

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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**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, the monthly 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.

### MAGAZINE CHANNEL FORMAT – PRINT AND DIGITAL ISSUES

**FLIGHT INTERNATIONAL** 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.

### 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 PRINT AND DIGITAL MAGAZINE



### FLIGHTGLOBAL WEBSITE



## EXECUTIVE SUMMARY

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

|  | Non-Paid | Paid  | Average |
|--|----------|-------|---------|
| <b>FLIGHT INTERNATIONAL PRINT AND DIGITAL MAGAZINE</b> |          |       |         |
| Unique Total* (6 issues in the period)                 | 20,310   | 6,076 | 26,386  |
| a. Print   | 1,592    | 4,621 | 6,213   |
| b. Digital   | 18,718   | 4,360 | 23,078  |
| (See Paragraph 3b for Source)                          |          |       |         |
| <b>FLIGHTGLOBAL WEBSITE</b>                            |          |       |         |
| (Monthly Users with 1,989,377 average Pageviews)       | 944,587  | -     | 944,587 |

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

**MAGAZINE CHANNEL FORMAT: This magazine is produced in print and digital formats.**

No attempt has been made to identify or eliminate duplication that may exist across media channels.

### FIELD SERVED

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

### DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are C-level executives, main board/directors, management and non-management, and 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                                 | -        |
| <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                         | 24,905          | 94.4         | 20,310             | 77.0        | 4,595          | 17.4        |
| Sponsored Individually Addressed   | -               | -            | -                  | -           | -              | -           |
| Membership Benefit                 | -               | -            | -                  | -           | -              | -           |
| Multi-Copy Same Addressee          | 113             | 0.4          | -                  | -           | 113            | 0.4         |
| Single Copy Sales                  | 1,368           | 5.2          | -                  | -           | 1,368          | 5.2         |
| <b>TOTAL QUALIFIED CIRCULATION</b> | <b>26,386</b>   | <b>100.0</b> | <b>20,310</b>      | <b>77.0</b> | <b>6,076</b>   | <b>23.0</b> |

### 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

| 2021 Issue        | Print        | Digital       | Qualified Non-Paid | Qualified Paid | Unique Total Qualified* |
|-------------------|--------------|---------------|--------------------|----------------|-------------------------|
| July              | 6,585        | 23,131        | 20,600             | 6,041          | 26,641                  |
| August            | 6,718        | 22,709        | 20,317             | 6,178          | 26,495                  |
| September         | 6,519        | 23,308        | 21,021             | 5,876          | 26,897                  |
| October           | 6,532        | 22,747        | 20,533             | 5,893          | 26,426                  |
| November          | 5,757        | 22,404        | 19,164             | 6,128          | 25,292                  |
| <b>**December</b> | <b>5,167</b> | <b>24,161</b> | <b>20,223</b>      | <b>6,337</b>   | <b>26,560</b>           |

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

\*\*Analyzed Issue

### 3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2021

This issue is 0.8% or 210 copies above the average of the other 5 issues reported in Paragraph 2.

| Business/Industry  | Unique Total Qualified* | Percent of Total | Print        | Digital       | Qualified Non-Paid | Qualified Paid | Classification by Title |                         |                |                    |            |
|--|-------------------------|------------------|--------------|---------------|--------------------|----------------|-------------------------|-------------------------|----------------|--------------------|------------|
|  |                         |                  |              |               |                    |                | C-Level (A)             | Main Board/Director (B) | Management (C) | Non-management (D) | Others (E) |
| <b>AIR TRANSPORTATION</b> Includes: Airlines, Civil Government Authorities, Ground Handling, Air Traffic Control, Regulatory Organizations & Business Aviation | 11,953                  | 45.0             | 313          | 11,640        | 11,953             | -              | 1,611                   | 2,734                   | 6,427          | 1,125              | 56         |
| <b>CORPORATE</b> Includes: MRO & Aftermarket, General Sales Agents, Airline Engineering Departments, Spares/Parts/Distribution & Support                       | 1,467                   | 5.5              | 31           | 1,436         | 1,467              | -              | 182                     | 337                     | 789            | 157                | 2          |
| <b>MILITARY</b> Includes: Army, Navy, Air Force, Government and Other Defence & Security Services  | 873                     | 3.3              | 16           | 857           | 873                | -              | 89                      | 168                     | 454            | 162                | -          |
| <b>FINANCE</b> Includes: Banking/Finance, Insurance, Legal & Leasing   | 1,291                   | 4.9              | 48           | 1,243         | 1,291              | -              | 224                     | 349                     | 558            | 146                | 14         |
| <b>MANUFACTURERS</b> Includes: Aerostructures/Airframe assembly, Engines, Avionics & Connectivity, Components/ Materials, Defence Systems                      | 3,111                   | 11.7             | 74           | 3,037         | 3,111              | -              | 349                     | 606                     | 1,621          | 517                | 18         |
| <b>RELATED INDUSTRIES</b> Includes: Education, Training, Media & Marketing, Recruitment, Technology/IT, Travel Service, On-line Travel Agents                  | 1,528                   | 5.8              | 43           | 1,485         | 1,528              | -              | 236                     | 388                     | 709            | 182                | 13         |
| <b>SUB-TOTAL</b>   | <b>20,223</b>           | <b>76.2</b>      | <b>525</b>   | <b>19,698</b> | <b>20,223</b>      | <b>-</b>       | <b>2,691</b>            | <b>4,582</b>            | <b>10,558</b>  | <b>2,289</b>       | <b>103</b> |
| Other Paid Circulation:  |                         |                  |              |               |                    |                |                         |                         |                |                    |            |
| Subscriptions  | 4,837                   | 18.2             | 3,142        | 4,463         | -                  | 4,837          |                         |                         |                |                    |            |
| Single Copy Sales  | 1,500                   | 5.6              | 1,500        | -             | -                  | 1,500          |                         |                         |                |                    |            |
| <b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>   | <b>26,560</b>           | <b>100.0</b>     | <b>5,167</b> | <b>24,161</b> | <b>20,223</b>      | <b>6,337</b>   |                         |                         |                |                    |            |

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

**ADDITIONAL DATA – CLASSIFICATION BY JOB FUNCTION**

| Job Function                               | Unique Total Qualified* | Percent of Total | Print        | Digital       |
|--|-------------------------|------------------|--------------|---------------|
| Air Traffic Control                        | 170                     | 0.6              | 1            | 169           |
| Analytics/Data analysis                    | 310                     | 1.2              | 5            | 305           |
| Consultancy                                | 857                     | 3.2              | 17           | 840           |
| Design/Research & Development              | 566                     | 2.1              | 7            | 559           |
| Engineering/Maintenance                    | 1,934                   | 7.3              | 44           | 1,890         |
| Finance/Leasing                            | 1,183                   | 4.5              | 31           | 1,152         |
| Fleet Planning                             | 124                     | 0.5              | 3            | 121           |
| Flight Crew                                | 834                     | 3.1              | 6            | 828           |
| Flight Operations/Airport Operations       | 2,394                   | 9.0              | 71           | 2,323         |
| General Management                         | 5,283                   | 19.9             | 194          | 5,089         |
| Human Resources/Personnel/Recruitment      | 187                     | 0.7              | 10           | 177           |
| Legal                                      | 248                     | 0.9              | 7            | 241           |
| Marketing/Communications                   | 1,111                   | 4.2              | 24           | 1,087         |
| Network Planning                           | 121                     | 0.5              | 2            | 119           |
| Procurement/Supply Chain                   | 374                     | 1.4              | 9            | 365           |
| Production/Manufacturing                   | 394                     | 1.5              | 14           | 380           |
| Sales/Commercial                           | 1,952                   | 7.3              | 52           | 1,900         |
| Strategy/Business Development              | 1,071                   | 4.0              | 15           | 1,056         |
| Technology/IT                              | 510                     | 1.9              | 6            | 504           |
| Training/Education                         | 349                     | 1.3              | 7            | 342           |
| Other                                      | 6,588                   | 24.8             | 4,642        | 4,714         |
| <b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b> | <b>26,560</b>           | <b>100.0</b>     | <b>5,167</b> | <b>24,161</b> |

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

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2021**

| Qualification Source  | Qualified Within |              |              | Print        | Digital       | Qualified Non-Paid | Qualified Paid | Unique Total Qualified** | Percent      |
|---|------------------|--------------|--------------|--------------|---------------|--------------------|----------------|--------------------------|--------------|
|   | 1 Year           | 2 Years      | 3+ Years*    |              |               |                    |                |                          |              |
| I. Direct Request:  | <b>11,255</b>    | <b>6,380</b> | <b>2,447</b> | <b>3,069</b> | <b>19,313</b> | <b>16,077</b>      | <b>4,005</b>   | <b>20,082</b>            | <b>75.6</b>  |
| II. Request from recipient's company:                               | <b>665</b>       | <b>132</b>   | <b>35</b>    | <b>598</b>   | <b>702</b>    | -                  | <b>832</b>     | <b>832</b>               | <b>3.1</b>   |
| III. Membership Benefit:  | -                | -            | -            | -            | -             | -                  | -              | -                        | -            |
| IV. Communication (other than request):                             | -                | -            | -            | -            | -             | -                  | -              | -                        | -            |
| V. <b>TOTAL</b> – Sources other than above (listed alphabetically): | <b>4,146</b>     | -            | -            | -            | <b>4,146</b>  | <b>4,146</b>       | -              | <b>4,146</b>             | <b>15.6</b>  |
| Association rosters and directories                                 | -                | -            | -            | -            | -             | -                  | -              | -                        | -            |
| *Business directories   | 4,146            | -            | -            | -            | 4,146         | 4,146              | -              | 4,146                    | 15.6         |
| Manufacturer's, distributor's, and wholesaler's lists               | -                | -            | -            | -            | -             | -                  | -              | -                        | -            |
| Other sources   | -                | -            | -            | -            | -             | -                  | -              | -                        | -            |
| VI. Single Copy Sales:  | <b>1,500</b>     | -            | -            | <b>1,500</b> | -             | -                  | <b>1,500</b>   | <b>1,500</b>             | <b>5.7</b>   |
| <b>UNIQUE TOTAL QUALIFIED CIRCULATION**</b>                         | <b>17,566</b>    | <b>6,512</b> | <b>2,482</b> | <b>5,167</b> | <b>24,161</b> | <b>20,223</b>      | <b>6,337</b>   | <b>26,560</b>            | <b>100.0</b> |
| <b>PERCENT</b>  | <b>66.1</b>      | <b>24.5</b>  | <b>9.4</b>   | <b>19.4</b>  | <b>90.9</b>   | <b>76.1</b>        | <b>23.9</b>    | <b>100.0</b>             |              |

\*See Additional Data

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

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2021**

| Mailing Address                               | Print        | Digital       | Unique Total Qualified* | Percent      |
|---|--------------|---------------|-------------------------|--------------|
| Individuals by name and title and/or function | 1,088        | 20,812        | 21,389                  | 80.5         |
| Individuals by name only                      | 2,311        | 3,131         | 3,360                   | 12.7         |
| Titles or functions only                      | -            | 4             | 4                       | -            |
| Company names only                            | 156          | 159           | 187                     | 0.7          |
| Multi-Copy Same Addressee copies              | 112          | 55            | 120                     | 0.5          |
| Single Copy Sales                             | 1,500        | -             | 1,500                   | 5.6          |
| <b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>    | <b>5,167</b> | <b>24,161</b> | <b>26,560</b>           | <b>100.0</b> |

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

**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                   | 20,256              | 26,095               | 25,053              | 23,876               | 27,533               | 26,386                |
| Average Qualified***:                |                     |                      |                     |                      |                      |                       |
| Unique Qualified Non-Paid***:        | 9,051               | 15,347               | 15,705              | 16,603               | 21,347               | 20,310                |
| Print:                               | 1,243               | 1,147                | 1,575               | 1,492                | 2,337                | 1,592                 |
| Digital:                             | -                   | -                    | 14,130              | 15,111               | 19,409               | 18,718                |
| Tablet:                              | 7,808               | 14,200               | -                   | -                    | -                    | -                     |
| Unique Qualified Paid***:            | 11,205              | 10,748               | 9,348               | 7,273                | 6,186                | 6,076                 |
| Print:                               | 5,531               | 5,103                | 3,738               | 3,640                | 4,957                | 4,621                 |
| Digital:                             | -                   | -                    | 5,610               | 3,633                | 5,047                | 4,360                 |
| Tablet:                              | 5,674               | 5,645                | -                   | -                    | -                    | -                     |
| Post Expire Copies included in Total | **NC                | **NC                 | **NC                | **NC                 | **NC                 | **NC                  |
| Qualified Circulation:               |                     |                      |                     |                      |                      |                       |
| Average Annual Order Price:          | £161.95             | £164.05              | £155.00             | £155.35              | £155.13              | £158.48               |

\*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 DECEMBER 2021\***

| Region/County                  | Print        | Digital       | Unique Total Qualified** | Percent     |
|--------------------------------|--------------|---------------|--------------------------|-------------|
| <b>ASIA</b>                    |              |               |                          |             |
| Afghanistan                    | -            | 3             | 3                        |             |
| Armenia                        | -            | 2             | 2                        |             |
| Azerbaijan                     | -            | 2             | 2                        |             |
| Bangladesh                     | -            | 15            | 15                       |             |
| Bhutan                         | -            | 12            | 12                       |             |
| British Indian Ocean Territory | -            | 4             | 4                        |             |
| Brunei Darussalam              | 2            | 18            | 19                       |             |
| Cambodia                       | -            | 4             | 4                        |             |
| China                          | 1            | 78            | 78                       |             |
| Georgia                        | 1            | 5             | 5                        |             |
| Hong Kong - SAR                | 25           | 202           | 210                      |             |
| India                          | 27           | 444           | 450                      |             |
| Indonesia                      | 2            | 83            | 83                       |             |
| Japan                          | 54           | 217           | 227                      |             |
| Kazakhstan                     | 1            | 32            | 32                       |             |
| Korea, Republic Of             | 14           | 75            | 79                       |             |
| Kyrgyzstan                     | -            | 5             | 5                        |             |
| Laos                           | -            | 7             | 7                        |             |
| Macao                          | -            | 5             | 5                        |             |
| Malaysia                       | 10           | 167           | 176                      |             |
| Maldives                       | -            | 11            | 11                       |             |
| Mongolia                       | -            | 10            | 10                       |             |
| Myanmar                        | -            | 3             | 3                        |             |
| Nepal                          | -            | 35            | 35                       |             |
| Pakistan                       | 2            | 92            | 93                       |             |
| Philippines                    | 1            | 46            | 46                       |             |
| Singapore                      | 33           | 345           | 355                      |             |
| Sri Lanka                      | 4            | 125           | 127                      |             |
| Taiwan                         | 10           | 128           | 131                      |             |
| Tajikistan                     | -            | 5             | 5                        |             |
| Thailand                       | 7            | 86            | 91                       |             |
| Turkmenistan                   | -            | 1             | 1                        |             |
| Uzbekistan                     | -            | 4             | 4                        |             |
| Vietnam                        | -            | 18            | 18                       |             |
| <b>Subtotal</b>                | <b>194</b>   | <b>2,289</b>  | <b>2,348</b>             | <b>8.8</b>  |
| <b>MIDDLE EAST</b>             |              |               |                          |             |
| Bahrain                        | 3            | 53            | 53                       |             |
| Iran                           | -            | 20            | 20                       |             |
| Iraq                           | -            | 2             | 2                        |             |
| Israel                         | 7            | 187           | 191                      |             |
| Jordan                         | -            | 64            | 64                       |             |
| Kuwait                         | -            | 32            | 32                       |             |
| Lebanon                        | -            | 60            | 60                       |             |
| Oman                           | 1            | 20            | 21                       |             |
| Qatar                          | 3            | 71            | 72                       |             |
| Saudi Arabia                   | 4            | 26            | 28                       |             |
| Syrian Arab Republic           | -            | 2             | 2                        |             |
| United Arab Emirates           | 28           | 435           | 454                      |             |
| Yemen                          | -            | 2             | 2                        |             |
| <b>Subtotal</b>                | <b>46</b>    | <b>974</b>    | <b>1,001</b>             | <b>3.8</b>  |
| <b>EUROPE</b>                  |              |               |                          |             |
| Albania                        | -            | 6             | 6                        |             |
| Andorra                        | -            | 1             | 1                        |             |
| Austria                        | 30           | 174           | 185                      |             |
| Belarus                        | -            | 20            | 20                       |             |
| Belgium                        | 100          | 410           | 442                      |             |
| Bosnia and Herzegovina         | -            | 8             | 8                        |             |
| Bulgaria                       | 5            | 50            | 53                       |             |
| Croatia                        | 1            | 76            | 77                       |             |
| Cyprus                         | 4            | 55            | 55                       |             |
| Czech Republic                 | 12           | 117           | 120                      |             |
| Denmark                        | 45           | 232           | 242                      |             |
| Estonia                        | 5            | 26            | 26                       |             |
| Faroe Islands                  | -            | 1             | 1                        |             |
| Finland                        | 34           | 68            | 75                       |             |
| France                         | 169          | 866           | 907                      |             |
| Germany                        | 234          | 760           | 834                      |             |
| Gibraltar                      | 2            | 1             | 2                        |             |
| Greece                         | 10           | 124           | 126                      |             |
| Greenland                      | 2            | 18            | 19                       |             |
| Hungary                        | 7            | 84            | 88                       |             |
| Iceland                        | 8            | 98            | 102                      |             |
| Ireland                        | 62           | 488           | 500                      |             |
| Italy                          | 46           | 258           | 269                      |             |
| Latvia                         | 2            | 54            | 55                       |             |
| Lithuania                      | -            | 18            | 18                       |             |
| Luxembourg                     | 16           | 89            | 93                       |             |
| Macedonia                      | -            | 4             | 4                        |             |
| Malta                          | 5            | 74            | 76                       |             |
| Moldova                        | -            | 14            | 14                       |             |
| Monaco                         | 1            | 9             | 10                       |             |
| Montenegro                     | -            | 2             | 2                        |             |
| Netherlands                    | 144          | 492           | 528                      |             |
| Norway                         | 40           | 128           | 132                      |             |
| Poland                         | 21           | 122           | 127                      |             |
| Portugal                       | 15           | 177           | 179                      |             |
| Romania                        | 9            | 128           | 134                      |             |
| Russian Federation             | 13           | 202           | 211                      |             |
| Serbia                         | -            | 28            | 28                       |             |
| Slovakia                       | 1            | 31            | 31                       |             |
| Slovenia                       | 4            | 35            | 37                       |             |
| Spain                          | 42           | 433           | 448                      |             |
| Sweden                         | 52           | 269           | 280                      |             |
| Switzerland                    | 167          | 486           | 521                      |             |
| Turkey                         | 6            | 193           | 196                      |             |
| Ukraine                        | -            | 42            | 42                       |             |
| United Kingdom                 | 1,381        | 4,640         | 4,899                    |             |
| <b>Subtotal</b>                | <b>2,695</b> | <b>11,611</b> | <b>12,223</b>            | <b>46.0</b> |

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2021\* (CONTINUED)**

| Region/County                               | Print        | Digital       | Unique Total Qualified** | Percent      |
|---|--------------|---------------|--------------------------|--------------|
| <b>AFRICA</b>                               |              |               |                          |              |
| Algeria                                     | -            | 5             | 5                        |              |
| Angola                                      | -            | 3             | 3                        |              |
| Benin                                       | -            | 1             | 1                        |              |
| Botswana                                    | 2            | 39            | 41                       |              |
| Burkina Faso                                | -            | 1             | 1                        |              |
| Burundi                                     | -            | 1             | 1                        |              |
| Cameroon                                    | -            | 1             | 1                        |              |
| Cape Verde                                  | -            | 4             | 4                        |              |
| Congo                                       | -            | 5             | 5                        |              |
| Cote D'Ivoire                               | -            | 3             | 3                        |              |
| Egypt                                       | 2            | 50            | 50                       |              |
| Equatorial Guinea                           | -            | 1             | 1                        |              |
| Eritrea                                     | -            | 2             | 2                        |              |
| Ethiopia                                    | -            | 32            | 32                       |              |
| Gabon                                       | -            | 1             | 1                        |              |
| Gambia                                      | -            | 2             | 2                        |              |
| Ghana                                       | -            | 16            | 16                       |              |
| Kenya                                       | 2            | 94            | 95                       |              |
| Libyan Arab Jamahiriya                      | -            | 8             | 8                        |              |
| Madagascar                                  | -            | 6             | 6                        |              |
| Malawi                                      | -            | 6             | 6                        |              |
| Mali  | -            | 1             | 1                        |              |
| Mauritius                                   | 1            | 103           | 104                      |              |
| Morocco                                     | -            | 13            | 13                       |              |
| Mozambique                                  | -            | 9             | 9                        |              |
| Namibia                                     | -            | 22            | 22                       |              |
| Niger                                       | -            | 1             | 1                        |              |
| Nigeria                                     | 1            | 51            | 51                       |              |
| Reunion                                     | -            | 9             | 9                        |              |
| Rwanda                                      | -            | 6             | 6                        |              |
| Seychelles                                  | -            | 13            | 13                       |              |
| Sierra Leone                                | -            | 1             | 1                        |              |
| South Africa                                | 32           | 391           | 416                      |              |
| Sudan                                       | -            | 10            | 10                       |              |
| Swaziland                                   | -            | 1             | 1                        |              |
| Tanzania                                    | -            | 24            | 24                       |              |
| Togo  | -            | 5             | 5                        |              |
| Tunisia                                     | 1            | 44            | 45                       |              |
| Uganda                                      | -            | 13            | 13                       |              |
| Zambia                                      | 1            | 12            | 13                       |              |
| Zimbabwe                                    | 1            | 14            | 15                       |              |
| Subtotal                                    | 43           | 1,024         | 1,056                    | 4.0          |
| <b>NORTH AMERICA</b>                        |              |               |                          |              |
| Canada                                      | 118          | 923           | 965                      |              |
| Mexico                                      | 4            | 68            | 68                       |              |
| United States                               | 390          | 2,944         | 3,023                    |              |
| unspecified North America                   | 2            | 23            | 23                       |              |
| Subtotal                                    | 514          | 3,958         | 4,079                    | 15.4         |
| <b>CARIBBEAN</b>                            |              |               |                          |              |
| Antigua and Barbuda                         | 1            | 32            | 33                       |              |
| Aruba                                       | -            | 1             | 1                        |              |
| Bahamas                                     | 2            | 20            | 22                       |              |
| Barbados                                    | 3            | 15            | 18                       |              |
| Bermuda                                     | -            | 2             | 2                        |              |
| Cayman Islands                              | 1            | 24            | 24                       |              |
| Dominican Republic                          | -            | 7             | 7                        |              |
| Grenada                                     | 2            | 3             | 5                        |              |
| Jamaica                                     | 1            | 18            | 19                       |              |
| Montserrat                                  | -            | 1             | 1                        |              |
| Puerto Rico                                 | 1            | 9             | 9                        |              |
| Saint Lucia                                 | 1            | 3             | 4                        |              |
| Saint Vincent and the Grenadines            | -            | 13            | 13                       |              |
| Trinidad and Tobago                         | 2            | 29            | 31                       |              |
| Turks and Caicos Islands                    | -            | 2             | 2                        |              |
| Virgin Islands, U.S.                        | 1            | 3             | 4                        |              |
| unspecified Caribbean                       | -            | 5             | 5                        |              |
| Subtotal                                    | 15           | 187           | 200                      | 0.8          |
| <b>CENTRAL AMERICA</b>                      |              |               |                          |              |
| Belize                                      | 4            | 11            | 15                       |              |
| Costa Rica                                  | 3            | 3             | 6                        |              |
| El Salvador                                 | -            | 6             | 6                        |              |
| Guatemala                                   | 1            | 6             | 7                        |              |
| Honduras                                    | -            | 2             | 2                        |              |
| Nicaragua                                   | -            | 2             | 2                        |              |
| Panama                                      | 2            | 24            | 26                       |              |
| Subtotal                                    | 10           | 54            | 64                       | 0.2          |
| <b>SOUTH AMERICA</b>                        |              |               |                          |              |
| Argentina                                   | 1            | 42            | 42                       |              |
| Bolivia                                     | -            | 9             | 9                        |              |
| Brazil                                      | 9            | 109           | 112                      |              |
| Chile                                       | 1            | 26            | 26                       |              |
| Colombia                                    | 3            | 25            | 27                       |              |
| Ecuador                                     | -            | 2             | 2                        |              |
| Guyana                                      | -            | 12            | 12                       |              |
| Paraguay                                    | -            | 4             | 4                        |              |
| Peru  | -            | 9             | 9                        |              |
| Suriname                                    | -            | 16            | 16                       |              |
| Uruguay                                     | 1            | 19            | 20                       |              |
| Venezuela                                   | -            | 4             | 4                        |              |
| unspecified South America                   | 1            | 10            | 10                       |              |
| Subtotal                                    | 16           | 287           | 293                      | 1.1          |
| <b>ASIA PACIFIC</b>                         |              |               |                          |              |
| American Samoa                              | -            | 1             | 1                        |              |
| Australia                                   | 95           | 299           | 312                      |              |
| Cook Islands                                | -            | 2             | 2                        |              |
| Fiji  | 1            | 9             | 10                       |              |
| French Polynesia                            | -            | 4             | 4                        |              |
| Guam  | -            | 2             | 2                        |              |
| New Caledonia                               | -            | 9             | 9                        |              |
| New Zealand                                 | 37           | 94            | 98                       |              |
| Papua New Guinea                            | 1            | 8             | 9                        |              |
| Vanuatu                                     | -            | 1             | 1                        |              |
| Western Samoa                               | -            | 2             | 2                        |              |
| Subtotal                                    | 134          | 431           | 450                      | 1.7          |
| Email Only                                  | 1,500        | 3,346         | 4,846                    | 18.2         |
| <b>UNIQUE TOTAL QUALIFIED CIRCULATION**</b> | <b>5,167</b> | <b>24,161</b> | <b>26,560</b>            | <b>100.0</b> |

\*See Additional Data

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

# WEBSITE CHANNEL

WWW.FLIGHTGLOBAL.COM

| 2021            | Pageviews        | Sessions         | Users          | Average Session Duration |
|-----------------|------------------|------------------|----------------|--------------------------|
| July            | 2,598,276        | 1,899,220        | 1,325,990      | 0:45                     |
| August          | 1,740,883        | 1,176,744        | 790,802        | 0:55                     |
| September       | 1,876,159        | 1,275,271        | 859,343        | 0:56                     |
| October         | 1,945,853        | 1,359,324        | 945,869        | 0:51                     |
| November        | 1,686,247        | 1,110,049        | 736,169        | 1:00                     |
| December        | 2,088,849        | 1,512,808        | 1,009,352      | 0:48                     |
| <b>AVERAGE:</b> | <b>1,989,377</b> | <b>1,388,902</b> | <b>944,587</b> | <b>0:52</b>              |

July – December 2021 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.

#### DIGITAL SUBSCRIPTIONS:

Digital subscriptions to FLIGHT INTERNATIONAL include access to current issues via tablet.

#### PARAGRAPH 3b:

There are 175 paid subscribers with a valid subscription that are 3+ years included in the 3 year category. Business directories include 1 source of circulation for a quantity of 4,146 copies or 15.6%, including Flight Global Data.

#### 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.  
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 20, 2022 |
| Country                   | United Kingdom   |
| City                      | Sutton           |
| Received by BPA Worldwide | January 20, 2022 |
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| ID Number                 | F338B0D1         |

### 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.

MAGAZINE CHANNEL FORMAT: This magazine is produced in print and digital formats.

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