

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

DVW Media International Ltd.
Chancery House, 1st Floor
St Nicholas Way
Sutton, Surrey, SM1 1JB
United Kingdom
www.flightglobal.com
www.dvwmedia.com
airlinebusiness@flightglobal.com

AIRLINE BUSINESS is a monthly international magazine for senior airline management. It deals with management issues, including corporate strategy, alliances, marketing, cost control, yields, financial performance and labour. The magazine includes several annual surveys, including the Airline Top 100 Ranking (August), Airports Top 100 ranking (June), Top 50 lessors ranking (February) and Airline Alliances (September). Airline Business runs specialist industry events, namely Network and Airline Distribution, focused on bringing expert audiences together to discuss strategic issues.

FIELD SERVED

AIRLINE BUSINESS serves the field of mainline & national carriers/regional carriers/fleet air taxis/cargo carriers/charter carriers/low cost airlines & alliances as well as management consultants/media/banking/finance/legal/insurance/leasing/broking/academic institutes/government & regulatory organizations/airline associations/trade associations/airport administration & management/manufacturers/suppliers/travel services, and other related industries and services as described within paragraph 3a herein.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are chairmen, chief executive officers, chief financial officers, chief operations officers, partners, managing directors, other directors, associates, vice-presidents, deputy/assistant CEO/COO/CFO's, deputy/assistant MD's, deputy directors, senior vice presidents, vice presidents, general managers, managers, analysts/planners, heads of department, consultants, chief pilots/chief engineers, lecturers, librarians and other personnel in the above field.

CHANNELS

AIRLINE BUSINESS MAGAZINE



5 issues in the period
19,847 average circulation

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
AIRLINE BUSINESS MAGAZINE (5 issues in the period)	19,616	231	19,847

(See Paragraph 3b for Format Type and Source)

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	-
Allocated for Trade Shows and Conventions	-
All Other	800
TOTAL	800

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	19,835	99.9	19,616	98.8	219	1.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	12	0.1	-	-	12	0.1
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	19,847	100.0	19,616	98.8	231	1.2

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Print	Digital	Unique Total Qualified*
January	9,287	16,513	19,934
March	9,270	16,686	20,088
April	9,268	16,724	20,271
May	-	18,757	18,757
June	8,618	17,246	20,183

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

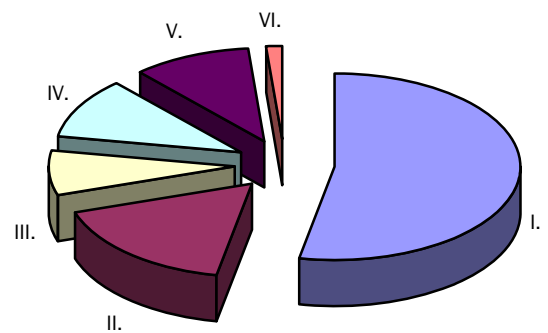
3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2020
 This issue is 2.1% or 420 copies above the average of the other 4 issues reported in Paragraph 2.

Business and Industry	Unique Total Qualified*	Percent of Total	Print	Digital
1. Airlines				
a. Mainline/National Carriers (Note 1)	5,833	28.9	2,255	5,050
b. Regional Carriers (Note 2)	1,202	6.0	538	1,021
c. Fleet Air Taxi	146	0.7	119	110
d. Cargo Carrier	562	2.8	362	453
e. Charter Carrier	949	4.7	523	801
f. Low Cost	151	0.7	77	106
g. Alliance	53	0.3	34	39
h. Other	1,793	8.9	100	1,735
Sub-Total - Airlines	10,689	53.0	4,008	9,315
2. Non Airlines				
Professional/Financial/Government				
a. Management Consultants	1,192	5.9	763	935
b. Media	155	0.8	97	127
c. Banking/Finance (Note 3)	304	1.5	197	232
d. Legal	76	0.4	59	58
e. Insurance (Note 4)	67	0.3	46	49
f. Leasing A/C Broking	303	1.5	198	256
g. Academic Institute	225	1.1	143	178
h. Government/Regulatory Organizations	765	3.8	222	706
i. Trade Association/Other Industry Body	85	0.4	49	71
j. Airline Association	275	1.4	173	226
Airports				
k. Airport Administration	1,550	7.7	661	1,368
Manufacturers/Suppliers/Travel				
l. Airframe Manufacturers	396	2.0	227	328
m. Engine Manufacturers	150	0.7	90	120
n. Systems Manufacturers	588	2.9	211	513
o. Other OEM	52	0.2	26	40
p. Sales/Distribution	441	2.2	305	363
q. Travel Services	508	2.5	367	387
Other Related Industries and Services				
r. Maintenance/Engineering	981	4.9	439	850
s. Other	1,117	5.5	85	1,078
Sub-Total - Non Airlines	9,230	45.7	4,358	7,885
Other Paid Circulation:				
Subscriptions	264	1.3	252	46
UNIQUE TOTAL QUALIFIED CIRCULATION*	20,183	100.0	8,618	17,246

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.
 Note 1: Includes International Flag Carriers and Major / Large / Regional US Carriers
 Note 2: Includes International / Commuter / Third Level / Medium and Small Carriers
 Note 3: Includes Securities Houses and Other Financial Institutions
 Note 4: Includes Insurance Brokers and Principals

3a. Breakout of Qualified Circulation by Business and Industry
 (Please Refer to Paragraph 3a for Complete Descriptions)

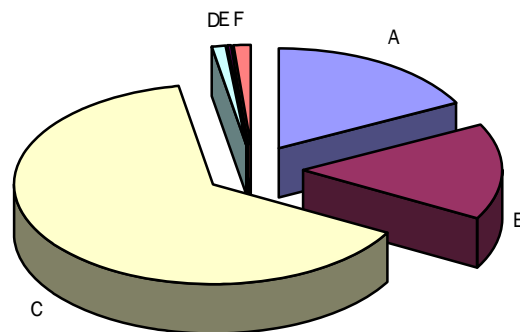
Business and Industry	Total Qualified	Percent of Total
I. Airlines	10,689	53.0
II. Professional/Financial/Government	3,447	17.1
III. Airports	1,550	7.7
IV. Manufacturers/Suppliers/Travel	2,135	10.5
V. Other Related Industries and Services	2,098	10.4
VI. Other Paid Circulation	264	1.3
TOTAL QUALIFIED CIRCULATION	20,183	100.0



Classification by Job Position	Total Qualified	Percent of Total	Industry Sector		Other Paid Circulation
			Airlines	Non Airlines	Subscriptions
Corporate Officers (Chairman; CEO; COO; CFO; MD; Deputy/Assistant CEO, COO, CFO, MD; Other Deputy/Assistant)	3,552	17.6	1,239	2,313	-
Main Board (Director, Senior VP, Deputy Assistant Director, Partner/Associate)	3,130	15.5	1,237	1,893	-
Management Planning (VP, Gen Mgr, Mgr, Supervisor, Planner/Analyst, Systems/IT Analyst, Chief Pilot, Chief Engineer, Head of Dept, Consultant)	12,951	64.2	8,074	4,877	-
Personnel Other Than Above (Officer/Administrator, Pilot, Engineer, ATC, Stewards/Clerks, Lecturer)	222	1.1	107	115	-
Others	64	0.3	32	32	-
Other Paid Circulation – Subscriptions	264	1.3	-	-	264
TOTAL QUALIFIED CIRCULATION	20,183	100.0	10,689	9,230	264

**3a. Breakout of Qualified Circulation by Job Position
(Please Refer to Paragraph 3a for Complete Descriptions)**

Classification by Job Position	Total Qualified	Percent of Total
A. Corporate Officers	3,552	17.6
B. Main Board	3,130	15.5
C. Management Planning	12,951	64.2
D. Personnel Other Than Above	222	1.1
E. Others	64	0.3
F. Other Paid Circulation	264	1.3
TOTAL QUALIFIED CIRCULATION	20,183	100.0



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2020

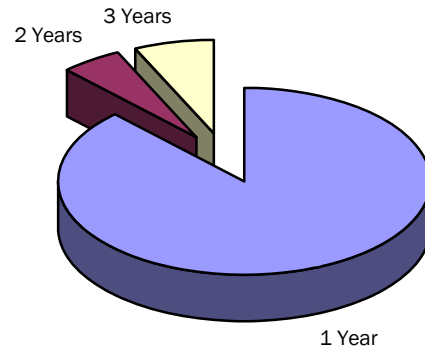
Qualification Source	Qualified Within					Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	9,833	1,026	867	8,496	8,905	11,726	58.1
II. Request from recipient's company:	107	15	1	122	7	123	0.6
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-	-	-
V. **Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	7,794	-	540	-	8,334	8,334	41.3
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	17,734	1,041	1,408	8,618	17,246	20,183	100.0
PERCENT	87.9	5.1	7.0	42.7	85.4	100.0	

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

** See Additional Data

3b. Qualification by Year

Year	Total Qualified	Percent of Total
1 Year	17,734	87.9
2 Years	1,041	5.1
3 Years	1,408	7.0
TOTAL QUALIFIED	20,183	100.0



AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July – December 2017	January – June 2018	July – December 2018	January – June 2019	July – December 2019	January – June 2020*
Unique Total Audit Average Qualified***:	17,575	18,653	14,220	16,424	19,026	19,847
Unique Qualified Non-Paid***:	17,188	18,296	13,875	16,092	18,711	19,616
Print:	9,795	9,445	7,620	6,541	5,837	7,073
Digital:	10,951	13,330	9,809	12,640	16,394	17,144
Unique Qualified Paid***:	387	357	345	332	315	231
Print:	378	346	335	318	302	215
Digital:	29	38	38	55	53	42
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: January – June 2020 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

***Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2020

Region/Country	Print	Digital	Unique Total Qualified*	Percent	Region/Country	Print	Digital	Unique Total Qualified*	Percent
ASIA					AFRICA				
Afghanistan	1	1	2		Algeria	2	-	2	
Armenia	-	1	1		Angola	2	1	2	
Azerbaijan	5	5	5		Botswana	4	22	26	
Bangladesh	12	13	16		Cape Verde	9	1	9	
Bhutan	9	8	10		Congo	3	2	4	
Brunei Darussalam	8	5	8		Cote D'Ivoire	-	1	1	
Cambodia	4	3	5		Egypt	26	23	34	
China	44	54	77		Eritrea	3	2	3	
Georgia	3	3	4		Ethiopia	16	21	26	
Hong Kong - SAR	61	92	116		Gambia	2	2	3	
India	43	274	317		Ghana	10	11	16	
Indonesia	51	56	81		Kenya	55	47	68	
Japan	111	108	159		Libyan Arab Jamahiriya	5	3	6	
Kazakhstan	3	24	27		Madagascar	3	3	5	
Korea, Republic Of	21	21	31		Malawi	-	6	6	
Kyrgyzstan	3	4	5		Mauritius	11	73	84	
Laos	3	3	3		Morocco	2	5	7	
Macao	3	1	3		Mozambique	5	5	6	
Malaysia	85	112	143		Namibia	7	3	8	
Maldives	5	4	6		Nigeria	28	32	45	
Mongolia	5	1	5		Reunion	10	9	13	
Myanmar	3	2	4		Rwanda	1	1	2	
Nepal	1	27	28		Seychelles	5	5	7	
Pakistan	11	47	58		South Africa	33	302	335	
Philippines	17	58	75		Sudan	8	7	11	
Singapore	147	256	303		Swaziland	1	-	1	
Sri Lanka	23	79	102		Tanzania	5	22	27	
Taiwan	17	63	80		Togo	2	-	2	
Tajikistan	4	7	7		Tunisia	7	22	29	
Thailand	40	94	105		Uganda	10	8	12	
Turkmenistan	1	-	1		Zambia	8	8	9	
Uzbekistan	3	1	3		Zimbabwe	4	9	13	
Vietnam	4	11	13		Subtotal	287	656	822	4.1
Subtotal	751	1,438	1,803	8.9	NORTH AMERICA				
MIDDLE EAST					Canada	379	406	503	
Bahrain	22	22	34		Mexico	47	142	159	
Iran	14	15	20		United States	1,640	5,956	6,493	
Iraq	-	1	1		Subtotal	2,066	6,504	7,155	35.5
Israel	96	105	135		CARIBBEAN				
Jordan	35	27	42		Anguilla	-	1	1	
Kuwait	3	13	16		Antigua and Barbuda	24	15	27	
Lebanon	7	35	42		Bahamas	10	16	16	
Oman	10	5	12		Barbados	5	9	12	
Qatar	15	15	20		Bermuda	-	1	1	
Saudi Arabia	11	40	46		Cayman Islands	17	19	21	
United Arab Emirates	186	273	352		Cuba	1	-	1	
Yemen	2	3	3		Dominican Republic	12	9	12	
Subtotal	401	554	723	3.6	Grenada	2	3	4	
EUROPE					Jamaica	11	10	14	
Albania	-	1	1		Montserrat	1	1	1	
Austria	102	97	119		Netherlands Antilles	17	8	17	
Balearic Islands	5	4	5		Puerto Rico	6	6	8	
Belarus	7	9	10		Saint Lucia	3	1	4	
Belgium	194	310	353		Saint Vincent and the Grenadines	11	10	13	
Bosnia and Herzegovina	2	3	3		Trinidad and Tobago	21	14	26	
Bulgaria	13	24	28		Turks and Caicos Islands	2	1	2	
Croatia	40	31	47		Virgin Islands, British	1	4	5	
Cyprus	27	23	35		Virgin Islands, U.S.	1	2	2	
Czech Republic	74	80	101		Subtotal	145	130	187	0.9
Denmark	116	202	218		CENTRAL AMERICA				
Estonia	15	16	19		Belize	12	10	13	
Finland	25	136	145		Costa Rica	7	7	9	
France	426	536	674		El Salvador	3	2	5	
Germany	363	374	486		Guatemala	8	-	8	
Greece	84	80	102		Honduras	4	4	4	
Greenland	8	6	8		Nicaragua	2	2	3	
Hungary	33	36	44		Panama	20	33	42	
Iceland	45	62	69		Subtotal	56	58	84	0.4
Ireland	184	422	476		SOUTH AMERICA				
Italy	94	260	291		Argentina	27	24	37	
Latvia	30	36	39		Bolivia	11	9	13	
Lithuania	16	20	21		Brazil	55	86	109	
Luxembourg	66	82	99		Chile	23	26	35	
Malta	32	35	43		Colombia	9	33	37	
Moldova	10	14	17		Ecuador	-	2	2	
Monaco	6	7	9		French Guiana	1	1	1	
Netherlands	184	491	546		Guyana	13	9	13	
Norway	45	175	186		Paraguay	2	1	3	
Poland	51	49	64		Peru	13	8	16	
Portugal	111	105	141		Suriname	13	9	13	
Romania	75	66	88		Uruguay	12	15	15	
Russian Federation	116	170	217		Venezuela	2	8	10	
Serbia	9	16	20		Subtotal	181	231	304	1.5
Slovakia	23	25	28		ASIA PACIFIC				
Slovenia	13	14	20		Australia	122	139	181	
Spain	215	345	403		Cook Islands	2	2	2	
Sweden	120	240	275		Fiji	1	5	6	
Switzerland	170	197	240		French Polynesia	1	1	2	
Turkey	118	198	244		Guam	2	2	2	
Ukraine	46	40	54		Marshall Islands	1	1	1	
United Kingdom	1,220	2,385	2,795		New Caledonia	15	9	15	
Subtotal	4,533	7,422	8,783	43.5	New Zealand	42	79	96	
					Papua New Guinea	12	10	12	
					Vanuatu	-	3	3	
					Western Samoa	-	2	2	
					Subtotal	198	253	322	1.6
					UNIQUE TOTAL QUALIFIED CIRCULATION*	8,618	17,246	20,183	100.0

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the Version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

CHANGE IN FREQUENCY:

Effective with the January 2020 issue, Airline Business changed its frequency from 10 to 7 issues per year.

PARAGRAPH 3b:

Other sources include 1 source of circulation for a quantity of 8,334 copies or 41.3%, including Online Research.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Steve Morgan, Client Services Manager

Jacki Bishop, Audience Development Manager

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed October 1, 2020

Country United Kingdom

City London

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About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.