

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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AVIATION INTERNATIONAL NEWS is a multi-media, B2B news publishing brand covering all aspects of aviation. Media outlets include a monthly industry magazine, a bimonthly consumer magazine for private aviation consumers, airshow daily editions, e-newsletters, websites delivering news content in real-time, TV news webcasts, plus corporate videos and content marketing publishing.

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

AVIATION INTERNATIONAL NEWS MAGAZINE



6 issues in the period
38,353 average circulation

AVIATION INTERNATIONAL NEWS E-NEWSLETTER



129 issued in the period
39,961 average per occurrence

AVIATION INTERNATIONAL NEWS WEBSITE



223,577 average users

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
AVIATION INTERNATIONAL NEWS MAGAZINE Unique Total* (6 issues in the period)	38,290	63	38,353
a. Print	29,891	59	29,950
b. Digital	16,934	14	16,948
1. Requested	16,934	14	16,948
2. Non-Requested	-	-	-
AVIATION INTERNATIONAL NEWS E-NEWSLETTER (129 issued in the period)	39,961	-	39,961
AVIATION INTERNATIONAL NEWS WEBSITE (Monthly Users with 501,361 average Pageviews)	223,577	-	223,577

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

FIELD SERVED

AVIATION INTERNATIONAL NEWS serves the worldwide turbine aircraft user market of corporate flight departments, charter/air taxi/fractional operations, commuter/regional airlines, major airlines, special operations (including agriculture and ambulance), aviation services (including FBO, sales, maintenance, manufacturing, training, and finance), association, government organizations, education and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are owners, operators or leasees of the aforementioned categories, which includes aviation department managers, chief pilots, line captains, first officers, commuter pilots and other pilots, chief executives, presidents, vice presidents, other corporate officers, general and department managers, maintenance chiefs, maintenance managers, mechanics, government personnel (federal, state and local), scheduler, dispatcher, corporate flight attendant, and other titled personnel.

PURPOSE

The Supplementary data reported herein contains an analysis of recipients who indicated the type of aircraft they or their organization owns, operates or leases.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere		Copies
Other Paid Circulation		-
Advertiser and Agency		1,534
Allocated for Trade Shows and Conventions		54
All Other		1,114
TOTAL		2,702

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	38,353	100.0	38,290	99.8	63	0.2
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	38,353	100.0	38,290	99.8	63	0.2

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Print	Digital	Unique Total Qualified*
January	29,511	16,867	37,840
February	30,064	16,652	38,316
March	29,958	17,117	38,436
April	30,056	16,983	38,483
May	30,022	17,133	38,533
June	30,090	16,935	38,510

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018
This issue is 0.6% or 216 copies above the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Unique Total Qualified*	Percent of Total	Print	Digital
COMPANY AFFILIATION				
1. Corporate Flight Department/Company Owned Aircraft Operator	14,168	36.8	11,643	5,633
2. Charter / Air Taxi / Fractional	6,579	17.1	5,076	3,020
3. Commuter Airline	945	2.4	704	419
4. Major Airline	1,996	5.2	1,380	1,109
5. Special Operations (Including Ems, Eng, Police, Agriculture)	1,647	4.3	1,326	585
6. Aviation Services (Fbo, Sales, Maintenance, Manufacturing, Training, Or Finance)	10,952	28.4	8,013	5,654
7. Association, Government Organization, Education	2,124	5.5	1,789	655
8. Others Allied to the Field	63	0.2	34	47
Other Paid Circulation: Non-Comparable Paid Recipients:				
Subscriptions	59	0.1	57	11
UNIQUE TOTAL QUALIFIED CIRCULATION*	38,533	100.0	30,022	17,133
PERCENT	100.0		77.9	44.5

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

Analysis by Title	Unique Total Qualified*	Percent of Total	Print	Digital
1. Aviation Department Managers and Chief Pilots	7,483	19.4	5,954	3,442
2. Line Captains, First Officers, Commuter Pilots, and Other Pilots	8,597	22.3	6,388	4,190
3. Chief Executives, Presidents, Vice Presidents, Other Corporate Officers, General and Department Managers	14,475	37.6	11,489	6,106
4. Maintenance Chiefs, Maintenance Managers and Mechanics	6,343	16.5	4,907	2,758
5. Government (Federal, State and Local)	598	1.5	451	272
6. Scheduler, Dispatcher or Corporate Flight Attendant	759	2.0	619	254
7. Other Titled Personnel	212	0.5	150	100
Other Paid Circulation: non-comparable paid recipients:				
Subscriptions	66	0.2	64	11
UNIQUE TOTAL QUALIFIED CIRCULATION*	38,533	100.0	30,022	17,133
PERCENT	100.0		77.9	44.5

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

SUPPLEMENTARY DATA FOR ISSUE OF MAY 2018

This is an analysis of 38,461 or 99.8% of respondents who indicated the type of aircraft they or their organization owns, operates or leases. Since any one respondent may have checked more than one response, the totals for each of these (i.e.: products and services) should not be added together as the total may exceed the total circulation. These data are presented for statistical and marketing purposes.

Types of Aircraft Owned, Operated or Leased	Total Respondents	Percent of Total
TOTAL QUALIFIED CIRCULATION	38,533	100.0
Jet	28,161	73.1
Turboprop	9,842	25.5
Helicopter	6,752	17.5
Multi-Engine Piston	3,458	9.0
Other (including Single-Engine Piston)	4,251	11.0
Total Respondents	38,461	99.8

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	27,449	4,900	-	32,349	84.0
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	6,184	-	-	6,184	16.0
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	33,633	4,900	-	38,533	100.0
PERCENT	87.3	12.7	-	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018**

Region	Print	Digital	Unique Total Qualified*	Percent	Region	Print	Digital	Unique Total Qualified*	Percent
New England	1,145	580	1,386	3.6	UNITED STATES	22,298	11,145	27,466	71.3
Middle Atlantic	2,168	1,043	2,659	6.9	U.S. Territories	67	37	82	0.2
East No. Central	3,272	1,607	4,014	10.4	Canada	1,234	865	1,687	4.4
West No. Central	1,983	1,061	2,524	6.5	Mexico	214	165	298	0.8
South Atlantic	5,295	2,692	6,536	17.0	Other International	6,209	4,921	9,000	23.3
East So. Central	990	372	1,146	3.0	APO/FPO	-	-	-	-
West So. Central	2,861	1,372	3,455	9.0					
Mountain	1,979	1,102	2,523	6.5	UNIQUE TOTAL QUALIFIED CIRCULATION*	30,022	17,133	38,533	100.0
Pacific	2,605	1,316	3,223	8.4					

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

**See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018**

Region/Country	Print	Digital	Unique Total Qualified*	Percent	Region/Country	Print	Digital	Unique Total Qualified*	Percent
ASIA					AFRICA				
Afghanistan	-	1	1		Algeria	7	3	8	
Azerbaijan	2	2	3		Angola	6	5	8	
Bangladesh	8	8	10		Botswana	12	7	16	
Brunei Darussalam	2	2	3		Cameroon	1	1	2	
Cambodia	1	1	1		Congo	1	-	1	
China	134	51	171		Djibouti	2	-	2	
Hong Kong - SAR	105	117	191		Egypt	14	7	16	
India	303	233	427		Eritrea	1	-	1	
Indonesia	101	62	127		Ethiopia	29	33	50	
Japan	87	43	110		Ghana	2	4	4	
Kazakhstan	7	6	10		Guinea	1	1	1	
Korea, Republic Of	19	14	27		Kenya	59	25	68	
Macao	8	8	13		Libyan Arab Jamahiriya	1	1	2	
Malaysia	93	77	134		Madagascar	1	1	1	
Maldives	6	1	6		Malawi	1	1	1	
Mongolia	3	2	4		Mauritius	9	11	17	
Myanmar	5	4	7		Morocco	5	3	6	
Nepal	9	8	9		Mozambique	1	2	3	
Pakistan	60	22	64		Namibia	17	8	23	
Philippines	69	42	82		Niger	1	-	1	
Singapore	97	104	159		Nigeria	63	44	80	
Sri Lanka	25	18	34		Rwanda	1	2	2	
Taiwan	27	14	33		Senegal	1	-	1	
Thailand	55	55	89		Seychelles	4	-	4	
Turkmenistan	2	2	2		South Africa	243	190	363	
Uzbekistan	1	-	1		Tanzania	27	12	32	
Vietnam	3	-	3		Togo	2	1	2	
unspecified Asia	-	5	5		Tunisia	5	4	6	
Subtotal	1,232	902	1,726	4.5	Uganda	20	9	21	
MIDDLE EAST					Zambia	7	3	9	
Bahrain	12	15	20		Zimbabwe	14	12	18	
Iran	10	11	16		unspecified Africa	4	-	4	
Iraq	1	-	1		Subtotal	562	390	773	2.0
Israel	44	43	72		NORTH AMERICA				
Jordan	15	14	21		Canada	1,234	865	1,687	
Kuwait	5	1	6		Mexico	214	165	298	
Lebanon	12	9	18		United States	22,366	11,183	27,548	
Oman	10	13	18		Subtotal	23,814	12,213	29,533	76.6
Qatar	21	27	39		CARIBBEAN				
Saudi Arabia	39	41	67		Antigua and Barbuda	-	1	1	
United Arab Emirates	105	129	191		Aruba	1	2	3	
Subtotal	274	303	469	1.2	Bahamas	7	7	12	
EUROPE					Barbados	2	4	5	
Albania	1	1	1		Bermuda	3	1	3	
Austria	113	66	146		Cayman Islands	2	3	4	
Belarus	1	1	2		Cuba	1	-	1	
Belgium	67	55	97		Dominican Republic	8	3	9	
Bosnia and Herzegovina	2	-	2		Grenada	-	1	1	
Bulgaria	12	14	21		Guadeloupe	2	-	2	
Channel Islands	2	1	3		Haiti	-	1	1	
Croatia	10	8	14		Jamaica	5	2	7	
Cyprus	16	12	19		Netherlands Antilles	-	1	1	
Czech Republic	43	42	73		Saint Kitts and Nevis	1	-	1	
Denmark	51	56	92		Saint Vincent and the Trinidad and Tobago	-	1	1	
Estonia	9	12	16		Turks and Caicos Islands	1	-	1	
Faroe Islands	-	1	1		unspecified Caribbean	3	3	5	
Finland	52	34	67		Subtotal	39	35	64	0.2
France	256	208	375		CENTRAL AMERICA				
Germany	319	231	450		Belize	4	3	6	
Gibraltar	1	-	1		Costa Rica	9	6	12	
Greece	46	37	68		El Salvador	1	-	1	
Greenland	1	3	3		Guatemala	15	6	18	
Hungary	7	5	10		Honduras	-	2	2	
Iceland	1	3	3		Nicaragua	4	-	4	
Ireland	33	34	56		Panama	17	8	24	
Italy	114	132	200		Subtotal	50	25	67	0.2
Latvia	5	7	10		SOUTH AMERICA				
Liechtenstein	2	1	2		Argentina	122	97	165	
Lithuania	12	8	17		Bolivia	4	2	5	
Luxembourg	28	28	44		Brazil	709	556	998	
Macedonia	3	2	5		Chile	38	23	46	
Malta	25	20	36		Colombia	42	44	74	
Moldova	1	1	1		Ecuador	8	10	17	
Monaco	17	11	19		Guyana	3	1	3	
Netherlands	63	54	98		Paraguay	6	3	7	
Norway	31	29	46		Peru	12	8	15	
Poland	37	22	47		Suriname	2	1	3	
Portugal	78	72	112		Uruguay	12	7	16	
Romania	12	12	21		Venezuela	19	22	37	
Russian Federation	24	39	55		Subtotal	977	774	1,386	3.6
San Marino	1	-	1		ASIA PACIFIC				
Serbia	11	6	14		Australia	404	306	587	
Slovakia	11	12	17		Cook Islands	1	-	1	
Slovenia	7	11	15		Fiji	5	4	7	
Spain	106	78	148		Marshall Islands	-	1	1	
Sweden	79	54	103		New Caledonia	1	-	1	
Switzerland	284	274	448		New Zealand	70	32	87	
Turkey	106	57	135		Papua New Guinea	8	3	11	
Ukraine	8	6	8		Vanuatu	-	2	2	
United Kingdom	467	380	685		unspecified Asia Pacific	4	1	4	
unspecified Europe	6	2	7		Subtotal	493	349	701	1.8
Subtotal	2,581	2,142	3,814	9.9	UNIQUE TOTAL QUALIFIED CIRCULATION*				
					30,022	17,133	38,533	100.0	

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

**See Additional Data

2018	AIN Alerts
JANUARY	
January 2	38,944
January 3	38,931
January 4	38,863
January 5	38,914
January 8	37,608
January 9	38,915
January 10	37,618
January 11	37,560
January 12	37,637
January 15	37,695
January 16	37,832
January 17	37,824
January 18	37,613
January 19	37,831
January 22	39,119
January 23	37,826
January 24	37,823
January 25	37,766
January 26	37,814
January 29	37,823
January 30	36,674
January 31	36,672
FEBRUARY	
February 1	37,980
February 2	36,645
February 5	36,616
February 6	37,929
February 7	36,583
February 8	37,893
February 9	36,557
February 12	36,566
February 13	36,557
February 14	36,522
February 15	40,747
February 16	40,711
February 19	40,684
February 20	40,610
February 21	40,514
February 22	40,484
February 23	40,467
February 26	40,447
February 27	40,302
February 28	40,250
MARCH	
March 1	40,200
March 2	40,166
March 5	40,137
March 6	41,424
March 7	40,124
March 8	41,389
March 9	40,089
March 12	43,130
March 13	40,571
March 14	40,624
March 15	41,930
March 16	40,571
March 19	40,556
March 20	40,545
March 21	40,535
March 22	40,553
March 23	40,546
March 26	40,525
March 27	41,825
March 28	40,512
March 29	40,139
March 30	40,141

AIN Alerts (129 issued in the period)

2018	AIN Alerts
APRIL	
April 2	40,062
April 3	40,094
April 4	40,080
April 5	40,088
April 6	40,042
April 9	40,013
April 10	39,995
April 11	39,970
April 12	39,961
April 13	41,257
April 16	41,236
April 17	41,223
April 18	41,209
April 19	41,196
April 20	41,145
April 23	41,178
April 24	41,170
April 25	41,152
April 26	40,903
April 27	41,129
April 30	41,132
MAY	
May 1	41,122
May 2	41,110
May 3	41,106
May 4	41,102
May 7	41,048
May 8	41,038
May 9	41,039
May 10	41,005
May 11	40,955
May 14	40,975
May 15	41,084
May 16	41,077
May 17	41,081
May 18	41,035
May 21	40,976
May 22	41,115
May 23	41,091
May 24	41,070
May 25	40,718
May 28	40,695
May 29	40,699
May 30	40,674
May 31	40,661
JUNE	
June 1	40,660
June 4	40,645
June 5	40,623
June 6	40,623
June 7	40,631
June 8	40,517
June 11	40,581
June 12	40,568
June 13	40,549
June 14	40,559
June 15	40,528
June 18	40,523
June 19	40,524
June 20	40,508
June 21	40,486
June 22	40,461
June 25	40,533
June 26	40,547
June 27	40,552
June 28	40,528
June 29	40,490

AVERAGE: 39,961

WEBSITE CHANNEL

WWW.AINONLINE.COM

2018	Pageviews	Sessions	Users	Average Session Duration
January	516,024	314,292	222,736	1:22
February	521,694	319,302	229,394	1:23
March	520,740	333,832	238,313	1:13
April	533,493	340,611	241,221	1:12
May	494,234	315,566	221,083	1:08
June	421,985	267,070	188,720	1:09
AVERAGE:	501,361	315,112	223,577	1:14

January - June 2018 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. Printed 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.

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 1,748 copies or 4.5%. Other sources include 2 sources of circulation for quantities of 1,236 copies or 3.2% to 3,200 copies or 8.3%.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter and Website are 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.

Jeffrey R. Hartford, Audience Development Manager

David Leach, Group Publisher

(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 9, 2018

State

Connecticut

County

Fairfield

Received by BPA Worldwide

August 9, 2018

Type

BSD

ID Number

A133B0J8

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.