

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
FLIGHT INTERNATIONAL PRINT AND DIGITAL MAGAZINE			
Unique Total* (6 issues in the period)	21,909	5,702	27,611
a. Print	-	3,873	3,873
b. Digital	21,909	4,077	25,986
(See Paragraph 3b for Source)			
FLIGHTGLOBAL WEBSITE			
(Monthly Users with 1,758,651 average Pageviews)	850,352	-	850,352

*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	-
TOTAL	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	26,129	94.6	21,909	79.3	4,220	15.3
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	74	0.3	-	-	74	0.3
Single Copy Sales	1,408	5.1	-	-	1,408	5.1
TOTAL QUALIFIED CIRCULATION	27,611	100.0	21,909	79.3	5,702	20.7

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2023 Issues	Print	Digital	Qualified Non-Paid	Qualified Paid	Unique Total Qualified*
January	3,881	26,170	21,900	5,745	27,645
February	3,860	25,807	21,900	5,609	27,509
March	3,918	25,908	21,900	5,659	27,559
April	3,830	25,943	21,900	5,649	27,549
May	3,906	25,955	21,900	5,721	27,621
**June	3,844	26,131	21,950	5,831	27,781

*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 JUNE 2023

This issue is 0.7% or 204 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)
AIR TRANSPORTATION Includes: Airlines, Civil Government Authorities, Ground Handling, Air Traffic Control, Regulatory Organizations & Business Aviation	12,072	43.4	-	12,072	12,072	-	1,550	2,268	7,180	1,022	52
CORPORATE Includes: MRO & Aftermarket, General Sales Agents, Airline Engineering Departments, Spares/Parts/Distribution & Support	849	3.1	-	849	849	-	105	173	462	105	4
MILITARY Includes: Army, Navy, Air Force, Government and Other Defence & Security Services	729	2.6	-	729	729	-	65	128	386	146	4
FINANCE Includes: Banking/Finance, Insurance, Legal & Leasing	1,122	4.0	-	1,122	1,122	-	169	278	545	121	9
MANUFACTURERS Includes: Aerostructures/Airframe assembly, Engines, Avionics & Connectivity, Components/ Materials, Defence Systems	5,295	19.1	-	5,295	5,295	-	588	852	3,290	542	23
RELATED INDUSTRIES Includes: Education, Training, Media & Marketing, Recruitment, Technology/IT, Travel Service, On-line Travel Agents	1,883	6.8	-	1,883	1,883	-	251	374	1,010	232	16
SUB-TOTAL	21,950	79.0	-	21,950	21,950	-	2,728	4,073	12,873	2,168	108
Other Paid Circulation:											
Subscriptions	4,408	15.9	2,421	4,181	-	4,408					
Single Copy Sales	1,423	5.1	1,423	-	-	1,423					
UNIQUE TOTAL QUALIFIED CIRCULATION*	27,781	100.0	3,844	26,131	21,950	5,831					

*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	215	0.8	-	215
Analytics/Data analysis	303	1.1	-	303
Consultancy	1,070	3.8	-	1,070
Design/Research & Development	600	2.2	-	600
Engineering/Maintenance	2,376	8.6	-	2,376
Finance/Leasing	785	2.8	-	785
Fleet Planning	141	0.5	-	141
Flight Crew	986	3.5	-	986
Flight Operations/Airport Operations	2,259	8.1	-	2,259
General Management	7,650	27.5	-	7,650
Human Resources/Personnel/Recruitment	181	0.7	-	181
Legal	203	0.7	-	203
Marketing/Communications	857	3.1	-	857
Network Planning	120	0.4	-	120
Procurement/Supply Chain	407	1.5	-	407
Production/Manufacturing	479	1.7	-	479
Sales/Commercial	1,353	4.9	-	1,353
Strategy/Business Development	823	3.0	-	823
Technology/IT	450	1.6	-	450
Training/Education	336	1.2	-	336
Other	6,187	22.3	3,844	4,537
UNIQUE TOTAL QUALIFIED CIRCULATION*	27,781	100.0	3,844	26,131

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

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2023

Qualified Within

Qualification Source	1 Year	2 Years	3+ Years*	Print	Digital	Qualified Non-Paid	Qualified Paid	Unique Total Qualified**	Percent
I. Direct Request:	10,945	5,236	3,155	2,039	19,197	15,860	3,476	19,336	69.6
II. Request from recipient's company:	737	132	63	382	844	-	932	932	3.4
III. Membership Benefit:	-	-	-	-	-	-	-	-	-
IV. *Communication (other than request):	1,164	551	4,375	-	6,090	6,090	-	6,090	21.9
V. TOTAL – 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:	1,423	-	-	1,423	-	-	1,423	1,423	5.1
UNIQUE TOTAL QUALIFIED CIRCULATION**	14,269	5,919	7,593	3,844	26,131	21,950	5,831	27,781	100.0
PERCENT	51.4	21.3	27.3	13.8	94.1	79.0	21.0	100.0	

*See Additional Data

**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	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***:	23,876	27,533	26,386	24,830	27,412	27,611
Unique Qualified Non-Paid***:	16,603	21,347	20,310	18,722	21,650	21,909
Print:	1,492	2,337	1,592	246	-	-
Digital:	15,111	19,409	18,718	18,476	21,650	21,909
Unique Qualified Paid***:	7,273	6,186	6,076	6,108	5,762	5,702
Print:	3,640	4,957	4,621	4,348	4,109	3,873
Digital:	3,633	5,047	4,360	4,424	3,968	4,077
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	£155.35	£155.13	£158.48	£166.49	£168.85	£163.87

*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.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2023*

Region/County	Print	Digital	Unique Total Qualified**	Percent
ASIA				
Afghanistan	-	5	5	
Armenia	-	2	2	
Azerbaijan	-	2	2	
Bangladesh	-	18	18	
Bhutan	-	12	12	
British Indian Ocean Territory	-	6	6	
Brunei Darussalam	6	14	15	
Cambodia	-	7	7	
China	4	110	111	
Georgia	-	3	3	
Hong Kong - SAR	16	181	182	
India	15	434	435	
Indonesia	1	68	68	
Japan	34	241	246	
Kazakhstan	-	16	16	
Korea, Republic Of	8	64	66	
Kyrgyzstan	-	3	3	
Laos	-	6	6	
Macao	-	2	2	
Malaysia	3	151	151	
Maldives	1	12	12	
Mongolia	-	8	8	
Myanmar	-	4	4	
Nepal	-	24	24	
Pakistan	2	91	91	
Philippines	-	34	34	
Singapore	16	330	330	
Sri Lanka	-	93	93	
Taiwan	5	129	130	
Tajikistan	-	2	2	
Thailand	5	71	71	
Turkmenistan	-	1	1	
Uzbekistan	-	2	2	
Vietnam	-	23	23	
Subtotal	116	2,169	2,181	7.9
MIDDLE EAST				
Bahrain	2	54	54	
Iran	-	21	21	
Iraq	-	2	2	
Israel	20	159	162	
Jordan	1	55	55	
Kuwait	-	29	29	
Lebanon	-	49	49	
Oman	-	16	16	
Qatar	3	74	74	
Saudi Arabia	4	31	31	
Syrian Arab Republic	-	1	1	
United Arab Emirates	13	400	400	
Yemen	-	6	6	
Subtotal	43	897	900	3.2
EUROPE				
Albania	-	9	9	
Austria	22	193	194	
Belarus	-	16	16	
Belgium	53	434	436	
Bosnia and Herzegovina	-	5	5	
Bulgaria	3	48	48	
Croatia	-	71	71	
Cyprus	1	63	63	
Czech Republic	7	129	131	
Denmark	23	203	204	
Estonia	4	22	23	
Faroe Islands	-	2	2	
Finland	24	79	85	
France	82	906	911	
Germany	162	831	890	
Gibraltar	1	1	1	
Greece	8	133	134	
Greenland	1	10	10	
Hungary	4	79	82	
Iceland	3	66	66	
Ireland	52	467	471	
Italy	29	278	279	
Latvia	1	49	49	
Lithuania	1	47	48	
Luxembourg	11	111	111	
Macedonia	-	5	5	
Malta	2	96	96	
Moldova	-	12	12	
Monaco	-	11	11	
Netherlands	91	496	499	
Norway	29	126	130	
Poland	12	135	136	
Portugal	11	172	173	
Romania	1	149	149	
Russian Federation	2	110	110	
San Marino	-	2	2	
Serbia	-	34	34	
Slovakia	1	31	32	
Slovenia	2	35	36	
Spain	16	423	423	
Sweden	40	264	270	
Switzerland	119	529	543	
Turkey	-	221	221	
Ukraine	-	34	34	
United Kingdom	959	6,319	6,387	
Subtotal	1,777	13,456	13,642	49.1

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2023* (CONTINUED)

Region/County	Print	Digital	Unique Total Qualified**	Percent
AFRICA				
Algeria	-	3	3	
Angola	1	3	3	
Botswana	-	35	35	
Burkina Faso	-	1	1	
Cameroon	-	6	6	
Cape Verde	-	2	2	
Congo	-	6	6	
Cote D'Ivoire	-	2	2	
Djibouti	-	1	1	
Egypt	3	57	57	
Ethiopia	-	51	51	
Gabon	-	1	1	
Gambia	-	2	2	
Ghana	-	24	24	
Guinea-Bissau	-	1	1	
Kenya	-	87	87	
Libyan Arab Jamahiriya	-	7	7	
Madagascar	-	2	2	
Malawi	-	6	6	
Mali	-	1	1	
Mauritania	-	1	1	
Mauritius	-	77	77	
Morocco	-	12	12	
Mozambique	-	6	6	
Namibia	-	13	13	
Niger	-	2	2	
Nigeria	1	74	74	
Reunion	-	3	3	
Rwanda	-	7	7	
Senegal	-	3	3	
Seychelles	-	12	12	
Sierra Leone	-	1	1	
South Africa	5	346	346	
Sudan	-	8	8	
Swaziland	-	4	4	
Tanzania	-	20	20	
Togo	-	4	4	
Tunisia	-	29	29	
Uganda	-	16	16	
Zambia	-	12	12	
Zimbabwe	-	15	15	
Subtotal	10	963	963	3.5
NORTH AMERICA				
Canada	63	1,045	1,053	
Mexico	1	80	80	
United States	306	4,031	4,047	
unspecified North America	-	30	30	
Subtotal	370	5,186	5,210	18.7
CARIBBEAN				
Antigua and Barbuda	-	30	30	
Aruba	-	1	1	
Bahamas	-	15	15	
Barbados	-	8	8	
Bermuda	-	3	3	
Cayman Islands	-	19	19	
Dominica	-	1	1	
Dominican Republic	-	4	4	
Grenada	-	1	1	
Jamaica	-	14	14	
Montserrat	-	1	1	
Puerto Rico	-	17	17	
Saint Lucia	1	5	5	
Saint Vincent and the Grenadines	-	11	11	
Trinidad and Tobago	-	17	17	
Turks and Caicos Islands	-	1	1	
Virgin Islands, British	-	3	3	
Virgin Islands, U.S.	-	3	3	
unspecified Caribbean	-	5	5	
Subtotal	1	159	159	0.6
CENTRAL AMERICA				
Belize	-	12	12	
Costa Rica	-	7	7	
El Salvador	-	4	4	
Guatemala	-	4	4	
Honduras	-	3	3	
Panama	-	15	15	
Subtotal	-	45	45	0.2
SOUTH AMERICA				
Argentina	-	36	36	
Bolivia	-	6	6	
Brazil	3	98	98	
Chile	-	17	17	
Colombia	1	27	27	
Ecuador	-	2	2	
French Guiana	-	1	1	
Guyana	-	12	12	
Paraguay	-	4	4	
Peru	-	9	9	
Suriname	-	9	9	
Uruguay	-	12	12	
Venezuela	-	2	2	
unspecified South America	-	8	8	
Subtotal	4	243	243	0.9
ASIA PACIFIC				
American Samoa	-	3	3	
Australia	70	384	385	
Fiji	-	8	8	
French Polynesia	-	3	3	
New Caledonia	-	7	7	
New Zealand	29	112	113	
Papua New Guinea	1	8	8	
Vanuatu	-	1	1	
unspecified Asia Pacific	-	1	1	
Subtotal	100	527	529	1.9
Email Only	-	2,486	2,486	8.9
Singly Copy Sales	1,423	-	1,423	5.1
UNIQUE TOTAL QUALIFIED CIRCULATION**	3,844	26,131	27,781	100.0

*See Additional Data

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

WEBSITE CHANNEL

WWW.FLIGHTGLOBAL.COM

2023	Pageviews	Sessions	Users	Average Session Duration
January	1,672,242	1,161,676	816,392	0:49
February	1,817,204	1,293,886	895,324	0:47
March	1,802,108	1,259,168	855,901	0:50
April	1,646,363	1,212,029	831,976	0:43
May	1,676,083	1,191,598	813,295	0:47
June	1,936,111	1,394,067	889,228	0:51
AVERAGE:	1,758,351	1,252,070	850,352	0:47

January – June 2023 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:

Communication (other than request) includes 1 source of circulation for a quantity of 6,090 copies or 21.9%, including Flight Global Data. There are 43 paid subscribers with a valid subscription that are 3+ years included in the 3 year category.

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.

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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.

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

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