

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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AIRLINE BUSINESS is a monthly international magazine for senior airline management. It deals with management issues, including corporate strategy, alliances, marketing, cost control, yields, financial performance and labour. The magazine includes several annual surveys, including the Airline Top 100 Ranking (August), Airports Top 100 ranking (June), Top 50 lessors ranking (February) and Airline Alliances (September). Airline Business runs specialist industry events, namely Network and Airline Distribution, focused on bringing expert audiences together to discuss strategic issues.

FIELD SERVED

AIRLINE BUSINESS serves the field of mainline & national carriers/regional carriers/fleet air taxis/cargo carriers/charter carriers/low cost airlines, business aviation, and other airline operators, as well as airports and service providers, aerospace manufacturing and services, finance, leasing, insurance, defense, government/regulatory/associations, air travel services, training, education, people & recruitment, as well as other related industries and services as described within paragraph 3a herein.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are chairmen, chief executive officers, chief financial officers, chief operations officers, partners, managing directors, other directors, associates, vice-presidents, deputy/assistant CEO/COO/CFO's, deputy/assistant MD's, deputy directors, senior vice presidents, vice presidents, general managers, managers, analysts/planners, heads of department, consultants, chief pilots/chief engineers, lecturers, librarians and other personnel in the above field.

CHANNELS

AIRLINE BUSINESS MAGAZINE



3 issues in the period
20,185 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
AIRLINE BUSINESS MAGAZINE (3 issues in the period)	19,945	240	20,185

(See Paragraph 3b for Format Type and Source)

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	-
Allocated for Trade Shows and Conventions	-
All Other	403
TOTAL	403

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	20,172	99.9	19,945	98.8	227	1.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	13	0.1	-	-	13	0.1
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,185	100.0	19,945	98.8	240	1.2

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Print	Digital	Unique Total Qualified*
July	8,634	17,274	20,212
October	8,602	17,196	20,082
December	8,497	18,747	20,261

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

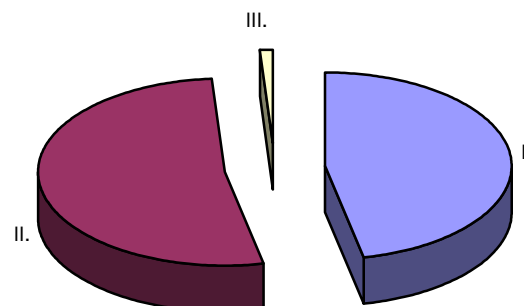
3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2020
This issue is 0.6% or 114 copies above the average of the other 2 issues reported in Paragraph 2.

Business and Industry		Unique Total Qualified*	Percent of Total	Print	Digital
1. Airlines					
Major/Mainline Carrier		4,478	22.1	1,443	4,210
Regional Carrier		909	4.5	286	826
Leisure/Charter		1,049	5.2	392	985
Cargo		805	4.0	401	752
Low Cost Carrier		390	1.9	76	368
Business Aviation		1,495	7.3	1,205	1,435
Other Airline Operator		322	1.6	110	316
Sub-Total - Airlines		9,448	46.6	3,913	8,892
2. Non Airlines					
Airports and Airport Service Providers:					
Airports		1,807	8.9	1,066	1,653
Ground Handling		138	0.7	80	138
Air Traffic Control		78	0.4	30	78
Other Airport Services		117	0.6	35	116
Aerospace Manufacturing and Services:					
Aerostructures and Airframe assembly		1,028	5.1	182	997
Engines		537	2.7	152	516
Components/Materials		488	2.4	193	482
Avionics/Connectivity		242	1.2	60	240
Aircraft Interiors		166	0.8	78	161
ATC/Ground Systems		229	1.1	49	197
Defence Systems		129	0.6	23	129
Maintenance/Repair/Overhaul & Spares:					
MRO & Aftermarket		589	2.9	236	528
Airline Engineering Department		136	0.7	109	131
Spares, parts, distribution & support		139	0.7	109	137
Finance/Leasing/Insurance:					
Banking/Finance		458	2.3	287	419
Leasing		369	1.8	187	341
Insurance		131	0.6	94	121
Legal		127	0.6	74	121
Defence:					
Air Force/Army/Navy		26	0.1	20	25
Other Defence & Security forces		12	0.1	11	12
Government/Regulatory/Associations:					
Government		346	1.7	139	312
Regulatory		30	0.1	29	30
Association		330	1.6	99	300
Air Travel Services:					
Air Service Provider		371	1.8	300	362
General Sales Agent		294	1.5	67	255
Technology/IT		112	0.6	89	106
Travel Services/On-line Travel Agents		433	2.1	140	375
Training/Education/People & Recruitment:					
Training		120	0.6	95	116
Training Systems Providers		19	0.1	15	18
Recruitment		12	0.1	11	12
Education		184	0.9	62	158
Other Related Industries and Services:					
Other		1,398	6.9	260	1,222
Sub-Total - Non Airlines		10,595	52.3	4,381	9,808
Other Paid Circulation:					
Subscriptions		218	1.1	203	47
UNIQUE TOTAL QUALIFIED CIRCULATION*		20,261	100.0	8,497	18,747

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

3a. Breakout of Qualified Circulation by Business and Industry
(Please Refer to Paragraph 3a for Complete Descriptions)

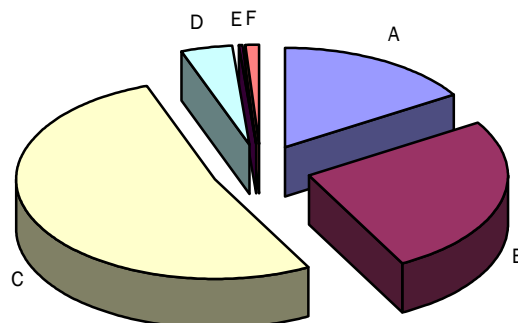
Business and Industry		Total Qualified	Percent of Total
I.	Airlines	9,448	46.6
II.	Non-Airlines	10,595	52.3
III.	Other Paid Circulation	218	1.1
TOTAL QUALIFIED CIRCULATION		20,261	100.0



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)	3,264	16.1	1,367	1,897	-
Main Board/Director (Director, Senior VP, Deputy Assistant Director, Partner/Associate)	5,305	26.2	2,448	2,857	-
Management (VP, Gen Mgr, Mgr, Supervisor, Planner/Analyst, Systems/IT Analyst, Chief Pilot, Chief Engineer, Head of Dept, Consultant)	10,588	52.2	5,142	5,446	-
Non-Management (Officer/Administrator, Pilot, Engineer, ATC, Stewards/Clerks, Lecturer)	811	4.0	428	383	-
Others	75	0.4	63	12	-
Other Paid Circulation – Subscriptions	218	1.1	-	-	218
TOTAL QUALIFIED CIRCULATION	20,261	100.0	9,448	10,595	218

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	3,264	16.1
B. Main Board/Directors	5,305	26.2
C. Management	10,588	52.2
D. Non-management	811	4.0
E. Others	75	0.4
F. Other Paid Circulation	218	1.1
TOTAL QUALIFIED CIRCULATION	20,261	100.0



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2020

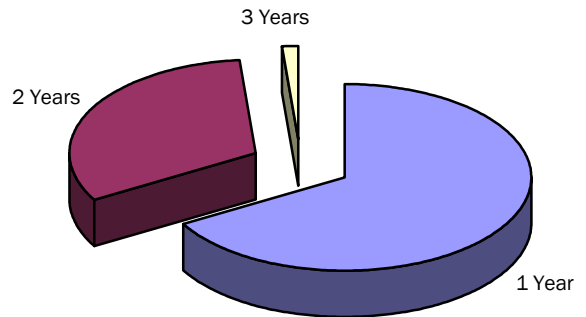
Qualification Source	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	9,863	6,465	283	8,405	15,183	16,611	82.0
II. Request from recipient's company:	66	27	3	92	10	96	0.5
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	3,554	-	-	-	3,554	3,554	17.5
Association rosters and directories	-	-	-	-	-	-	-
**Business directories	3,554	-	-	-	3,554	3,554	17.5
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	13,483	6,492	286	8,497	18,747	20,261	100.0
PERCENT	66.6	32.0	1.4	42.0	92.6	100.0	

*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	13,483	66.6
2 Years	6,492	32.0
3 Years	286	1.4
TOTAL QUALIFIED	20,261	100.0



AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data		Audited Data		Circulation Claim	
	January – June 2018	July – December 2018	January – June 2019	July – December 2019	January – June 2020*	July – December 2020*
Unique Total Audit Average Qualified***:	18,653	14,220	16,424	19,026	19,847	20,185
Unique Qualified Non-Paid***:	18,296	13,875	16,092	18,711	19,616	19,945
Print:	9,445	7,620	6,541	5,837	7,073	8,352
Digital:	13,330	9,809	12,640	16,394	17,144	17,692
Unique Qualified Paid***:	357	345	332	315	231	240
Print:	346	335	318	302	215	226
Digital:	38	38	55	53	42	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 – December 2020 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 2020

Region/Country	Print	Digital	Unique Total Qualified*	Percent	Region/Country	Print	Digital	Unique Total Qualified*	Percent
ASIA					AFRICA				
Afghanistan	-	2	2		Algeria	1	4	4	
Armenia	-	2	2		Angola	1	4	4	
Azerbaijan	2	7	7		Botswana	-	43	43	
Bangladesh	10	16	19		Burundi	-	1	1	
Bhutan	10	15	16		Cape Verde	8	5	10	
Brunei Darussalam	10	16	17		Congo	3	5	5	
Cambodia	3	6	7		Cote D'Ivoire	1	2	2	
China	28	73	83		Egypt	23	49	49	
Georgia	1	3	3		Eritrea	-	3	3	
Hong Kong - SAR	75	133	148		Ethiopia	21	32	37	
India	6	350	356		Gambia	1	2	3	
Indonesia	40	80	90		Ghana	11	14	16	
Japan	54	123	148		Kenya	37	78	85	
Kazakhstan	21	27	28		Libyan Arab Jamahiriya	5	9	9	
Korea, Republic Of	27	45	49		Madagascar	5	8	9	
Kyrgyzstan	2	5	6		Malawi	-	7	7	
Laos	7	7	7		Mauritius	3	94	97	
Macao	1	3	3		Morocco	-	7	7	
Malaysia	76	144	155		Mozambique	3	8	8	
Maldives	2	11	12		Namibia	12	17	19	
Mongolia	3	9	10		Nigeria	22	44	49	
Myanmar	1	4	4		Reunion	1	11	11	
Nepal	-	33	33		Rwanda	-	3	3	
Pakistan	1	95	96		Seychelles	10	11	11	
Philippines	-	46	46		South Africa	2	412	414	
Singapore	134	246	274		Sudan	4	10	10	
Sri Lanka	-	139	139		Swaziland	1	2	2	
Taiwan	4	118	122		Tanzania	1	25	26	
Tajikistan	4	6	6		Togo	-	4	4	
Thailand	41	85	89		Tunisia	-	42	42	
Turkmenistan	1	1	1		Uganda	8	12	14	
Uzbekistan	7	6	7		Zambia	1	9	9	
Vietnam	4	13	13		Zimbabwe	1	10	11	
Subtotal	575	1,869	1,998	9.9	Subtotal	186	987	1,024	5.1
MIDDLE EAST					NORTH AMERICA				
Bahrain	27	48	52		Canada	191	519	568	
Iran	15	24	25		Mexico	26	72	74	
Iraq	-	1	1		United States	1,119	2,255	2,687	
Israel	89	151	167		Subtotal	1,336	2,846	3,329	16.4
Jordan	24	59	64		CARIBBEAN				
Kuwait	-	29	29		Antigua and Barbuda	18	34	38	
Lebanon	-	58	58		Bahamas	13	24	24	
Oman	8	19	22		Barbados	6	13	15	
Qatar	22	37	39		Bermuda	2	3	3	
Saudi Arabia	16	29	31		Cayman Islands	11	22	23	
Syrian Arab Republic	-	2	2		Cuba	1	-	1	
United Arab Emirates	206	342	375		Dominican Republic	2	13	13	
Yemen	-	3	3		Grenada	1	4	4	
Subtotal	407	802	868	4.3	Guadeloupe	2	1	2	
EUROPE					Jamaica	8	13	15	
Albania	2	3	3		Montserrat	1	1	1	
Austria	105	153	161		Netherlands Antilles	16	20	22	
Balearic Islands	3	6	6		Puerto Rico	3	6	7	
Belarus	14	19	19		Saint Lucia	4	2	4	
Belgium	224	314	338		Saint Vincent and the Grenadines	7	13	15	
Bosnia and Herzegovina	5	6	6		Trinidad and Tobago	21	33	36	
Bulgaria	32	45	48		Turks and Caicos Islands	2	2	3	
Croatia	54	62	69		Virgin Islands, British	-	3	3	
Cyprus	36	42	47		Virgin Islands, U.S.	-	2	2	
Czech Republic	74	111	118		Subtotal	118	209	231	1.1
Denmark	150	221	227		CENTRAL AMERICA				
Estonia	14	23	23		Belize	5	15	15	
Faroe Islands	1	1	1		Costa Rica	3	8	9	
Finland	15	31	37		El Salvador	1	4	4	
France	502	677	758		Guatemala	5	4	8	
Germany	424	588	652		Honduras	-	4	4	
Greece	69	115	126		Nicaragua	1	2	3	
Greenland	13	16	16		Panama	7	20	24	
Hungary	47	68	70		Subtotal	22	57	67	0.3
Iceland	69	98	101		SOUTH AMERICA				
Ireland	272	362	401		Argentina	21	35	41	
Italy	94	160	166		Bolivia	7	13	15	
Latvia	40	59	60		Brazil	36	86	94	
Lithuania	14	24	24		Chile	8	24	29	
Luxembourg	52	89	95		Colombia	9	21	23	
Macedonia	2	2	2		Ecuador	-	2	2	
Malta	51	60	65		French Guiana	-	1	1	
Moldova	5	13	14		Guyana	7	15	17	
Monaco	6	10	10		Paraguay	-	4	4	
Netherlands	256	315	346		Peru	4	11	14	
Norway	56	82	87		Suriname	9	17	17	
Poland	72	88	95		Uruguay	7	13	13	
Portugal	116	178	191		Venezuela	-	9	9	
Romania	86	115	123		Subtotal	108	251	279	1.4
Russian Federation	161	222	235		ASIA PACIFIC				
Serbia	27	34	36		Australia	34	133	157	
Slovakia	24	39	40		Cook Islands	-	2	2	
Slovenia	26	31	35		Fiji	-	6	6	
Spain	253	370	393		French Polynesia	2	3	3	
Sweden	139	219	227		Guam	-	2	2	
Switzerland	212	303	331		Marshall Islands	-	1	1	
Turkey	111	200	208		New Caledonia	1	13	14	
Ukraine	35	62	66		New Zealand	9	46	55	
United Kingdom	1,736	5,867	6,132		Papua New Guinea	-	12	12	
Subtotal	5,699	11,503	12,208	60.2	Vanuatu	-	3	3	
					Western Samoa	-	2	2	
					Subtotal	46	223	257	1.3
					UNIQUE TOTAL QUALIFIED CIRCULATION*	8,497	18,747	20,261	100.0

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

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION

A 3D horizontal bar chart titled 'GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION'. The chart displays three categories on the y-axis: 'Sub-Total Europe', 'Sub-Total Americas', and 'Sub-Total Rest of the World'. The x-axis represents the circulation count, ranging from 0 to 14,000 with major grid lines every 2,000 units. The bars are colored olive green, light blue, and purple respectively. The values for each bar are labeled at the end: 12,208 for Europe, 3,675 for Americas, and 4,378 for Rest of the World.

Geographical Region	Qualified Circulation
Sub-Total Europe	12,208
Sub-Total Americas	3,675
Sub-Total Rest of the World	4,378

State	Print	Digital	Unique Total Qualified*	Percent
Maine	4	12	14	
New Hampshire	10	19	23	
Vermont	4	5	6	
Massachusetts	20	41	52	
Rhode Island	2	10	11	
Connecticut	30	50	61	
NEW ENGLAND	70	137	167	0.8
New York	64	148	179	
New Jersey	19	40	52	
Pennsylvania	33	56	69	
MIDDLE ATLANTIC	116	244	300	1.5
Ohio	43	82	104	
Indiana	17	48	54	
Illinois	32	63	76	
Michigan	36	59	76	
Wisconsin	17	30	37	
EAST NO. CENTRAL	145	282	347	1.7
Minnesota	20	41	52	
Iowa	16	17	25	
Missouri	23	37	48	
North Dakota	6	8	9	
South Dakota	4	8	9	
Nebraska	6	15	16	
Kansas	22	33	38	
WEST NO. CENTRAL	97	159	197	1.0
Delaware	4	5	8	
Maryland	14	31	37	
Washington, DC	15	34	42	
Virginia	26	70	79	
West Virginia	5	13	14	
North Carolina	29	73	85	
South Carolina	17	32	41	
Georgia	56	113	134	
Florida	128	311	352	
SOUTH ATLANTIC	294	682	792	3.9

State	Print	Digital	Unique Total Qualified*	Percent
Kentucky	21	40	46	
Tennessee	24	37	46	
Alabama	16	19	25	
Mississippi	18	15	24	
EAST SO. CENTRAL	79	111	141	0.7
Arkansas	15	19	25	
Louisiana	10	13	18	
Oklahoma	24	32	37	
Texas	90	177	207	
WEST SO. CENTRAL	139	241	287	1.4
Montana	3	10	12	
Idaho	2	6	6	
Wyoming	-	2	2	
Colorado	19	47	49	
New Mexico	5	10	12	
Arizona	21	45	52	
Utah	10	19	20	
Nevada	9	19	24	
MOUNTAIN	69	158	177	0.9
Alaska	12	22	26	
Washington	18	39	49	
Oregon	7	21	23	
California	66	149	168	
Hawaii	6	10	12	
PACIFIC	109	241	278	1.4
UNITED STATES	1,118	2,255	2,686	13.3
U.S. Territories	3	10	11	
Canada	191	519	568	
Mexico	26	72	74	
Other International	7,158	15,891	16,921	
APO/FPO	1	-	1	
UNIQUE TOTAL QUALIFIED CIRCULATION*	8,497	18,747	20,261	100.0

www.bpaww.com

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 2020 issue, Airline Business changed its frequency from 10 to 7 issues per year.

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 3,554 copies or 17.5%, including Flight Global Data.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Steve Morgan, Client Services Manager

Jacki Bishop, Audience Development 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

February 10, 2021

Country

United Kingdom

City

London

Received by BPA Worldwide

February 10, 2021

Type

BD

ID Number

A036B0D0

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.