

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)	18,722	6,108	24,830
a. Print	246	4,348	4,594
b. Digital	18,476	4,424	22,900
(See Paragraph 3b for Source)			
FLIGHTGLOBAL WEBSITE (Monthly Users with 2,211,639 average Pageviews)	1,084,546	-	1,084,546

*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	23,420	94.3	18,722	75.4	4,698	18.9
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	44	0.2	-	-	44	0.2
Single Copy Sales	1,366	5.5	-	-	1,366	5.5
TOTAL QUALIFIED CIRCULATION	24,830	100.0	18,722	75.4	6,108	24.6

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2022 Issue	Print	Digital	Qualified Non-Paid	Qualified Paid	Unique Total Qualified*
January	4,921	22,614	18,516	6,260	24,776
February	4,898	22,012	18,051	6,177	24,228
March	4,891	21,548	17,691	6,080	23,771
April	4,381	22,716	18,215	6,158	24,373
May	4,249	22,326	17,974	6,007	23,981
**June	4,225	26,181	21,885	5,963	27,848

*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 2022

This issue is 15.0% or 3,622 copies above the average of the other 5 issues reported in Paragraph 2. (See Additional Data)

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	10,043	36.1	-	10,043	10,043	-	1,432	2,429	6,182	-	-
CORPORATE Includes: MRO & Aftermarket, General Sales Agents, Airline Engineering Departments, Spares/Parts/Distribution & Support	1,380	5.0	-	1,380	1,380	-	173	339	868	-	-
MILITARY Includes: Army, Navy, Air Force, Government and Other Defence & Security Services	586	2.1	-	586	586	-	66	136	384	-	-
FINANCE Includes: Banking/Finance, Insurance, Legal & Leasing	1,429	5.1	-	1,429	1,429	-	283	337	809	-	-
MANUFACTURERS Includes: Aerostructures/Airframe assembly, Engines, Avionics & Connectivity, Components/ Materials, Defence Systems	6,555	23.5	-	6,555	6,555	-	900	1,087	4,568	-	-
RELATED INDUSTRIES Includes: Education, Training, Media & Marketing, Recruitment, Technology/IT, Travel Service, On-line Travel Agents	1,892	6.8	-	1,892	1,892	-	408	552	931	-	1
SUB-TOTAL	21,885	78.6	-	21,885	21,885	-	3,262	4,880	13,742	-	1
Other Paid Circulation:											
Subscriptions	4,599	16.5	2,861	4,296	-	4,599					
Single Copy Sales	1,364	4.9	1,364	-	-	1,364					
UNIQUE TOTAL QUALIFIED CIRCULATION*	27,848	100.0	4,225	26,181	21,885	5,963					

*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	340	1.2	-	340
Analytics/Data analysis	178	0.6	-	178
Consultancy	1,290	4.6	-	1,290
Design/Research & Development	780	2.8	-	780
Engineering/Maintenance	2,328	8.4	-	2,328
Finance/Leasing	1,025	3.7	-	1,025
Fleet Planning	162	0.6	-	162
Flight Crew	1,236	4.4	-	1,236
Flight Operations/Airport Operations	2,384	8.6	-	2,384
General Management	5,278	19.0	-	5,278
Human Resources/Personnel/Recruitment	204	0.7	-	204
Legal	236	0.8	-	236
Marketing/Communications	1,045	3.7	-	1,045
Network Planning	158	0.6	-	158
Procurement/Supply Chain	481	1.7	-	481
Production/Manufacturing	582	2.1	-	582
Sales/Commercial	1,967	7.1	-	1,967
Strategy/Business Development	1,251	4.5	-	1,251
Technology/IT	568	2.0	-	568
Training/Education	212	0.8	-	212
Other	6,143	22.1	4,225	4,476
UNIQUE TOTAL QUALIFIED CIRCULATION*	27,848	100.0	4,225	26,181

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

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2022

Qualification Source	Qualified Within			Print	Digital	Qualified Non-Paid	Qualified Paid	Unique Total Qualified**	Percent
	1 Year	2 Years	3+ Years*						
I. Direct Request:	11,999	6,689	2,566	2,302	21,136	17,485	3,769	21,254	76.3
II. Request from recipient's company:	705	140	38	559	698	53	830	883	3.2
III. Membership Benefit:	-	-	-	-	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	4,347	-	-	-	4,347	4,347	-	4,347	15.6
Association rosters and directories	-	-	-	-	-	-	-	-	-
*Business directories	4,347	-	-	-	4,347	4,347	-	4,347	15.6
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-	-	-
VI. Single Copy Sales:	1,364	-	-	1,364	-	-	1,364	1,364	4.9
UNIQUE TOTAL QUALIFIED CIRCULATION**	18,415	6,829	2,604	4,225	26,181	21,885	5,963	27,848	100.0
PERCENT	66.1	24.5	9.4	15.2	94.0	78.6	21.4	100.0	

*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 JUNE 2022

Mailing Address	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	998	16,671	16,771	60.2
Individuals by name only	1,606	9,288	9,415	33.8
Titles or functions only	-	1	1	-
Company names only	134	114	166	0.6
Multi-Copy Same Addressee copies	123	107	131	0.5
Single Copy Sales	1,364	-	1,364	4.9
UNIQUE TOTAL QUALIFIED CIRCULATION*	4,225	26,181	27,848	100.0

*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 2019	January - June 2020	July - December 2020	January - June 2021	July - December 2021	January - June 2022*
Unique Total Audit	26,095	25,053	23,876	27,533	26,386	24,830
Average Qualified***:						
Unique Qualified	15,347	15,705	16,603	21,347	20,310	18,722
Non-Paid***:						
Print:	1,147	1,575	1,492	2,337	1,592	246
Digital:	-	14,130	15,111	19,409	18,718	18,476
Tablet:	14,200	-	-	-	-	-
Unique Qualified Paid***:	10,748	9,348	7,273	6,186	6,076	6,108
Print:	5,103	3,738	3,640	4,957	4,621	4,348
Digital:	-	5,610	3,633	5,047	4,360	4,424
Tablet:	5,645	-	-	-	-	-
Post Expire Copies included in Total	**NC	**NC	**NC	**NC	**NC	**NC
Qualified Circulation:						
Average Annual Order Price:	£164.05	£155.00	£155.35	£155.13	£158.48	£166.49

*NOTE: January – June 2022 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 2022*

Region/County	Print	Digital	Unique Total Qualified**	Percent
ASIA				
Afghanistan	-	3	3	
Armenia	-	2	2	
Azerbaijan	-	2	2	
Bangladesh	-	14	14	
Bhutan	-	10	10	
British Indian Ocean Territory	-	2	2	
Brunei Darussalam	1	15	16	
Cambodia	-	3	3	
China	2	62	62	
Georgia	-	4	4	
Hong Kong - SAR	16	165	165	
India	19	333	334	
Indonesia	1	62	62	
Japan	41	162	165	
Kazakhstan	1	17	17	
Korea, Republic Of	10	53	53	
Kyrgyzstan	-	4	4	
Laos	-	7	7	
Macao	-	5	5	
Malaysia	1	148	148	
Maldives	1	11	12	
Mongolia	-	8	8	
Myanmar	-	3	3	
Nepal	-	22	22	
Pakistan	2	87	87	
Philippines	1	30	30	
Singapore	21	275	275	
Sri Lanka	2	107	107	
Taiwan	8	104	105	
Tajikistan	-	5	5	
Thailand	4	64	64	
Turkmenistan	-	1	1	
Uzbekistan	-	2	2	
Vietnam	-	13	13	
Subtotal	131	1,805	1,812	6.5
MIDDLE EAST				
Bahrain	3	43	44	
Iran	-	12	12	
Iraq	-	1	1	
Israel	21	152	156	
Jordan	1	51	51	
Kuwait	-	28	28	
Lebanon	-	54	54	
Oman	-	16	16	
Qatar	2	49	49	
Saudi Arabia	2	19	19	
Syrian Arab Republic	-	2	2	
United Arab Emirates	12	380	380	
Subtotal	41	807	812	2.9
EUROPE				
Albania	-	6	6	
Andorra	-	1	1	
Austria	21	153	155	
Belarus	-	15	15	
Belgium	66	358	367	
Bosnia and Herzegovina	-	6	6	
Bulgaria	2	33	33	
Croatia	-	52	52	
Cyprus	3	42	42	
Czech Republic	10	92	95	
Denmark	32	201	203	
Estonia	6	19	21	
Finland	29	58	64	
France	121	674	697	
Germany	205	629	669	
Gibraltar	1	1	1	
Greece	8	97	98	
Greenland	-	14	14	
Hungary	4	66	68	
Iceland	3	74	74	
Ireland	54	411	418	
Italy	37	211	211	
Latvia	2	40	40	
Lithuania	-	10	10	
Luxembourg	14	80	83	
Macedonia	-	4	4	
Malta	3	62	62	
Moldova	-	12	12	
Monaco	-	9	9	
Montenegro	-	4	4	
Netherlands	100	409	413	
Norway	38	110	114	
Poland	16	94	97	
Portugal	10	159	161	
Romania	4	103	103	
Russian Federation	3	138	138	
Serbia	-	16	16	
Slovakia	1	23	23	
Slovenia	2	24	25	
Spain	22	325	325	
Sweden	50	227	236	
Switzerland	153	418	439	
Turkey	2	160	160	
Ukraine	-	31	31	
United Kingdom	1,124	10,941	11,033	
Subtotal	2,146	16,612	16,848	60.5

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2022* (CONTINUED)

Region/County	Print	Digital	Unique Total Qualified**	Percent
AFRICA				
Algeria	-	3	3	
Angola	1	2	2	
Benin	-	1	1	
Botswana	-	34	34	
Burkina Faso	-	2	2	
Burundi	-	1	1	
Cameroon	-	1	1	
Cape Verde	-	3	3	
Congo	-	5	5	
Cote D'Ivoire	-	2	2	
Egypt	2	45	45	
Eritrea	-	1	1	
Ethiopia	-	26	26	
Gabon	-	1	1	
Gambia	-	2	2	
Ghana	-	13	13	
Kenya	-	76	76	
Libyan Arab Jamahiriya	-	6	6	
Madagascar	-	4	4	
Malawi	-	4	4	
Mali	-	1	1	
Mauritius	-	81	81	
Morocco	-	10	10	
Mozambique	-	5	5	
Namibia	-	13	13	
Niger	-	1	1	
Nigeria	2	41	41	
Reunion	-	7	7	
Rwanda	-	7	7	
Seychelles	-	13	13	
Sierra Leone	-	1	1	
South Africa	6	345	345	
Sudan	-	9	9	
Tanzania	-	16	16	
Togo	-	4	4	
Tunisia	-	32	32	
Uganda	-	10	10	
Zambia	-	9	9	
Zimbabwe	-	10	10	
Subtotal	11	847	847	3.1
NORTH AMERICA				
Canada	80	712	723	
Mexico	3	57	57	
United States	326	2,548	2,575	
unspecified North America	1	19	20	
Subtotal	410	3,336	3,375	12.1
CARIBBEAN				
Antigua and Barbuda	-	32	32	
Aruba	-	2	2	
Bahamas	-	15	15	
Barbados	-	10	10	
Bermuda	-	2	2	
Cayman Islands	-	21	21	
Dominican Republic	-	7	7	
Grenada	-	1	1	
Jamaica	1	16	16	
Montserrat	-	1	1	
Puerto Rico	-	8	8	
Saint Lucia	1	5	5	
Saint Vincent and the Grenadines	-	9	9	
Trinidad and Tobago	-	25	25	
Turks and Caicos Islands	-	1	1	
Virgin Islands, U.S.	-	3	3	
unspecified Caribbean	-	6	6	
Subtotal	2	164	164	0.6
CENTRAL AMERICA				
Belize	-	16	16	
Costa Rica	-	4	4	
El Salvador	-	5	5	
Guatemala	-	5	5	
Honduras	-	2	2	
Panama	-	17	17	
Subtotal	-	49	49	0.2
SOUTH AMERICA				
Argentina	-	31	31	
Bolivia	-	6	6	
Brazil	7	83	83	
Chile	1	18	18	
Colombia	1	21	21	
Ecuador	-	2	2	
French Guiana	-	1	1	
Guyana	-	11	11	
Paraguay	-	4	4	
Peru	-	6	6	
Suriname	-	15	15	
Uruguay	-	13	13	
Venezuela	-	3	3	
unspecified South America	-	10	10	
Subtotal	9	224	224	0.8
ASIA PACIFIC				
American Samoa	-	1	1	
Australia	77	251	256	
Cook Islands	-	2	2	
Fiji	-	8	8	
French Polynesia	-	3	3	
Guam	-	2	2	
New Caledonia	-	9	9	
New Zealand	33	70	81	
Papua New Guinea	1	8	8	
Vanuatu	-	1	1	
Western Samoa	-	2	2	
Subtotal	111	357	373	1.3
Email Only	-	1,980	1,980	7.1
Single Copy Sales	1,364	-	1,364	4.9
UNIQUE TOTAL QUALIFIED CIRCULATION**	4,225	26,181	27,848	100.0

*See Additional Data

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

WEBSITE CHANNEL

WWW.FLIGHTGLOBAL.COM

2022	Pageviews	Sessions	Users	Average Session Duration
January	2,353,203	1,735,807	1,106,359	0:46
February	2,128,106	1,530,390	934,016	0:51
March	2,738,227	2,035,893	1,403,712	0:46
April	2,178,669	1,611,691	1,118,336	0:44
May	1,962,919	1,423,223	957,363	0:47
June	1,908,711	1,397,792	987,495	0:44
AVERAGE:	2,211,639	1,622,466	1,084,546	0:46

January – June 2022 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 3a:

The June 2022 issue is 15.0% or 3,622 copies above the average of the other 5 issues reported in Paragraph 2.

PARAGRAPH 3b:

There are 92 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 4,347 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	August 31, 2022
Country	United Kingdom
City	Sutton
Received by BPA Worldwide	August 31, 2022
Type	BD
ID Number	F338B0J2

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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