

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 we must classify any fully paid life member of 20 years or more under the

Statement of Ownership, Management, and Circulation
 UNITED STATES POSTAL SERVICE (All Periodicals Publications Except Requester Publications)
 Publication Title: QST
 Issue Date: September 26, 2012
 Issue Frequency: Monthly
 Number of Issues Published Annually: 12
 Annual Subscription Price: \$18.00
 Complete Mailing Address of Known Office of Publication (Not printer): 225 Main Street, Newington, Hartford County, CT 06111-1494
 Complete Mailing Address of General Business Office of Publisher: 225 Main Street, Newington, CT 06111-1494
 Complete Mailing Address of Headquarters or General Business Office of Publisher: 225 Main Street, Newington, CT 06111-1494
 Full Name and Complete Mailing Address of Publisher: Steve Ford, 225 Main Street, Newington, CT 06111-1494
 Full Name and Complete Mailing Address of Editor: Steve Ford, 225 Main Street, Newington, CT 06111-1494
 Full Name and Complete Mailing Address of Managing Editor: Steve Ford, 225 Main Street, Newington, CT 06111-1494
 Full Name and Complete Mailing Address of Business Manager: Steve Ford, 225 Main Street, Newington, CT 06111-1494
 Full Name and Complete Mailing Address of Owner: American Radio Relay League, Inc., 225 Main St., Newington, CT 06111-1494

Category	Sept. 12, 2012	Sept. 12, 2011
Total Paid Distribution	147,802	151,555
Total Free Distribution	138,962	138,962
Total Distribution	286,764	290,517
Copies not Distributed	0	0
Total	286,764	290,517

"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 questions 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 CPM 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
- In the course of one year, our "Members" Only QSL forwarding program handled 808,500 QSL cards
- Our Laboratory fields over 14,000 telephone calls and emails from callers asking every technical question you can think of, looking for assistance and asking for recommendations on what to buy (we explain that we don't do that).
- Our Regulatory Information Branch answers approximately 16,000 queries every year on state and local regulations, antenna zoning issues, our Volunteer Counsel program and all things regulatory.
- In a year's contest cycle, our Contest Branch has issued over 33,000 certificates and plaques.
- Our Membership and Volunteer Programs Department works with over 8,100 Field Organization Volunteers and 2,300 ARRL affiliated clubs
- 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 topic under the sun.

