

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.

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**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.

**MAGAZINE CHANNEL FORMAT – PRINT AND DIGITAL ISSUES**

**AIRLINE BUSINESS** is produced in print and digital formats. The editorial for the print copy is the same for all recipients. The digital format is written and designed for the digital reading experience, accessed by a computer, mobile phone, or tablet. Digital formats may include features such as videos and surveys allowing for user interaction with the brand.

**FIELD SERVED**

**AIRLINE BUSINESS** serves the field of mainline & national carriers/regional carriers/fleet air taxis/cargo carriers/charter carriers/low cost airlines, business aviation, and other airline operators, as well as airports and service providers, aerospace manufacturing and services, finance, leasing, insurance, defense, government/regulatory/alliances/associations, air travel services, training, education, people & recruitment, as well as 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  
 PRINT AND DIGITAL  
 MAGAZINE**



## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>AIRLINE BUSINESS PRINT AND DIGITAL MAGAZINE</b> Unique Total* (2 issues in the period)	20,015	201	20,216
a. Print	8,999	192	9,191
b. Digital	18,634	44	18,678

(See Paragraph 3b for Source)

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

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	-
Allocated for Trade Shows and Conventions	-
All Other	-
<b>TOTAL</b>	<b>-</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	20,191	99.9	20,015	99.0	176	0.9
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	25	0.1	-	-	25	0.1
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,216</b>	<b>100.0</b>	<b>20,015</b>	<b>99.0</b>	<b>201</b>	<b>1.0</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2021 Issue	Print	Digital	Unique Total Qualified*
February/March	9,192	18,686	20,231
April/May	9,190	18,669	20,201

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

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2021**  
**This issue is 0.1% or 30 copies below the other issue reported in Paragraph 2.**

Business and Industry	Unique Total Qualified*	Percent of Total	Print	Digital
<b>1. Airlines</b>				
Major/Mainline Carrier	4,469	22.1	1,700	4,187
Regional Carrier	905	4.5	315	824
Leisure/Charter (Note 1)	1,053	5.2	470	985
Cargo	806	4.0	437	752
Low Cost Carrier	385	1.9	92	363
Business Aviation	1,500	7.4	1,297	1,434
Other Airline Operator	333	1.7	120	325
<b>Sub-Total - Airlines</b>	<b>9,451</b>	<b>46.8</b>	<b>4,431</b>	<b>8,870</b>
<b>2. Non Airlines</b>				
<b>Airports and Airport Service Providers:</b>				
Airports	1,807	8.9	1,087	1,649
Ground Handling	135	0.7	81	134
Air Traffic Control	82	0.4	34	81
Other Airport Services	119	0.6	35	118
<b>Aerospace Manufacturing and Services:</b>				
Aerostructures and Airframe assembly (Note 2)	1,045	5.2	179	1,015
Engines	543	2.7	136	522
Components/Materials	494	2.4	202	487
Avionics/Connectivity	250	1.2	64	247
Aircraft Interiors	163	0.8	78	158
ATC/Ground Systems (Note 3)	224	1.1	48	194
Defence Systems	130	0.6	27	130
<b>Maintenance/Repair/Overhaul &amp; Spares:</b>				
MRO & Aftermarket (Note 4)	583	2.9	239	524
Airline Engineering Department	137	0.7	130	131
Spares, parts, distribution & support	139	0.7	118	137
<b>Finance/Leasing/Insurance:</b>				
Banking/Finance	453	2.2	292	414
Leasing	365	1.8	210	337
Insurance	131	0.7	88	121
Legal	126	0.6	71	119
<b>Defence:</b>				
Air Force/Army/Navy	26	0.1	22	25
Other Defence & Security forces	12	0.1	11	12
<b>Government/Regulatory/Alliance/Association:</b>				
Government	342	1.7	157	308
Regulatory	26	0.1	26	26
Alliance/Association	325	1.6	111	295
<b>Air Travel Services:</b>				
Air Service Provider	369	1.8	328	360
General Sales Agent (Note 5)	289	1.4	64	252
Technology/IT	112	0.6	101	105
Travel Services/On-line Travel Agents	434	2.2	166	375
<b>Training/Education/People &amp; Recruitment:</b>				
Training	120	0.6	107	116
Training Systems Providers	19	0.1	15	18
Recruitment	12	0.1	11	12
Education	175	0.9	61	149
<b>Other Related Industries and Services:</b>				
Other	1,363	6.7	270	1,184
<b>Sub-Total - Non Airlines</b>	<b>10,550</b>	<b>52.2</b>	<b>4,569</b>	<b>9,755</b>
<b>Other Paid Circulation:</b>				
Subscriptions	200	1.0	190	44
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>20,201</b>	<b>100.0</b>	<b>9,190</b>	<b>18,669</b>

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

Note 1: Includes fleet air taxis.

Note 2: Includes airframe manufacturers.

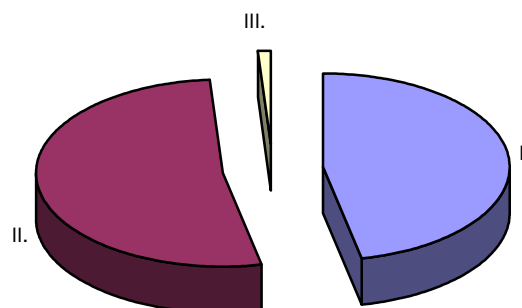
Note 3: ATC/Ground System includes systems manufacturers.

Note 4: Includes maintenance/engineering.

Note 5: General Sales Agent includes sales/distribution.

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

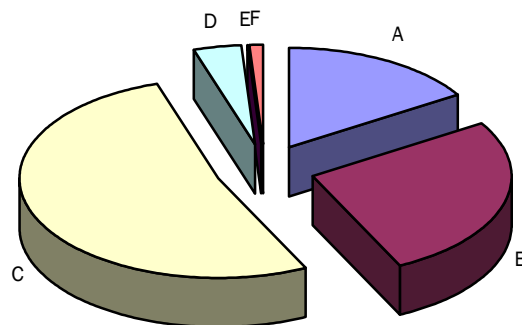
Business and Industry	Total Qualified	Percent of Total
I. Airlines	9,451	46.8
II. Non-Airlines	10,500	52.2
III. Other Paid Circulation	200	1.0
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,201</b>	<b>100.0</b>



Classification by Job Position	Total Qualified	Percent of Total	Industry Sector		Other Paid Circulation
			Airlines	Non Airlines	Subscriptions
C-Level (Chairman; CEO; COO; CFO; MD; Deputy/Assistant CEO, COO, CFO, MD; Other Deputy/Assistant)	3,279	16.2	1,383	1,896	-
Main Board/Director (Director, Senior VP, Deputy Assistant Director, Partner/Associate)	5,343	26.5	2,491	2,852	-
Management (VP, Gen Mgr, Mgr, Supervisor, Planner/Analyst, Systems/IT Analyst, Chief Pilot, Chief Engineer, Head of Dept, Consultant)	10,571	52.3	5,146	5,425	-
Non-Management (Officer/Administrator, Pilot, Engineer, ATC, Stewards/Clerks, Lecturer)	778	3.9	414	364	-
Others	30	0.1	17	13	-
Other Paid Circulation – Subscriptions	200	1.0	-	-	200
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,201</b>	<b>100.0</b>	<b>9,451</b>	<b>10,550</b>	<b>200</b>

**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. C-Level	3,279	16.2
B. Main Board/Directors	5,343	26.5
C. Management	10,571	52.3
D. Non-management	778	3.9
E. Others	30	0.1
F. Other Paid Circulation	200	1.0
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,201</b>	<b>100.0</b>



### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2021

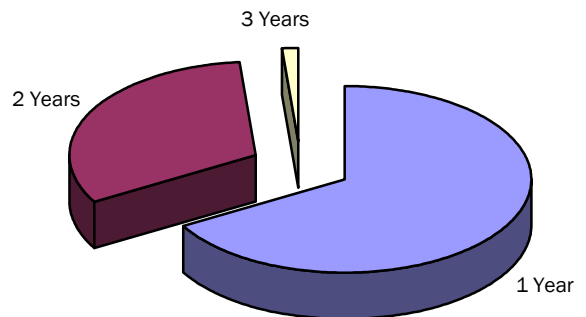
Qualification Source	Qualified Within					Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	9,834	6,446	282	9,094	15,126	16,562	82.0
II. Request from recipient's company:	66	27	3	96	-	96	0.5
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	3,543	-	-	-	3,543	3,543	17.5
Association rosters and directories	-	-	-	-	-	-	-
**Business directories	3,543	-	-	-	3,543	3,543	17.5
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>13,443</b>	<b>6,473</b>	<b>285</b>	<b>9,190</b>	<b>18,669</b>	<b>20,201</b>	<b>100.0</b>
<b>PERCENT</b>	<b>66.6</b>	<b>32.0</b>	<b>1.4</b>	<b>45.5</b>	<b>92.4</b>	<b>100.0</b>	

\*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	13,443	66.6
2 Years	6,473	32.0
3 Years	285	1.4
<b>TOTAL QUALIFIED</b>	<b>20,201</b>	<b>100.0</b>



### 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 2018	January – June 2019	July – December 2019	January – June 2020	July – December 2020	January – June 2021*
Unique Total Audit Average Qualified***:	14,220	16,424	19,026	19,847	20,185	20,216
Unique Qualified Non-Paid***:	13,875	16,092	18,711	19,616	19,945	20,015
Print:	7,620	6,541	5,837	7,073	8,352	8,999
Digital:	9,809	12,640	16,394	17,144	17,692	18,634
Unique Qualified Paid***:	345	332	315	231	240	201
Print:	335	318	302	215	226	192
Digital:	38	55	53	42	47	44
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 2021 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 APRIL/MAY 2021**

Region/Country	Print	Digital	Unique Total Qualified*	Percent	Region/Country	Print	Digital	Unique Total Qualified*	Percent
<b>ASIA</b>					<b>AFRICA</b>				
Afghanistan	2	2	2		Algeria	2	4	4	
Armenia	2	2	2		Angola	1	4	4	
Azerbaijan	2	7	7		Botswana	30	42	43	
Bangladesh	10	16	19		Burundi	1	1	1	
Bhutan	8	15	16		Cape Verde	7	5	10	
Brunei Darussalam	11	16	17		Congo	4	5	5	
Cambodia	4	6	7		Cote D'Ivoire	1	2	2	
China	31	67	77		Egypt	25	49	49	
Georgia	1	3	3		Eritrea	-	3	3	
Hong Kong - SAR	98	128	142		Ethiopia	25	32	37	
India	185	344	358		Gambia	3	2	3	
Indonesia	49	77	87		Ghana	13	15	17	
Japan	55	122	145		Kenya	45	78	85	
Kazakhstan	14	24	25		Libyan Arab Jamahiriya	6	9	9	
Korea, Republic Of	26	44	48		Madagascar	3	7	8	
Kyrgyzstan	3	5	6		Malawi	2	7	7	
Laos	6	7	7		Mauritius	58	94	97	
Macao	1	3	3		Morocco	3	7	7	
Malaysia	78	143	154		Mozambique	3	8	8	
Maldives	5	11	12		Namibia	14	17	19	
Mongolia	7	9	10		Nigeria	34	44	49	
Myanmar	-	4	4		Reunion	1	11	11	
Nepal	19	33	36		Rwanda	2	3	3	
Pakistan	61	96	101		Seychelles	7	11	11	
Philippines	3	46	47		South Africa	231	412	426	
Singapore	153	246	273		Sudan	6	10	10	
Sri Lanka	80	137	140		Swaziland	1	2	2	
Taiwan	85	117	129		Tanzania	13	26	27	
Tajikistan	4	6	6		Togo	4	4	4	
Thailand	50	85	89		Tunisia	26	42	49	
Turkmenistan	1	1	1		Uganda	8	11	13	
Uzbekistan	3	6	7		Zambia	2	9	9	
Vietnam	7	13	13		Zimbabwe	6	10	12	
					unspecified Africa	2	3	3	
Subtotal	1,064	1,841	1,993	9.9	Subtotal	589	989	1,047	5.2
<b>MIDDLE EAST</b>					<b>NORTH AMERICA</b>				
Bahrain	30	48	52		Canada	193	513	563	
Iran	12	24	25		Mexico	23	70	72	
Iraq	-	1	1		United States	1,160	2,223	2,649	
Israel	97	151	166		Subtotal	1,376	2,806	3,284	16.2
Jordan	31	59	63		<b>CARIBBEAN</b>				
Kuwait	16	28	30		Antigua and Barbuda	22	34	38	
Lebanon	34	58	59		Bahamas	16	24	24	
Oman	11	19	22		Barbados	9	13	15	
Qatar	22	37	39		Bermuda	1	3	3	
Saudi Arabia	14	28	30		Cayman Islands	13	22	23	
Syrian Arab Republic	2	2	2		Cuba	1	-	1	
United Arab Emirates	237	337	369		Dominican Republic	3	13	13	
Yemen	-	3	3		Grenada	3	4	4	
Subtotal	506	795	861	4.3	Jamaica	8	13	15	
<b>EUROPE</b>					Montserrat	-	1	1	
Albania	2	3	3		Netherlands Antilles	14	20	22	
Austria	105	151	158		Puerto Rico	3	6	7	
Balearic Islands	3	6	6		Saint Lucia	4	2	4	
Belarus	15	19	19		Saint Vincent and the Grenadines	7	13	15	
Belgium	227	310	333		Trinidad and Tobago	24	33	36	
Bosnia and Herzegovina	5	6	6		Turks and Caicos Islands	2	2	3	
Bulgaria	34	44	48		Virgin Islands, British	2	3	3	
Croatia	53	61	68		Virgin Islands, U.S.	-	2	2	
Cyprus	36	42	47		unspecified Caribbean	4	4	5	
Czech Republic	75	110	117		Subtotal	136	212	234	1.2
Denmark	154	219	226		<b>CENTRAL AMERICA</b>				
Estonia	15	23	23		Belize	7	15	15	
Faroe Islands	1	1	1		Costa Rica	3	8	9	
Finland	19	31	37		El Salvador	2	4	4	
France	505	665	743		Guatemala	5	4	8	
Germany	431	576	639		Honduras	-	4	4	
Greece	67	115	125		Nicaragua	-	2	2	
Greenland	13	16	16		Panama	8	20	24	
Hungary	46	67	69		Subtotal	25	57	66	0.3
Iceland	72	98	101		<b>SOUTH AMERICA</b>				
Ireland	279	359	397		Argentina	21	35	41	
Italy	100	160	166		Bolivia	7	12	14	
Latvia	41	59	60		Brazil	47	85	93	
Lithuania	14	23	23		Chile	10	24	29	
Luxembourg	53	89	95		Colombia	6	21	23	
Macedonia	2	2	2		Ecuador	-	2	2	
Malta	50	61	65		French Guiana	-	1	1	
Moldova	5	13	14		Guyana	9	15	17	
Monaco	6	10	10		Paraguay	1	4	4	
Montenegro	4	4	4		Peru	4	11	14	
Netherlands	262	310	341		Suriname	11	17	17	
Norway	56	81	86		Uruguay	6	13	13	
Poland	72	88	95		Venezuela	1	9	9	
Portugal	116	175	188		Subtotal	123	249	277	1.4
Romania	87	115	123		<b>ASIA PACIFIC</b>				
Russian Federation	163	219	232		Australia	37	131	155	
Serbia	28	30	32		Cook Islands	-	2	2	
Slovakia	25	39	40		Fiji	-	6	6	
Slovenia	26	31	35		French Polynesia	1	3	3	
Spain	259	366	390		Guam	-	2	2	
Sweden	146	218	226		Marshall Islands	-	1	1	
Switzerland	210	302	327		New Caledonia	1	13	14	
Turkey	112	200	208		New Zealand	9	44	53	
Ukraine	34	61	65		Papua New Guinea	1	12	12	
United Kingdom	1,294	5,923	6,177		Western Samoa	-	2	2	
Subtotal	5,322	11,501	12,186	60.3	unspecified Asia Pacific	-	3	3	
					Subtotal	49	219	253	1.2
					<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>9,190</b>	<b>18,669</b>	<b>20,201</b>	<b>100.0</b>

\*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.

### PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 3,543 copies or 17.5%, including Flight Global Data.

### PUBLISHER'S AFFIDAVIT

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

Jacki Bishop, Audience Data 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	July 23, 2021
Country	United Kingdom
City	Sutton
Received by BPA Worldwide	July 23, 2021
Type	BD
ID Number	A036B0J1

#### 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.