

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.

DVV Media International Ltd.  
Chancery House, 1st Floor  
St. Nicholas Way  
Sutton, Surrey, SM1 1JB  
United Kingdom  
www.flightglobal.com  
www.dvmedia.com  
flight.international@flightglobal.com

**FLIGHT INTERNATIONAL** goes truly inside the global aerospace industry, with analysis, in-depth features and incisive technical and programme coverage each week. Founded at the birth of the industry, in 1909, Flight International is one of the oldest, continuously published aviation magazines. Part of the Flightglobal stable of aviation information and data products, the weekly makes sense of the fast-moving world of aerospace. Our highly respected journalists and correspondents from around the globe cover every sector from air transport to defence, spaceflight to business and general aviation. Flight International is also renowned for its cutaway posters and its flight tests. We have been producing our cutaways – part art, part technical drawing – of new programmes since the 1930s, and the posters can be seen in factories, offices and design departments around the world. Our flight tests, by top test pilots, appraise the latest airliners, business jets, helicopters and military jets.

#### BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

## CHANNELS

### FLIGHT INTERNATIONAL MAGAZINE



26 issues in the period  
26,139 average circulation

### FLIGHTGLOBAL WEBSITE



2,088,156 average users

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>FLIGHT INTERNATIONAL MAGAZINE</b> (26 issues in the period)	16,615	9,524	26,139
(See Paragraph 3b for Format Type and Source)			
<b>FLIGHTGLOBAL WEBSITE</b> (Monthly Users with 4,942,644 average Pageviews)	2,088,156	-	2,088,156

## FIELD SERVED

**FLIGHT INTERNATIONAL** serves the fields of air transportation, corporate/private aircraft, military, finance, manufacturers and other industries related to this field as specified in 3a.

## DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are chief executives, presidents, chairmen, MD's, other board directors, captains, vice presidents, general managers, engineers, supervisors, department managers, defence attaches and pilots. Also qualified are other titled and non-titled personnel. Also included are single copy sales and paid subscribers with no demographics.

## AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	-
Allocated for Trade Shows and Conventions	-
All Other	482
<b>TOTAL</b>	<b>482</b>

## 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	25,311	96.8	16,615	63.6	8,696	33.2
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	251	1.0	-	-	251	1.0
Single Copy Sales	577	2.2	-	-	577	2.2
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>26,139</b>	<b>100.0</b>	<b>16,615</b>	<b>63.6</b>	<b>9,524</b>	<b>36.4</b>

## 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Print	Digital	Qualified Non-Paid	Qualified Paid	Total Qualified
January 7	8,704	19,381	17,229	10,856	28,085
January 14	-	26,317	17,203	9,114	26,317
January 21	8,471	19,373	17,202	10,642	27,844
January 28	8,372	19,367	17,198	10,541	27,739
February 4	8,510	19,193	17,028	10,675	27,703
February 11	8,454	19,234	17,025	10,663	27,688
February 18	8,539	19,292	17,025	10,806	27,831
February 25	-	24,279	15,299	8,980	24,279
March 3	8,218	19,220	17,007	10,431	27,438
March 10	8,293	19,298	16,999	10,592	27,591
March 17	-	24,198	15,282	8,916	24,198
March 24	7,690	19,377	17,150	9,917	27,067
March 31	7,564	19,360	17,144	9,780	26,924
April 7	7,493	19,348	17,142	9,699	26,841
April 14	7,396	19,330	17,134	9,592	26,726
April 21	7,408	19,309	17,127	9,590	26,717
April 28	-	23,522	14,812	8,710	23,522
May 5	7,350	18,700	16,516	9,534	26,050
May 12	-	23,459	14,952	8,507	23,459
May 19	7,248	19,292	17,158	9,382	26,540
May 26	-	23,409	14,916	8,493	23,409
June 2	7,278	18,747	16,600	9,425	26,025
June 9	-	23,396	14,953	8,443	23,396
June 16	7,383	19,316	17,173	9,526	26,699
June 23	-	23,343	14,891	8,452	23,343
<b>*June 30</b>	<b>7,140</b>	<b>19,056</b>	<b>19,834</b>	<b>6,362</b>	<b>26,196</b>

\*Analyzed Issue

### 3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 30, 2020

This issue is 0.2% or 59 copies above the average of the other 25 issues reported in Paragraph 2.

Business/Industry	Total Qualified	Percent of Total	Print	Digital	Qualified Non-Paid	Qualified Paid	Classification by Title					
							Chief Executive, President, Chairmen (A)	MD, Other Board Director (B)	Vice President, General Manager, Captain (C)	Dept Manager/ Supervisor, Engineer, Defence Attache (D)	Pilot (E)	Other Titled and Non-Titled Personnel (F)
<b>AIR TRANSPORTATION</b> Includes: Airlines (with HQ's inside and outside the USA), Civil Government Authorities/Organisations, Passenger Services, Airfreight Forwarders/Cargo Airports (Local & National), Business & General Aviation	9,550	36.5	1,147	8,403	9,550	-	983	955	2,146	5,139	175	152
<b>CORPORATE/PRIVATE AIRCRAFT</b> Includes: Corporate/Private Aircraft Owner/User, Maintenance/Overhaul Services, Agents & Distributors, Sales	1,156	4.4	165	991	1,156	-	123	168	328	522	7	8
<b>MILITARY</b> Includes: Army, Navy, Air Force, Ministries of Defence/Military Government, Other military organisations/authorities, Missile Weapons, Spacecraft Satellites and Ground Systems	87	0.3	20	67	87	-	16	17	21	29	4	-
<b>FINANCE</b> Includes: Finance/Leasing, Legal, Consultancy, Insurance	1,320	5.0	274	1,046	1,320	-	342	270	231	460	9	8
<b>MANUFACTURERS</b> Includes: Airframe manufacturers, Engine manufacturers Avionics, Aircraft Systems, Components, Materials, Airport Equipment and Passenger/Ground Handling Equipment	4,707	18.0	234	4,473	4,707	-	167	151	374	719	16	3,280
<b>RELATED INDUSTRIES</b> Includes: Education Research & Development	3,014	11.5	49	2,965	3,014	-	309	170	731	1,522	32	250
<b>SUB-TOTAL</b>	19,834	75.7	1,889	17,945	19,834	-	1,940	1,731	3,831	8,391	243	3,698
Other Paid Circulation:												
Subscriptions	5,592	21.4	4,504	1,088	-	5,592						
Single Copy Sales	770	2.9	747	23	-	770						
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>26,196</b>	<b>100.0</b>	<b>7,140</b>	<b>19,056</b>	<b>19,834</b>	<b>6,362</b>						

### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 30, 2020

Qualification Source	Qualified Within			Print	Digital	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3+ Years*						
I. Direct Request:	10,283	1,486	814	5,029	7,555	8,157	4,427	12,584	48.1
II. Request from recipient's company:	3,930	300	63	952	3,342	3,129	1,165	4,294	16.4
III. Membership Benefit:	-	-	-	-	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>7,650</b>	<b>401</b>	<b>497</b>	<b>412</b>	<b>8,136</b>	<b>8,548</b>	<b>-</b>	<b>8,548</b>	<b>32.6</b>
Association rosters and directories	-	-	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-	-	-
*Other sources	7,650	401	497	412	8,136	8,548	-	8,548	32.6
VI. Single Copy Sales:	770	-	-	747	23	-	770	770	2.9
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>22,633</b>	<b>2,187</b>	<b>1,374</b>	<b>7,140</b>	<b>19,056</b>	<b>19,834</b>	<b>6,362</b>	<b>26,196</b>	<b>100.0</b>
<b>PERCENT</b>	<b>86.4</b>	<b>8.4</b>	<b>5.2</b>	<b>27.3</b>	<b>72.7</b>	<b>75.7</b>	<b>24.3</b>	<b>100.0</b>	

\*See Additional Data

### 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 30, 2020

Mailing Address	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	3,099	14,837	17,936	68.5
Individuals by name only	2,790	4,155	6,945	26.5
Titles or functions only	13	19	32	0.1
Company names only	327	10	337	1.3
Multi-Copy Same Addressee copies	164	12	176	0.7
Single Copy Sales	747	23	770	2.9
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>7,140</b>	<b>19,056</b>	<b>26,196</b>	<b>100.0</b>

# AVERAGE ANNUAL AUDITED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
6-Month Period Ended:	July - December 2017	January - June 2018	July - December 2018	January - June 2019	July - December 2019	January - June 2020*
Total Audit Average	23,785	20,851	18,674	20,256	26,095	26,139
Qualified:						
Qualified Non-Paid:	11,562	9,540	7,327	9,051	15,347	16,615
Print:	1,535	1,299	1,201	1,243	1,147	1,575
Digital:	10,027	4,826	-	-	-	15,040
Tablet:	-	3,415	6,126	7,808	14,200	-
Qualified Paid:	12,223	11,311	11,347	11,205	10,748	9,524
Print:	8,061	6,189	5,431	5,531	5,103	3,867
Digital:	-	-	-	-	-	5,657
Tablet:	4,162	5,122	5,916	5,674	5,645	-
Post Expire Copies included in Total	**NC	**NC	**NC	**NC	**NC	**NC
Qualified Circulation:						
Average Annual Order Price:	£141.37	£147.14	£146.94	£161.95	£164.05	£155.00

\*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.

## GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 30, 2020\*

Region/County	Print	Digital	Total Qualified	Percent
<b>ASIA</b>				
Afghanistan	-	2	2	
Armenia	-	1	1	
Azerbaijan	7	-	7	
Bangladesh	5	6	11	
Bhutan	-	9	9	
Brunei Darussalam	5	6	11	
Cambodia	2	3	5	
China	16	45	61	
Georgia	-	4	4	
Hong Kong - SAR	44	93	137	
India	-	318	318	
Indonesia	19	47	66	
Japan	102	88	190	
Kazakhstan	-	20	20	
Korea, Republic Of	18	17	35	
Kyrgyzstan	-	4	4	
Laos	-	3	3	
Macao	-	3	3	
Malaysia	24	101	125	
Maldives	1	7	8	
Mongolia	2	2	4	
Myanmar	-	2	2	
Nepal	-	30	30	
Pakistan	-	69	69	
Philippines	-	73	73	
Singapore	51	238	289	
Sri Lanka	-	107	107	
Taiwan	-	70	70	
Tajikistan	-	6	6	
Thailand	22	77	99	
Turkmenistan	1	-	1	
Uzbekistan	1	-	1	
Vietnam	-	9	9	
Subtotal	320	1,460	1,780	6.8
<b>MIDDLE EAST</b>				
Bahrain	11	24	35	
Iran	6	11	17	
Iraq	-	1	1	
Israel	46	107	153	
Jordan	15	35	50	
Kuwait	-	15	15	
Lebanon	-	47	47	
Oman	22	11	33	
Qatar	3	23	26	
Saudi Arabia	6	32	38	
Syria	-	1	1	
United Arab Emirates	70	309	379	
Yemen	-	3	3	
Subtotal	179	619	798	3.1
<b>EUROPE</b>				
Albania	-	1	1	
Austria	51	82	133	
Balearic Islands	4	5	9	
Belarus	3	5	8	
Belgium	172	264	436	
Bosnia and Herzegovina	1	2	3	
Bulgaria	10	18	28	
Corsica	-	1	1	
Croatia	16	34	50	
Cyprus	10	26	36	
Czech Republic	39	77	116	
Denmark	78	160	238	
Estonia	11	12	23	
Finland	45	119	164	
France	339	395	734	
Germany	393	308	701	
Gibraltar	1	-	1	
Greece	27	70	97	
Greenland	5	7	12	
Hungary	16	28	44	
Iceland	11	58	69	
Ireland	108	390	498	
Italy	68	252	320	
Latvia	12	28	40	
Liechtenstein	-	1	1	
Lithuania	4	14	18	
Luxembourg	32	63	95	
Malta	14	27	41	
Moldova	1	12	13	
Monaco	5	6	11	
Netherlands	216	313	529	
Norway	59	159	218	
Poland	25	37	62	
Portugal	53	80	133	
Romania	33	53	86	
Russian Federation	43	156	199	
Serbia	6	10	16	

\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 30, 2020\* (CONTINUED)**

Region/County	Print	Digital	Total Qualified	Percent
Slovakia	12	25	37	
Slovenia	14	15	29	
Spain	83	285	368	
Sweden	99	176	275	
Switzerland	213	179	392	
Turkey	28	181	209	
Ukraine	12	28	40	
United Kingdom	2,818	2,634	5,452	
Undefined Europe	108	296	404	
Subtotal	5,298	7,092	12,390	47.3
<b>AFRICA</b>				
Algeria	1	1	2	
Angola	-	2	2	
Botswana	-	27	27	
Burundi	-	1	1	
Cape Verde	2	3	5	
Congo	-	3	3	
Cote d'Ivoire	-	2	2	
Egypt	8	25	33	
Eritrea	-	2	2	
Ethiopia	4	25	29	
Gambia	-	2	2	
Ghana	3	13	16	
Kenya	20	56	76	
Libyan Arab Jamahiriya	1	3	4	
Madagascar	1	5	6	
Malawi	-	7	7	
Mauritius	-	88	88	
Morocco	-	11	11	
Mozambique	-	5	5	
Namibia	-	7	7	
Nigeria	6	37	43	
Reunion	2	10	12	
Rwanda	-	3	3	
Seychelles	-	7	7	
South Africa	-	334	334	
Sudan	2	9	11	
Swaziland	-	1	1	
Tanzania	-	26	26	
Togo	-	4	4	
Tunisia	-	28	28	
Uganda	2	7	9	
Zambia	2	10	12	
Zimbabwe	-	15	15	
Subtotal	54	779	833	3.2
<b>NORTH AMERICA</b>				
Canada	168	3,297	3,465	
Mexico	14	145	159	
United States	759	5,030	5,789	
Subtotal	941	8,472	9,413	35.9
<b>CARIBBEAN</b>				
Anguilla	-	1	1	
Antigua and Barbuda	6	23	29	
Bahamas	5	12	17	
Barbados	4	6	10	
Bermuda	-	1	1	
Cayman Islands	3	17	20	
Dominican Republic	2	9	11	
Grenada	1	2	3	
Jamaica	3	10	13	
Montserrat	1	-	1	
Netherlands Antilles	1	13	14	
Puerto Rico	3	5	8	
Saint Lucia	2	2	4	
Saint Vincent and the Grenadines	6	7	13	
Trinidad and Tobago	10	22	32	
Turks and Caicos Islands	-	1	1	
Virgin Islands, British	-	3	3	
Virgin Islands, U.S.	-	2	2	
Subtotal	47	136	183	0.7
<b>CENTRAL AMERICA</b>				
Belize	6	8	14	
Costa Rica	3	4	7	
El Salvador	-	4	4	
Guatemala	4	5	9	
Honduras	1	1	2	
Nicaragua	-	3	3	
Panama	9	35	44	
Subtotal	23	60	83	0.3
<b>SOUTH AMERICA</b>				
Argentina	11	27	38	
Bolivia	4	8	12	
Brazil	20	81	101	
Chile	9	26	35	
Colombia	1	31	32	
Ecuador	-	3	3	
Falkland Islands (Malvinas)	1	-	1	
Guyana	2	10	12	
Paraguay	-	3	3	
Peru	5	4	9	
Suriname	5	9	14	
Uruguay	4	15	19	
Venezuela	-	9	9	
Subtotal	62	226	288	1.1
<b>ASIA PACIFIC</b>				
Australia	149	107	256	
Cook Islands	-	2	2	
French Polynesia	1	2	3	
Fiji	-	7	7	
Guam	1	1	2	
New Caledonia	2	9	11	
New Zealand	60	73	133	
Papua New Guinea	3	7	10	
Vanuatu	-	2	2	
Western Samoa	-	2	2	
Subtotal	216	212	428	1.6
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>7,140</b>	<b>19,056</b>	<b>26,196</b>	<b>100.0</b>

\*See Additional Data

## WEBSITE CHANNEL

WWW.FLIGHTGLOBAL.COM

2020	Pageviews	Sessions	Users	Average Session Duration
January	3,897,766	2,324,167	1,432,609	1:11
February	5,943,339	4,113,731	2,694,402	0:53
March	5,237,172	3,421,276	2,099,378	1:03
April	4,931,174	3,176,298	2,001,274	1:05
May	4,723,029	3,075,394	1,968,344	1:04
June	4,923,384	3,487,327	2,332,928	0:50
<b>AVERAGE:</b>	<b>4,942,644</b>	<b>3,266,366</b>	<b>2,088,156</b>	<b>1:01</b>

January – June 2020 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

### WEBSITE GLOSSARY

**Pageviews:** A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

**Sessions:** A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

**Users:** An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

**Average Session Duration:** The time visitors remain on a site per session.

## ADDITIONAL DATA

### MAGAZINE:

#### 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.

#### PARAGRAPH 3b:

There are 38 paid subscribers with a valid subscription that are 3+ years included in the 3 year category. Other sources include 3 sources of circulation for quantities of 262 copies or 1.0% to 6,548 copies or 25.0%, including Fusion Data.

#### AVERAGE ANNUAL ORDER PRICE:

The Individual subscription value cannot be determined for the Apple Digital figures and as a result has been excluded from the Average Annual Order Price.

#### GEOGRAPHIC DISTRIBUTION:

Geographic data for Website is not reported at the media owner's option.

### 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 22, 2020

Country

United Kingdom

City

Sutton, Surrey

Received by BPA Worldwide

October 22, 2020

Type

BD

ID Number

F338B0J0

#### 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.