

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 quarterly magazine for senior airline management. It delivers insight on topics such as aircraft and engines, workforce diversity, alliances and partnerships, airports, technology, sustainability and air cargo. It also includes in-depth CEO interviews, analysis and opinion regarding the latest airline developments, annual rankings of the top carriers, takeaways from the biggest industry events, and key data on the sectors' performance. Airline Business also produces a weekly email newsletter a regular podcast, and co-organises the industry's highly respected awards night, the Airline Strategy Awards.

**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, cargo carriers, leisure/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/alliance/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)	20,888	48	20,936
a. Print	9,006	48	9,054
b. Digital	18,688	47	18,735

(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	20,936	100.0	20,888	99.8	48	0.2
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,936</b>	<b>100.0</b>	<b>20,888</b>	<b>99.8</b>	<b>48</b>	<b>0.2</b>

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

2023 Issue	Print	Digital	Unique Total Qualified*
January/February/March	9,051	18,615	20,932
April/May/June	9,056	18,855	20,939

\*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/JUNE 2023**  
 This issue is -% or 0.7 copies above 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	3,218	15.4	1,569	2,891
Regional Carrier	512	2.4	105	498
Leisure/Charter (Note 1)	523	2.5	185	489
Cargo	1,017	4.9	307	943
Low Cost Carrier	565	2.7	42	559
Business Aviation	3,899	18.6	1,402	3,533
Other Airline Operator	755	3.6	126	728
<b>Sub-Total - Airlines</b>	<b>10,489</b>	<b>50.1</b>	<b>3,736</b>	<b>9,641</b>
<b>2. Non Airlines</b>				
<b>Airports and Airport Service Providers:</b>				
Airports	2,006	9.6	1,022	1,718
Ground Handling	30	0.1	25	24
Air Traffic Control	94	0.4	48	80
Other Airport Services	173	0.8	89	160
<b>Aerospace Manufacturing and Services:</b>				
Aerostructures and Airframe assembly (Note 2)	459	2.2	248	391
Engines	107	0.5	60	88
Components/Materials	174	0.8	115	147
Avionics/Connectivity	169	0.8	90	145
Aircraft Interiors	268	1.3	145	221
ATC/Ground Systems (Note 3)	57	0.3	34	45
Defence Systems	125	0.6	66	113
Other Aerospace Manufacturing	544	2.6	182	504
<b>Maintenance/Repair/Overhaul &amp; Spares:</b>				
MRO & Aftermarket (Note 4)	193	0.9	130	160
Airline Engineering Department	1,227	5.9	425	1,140
Spares, parts, distribution & support	185	0.9	114	169
<b>Finance/Leasing/Insurance:</b>				
Banking/Finance	315	1.5	234	254
Leasing	204	1.0	152	188
Insurance	79	0.4	56	64
Legal	81	0.4	63	70
<b>Defence:</b>				
Air Force/Army/Navy	74	0.4	37	61
Other Defence & Security forces	22	0.1	8	20
<b>Government/Regulatory/Alliance/Association:</b>				
Government	125	0.6	88	99
Regulatory	26	0.1	19	24
Alliance/Association	131	0.6	85	111
<b>Air Travel Services:</b>				
Air Service Provider	2,553	12.2	1,142	2,330
General Sales Agent (Note 5)	80	0.4	49	71
Technology/IT	205	1.0	120	175
Travel Services/On-line Travel Agents	165	0.8	90	143
<b>Training/Education/People &amp; Recruitment:</b>				
Training	135	0.6	95	115
Training Systems Providers	32	0.1	28	25
Recruitment	113	0.5	59	97
Education	75	0.4	33	65
<b>Other Related Industries and Services:</b>				
Other	179	0.9	124	154
<b>Sub-Total - Non Airlines</b>	<b>10,405</b>	<b>49.7</b>	<b>5,275</b>	<b>9,171</b>
<b>Other Paid Circulation:</b>				
Subscriptions	45	0.2	45	43
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>20,939</b>	<b>100.0</b>	<b>9,056</b>	<b>18,855</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.

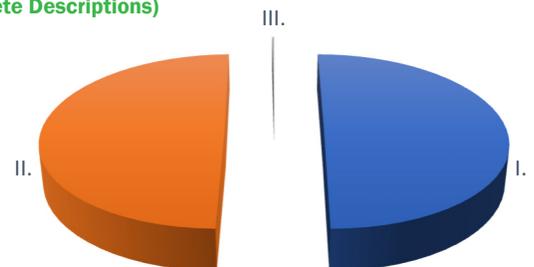
Note 3: ATC/Ground System includes systems manufacturers.

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)

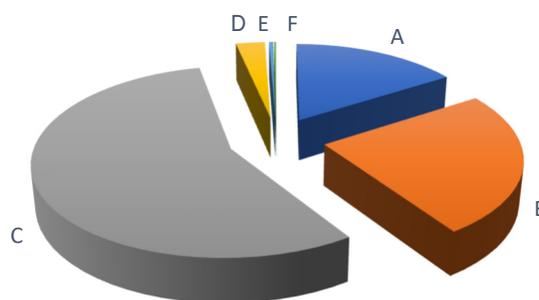
Business and Industry	Total Qualified	Percent of Total
I. Airlines	10,489	50.1
II. Non-Airlines	10,405	49.7
III. Other Paid Circulation	45	0.2
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,939</b>	<b>100.0</b>



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)	3,358	16.0	1,591	1,767	-
Main Board/Director (Director, Senior VP, Deputy Assistant Director, Partner/Associate)	5,148	24.6	2,231	2,917	-
Management (VP, Gen Mgr, Mgr, Supervisor, Planner/Analyst, Systems/IT Analyst, Chief Pilot, Chief Engineer, Head of Dept, Consultant)	11,721	56.0	6,082	5,639	-
Non-management (Officer/Administrator, Pilot, Engineer, ATC, Stewards/Clerks, Lecturer)	593	2.8	519	74	-
Others	74	0.4	66	8	-
Other Paid Circulation – Subscriptions	45	0.2	-	-	45
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,939</b>	<b>100.0</b>	<b>10,489</b>	<b>10,405</b>	<b>45</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	3,358	16.0
B. Main Board/Directors	5,148	24.6
C. Management	11,721	56.0
D. Non-management	593	2.8
E. Others	74	0.4
F. Other Paid Circulation	45	0.2
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,939</b>	<b>100.0</b>



Classification by Job Function	Unique Total Qualified*	Percent of Total	Print	Digital
Air Traffic Control	131	0.6	25	127
Analytics/Data analysis	238	1.1	41	225
Consultancy	996	4.8	417	935
Design/Research & Development	243	1.2	98	217
Engineering/Maintenance	1,894	9.0	590	1,776
Finance/Leasing	729	3.5	421	632
Fleet Planning	164	0.8	35	159
Flight Crew	1,174	5.6	101	1,155
Flight Operations/Airport Operations	2,386	11.4	1,004	2,153
General Management	8,586	41.0	4,502	7,513
Human Resources/Personnel/Recruitment	171	0.8	75	143
Legal	146	0.7	74	136
Marketing/Communications	689	3.3	273	615
Network Planning	145	0.7	54	135
Procurement/Supply Chain	322	1.5	107	296
Production/Manufacturing	270	1.3	110	242
Sales/Commercial	1,142	5.5	499	1,011
Strategy/Business Development	628	3.0	342	555
Technology/IT	358	1.7	147	327
Training/Education	210	1.0	64	189
Other	317	1.5	77	314
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>20,939</b>	<b>100.0</b>	<b>9,056</b>	<b>18,855</b>

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

### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY/JUNE 2023

Qualification Source	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	10,294	4,024	2,470	9,023	14,704	16,788	80.2
II. Request from recipient's company:	9	2	-	11	11	11	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. **Communication (other than request):	523	430	3,187	22	4,140	4,140	19.8
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	-	-	-	-	-	-	-
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>10,826</b>	<b>4,456</b>	<b>5,657</b>	<b>9,056</b>	<b>18,855</b>	<b>20,939</b>	<b>100.0</b>
<b>PERCENT</b>	<b>51.7</b>	<b>21.3</b>	<b>27.0</b>	<b>43.3</b>	<b>90.1</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	10,826	51.7
2 Years	4,456	21.3
3 Years	5,657	27.0
<b>TOTAL QUALIFIED</b>	<b>20,939</b>	<b>100.0</b>



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

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July – December 2020	January – June 2021	July – December 2021	January – June 2022	July – December 2022	January – June 2023*
Unique Total Audit Average Qualified***:	18,970	18,540	18,827	19,129	20,269	20,936
Unique Qualified Non-Paid***:	18,745	18,341	18,664	19,024	20,210	20,888
Print:	7,915	8,314	8,792	8,895	8,977	9,006
Digital:	16,726	16,960	17,171	16,969	18,183	18,688
Unique Qualified Paid***:	225	199	163	105	59	48
Print:	211	190	163	105	59	48
Digital:	44	41	132	-	44	47
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 2023 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.





## 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/February/March 2023 issue, AIRLINE BUSINESS changed its frequency from 6 to 4 issues per year.

### PARAGRAPH 3b:

Communication (other than request) includes 1 source of circulation for a quantity of 4,140 copies or 19.8%, 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 17, 2023
Country	United Kingdom
City	Sutton
Received by BPA Worldwide	July 17, 2023
Type	BD
ID Number	A036BRJ23

#### About BPA Worldwide

BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 1,000 annual audits of media channels in 19 countries, BPA is a trusted resource for compliance and assurance services.