

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.

### 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.

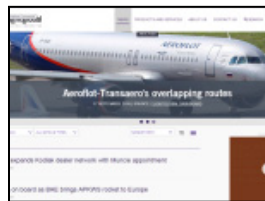
## CHANNELS

### FLIGHT INTERNATIONAL MAGAZINE



10 issues in the period  
 23,993 average circulation

### FLIGHTGLOBAL WEBSITE



1,636,455 average users

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>FLIGHT INTERNATIONAL MAGAZINE</b> (10 issues in the period)	16,603	7,390	23,993
(See Paragraph 3b for Format Type and Source)			
<b>FLIGHTGLOBAL WEBSITE</b> (Monthly Users with 3,519,278 average Pageviews)	1,636,455	-	1,636,455

**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	432
<b>TOTAL</b>	<b>432</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	23,113	96.3	16,603	69.2	6,510	27.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	187	0.8	-	-	187	0.8
Single Copy Sales	693	2.9	-	-	693	2.9
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>23,993</b>	<b>100.0</b>	<b>16,603</b>	<b>69.2</b>	<b>7,390</b>	<b>30.8</b>

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

2020 Issue	Print	Digital	Qualified Non-Paid	Qualified Paid	Total Qualified
July 7	-	23,478	14,864	8,614	23,478
July 14	7,422	18,451	16,524	9,349	25,873
July 21	-	23,419	14,823	8,596	23,419
July 28	7,362	18,482	16,500	9,344	25,844
August 4	-	19,843	14,492	5,351	19,843
August 11	7,573	14,711	15,951	6,333	22,284
September	7,729	16,190	17,399	6,520	23,919
October	7,663	16,248	17,296	6,615	23,911
November	7,566	16,106	17,165	6,507	23,672
<b>*December</b>	<b>7,169</b>	<b>20,514</b>	<b>21,016</b>	<b>6,667</b>	<b>27,683</b>
<b>*Analyzed Issue</b>					

### 3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2020

This issue is 17.4% or 4,100 copies above the average of the other 9 issues reported in Paragraph 2. (See Additional Data)

Business/Industry	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	9,399	34.0	1,036	8,363	9,399	-	1,523	2,554	4,124	381	817
CORPORATE Includes: MRO & Aftermarket, General Sales Agents, Airline Engineering Departments, Spares/Parts/Distribution & Support	1,309	4.7	134	1,175	1,309	-	201	331	450	58	269
MILITARY Includes: Army, Navy, Air Force, Government and Other Defence & Security Services	355	1.3	50	305	355	-	61	113	156	22	3
FINANCE Includes: Banking/Finance, Insurance, Legal & Leasing	1,231	4.4	76	1,155	1,231	-	275	293	331	29	303
MANUFACTURERS Includes: Aerostructures/Airframe assembly, Engines, Avionics & Connectivity, Components/Materials, Defence Systems	6,377	23.0	198	6,179	6,377	-	761	381	535	70	4,630
RELATED INDUSTRIES Includes: Education, Training, Media & Marketing, Recruitment, Technology/IT, Travel Service, On-line Travel Agents	2,345	8.5	128	2,217	2,345	-	451	309	360	44	1,181
<b>SUB-TOTAL</b>	<b>21,016</b>	<b>75.9</b>	<b>1,622</b>	<b>19,394</b>	<b>21,016</b>	<b>-</b>	<b>3,272</b>	<b>3,981</b>	<b>5,956</b>	<b>604</b>	<b>7,203</b>
Other Paid Circulation:											
Subscriptions	5,398	19.5	4,278	1,120	-	5,398					
Single Copy Sales	1,269	4.6	1,269	-	-	1,269					
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>27,683</b>	<b>100.0</b>	<b>7,169</b>	<b>20,514</b>	<b>21,016</b>	<b>6,667</b>					

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

Qualification Source	Qualified Within			Print	Digital	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3+ Years*						
I. Direct Request:	<b>11,301</b>	<b>5,404</b>	<b>377</b>	<b>4,810</b>	<b>12,272</b>	<b>12,835</b>	<b>4,247</b>	<b>17,082</b>	<b>61.7</b>
II. Request from recipient's company:	<b>2,074</b>	<b>237</b>	<b>58</b>	<b>1,090</b>	<b>1,279</b>	<b>1,218</b>	<b>1,151</b>	<b>2,369</b>	<b>8.5</b>
III. Membership Benefit:	-	-	-	-	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-	-	-	-	-
V. <b>TOTAL - Sources other than above (listed alphabetically):</b>	<b>6,963</b>	-	-	-	<b>6,963</b>	<b>6,963</b>	-	<b>6,963</b>	<b>25.2</b>
Association rosters and directories	-	-	-	-	-	-	-	-	-
*Business directories	6,963	-	-	-	6,963	6,963	-	6,963	25.2
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-	-	-
VI. Single Copy Sales:	<b>1,269</b>	-	-	<b>1,269</b>	-	-	<b>1,269</b>	<b>1,269</b>	<b>4.6</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>21,607</b>	<b>5,641</b>	<b>435</b>	<b>7,169</b>	<b>20,514</b>	<b>21,016</b>	<b>6,667</b>	<b>27,683</b>	<b>100.0</b>
<b>PERCENT</b>	<b>78.0</b>	<b>20.4</b>	<b>1.6</b>	<b>25.9</b>	<b>74.1</b>	<b>75.9</b>	<b>24.1</b>	<b>100.0</b>	

\*See Additional Data

### 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2020

Mailing Address	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	2,783	19,738	22,521	81.3
Individuals by name only	2,604	751	3,355	12.1
Titles or functions only	8	-	9	-
Company names only	339	8	347	1.3
Multi-Copy Same Addressee copies	166	16	182	0.7
Single Copy Sales	1,269	-	1,269	4.6
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>7,169</b>	<b>20,514</b>	<b>27,683</b>	<b>100.0</b>

**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS**

	Audited Data		Audited Data		Circulation Claim	
6-Month Period Ended:	January - June 2018	July - December 2018	January - June 2019	July - December 2019	January - June 2020*	July - December 2020*
Total Audit Average						
Qualified:	20,851	18,674	20,256	26,095	26,139	23,993
Qualified Non-Paid:	9,540	7,327	9,051	15,347	16,615	16,603
Print:	1,299	1,201	1,243	1,147	1,575	1,492
Digital:	4,826	-	-	-	15,040	15,111
Tablet:	3,415	6,126	7,808	14,200	-	-
Qualified Paid:	11,311	11,347	11,205	10,748	9,524	7,390
Print:	6,189	5,431	5,531	5,103	3,867	3,757
Digital:	-	-	-	-	5,657	3,633
Tablet:	5,122	5,916	5,674	5,645	-	-
Post Expire Copies included in Total	**NC	**NC	**NC	**NC	**NC	**NC
Qualified Circulation:						
Average Annual Order Price:	£147.14	£146.94	£161.95	£164.05	£155.00	£155.35

\*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.

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2020\***

Region/County	Print	Digital	Total Qualified	Percent
<b>ASIA</b>				
Afghanistan	-	2	2	
Armenia	-	2	2	
Azerbaijan	5	3	8	
Bangladesh	4	14	18	
Bhutan	1	12	13	
British Indian Ocean Territory	-	1	1	
Brunei Darussalam	3	15	18	
Cambodia	2	6	8	
China	14	39	53	
Georgia	-	4	4	
Hong Kong - SAR	41	135	176	
India	22	294	316	
Indonesia	16	62	78	
Japan	98	68	166	
Kazakhstan	1	23	24	
Korea, Republic Of	17	18	35	
Kyrgyzstan	-	5	5	
Laos	-	6	6	
Macao	-	4	4	
Malaysia	17	122	139	
Maldives	3	10	13	
Mongolia	2	7	9	
Myanmar	-	3	3	
Nepal	-	32	32	
Pakistan	6	87	93	
Philippines	2	32	34	
Singapore	45	231	276	
Sri Lanka	5	111	116	
Taiwan	8	94	102	
Tajikistan	-	5	5	
Thailand	21	65	86	
Turkmenistan	-	1	1	
Uzbekistan	1	4	5	
Vietnam	-	9	9	
Subtotal	334	1,526	1,860	6.7
<b>MIDDLE EAST</b>				
Bahrain	14	41	55	
Iran	5	21	26	
Israel	43	126	169	
Jordan	13	46	59	
Kuwait	-	30	30	
Lebanon	2	51	53	
Oman	3	19	22	
Qatar	3	43	46	
Saudi Arabia	7	20	27	
Syrian Arab Republic	-	2	2	
United Arab Emirates	54	334	388	
Yemen	-	2	2	
Subtotal	144	735	879	3.2
<b>EUROPE</b>				
Albania	-	2	2	
Andorra	-	1	1	
Austria	36	136	172	
Balearic Islands	1	8	9	
Belarus	2	13	15	
Belgium	162	263	425	
Bosnia and Herzegovina	-	6	6	
Bulgaria	7	39	46	
Corsica	-	1	1	
Croatia	12	56	68	
Cyprus	6	40	46	
Czech Republic	31	92	123	
Denmark	74	174	248	
Estonia	8	19	27	
Faroe Islands	-	1	1	
Finland	40	27	67	
France	309	535	844	
Germany	351	454	805	
Gibraltar	1	-	1	
Greece	19	95	114	
Greenland	4	15	19	
Hungary	14	49	63	
Iceland	10	91	101	
Ireland	100	321	421	
Italy	56	136	192	
Latvia	10	45	55	
Lithuania	2	17	19	
Luxembourg	29	60	89	
Macedonia	-	2	2	
Malta	11	49	60	
Moldova	1	11	12	
Monaco	4	9	13	
Montenegro	-	4	4	
Netherlands	184	278	462	
Norway	58	78	136	
Poland	23	69	92	
Portugal	44	128	172	

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2020\* (CONTINUED)**

Region/County	Print	Digital	Total Qualified	Percent
Romania	25	85	110	
Russian Federation	32	185	217	
Serbia	3	24	27	
Slovakia	11	38	49	
Slovenia	11	26	37	
Spain	65	297	362	
Sweden	87	164	251	
Switzerland	206	266	472	
Turkey	24	156	180	
Ukraine	16	42	58	
United Kingdom	3,027	9,315	12,342	
unspecified Europe	227	-	227	
Subtotal	5,343	13,922	19,265	69.6
<b>AFRICA</b>				
Algeria	1	3	4	
Angola	-	4	4	
Botswana	-	38	38	
Burundi	-	1	1	
Cape Verde	3	4	7	
Congo	-	5	5	
Cote D'Ivoire	-	2	2	
Egypt	8	37	45	
Eritrea	-	2	2	
Ethiopia	9	25	34	
Gambia	-	2	2	
Ghana	1	15	16	
Kenya	23	66	89	
Libyan Arab Jamahiriya	-	7	7	
Madagascar	1	7	8	
Malawi	-	4	4	
Mali	-	1	1	
Mauritius	2	91	93	
Morocco	-	6	6	
Mozambique	-	7	7	
Namibia	2	15	17	
Nigeria	4	45	49	
Reunion	3	7	10	
Rwanda	-	4	4	
Seychelles	-	11	11	
South Africa	15	352	367	
Sudan	3	10	13	
Tanzania	-	20	20	
Togo	-	5	5	
Tunisia	1	44	45	
Uganda	1	8	9	
Zambia	2	10	12	
Zimbabwe	1	9	10	
Subtotal	80	867	947	3.4
<b>NORTH AMERICA</b>				
Canada	160	1,431	1,591	
Mexico	13	56	69	
United States	796	1,365	2,161	
Subtotal	969	2,852	3,821	13.8
<b>CARIBBEAN</b>				
Antigua and Barbuda	5	30	35	
Bahamas	5	19	24	
Barbados	3	12	15	
Bermuda	1	1	2	
Cayman Islands	1	20	21	
Dominican Republic	1	11	12	
Grenada	1	3	4	
Jamaica	5	11	16	
Montserrat	-	1	1	
Netherlands Antilles	1	18	19	
Puerto Rico	3	6	9	
Saint Lucia	2	2	4	
Saint Vincent and the Grenadines	5	10	15	
Trinidad and Tobago	5	33	38	
Turks and Caicos Islands	-	1	1	
Virgin Islands, British	-	1	1	
Virgin Islands, U.S.	-	1	1	
Subtotal	38	180	218	0.8
<b>CENTRAL AMERICA</b>				
Belize	3	13	16	
Costa Rica	3	5	8	
El Salvador	-	5	5	
Guatemala	5	5	10	
Honduras	1	1	2	
Nicaragua	-	2	2	
Panama	7	18	25	
Subtotal	19	49	68	0.2
<b>SOUTH AMERICA</b>				
Argentina	10	32	42	
Bolivia	3	9	12	
Brazil	18	78	96	
Chile	7	23	30	
Colombia	1	18	19	
Ecuador	-	1	1	
Guyana	2	11	13	
Paraguay	-	3	3	
Peru	6	3	9	
Suriname	2	15	17	
Uruguay	3	14	17	
Venezuela	-	4	4	
Subtotal	52	211	263	1.0
<b>ASIA PACIFIC</b>				
Australia	130	110	240	
Cook Islands	-	2	2	
Fiji	-	5	5	
French Polynesia	1	3	4	
Guam	1	1	2	
New Caledonia	3	7	10	
New Zealand	52	33	85	
Papua New Guinea	3	8	11	
Vanuatu	-	1	1	
Western Samoa	-	2	2	
Subtotal	190	172	362	1.3
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>7,169</b>	<b>20,514</b>	<b>27,683</b>	<b>100.0</b>

\*See Additional Data

# WEBSITE CHANNEL

WWW.FLIGHTGLOBAL.COM

2020	Pageviews	Sessions	Users	Average Session Duration
July	4,142,185	2,901,504	1,870,197	0:51
August	3,673,800	2,619,384	1,745,579	0:47
September	3,635,411	2,556,501	1,673,378	0:51
October	3,547,191	2,528,672	1,648,004	0:50
November	3,138,654	2,198,834	1,446,276	0:53
December	2,978,431	2,149,457	1,435,298	0:51
<b>AVERAGE:</b>	<b>3,519,278</b>	<b>2,492,392</b>	<b>1,636,455</b>	<b>0:50</b>

July – December 2020 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.

#### CHANGE IN FREQUENCY:

Effective with the September 2020 issue, Flight International changed its frequency from 50 to 12 issues per year.

#### DIGITAL SUBSCRIPTIONS:

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

#### PARAGRAPH 3a:

The December 2020 issue is 17.4% or 4,100 copies above the average of the other 9 issues reported in Paragraph 2.

#### PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 6,963 copies or 25.2%, including Flight Global Data. There are 118 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.

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

Country

City

Received by BPA Worldwide

Type

ID Number

February 19, 2021

United Kingdom

London

February 19, 2021

BD

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#### 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.