



2016 FARNBOROUGH AIRSHOW – An Intercept Study (Summary Results)

**FARNBOROUGH AIRSHOW Daily Editions
July 2016**

Methodology:

During the 2016 Farnborough Airshow, an “intercept” study was conducted by Manpower UK Ltd, Farnborough UK. Results were tabulated by Beta Research Corp., Syosset, NY. A total of 260 Farnborough Airshow attendees were interviewed throughout the show site about magazine readership by Manpower employees who concentrated their efforts on the non-industry, or “target” attendees: chief pilots and other decision makers who were attending the Farnborough Airshow as buyers.

AIN’s *Farnborough Airshow News* tabloid continues to be the most widely preferred publication by pilot and executive attendees at this most important bi-annual aviation event. This readership superiority translates into advertising value for your airshow messages.

Preferences: 2016

***Overall Most Valuable:**

| | |
|--|------------|
| AIN’s <i>Farnborough Airshow News</i> | 47% |
| <i>Flight Daily News</i> | 40% |
| <i>Aviation Week Show News</i> | 28% |

If there was only one publication covering the Farnborough Airshow, which one would you prefer?

| | |
|--|------------|
| AIN’s <i>Farnborough Airshow News</i> | 42% |
| <i>Flight Daily News</i> | 37% |
| <i>Aviation Week Show News</i> | 21% |

***Most newsworthy & informative – covers more of what I want to read about at the Farnborough Airshow:**

| | |
|--|------------|
| AIN’s <i>Farnborough Airshow News</i> | 48% |
| <i>Flight Daily News</i> | 46% |
| <i>Aviation Week Show News</i> | 26% |

***Most timely news**

| | |
|--|------------|
| AIN’s <i>Farnborough Airshow News</i> | 51% |
| <i>Flight Daily News</i> | 42% |
| <i>Aviation Week Show News</i> | 32% |

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|---|-------------|
| Preferences (continued): | 2016 |
| *Most detailed – Covers show stories in greatest depth: | |
| AIN's Farnborough Airshow News | 55% |
| <i>Flight Daily News</i> | 39% |
| <i>Aviation Week Show News</i> | 27% |
| | |
| If you were to pass along only one publication to those not attending, which would you choose? | |
| AIN's Farnborough Airshow News | 42% |
| <i>Flight Daily News</i> | 39% |
| <i>Aviation Week Show News</i> | 19% |
| | |
| *Which publication or publications will you save for future reference? | |
| AIN's Farnborough Airshow News | 64% |
| <i>Flight Daily News</i> | 63% |
| <i>Aviation Week Show News</i> | 52% |

* Respondents were asked to choose all that apply, so totals may not add to 100%

Conclusions:

Independent readership surveys have shown that AIN's *Farnborough Airshow News* tabloid is preferred over all other media at the convention – including *Flight Daily News* and *Aviation Week Show News*. It is the most valuable, the single most preferred publication, the most newsworthy, informative and timely with in-depth cover stories and publication readers will not only pass it along to other non-attendees, but will also save it for future reference.

Concentrate your marketing communications effort in the one publication that delivers the all-important Farnborough Airshow buyer: AIN's *Farnborough Airshow News*.

For a complete copy of the 2016 Farnborough Airshow Intercept Study, please contact your AIN sales representative at 203-798-2400, or at adsales@ainonline.com.