication is published by a ranged		address as well as those of	Peer or Naminur Rais O Adult - County Optice Instantial Calification County We on the	129,49
each individual owner. If the publication is published by a rengin full Name	Complete Mailing Address		ter or Naminal Rate in County Capital Indiadad	10,49
			Copies Industry	19,855
American Radio Relay League, Inc	. 225 main St. Newingto	n, cr 05111-1494	t or Konsel Asia Colos Maler or Olar Inst Through the Updal (Asia Fried Colos Maler) In Names Rate Colos	
			Phigh the USHs Mailey arcs	
			e Norolaar Rae Databulan Databe Rae) ei ooraan Aneery ei oraan Aneery	0
			e Basedon (Ban et fol(), (2, (2 and (4))) & Basedon (Ban et fol(), (2, (2 and (4))) & E and Constraints (1, (2 and (4))) & E and (2 and (4))) & E and (2 and (4)) & E and (4)) & E	
			HON (Sam of 154 /u)	
			the addy (12m)	632
 Known Bondheiders, Mortgagees, and Other Security Holders D Holding 1 Percent or More of Total Amount of Bonds. Mortgages 	writing or		Natural Annual Annua	
Other Securities. If none, check box				5,704
Fut Manue	Complete Mailing Address		145,19g	
				605
			147,0	103
			Winter an	
			89.1	00 1
			Annual Annua	
			Advances, Indexemp of the Indexemp is required. Mol by prices indexes of the Indexemp is required. Mol by prices of Advances Unsuppr: of Ocus	_
 Tax Status (Per completion by nonprofit organizations authorized The purpose, function, and nonprofit status of this organization a 	to mail at nonprofit rates) (Check one)			D new
The purpose, function, and nonprofit status of this organization a XID/Has Not Changed During Preceding 12 Months	no no exempt sierus for readral income las purposes:			
Has Changed During Preceding 12 Months (Publisher must)	submit explanation of change with this sistement)		1 traine	Deta
PS Fam 3526, September 2007 (Page 1 of 3 (histocoloris Page 3) PSN 1500-01-000-5531 PRINACY NOTICE: See our privacy policy on www.uppi.com		k form is trait day complete. I A schemater that dropper who formation theorem is the form may be related to consider the colores (included)	1000	
			town way be addentiond that	Sept
			solice to consider who function	

we must classify any fully paid life member of 20 years or more under the "free distribution" classification. The majority of copies distributed under the "free classification" are mailed to fully paid licensed, ARRL Life Members. These represent a sub-segment of the 19,882 fully paid life members out of our current total membership number of 161,200.

"Sales through Dealers and News Agents" is interesting as well. QST distribution in this area is limited to Amateur Radio stores, concentrating on Hams. This

is our business model because we feel it's our best chance to interest potential hams into taking that Ham Radio plunge. And although we put out a world class internationally recognized magazine, our goals

are also scientific, educational and recruitment, not only into the ARRL but into Amateur Radio-and that's a goal that benefits the entire industry. As an aside, a large concentration of general newsstand distribution, in our opinion, does not accomplish this and also dilutes targeted distribution numbers.

In addition to the QST stated distribution figures. ARRL provides that multiple hams living at the same residence may apply for Family membership. We currently have over 12,000 active (mostly licensed) registered Family members who have access to and read QST (both in print and digitally) every month. That is a VERY qualified pass-along group, residing under one roof.

Our Rates

In comparing rates, there are a few guestions you need to ask yourself. Will your ad be seen by the largest number of readers possible and are those readers likely to buy your products goods or services? So the question is, do you feel ARRL members are active (more on that below) and are you reaching your intended audience?

In addition to QST, ARRL is the recognized go-to place for information, inquiries advice, activities and virtually everything under the Amateur Radio umbrella. This IS your audience.

CPM = (Cost of 1 Unit of a Media Program) / (Size of Media Program's Audience) x 1,000

When you're looking at the total cost for an advertisement you have to consider CPM (cost per thousand). How much does it cost you for each 1000 readers to see your ad? If magazine A charges \$100 for an ad and they have a circulation of 5,000, the CPM is \$20. If magazine B charges \$100 for an ad and has 15,000 readers, the CPM is \$6.66. Using ČPM alone, the obvious choice would be magazine B. But it's not quite that simple. If the magazine with the lower CPM doesn't have a core readership base likely to have a high interest level in your product or only reaches a small number of them, there are other things to consider-because that magazine with the \$6.66 CPM may very well produce much lower sales levels that match that low CPM. All that boiled down simply means this: just because it's cheaper doesn't mean it will produce the quantity of results you're looking for.



"Advertising is salesmanship mass produced. No one would bother to use *advertising if they* could talk to all their prospects face-to-face. But they can't."

- Morris Hite



So do we think we have an active membership?

Based on consistent membership increases, communication levels, described activities, thousands of action photographs submitted and more.... we think they're active, engaged and waiting to see your products and services. And that's important because you want your products, goods and services to be showcased where the action is. If you still have doubts that QST will provide you with the largest, most active prospective audience around, call us. And we encourage you to ask questions about our membership numbers and the audience we can deliver. But wherever you decide to advertise, ask every question under the sun. We recognize that your advertising dollars need to produce results. And it's difficult to make an informed decision unless you're fully armed with hard facts.

Your QST Audience

Are ARRL Members active and engaged? Frankly, numbers don't mean a thing if your audience has no intention of purchasing a thing from you. But, in addition to numerous surveys that state that ARRL members pay attention to, trust, and act on the advertisements they see in QST, general activity is another indicator as to whether your prospective clients are an armchair audience or participants. See what you think ...

- At present, LoTW (Logbook of The World) has a base of 55.998 users, entering 485.572.651 QSOs
- ing program handled 808,500 QSL cards
- Our Laboratory fields over 14,000 telephone calls and emails from callers asking every technical guestion you can think of, looking for assistance and asking for recommendations on what to buy (we explain that we don't do that).
- our Volunteer Counsel program and all things regulatory
- certificates and plaques.
- with over 8,100 Field Organization Volunteers and 2,300 ARRL affiliated clubs



topic under the sun.

ARRL Membership/Readership



In the course of one year, our "Members" Only QSL forward-

Our Regulatory Information Branch answers approximately 16,000 gueries every year on state and local regulations, antenna zoning issues,

In a year's contest cycle, our Contest Branch has issued over 33,000

Our Membership and Volunteer Programs Department works

Our VEC Department works with over 35,000 ARRL VECs.

And despite the fact that "nobody uses the phone anymore" ARRL handles over 261,000 calls per year. But that number is dwarfed by the amount of emails we receive from members, asking questions on every amateur related





