

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/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)	20,034	168	20,202
a. Print	9,378	168	9,546
b. Digital	18,541	137	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	20,194	100.0	20,034	99.2	160	0.8
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	8	-	-	-	8	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,202</b>	<b>100.0</b>	<b>20,034</b>	<b>99.2</b>	<b>168</b>	<b>0.8</b>

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

2021 Issue	Print	Digital	Unique Total Qualified*
July - September	9,182	17,836	20,398
October - December	9,908	19,520	20,005

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

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER – DECEMBER 2021**  
 This issue is 1.9% or 393 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	4,011	20.0	2,227	3,937
Regional Carrier	792	4.0	396	768
Leisure/Charter (Note 1)	1,009	5.0	538	991
Cargo	989	4.9	416	965
Low Cost Carrier	285	1.4	86	284
Business Aviation	1,937	9.7	993	1,877
Other Airline Operator	296	1.5	98	290
<b>Sub-Total - Airlines</b>	<b>9,319</b>	<b>46.5</b>	<b>4,754</b>	<b>9,112</b>
<b>2. Non Airlines</b>				
Airports and Airport Service Providers:				
Airports	2,016	10.1	1,006	1,949
Ground Handling	72	0.4	37	71
Air Traffic Control	71	0.4	24	70
Other Airport Services	127	0.6	51	125
Aerospace Manufacturing and Services:				
Aerostructures and Airframe assembly (Note 2)	867	4.3	229	860
Engines	381	1.9	98	378
Components/Materials	394	2.0	139	387
Avionics/Connectivity	191	1.0	61	186
Aircraft Interiors	168	0.8	72	166
ATC/Ground Systems (Note 3)	227	1.1	107	221
Defence Systems	98	0.5	20	98
Maintenance/Repair/Overhaul & Spares:				
MRO & Aftermarket (Note 4)	592	3.0	301	563
Airline Engineering Department	269	1.3	107	262
Spares, parts, distribution & support	233	1.2	93	231
Finance/Leasing/Insurance:				
Banking/Finance	503	2.5	275	495
Leasing	360	1.8	234	353
Insurance	153	0.8	71	153
Legal	142	0.7	78	140
Defence:				
Air Force/Army/Navy	33	0.2	8	33
Other Defence & Security forces	13	0.1	3	13
Government/Regulatory/Alliance/Association:				
Government	344	1.7	154	334
Regulatory	33	0.2	19	32
Alliance/Association	308	1.5	193	299
Air Travel Services:				
Air Service Provider	603	3.0	310	586
General Sales Agent (Note 5)	280	1.4	173	274
Technology/IT	146	0.7	76	144
Travel Services/On-line Travel Agents	408	2.0	245	391
Training/Education/People & Recruitment:				
Training	171	0.9	76	165
Training Systems Providers	28	0.1	15	27
Recruitment	96	0.5	43	94
Education	182	0.9	84	179
Other Related Industries and Services:				
Other	1,024	5.1	599	1,002
<b>Sub-Total - Non Airlines</b>	<b>10,533</b>	<b>52.7</b>	<b>5,001</b>	<b>10,281</b>
Other Paid Circulation:				
Subscriptions	153	0.8	153	127
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>20,005</b>	<b>100.0</b>	<b>9,908</b>	<b>19,520</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.

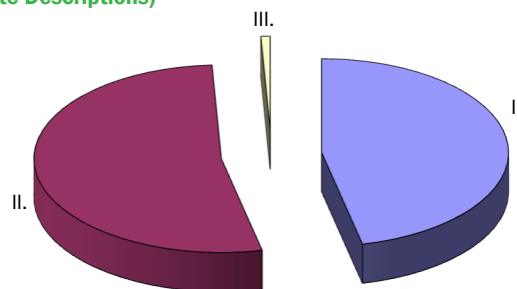
Note 3: ATC/Ground System includes systems manufacturers.

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)

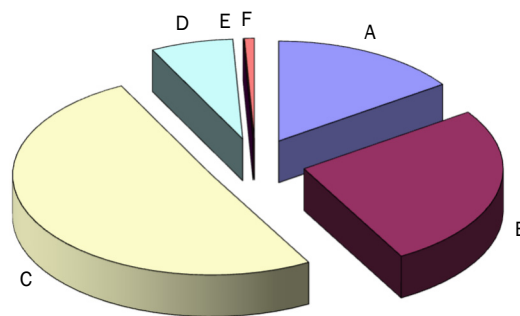
Business and Industry	Total Qualified	Percent of Total
I. Airlines	9,319	46.5
II. Non-Airlines	10,533	52.7
III. Other Paid Circulation	153	0.8
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,005</b>	<b>100.0</b>



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)	3,083	15.4	1,315	1,768	-
Main Board/Director (Director, Senior VP, Deputy Assistant Director, Partner/Associate)	5,307	26.5	2,386	2,921	-
Management (VP, Gen Mgr, Mgr, Supervisor, Planner/Analyst, Systems/IT Analyst, Chief Pilot, Chief Engineer, Head of Dept, Consultant)	10,114	50.6	4,901	5,213	-
Non-management (Officer/Administrator, Pilot, Engineer, ATC, Stewards/Clerks, Lecturer)	1,347	6.7	716	631	-
Others	1	-	1	-	-
Other Paid Circulation – Subscriptions	153	0.8	-	-	153
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,005</b>	<b>100.0</b>	<b>9,319</b>	<b>10,533</b>	<b>153</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	3,083	15.4
B. Main Board/Directors	5,307	26.5
C. Management	10,114	50.6
D. Non-management	1,347	6.7
E. Others	1	-
F. Other Paid Circulation	153	0.8
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,005</b>	<b>100.0</b>



Classification by Job Function	Unique Total Qualified*	Percent of Total	Print	Digital
Air Traffic Control	93	0.5	10	92
Analytics/Data analysis	121	0.6	24	121
Consultancy	546	2.7	263	538
Design/Research & Development	301	1.5	87	298
Engineering/Maintenance	1,359	6.8	444	1,347
Finance/Leasing	954	4.8	473	936
Fleet Planning	121	0.6	42	119
Flight Crew	431	2.2	77	428
Flight Operations/Airport Operations	2,310	11.5	1,017	2,267
General Management	5,852	29.3	3,640	5,660
Human Resources/Personnel/Recruitment	220	1.1	98	213
Legal	120	0.6	57	119
Marketing/Communications	1,077	5.4	414	1,064
Network Planning	138	0.7	57	137
Procurement/Supply Chain	290	1.5	78	288
Production/Manufacturing	205	1.0	56	201
Sales/Commercial	1,210	6.0	446	1,198
Strategy/Business Development	949	4.7	530	923
Technology/IT	364	1.8	131	362
Training/Education	157	0.8	42	157
Other	3,187	15.9	1,922	3,052
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>20,005</b>	<b>100.0</b>	<b>9,908</b>	<b>19,520</b>

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

### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER – DECEMBER 2021

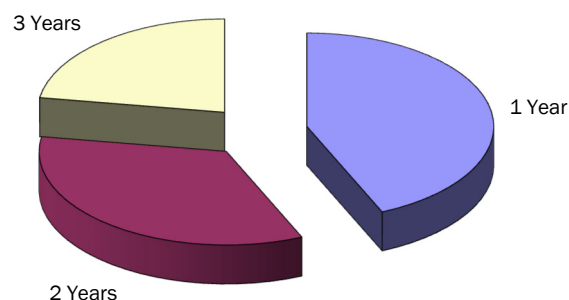
Qualification Source	Qualified Within					Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years	Print	Digital		
I. Direct Request:	<b>7,547</b>	<b>6,620</b>	<b>4,494</b>	<b>9,853</b>	<b>18,198</b>	<b>18,661</b>	<b>93.3</b>
II. Request from recipient's company:	<b>31</b>	<b>23</b>	<b>3</b>	<b>55</b>	<b>35</b>	<b>57</b>	<b>0.3</b>
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-	-	-
V. <b>TOTAL - Sources other than above (listed alphabetically):</b>	<b>1,105</b>	<b>182</b>	-	-	<b>1,287</b>	<b>1,287</b>	<b>6.4</b>
Association rosters and directories	-	-	-	-	-	-	-
**Business directories	1,105	182	-	-	1,287	1,287	6.4
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>8,683</b>	<b>6,825</b>	<b>4,497</b>	<b>9,908</b>	<b>19,520</b>	<b>20,005</b>	<b>100.0</b>
<b>PERCENT</b>	<b>43.4</b>	<b>34.1</b>	<b>22.5</b>	<b>49.5</b>	<b>97.6</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	8,683	43.4
2 Years	6,825	34.1
3 Years	4,497	22.5
<b>TOTAL QUALIFIED</b>	<b>20,005</b>	<b>100.0</b>



### AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION

6-Month Period Ended:	Audited Data		Audited Data		Circulation Claim	
	January – June 2019	July – December 2019	January – June 2020	July – December 2020	January – June 2021*	July – December 2021*
Unique Total Audit Average Qualified***:	16,424	19,026	19,086	18,970	20,216	20,202
Unique Qualified Non-Paid***:	16,092	18,711	18,858	18,745	20,015	20,034
Print:	6,541	5,837	6,941	7,915	8,999	9,378
Digital:	12,640	16,394	16,386	16,726	18,634	18,541
Unique Qualified Paid***:	332	315	228	225	201	168
Print:	318	302	214	211	192	168
Digital:	55	53	39	44	44	137
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 – December 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 OCTOBER - DECEMBER 2021**

Region/Country	Print	Digital	Unique Total Qualified*	Percent	Region/Country	Print	Digital	Unique Total Qualified*	Percent
<b>ASIA</b>					<b>ANGOLA</b>				
Afghanistan	2	3	3		Angola	2	4	4	
Armenia	1	2	2		Botswana	14	45	46	
Azerbaijan	5	6	6		Burkina Faso	1	1	1	
Bangladesh	13	18	19		Burundi	-	1	1	
Bhutan	7	15	16		Cameroon	-	1	1	
British Indian Ocean Territory	-	4	4		Cape Verde	5	8	9	
Brunei Darussalam	10	20	21		Congo	4	5	5	
Cambodia	6	5	7		Cote D'Ivoire	1	2	2	
China	35	101	102		Egypt	37	55	56	
Georgia	2	2	2		Equatorial Guinea	-	1	1	
Hong Kong - SAR	79	173	175		Eritrea	3	3	3	
India	206	418	421		Ethiopia	22	32	34	
Indonesia	57	98	99		Gabon	-	1	1	
Japan	68	177	187		Gambia	3	3	3	
Kazakhstan	19	29	33		Ghana	9	17	17	
Korea, Democratic People's Republic Of	-	1	1		Kenya	53	97	99	
Korea, Republic Of	16	71	71		Libyan Arab Jamahiriya	6	9	9	
Kyrgyzstan	3	6	6		Madagascar	4	5	5	
Laos	7	7	7		Malawi	6	9	9	
Macao	3	5	5		Mauritius	53	102	102	
Malaysia	86	185	187		Morocco	4	10	10	
Maldives	2	12	12		Mozambique	6	10	10	
Mongolia	6	12	12		Namibia	14	23	23	
Myanmar	1	4	4		Niger	1	1	1	
Nepal	26	34	35		Nigeria	31	51	52	
Pakistan	61	95	97		Reunion	5	12	12	
Philippines	28	53	53		Rwanda	-	5	5	
Singapore	168	323	333		Seychelles	5	13	13	
Sri Lanka	71	145	146		South Africa	206	466	471	
Taiwan	80	144	147		Sudan	9	10	10	
Tajikistan	3	6	6		Swaziland	2	2	3	
Thailand	64	100	104		Tanzania	16	29	29	
Turkmenistan	1	1	1		Togo	2	4	4	
Uzbekistan	4	6	6		Tunisia	33	46	48	
Vietnam	8	20	20		Uganda	9	17	17	
					Zambia	5	12	12	
					Zimbabwe	7	14	14	
<b>Subtotal</b>	<b>1,148</b>	<b>2,301</b>	<b>2,350</b>	<b>11.8</b>	<b>Subtotal</b>	<b>581</b>	<b>1,130</b>	<b>1,146</b>	<b>5.7</b>
<b>MIDDLE EAST</b>					<b>NORTH AMERICA</b>				
Bahrain	33	52	55		Canada	389	760	775	
Iran	19	25	25		Mexico	42	76	76	
Iraq	-	2	2		United States	1,726	2,873	2,987	
Israel	124	187	192		unspecified North America	3	6	6	
Jordan	50	70	72		<b>Subtotal</b>	<b>2,160</b>	<b>3,715</b>	<b>3,844</b>	<b>19.2</b>
Kuwait	20	33	35		<b>CARIBBEAN</b>				
Lebanon	41	63	64		Antigua and Barbuda	20	37	37	
Oman	9	24	25		Aruba	3	3	3	
Qatar	16	56	57		Bahamas	18	23	24	
Saudi Arabia	17	36	36		Barbados	10	16	16	
Syrian Arab Republic	1	2	2		Bermuda	-	3	3	
United Arab Emirates	210	432	445		Cayman Islands	11	22	23	
Yemen	2	3	3		Cuba	-	1	1	
<b>Subtotal</b>	<b>542</b>	<b>985</b>	<b>1,013</b>	<b>5.1</b>	Dominican Republic	7	13	13	
<b>EUROPE</b>					Grenada	3	5	5	
Albania	3	6	6		Jamaica	10	16	16	
Austria	84	171	177		Montserrat	1	1	1	
Belarus	12	21	21		Puerto Rico	4	5	5	
Belgium	190	384	392		Saint Lucia	3	4	4	
Bosnia and Herzegovina	4	9	9		Saint Vincent and the Grenadines	5	16	16	
Bulgaria	25	55	57		Trinidad and Tobago	24	34	36	
Croatia	35	77	79		Turks and Caicos Islands	3	3	3	
Cyprus	30	52	54		Virgin Islands, British	2	2	2	
Czech Republic	76	126	128		Virgin Islands, U.S.	1	4	4	
Denmark	127	233	244		unspecified Caribbean	8	9	10	
Estonia	9	25	25		<b>Subtotal</b>	<b>133</b>	<b>217</b>	<b>222</b>	<b>1.1</b>
Faroe Islands	1	1	1		<b>CENTRAL AMERICA</b>				
Finland	23	46	47		Belize	9	16	16	
France	411	846	868		Costa Rica	8	9	9	
Germany	373	717	737		El Salvador	1	4	4	
Greece	70	132	134		Guatemala	4	7	7	
Greenland	9	17	17		Honduras	1	2	2	
Hungary	33	85	87		Nicaragua	2	2	2	
Iceland	61	105	105		Panama	8	24	26	
Ireland	248	444	460		<b>Subtotal</b>	<b>33</b>	<b>64</b>	<b>66</b>	<b>0.3</b>
Italy	94	217	220		<b>SOUTH AMERICA</b>				
Latvia	32	60	63		Argentina	25	42	42	
Lithuania	11	23	23		Bolivia	10	14	14	
Luxembourg	51	109	112		Brazil	61	106	106	
Macedonia	2	4	4		Chile	14	29	29	
Malta	37	79	80		Colombia	16	24	24	
Moldova	12	17	19		Ecuador	1	2	2	
Monaco	8	10	10		French Guiana	-	1	1	
Montenegro	3	4	4		Guyana	10	15	15	
Netherlands	184	398	411		Paraguay	2	4	4	
Norway	48	95	97		Peru	12	14	15	
Poland	53	106	107		Suriname	13	19	19	
Portugal	120	196	205		Uruguay	8	14	14	
Romania	66	143	144		Venezuela	2	9	9	
Russian Federation	158	237	249		unspecified South America	5	8	8	
Serbia	17	32	33		<b>Subtotal</b>	<b>179</b>	<b>301</b>	<b>302</b>	<b>1.5</b>
Slovakia	23	35	36		<b>ASIA PACIFIC</b>				
Slovenia	14	38	38		American Samoa	-	1	1	
Spain	213	454	461		Australia	85	192	195	
Sweden	140	249	252		Cook Islands	2	2	2	
Switzerland	200	385	392		Fiji	2	7	7	
Turkey	116	224	229		French Polynesia	3	4	4	
Ukraine	36	62	63		Guam	2	3	3	
United Kingdom	1,524	3,475	3,556		Marshall Islands	-	1	1	
<b>Subtotal</b>	<b>4,986</b>	<b>10,204</b>	<b>10,456</b>	<b>52.3</b>	New Caledonia	12	15	15	
<b>AFRICA</b>					New Zealand	29	63	63	
Algeria	3	4	4		Papua New Guinea	8	12	12	
					Vanuatu	3	3	3	
					Western Samoa	-	2	2	
					<b>Subtotal</b>	<b>146</b>	<b>305</b>	<b>308</b>	<b>1.5</b>
					Email Only	-	298	298	1.5
					<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>9,908</b>	<b>19,520</b>	<b>20,005</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.

### CHANGE IN FREQUENCY:

Effective with the January 2021 issue, AIRLINE BUSINESS changed its frequency from 7 to 4 issues per year.

### PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 1,287 copies or 6.4%, 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	January 17, 2022
Country	United Kingdom
City	Sutton
Received by BPA Worldwide	January 17, 2022
Type	BD
ID Number	A036B0D1

#### 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.