

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  
35,971 average circulation

### AVIATION INTERNATIONAL NEWS E-NEWSLETTER



129 issued in the period  
35,914 average per  
occurrence

### AVIATION INTERNATIONAL NEWS WEBSITE



202,992 average users

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>AVIATION INTERNATIONAL NEWS MAGAZINE</b> Unique Total* (6 issues in the period)	35,971	-	35,971
a. Print	27,739	-	27,739
b. Digital	14,437	-	14,437
1. Requested	14,437	-	14,437
2. Non-Requested	-	-	-
<b>AVIATION INTERNATIONAL NEWS E-NEWSLETTER</b> (129 issued in the period)	35,914	-	35,914
<b>AVIATION INTERNATIONAL NEWS WEBSITE</b> (Monthly Users with 436,703 average Pageviews)	202,992	-	202,992

\*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/company owned aircraft operator, charter/air taxi/fractional, commuter/regional airlines, major airlines, special operations (including agriculture, ambulance, firefighting, news gathering, cargo, packaging, sightseeing, etc.), aviation services (including FBO, MRO/maintenance, OEM/manufacturing, training, completions, finance/insurance, and broker/dealer), association, government organizations or 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		1,127
Allocated for Trade Shows and Conventions		17
All Other		1,078
<b>TOTAL</b>		<b>2,222</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	35,971	100.0	35,971	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>35,971</b>	<b>100.0</b>	<b>35,971</b>	<b>100.0</b>	-	-

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

2019 Issue	Print	Digital	Unique Total Qualified*
July	27,095	15,040	35,564
August	27,014	15,067	35,576
September	27,938	14,787	36,388
October	28,005	14,603	36,339
November	28,198	13,757	36,023
December	28,181	13,365	35,938

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

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2019**  
This issue is 0.2% or 62 copies above the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Unique Total Qualified*	Percent of Total	Print	Digital
<b>COMPANY AFFILIATION</b>				
1. Corporate Flight Department/Company Owned Aircraft Operator	13,579	37.7	11,411	4,235
2. Charter/Air Taxi/Fractional	5,894	16.4	4,619	2,286
3. Commuter/Regional Airline	688	1.9	523	271
4. Major Airline	1,853	5.1	1,296	913
5. Special Operations (Including Agriculture, Ambulance, Firefighting, News Gathering, Cargo, Packaging, Sightseeing, etc.)	1,381	3.8	1,145	407
6. Aviation Services (FBO, MRO/Maintenance, OEM/Manufacturing, Training, Completions, Finance/Insurance and Broker/Dealer)	11,069	30.7	7,940	5,152
7. Association, Government Organization or Education	1,135	3.2	851	474
8. Others Allied to the Field	424	1.2	413	19
Other Paid Circulation: Non-Comparable Paid Recipients:				
Subscriptions	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>36,023</b>	<b>100.0</b>	<b>28,198</b>	<b>13,757</b>
	<b>PERCENT</b>	<b>100.0</b>	<b>78.3</b>	<b>38.2</b>

\*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	6,524	18.1	5,317	2,451
2. Line Captains, First Officers, Commuter Pilots, and Other Pilots	6,799	18.9	4,936	3,171
3. Chief Executives, Presidents, Vice Presidents, Other Corporate Officers, General and Department Managers	16,652	46.2	13,539	5,384
4. Maintenance Chiefs, Maintenance Managers and Mechanics	4,876	13.5	3,510	2,278
5. Government (Federal, State and Local)	507	1.4	375	220
6. Scheduler, Dispatcher or Corporate Flight Attendant	482	1.4	383	187
7. Other Titled Personnel	183	0.5	138	66
Other Paid Circulation: Non-Comparable Paid Recipients:	-	-	-	-
Subscriptions	-	-	-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>36,023</b>	<b>100.0</b>	<b>28,198</b>	<b>13,757</b>
<b>PERCENT</b>	<b>100.0</b>		<b>78.3</b>	<b>38.2</b>

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

### SUPPLEMENTARY DATA FOR ISSUE OF NOVEMBER 2019

This is an analysis of 36,002 or 99.9% 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
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>36,023</b>	<b>100.0</b>
Jet	26,922	74.7
Turboprop	9,047	25.1
Helicopter	6,905	19.2
Multi-Engine Piston	3,349	9.3
Other (including Single-Engine Piston)	4,982	13.8
Total Respondents	36,002	99.9

### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2019

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	24,885	5,165	-	30,050	83.4
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:	5,973	-	-	5,973	16.6
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,858</b>	<b>5,165</b>	<b>-</b>	<b>36,023</b>	<b>100.0</b>
<b>PERCENT</b>	<b>85.7</b>	<b>14.3</b>	<b>-</b>	<b>100.0</b>	

\*See Additional Data

### GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2019\*\*

Region	Print	Digital	Unique Total Qualified*	Percent	Region	Print	Digital	Unique Total Qualified*	Percent
New England	1,027	489	1,255	3.5	UNITED STATES	20,606	9,235	25,516	70.8
Middle Atlantic	1,967	787	2,382	6.6	U.S. Territories	39	24	56	0.2
East No. Central	2,956	1,341	3,640	10.1	Canada	1,111	507	1,507	4.2
West No. Central	1,873	890	2,390	6.6	Mexico	166	132	249	0.7
South Atlantic	4,633	2,195	5,822	16.2	Other International	6,273	3,858	8,692	24.1
East So. Central	925	305	1,065	2.9	APO/FPO	3	1	3	-
West So. Central	2,891	1,181	3,534	9.8					
Mountain	1,961	936	2,470	6.9	<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>28,198</b>	<b>13,757</b>	<b>36,023</b>	<b>100.0</b>
Pacific	2,373	1,111	2,958	8.2					

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

\*\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2019\*\***

Region/Country	Print	Digital	Unique Total Qualified*	Percent	Region/Country	Print	Digital	Unique Total Qualified*	Percent
<b>ASIA</b>					<b>AFRICA</b>				
Armenia	1	-	1		Algeria	5	5	9	
Azerbaijan	4	3	7		Angola	3	6	7	
Bangladesh	8	7	11		Benin	1	1	1	
Bhutan	-	1	1		Botswana	16	6	17	
Brunei Darussalam	2	2	3		Cameroon	3	1	4	
Cambodia	4	3	5		Congo	1	-	1	
China	88	49	121		Egypt	12	5	15	
Georgia	2	-	2		Ethiopia	21	21	30	
Hong Kong - SAR	84	108	166		Ghana	2	3	3	
India	252	246	388		Kenya	51	28	60	
Indonesia	61	40	83		Lesotho	1	-	1	
Japan	79	42	98		Libyan Arab Jamahiriya	3	1	4	
Kazakhstan	7	2	9		Madagascar	1	1	1	
Korea, Republic Of	14	17	24		Malawi	1	-	1	
Kyrgyzstan	-	1	1		Mali	-	1	1	
Macao	8	8	13		Mauritius	11	12	19	
Malaysia	84	60	112		Morocco	4	4	5	
Maldives	1	1	1		Mozambique	1	-	1	
Mongolia	5	1	5		Namibia	7	8	13	
Myanmar	3	1	3		Nigeria	50	37	62	
Nepal	11	5	14		Reunion	1	-	1	
Pakistan	48	23	54		Rwanda	3	-	3	
Philippines	56	41	75		South Africa	202	153	316	
Singapore	79	93	145		Sudan	1	2	2	
Sri Lanka	26	10	30		Tanzania	26	14	34	
Taiwan	22	20	30		Togo	1	1	1	
Thailand	32	38	62		Tunisia	3	2	3	
Turkmenistan	1	1	1		Uganda	19	9	21	
Uzbekistan	1	-	1		Zambia	6	1	7	
Vietnam	2	5	7		Zimbabwe	8	4	8	
Subtotal	985	828	1,473	4.1	Subtotal	464	326	651	1.8
<b>MIDDLE EAST</b>					<b>NORTH AMERICA</b>				
Bahrain	12	12	17		Canada	1,111	507	1,507	
Iran	11	12	18		Mexico	166	132	249	
Iraq	1	-	1		United States	20,648	9,260	25,575	
Israel	39	42	67		Subtotal	21,925	9,899	27,331	75.9
Jordan	12	15	21		<b>CARIBBEAN</b>				
Kuwait	2	1	3		Antigua and Barbuda	-	3	3	
Lebanon	9	8	15		Aruba	-	2	2	
Oman	9	12	15		Bahamas	13	5	15	
Qatar	16	21	31		Barbados	-	2	2	
Saudi Arabia	29	37	55		Bermuda	5	4	7	
United Arab Emirates	112	145	217		Cayman Islands	3	1	4	
Subtotal	252	305	460	1.3	Cuba	-	1	1	
<b>EUROPE</b>					Dominican Republic	20	3	23	
Albania	-	1	1		Grenada	-	1	1	
Austria	133	38	155		Guadeloupe	1	-	1	
Belarus	1	1	2		Jamaica	5	1	6	
Belgium	70	40	100		Saint Kitts and Nevis	1	-	1	
Bosnia and Herzegovina	3	-	3		Saint Vincent and the Grenadines	-	1	1	
Bulgaria	15	14	24		Trinidad and Tobago	4	4	6	
Channel Islands	3	-	3		Virgin Islands, British	5	3	8	
Croatia	8	6	11		unspecified Caribbean	5	3	7	
Cyprus	12	11	18		Subtotal	62	34	88	0.2
Czech Republic	69	28	90		<b>CENTRAL AMERICA</b>				
Denmark	63	38	90		Belize	6	4	7	
Estonia	10	6	15		Costa Rica	9	4	13	
Faroe Islands	-	1	1		El Salvador	3	-	3	
Finland	43	22	52		Guatemala	10	4	12	
France	277	160	377		Honduras	8	-	8	
Germany	357	150	452		Nicaragua	1	1	2	
Gibraltar	-	1	1		Panama	12	7	18	
Greece	39	26	55		Subtotal	49	20	63	0.2
Greenland	3	2	4		<b>SOUTH AMERICA</b>				
Hungary	9	6	13		Argentina	86	78	120	
Iceland	5	3	7		Bolivia	2	1	2	
Ireland	42	22	59		Brazil	642	364	872	
Italy	136	80	188		Chile	48	12	53	
Latvia	8	11	16		Colombia	24	37	53	
Liechtenstein	3	1	3		Ecuador	7	8	15	
Lithuania	7	7	13		Guyana	2	1	2	
Luxembourg	29	18	44		Paraguay	13	2	14	
Macedonia	1	1	2		Peru	8	8	13	
Malta	32	20	44		Suriname	2	1	2	
Monaco	8	10	13		Uruguay	6	9	13	
Netherlands	76	44	103		Venezuela	13	14	26	
Norway	50	16	59		Subtotal	853	535	1,185	3.3
Poland	31	18	44		<b>ASIA PACIFIC</b>				
Portugal	72	62	115		Australia	565	268	740	
Romania	17	12	25		Caroline Islands	-	1	1	
Russian Federation	28	18	42		Cook Islands	1	-	1	
San Marino	7	-	7		Fiji	4	1	4	
Serbia	19	9	23		Kiribati	3	-	3	
Slovakia	20	9	25		Marianas	2	-	2	
Slovenia	9	7	15		New Caledonia	1	-	1	
Spain	108	55	141		New Zealand	140	29	159	
Sweden	83	41	105		Papua New Guinea	15	5	18	
Switzerland	303	178	417		Vanuatu	1	1	2	
Turkey	71	49	100		unspecified Asia Pacific	1	-	1	
Ukraine	14	5	15		Subtotal	733	305	932	2.6
United Kingdom	580	257	746		<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>				
unspecified Europe	1	1	2		<b>28,198</b>	<b>13,757</b>	<b>36,023</b>	<b>100.0</b>	
Subtotal	2,875	1,505	3,840	10.6					

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

\*\*See Additional Data

2019	AIN Alerts
<b>JULY</b>	
July 1	36,304
July 2	36,305
July 3	36,331
July 4	36,337
July 5	36,337
July 8	36,221
July 9	36,327
July 10	36,282
July 11	36,273
July 12	36,262
July 15	36,297
July 16	36,309
July 17	36,291
July 18	36,285
July 19	36,268
July 22	36,268
July 23	36,247
July 24	36,235
July 25	36,220
July 26	36,204
July 29	36,182
July 30	36,174
July 31	36,159
<b>AUGUST</b>	
August 1	36,170
August 2	36,173
August 5	36,208
August 6	36,166
August 7	36,110
August 8	36,105
August 9	36,098
August 12	36,081
August 13	36,070
August 14	36,049
August 15	36,031
August 16	36,043
August 19	36,023
August 20	36,004
August 21	35,998
August 22	35,986
August 23	35,987
August 26	35,979
August 27	35,997
August 28	35,997
August 29	36,013
August 30	36,013
<b>SEPTEMBER</b>	
September 2	36,006
September 3	35,998
September 4	36,034
September 5	35,041
September 6	36,033
September 9	36,032
September 10	36,039
September 11	36,030
September 12	36,010
September 13	36,015
September 16	35,998
September 17	35,965
September 18	35,944
September 19	35,929
September 20	35,927
September 23	35,943
September 24	35,938
September 25	35,902
September 26	35,919

AIN Alerts (129 issued in the period)

2019	AIN Alerts
September 27	35,906
September 30	35,915
<b>OCTOBER</b>	
October 1	35,923
October 2	35,951
October 3	35,932
October 4	35,916
October 7	35,930
October 8	35,916
October 9	35,911
October 10	35,908
October 11	35,893
October 14	35,894
October 15	35,888
October 16	35,863
October 17	35,868
October 18	35,873
October 21	35,863
October 22	35,904
October 23	35,910
October 24	35,917
October 25	35,916
October 28	35,962
October 29	35,953
October 30	35,955
October 31	35,933
<b>NOVEMBER</b>	
November 1	35,955
November 4	35,969
November 5	35,968
November 6	35,979
November 7	35,984
November 8	35,979
November 11	35,945
November 12	35,940
November 13	35,887
November 14	35,888
November 15	35,779
November 18	35,787
November 19	35,768
November 20	35,762
November 21	35,743
November 22	35,736
November 25	35,714
November 26	35,699
November 27	35,686
November 29	35,675
<b>DECEMBER</b>	
December 2	35,454
December 3	35,451
December 4	35,422
December 5	35,437
December 6	35,394
December 9	35,376
December 10	35,366
December 11	35,364
December 12	35,345
December 13	35,379
December 16	35,343
December 17	35,337
December 18	35,353
December 19	35,339
December 20	35,463
December 23	35,477
December 24	35,464
December 26	35,453
December 27	35,454
December 30	35,451
<b>AVERAGE:</b>	<b>35,914</b>

# WEBSITE CHANNEL

## WWW.AINONLINE.COM

2019	Pageviews	Sessions	Users	Average Session Duration
July	450,862	287,364	199,589	1:17
August	425,364	272,739	192,052	1:15
September	404,260	268,125	192,366	1:10
October	483,379	311,673	217,074	1:21
November	434,661	287,091	207,624	1:12
December	421,694	280,295	209,252	1:06
<b>AVERAGE:</b>	<b>436,703</b>	<b>284,547</b>	<b>202,992</b>	<b>1:13</b>

July – December 2019 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:

Other sources include 2 sources of circulation for quantities of 2,661 copies or 7.4% to 3,312 copies or 9.2%, including AMSAT database of Aircraft Registrations.

#### 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

January 29, 2020

State

New Jersey

County

Bergen

Received by BPA Worldwide

January 29, 2020

Type

BSD

ID Number

A133B0D9

#### 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.