

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 magazine. Part of the Flightglobal stable of aviation information and data products, the weekly make 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



23 Issues in the period
26,870 average circulation

FLIGHTGLOBAL WEBSITE



670,565 average unique
browsers

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
FLIGHT INTERNATIONAL MAGAZINE (23 issues in the period)	13,167	13,703	26,870
a. Print	1,188	9,316	10,504
b. Digital	11,979	-	11,979
1. Requested	11,979	-	11,979
2. Non-Requested	-	-	-
c. Tablet	-	4,387	4,387
FLIGHTGLOBAL WEBSITE (Monthly Unique Browsers with 3,514,223 average Page Impressions)	670,565	-	670,565

FIELD SERVED

FLIGHT INTERNATIONAL serves the fields of air transportation, corporate/private aircraft, military, finance, manufacturers and other industries related to this field as specified in 3a.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are chief executives, presidents, chairmen, partners, generals, air chief marshals, admirals, MD's, other board directors, associates, lieutenant generals, air marshals, vice admirals, vice presidents, general managers, captains, group captains, colonels, engineers, executives, supervisors, squadron leaders, lieutenant commanders, majors, aircrew personnel, defence attaches and pilots. Also qualified are other titled and non-titled personnel including company copies.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	546
Allocated for Trade Shows and Conventions	-
All Other	721
TOTAL	1,267

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	24,808	92.3	13,167	49.0	11,641	43.3
Sponsored Individually Addressed	449	1.7	-	-	449	1.7
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	1,613	6.0	-	-	1,613	6.0
TOTAL QUALIFIED CIRCULATION	26,870	100.0	13,167	49.0	13,703	51.0

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Print	Digital	Tablet	Qualified Non-Paid	Qualified Paid	Total Qualified
July 5	11,053	10,968	4,389	12,051	14,359	26,410
July 12	10,681	10,947	4,383	12,030	13,981	26,011
July 19	10,580	10,958	4,389	12,041	13,886	25,927
July 26	10,277	10,902	4,386	11,985	13,580	25,565
August 2	10,463	10,967	4,380	12,050	13,760	25,810
August 9	10,582	10,879	4,381	11,962	13,880	25,842
August 16	10,385	10,815	4,370	11,898	13,672	25,570
August 23	10,784	10,724	4,372	11,807	14,073	25,880
September 6	10,364	12,293	4,366	13,376	13,647	27,023
September 13	10,377	12,202	4,375	13,285	13,669	26,954
September 20	10,349	12,102	4,385	13,185	13,651	26,836
September 27	10,326	12,017	4,387	13,100	13,630	26,730
October 4	10,285	13,750	4,387	14,833	13,589	28,422
October 11	10,203	13,119	4,384	14,203	13,503	27,706
October 18	10,328	12,957	4,389	14,041	13,633	27,674
October 25	10,203	12,780	4,392	13,865	13,510	27,375
November 1	10,159	12,610	4,367	13,695	13,441	27,136
November 8	10,238	12,094	4,365	13,179	13,518	26,697
November 15	10,274	12,609	4,363	13,695	13,551	27,246
November 22	10,189	12,437	4,349	13,523	13,452	26,975
*November 29	11,573	12,480	4,343	15,065	13,331	28,396
December 6	10,794	12,465	4,497	13,998	13,758	27,756
December 13	11,126	12,449	4,500	13,982	14,093	28,075

*Analyzed Issue

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 29, 2016
This issue is 6.0% or 1,595 copies above the average of the other 22 issues reported in Paragraph 2.

								CLASSIFICATION BY TITLE						
BUSINESS/INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	Tablet	QUALIFIED NON-PAID	QUALIFIED PAID	Chief Executive, President, Chairmen (A)	MD, Other Board Director (B)	Vice President, General Manager, Captain (C)	Dept Manager/ Supervisor, Engineer, Defence Attache (D)	Pilot (E)	Other Titled and Non-Titled Personnel including Company Copies (F)	
AIR TRANSPORTATION Includes: Airlines Civil Government Authorities/ Organisations Passenger Services Airfreight Forwarders/ Cargo Airports (Local & National) Business & General Aviation	9,950	35.0	1,641	8,309	-	9,950	-	1,472	1,230	2,026	4,993	211	18	
CORPORATE/PRIVATE AIRCRAFT Includes: Corporate/Private Aircraft Owner/User Fixed Based Operators Agents & Distributors	1,211	4.3	228	983	-	1,211	-	209	198	194	603	5	2	
MILITARY Includes: Army Navy Air Force Ministries of Defence/Military Government Other military organisations/ authorities	206	0.7	41	165	-	206	-	41	25	38	96	3	3	
FINANCE Includes: Finance/Leasing Legal Consultancy Insurance	2,331	8.2	418	1,913	-	2,331	-	528	503	419	831	1	49	
MANUFACTURERS Includes: Airframe manufacturers Engine manufacturers Avionics Others	1,114	3.9	218	896	-	1,114	-	150	187	203	566	4	4	
RELATED INDUSTRIES Includes: Education Research & Development Others	253	0.9	39	214	-	253	-	36	36	38	130	8	5	
SUB-TOTAL	15,065	53.0	2,585	12,480	-	15,065	-	2,436	2,179	2,918	7,219	232	81	
Other Paid Circulation:														
Subscriptions	11,887	41.9	7,564	-	4,323	-	11,887							
Single Copy Sales	1,424	5.0	1,424	-	-	-	1,424							
Tablet Multi-Copy Same Addressee	20	0.1	-	-	20	-	20							
TOTAL QUALIFIED CIRCULATION	28,396	100.0	11,573	12,480	4,343	15,065	13,331							

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 29, 2016

QUALIFICATION SOURCE	Qualified Within							Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	*3 Years	Print	Digital	Tablet					
I. Direct Request:	12,585	5,369	3,804	8,304	12,480	974		15,065	6,693	21,758	76.6
II. Request from recipient's company:	4,813	290	111	1,845	-	3,369		-	5,214	5,214	18.4
III. Membership Benefit:	-	-	-	-	-	-		-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-		-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	-	-	-	-	-	-		-	-	-	-
Association rosters and directories	-	-	-	-	-	-		-	-	-	-
Business directories	-	-	-	-	-	-		-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-		-	-	-	-
Other sources	-	-	-	-	-	-		-	-	-	-
VI. Single Copy Sales:	1,424	-	-	1,424	-	-		-	1,424	1,424	5.0
TOTAL QUALIFIED CIRCULATION	18,822	5,659	3,915	11,573	12,480	4,343		15,065	13,331	28,396	100.0
PERCENT	66.3	19.9	13.8	40.8	43.9	15.3		53.1	46.9	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 29, 2016

MAILING ADDRESS	Print	Digital	Tablet	Total Qualified	Percent
Individuals by name and title and/or function	4,899	12,480	300	17,679	62.2
Individuals by name only	4,234	-	3,911	8,145	28.7
Titles or functions only	33	-	3	36	0.1
Company names only	561	-	109	670	2.4
Multi-Copy Same Addressee copies	422	-	20	442	1.6
Single Copy Sales	1,424	-	-	1,424	5.0
TOTAL QUALIFIED CIRCULATION	11,573	12,480	4,343	28,396	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

	6-Month Period Ended:	Audited Data July - December 2016*
Total Audit Average Qualified:		26,870
Qualified Non-Paid:		13,167
Print:		1,188
Digital:		11,979
Tablet:		-
Qualified Paid:		13,703
Print:		9,316
Digital:		-
Tablet:		4,387
Post Expire Copies included in Total Qualified Circulation:		**NC
Average Annual Order Price:		\$142.28

*NOTE: All data through December 2016 is audited. 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 NOVEMBER 29, 2016*

Region/County	Print	Digital	Tablet	Total Qualified	Percent
ASIA					
Afghanistan	-	1	-	1	
Armenia	2	2	-	4	
Azerbaijan	1	8	-	9	
Bangladesh	3	13	-	16	
Bhutan	-	11	-	11	
Brunei Darussalam	4	9	2	15	
Cambodia	1	-	-	1	
China	20	36	5	61	
Georgia	1	2	-	3	
Hong Kong - SAR	95	111	39	245	
India	105	244	8	357	
Indonesia	27	50	-	77	
Japan	132	59	10	201	
Kazakhstan	4	18	-	22	
Korea, Republic Of	23	16	3	42	
Kyrgyzstan	-	7	-	7	
Laos	1	3	-	4	
Macao	-	6	-	6	
Malaysia	65	145	4	214	
Maldives	2	19	-	21	
Mongolia	1	3	-	4	
Myanmar	1	5	-	6	
Nepal	3	15	-	18	
Pakistan	20	40	2	62	
Philippines	12	59	-	71	
Singapore	97	221	23	341	
Sri Lanka	33	104	1	138	
Taiwan	39	90	-	129	
Tajikistan	-	5	-	5	
Thailand	19	56	3	78	
Turkmenistan	1	1	-	2	
Uzbekistan	1	3	-	4	
Vietnam	3	3	-	6	
Subtotal	716	1,365	100	2,181	7.7
MIDDLE EAST					
Bahrain	16	44	4	64	
Iran	6	9	-	15	
Israel	54	159	4	217	
Jordan	16	67	3	86	
Kuwait	39	28	2	69	
Lebanon	8	36	1	45	
Oman	43	19	2	64	
Qatar	9	37	7	53	
Saudi Arabia	15	30	4	49	
Syrian Arab Republic	-	1	-	1	
United Arab Emirates	87	265	42	394	
Yemen	-	3	-	3	
Subtotal	293	698	69	1,060	3.7
EUROPE					
Albania	-	2	-	2	
Austria	103	130	12	245	
Balearic Islands	6	24	-	30	
Belarus	1	11	-	12	
Belgium	264	247	21	532	
Bosnia and Herzegovina	2	6	-	8	
Bulgaria	8	46	-	54	
Corsica	-	-	1	1	
Croatia	13	62	-	75	
Cyprus	16	29	3	48	
Czech Republic	53	92	3	148	
Denmark	107	184	7	298	
Estonia	17	30	1	48	
Faroe Islands	1	7	-	8	
Finland	68	41	2	111	
France	485	521	35	1,041	
Germany	661	445	39	1,145	
Gibraltar	2	-	-	2	
Greece	32	80	3	115	
Greenland	5	19	-	24	
Hungary	24	75	1	100	
Iceland	17	92	3	112	
Ireland	164	334	10	508	
Italy	131	126	22	279	
Latvia	13	43	-	56	
Liechtenstein	2	-	-	2	
Lithuania	4	37	1	42	
Luxembourg	40	79	6	125	
Macedonia	-	2	-	2	
Malta	11	51	1	63	
Moldova	7	25	-	32	

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 29, 2016*

Region/County	Print	Digital	Tablet	Total Qualified	Percent
Monaco	4	7	-	11	
Montenegro	2	3	-	5	
Netherlands	355	259	25	639	
Norway	91	68	19	178	
Poland	50	74	2	126	
Portugal	57	157	6	220	
Romania	23	89	-	112	
Russian Federation	62	171	1	234	
Serbia	5	20	-	25	
Slovakia	18	28	-	46	
Slovenia	16	31	1	48	
Spain	104	269	16	389	
Sweden	159	136	11	306	
Switzerland	355	297	43	695	
Turkey	52	161	2	215	
Ukraine	15	77	-	92	
United Kingdom	3,353	2,051	567	5,971	
Subtotal	6,978	6,738	864	14,580	51.4
AFRICA					
Algeria	1	2	-	3	
Angola	1	2	-	3	
Benin	-	1	-	1	
Botswana	10	29	-	39	
Burkina Faso	-	1	-	1	
Cameroon	-	3	-	3	
Cape Verde	1	16	-	17	
Chad	-	2	-	2	
Congo	-	14	-	14	
Egypt	12	37	-	49	
Equatorial Guinea	-	2	-	2	
Eritrea	2	3	-	5	
Ethiopia	-	18	-	18	
Ghana	2	11	-	13	
Kenya	14	71	1	86	
Lesotho	-	1	-	1	
Liberia	-	1	-	1	
Libyan Arab Jamahiriya	2	8	-	10	
Madagascar	2	3	1	6	
Malawi	2	5	-	7	
Mali	1	-	-	1	
Mauritania	-	1	-	1	
Mauritius	14	78	1	93	
Morocco	-	9	-	9	
Mozambique	1	12	-	13	
Namibia	4	18	-	22	
Nigeria	7	31	-	38	
Reunion	-	8	-	8	
Rwanda	-	3	-	3	
Senegal	-	1	-	1	
Seychelles	-	16	-	16	
South Africa	141	357	8	506	
Sudan	-	6	-	6	
Swaziland	1	3	1	5	
Tanzania	3	27	1	31	
Togo	-	5	-	5	
Tunisia	4	35	-	39	
Uganda	1	10	-	11	
Zambia	1	7	-	8	
Zimbabwe	6	13	1	20	
Subtotal	233	870	14	1,117	3.9
NORTH AMERICA					
Canada	242	468	3,011	3,721	
Mexico	18	40	-	58	
United States	1,175	1,705	106	2,986	
unspecified North America	-	2	-	2	
Subtotal	1,435	2,215	3,117	6,767	23.8
CARIBBEAN					
Antigua and Barbuda	3	27	-	30	
Bahamas	4	27	-	31	
Barbados	4	13	-	17	
Bermuda	2	3	-	5	
Cayman Islands	2	16	-	18	
Cuba	1	1	-	2	
Dominican Republic	3	18	-	21	
Grenada	1	4	-	5	
Jamaica	7	16	-	23	
Montserrat	-	1	-	1	
Netherlands Antilles	1	17	-	18	
Puerto Rico	7	6	-	13	
Saint Lucia	3	2	-	5	
Saint Vincent and the Grenadines	3	7	-	10	
Trinidad and Tobago	9	25	1	35	
Turks and Caicos Islands	-	2	-	2	
Virgin Islands, British	1	5	-	6	
unspecified Caribbean	-	1	-	1	
Subtotal	51	191	1	243	0.9
CENTRAL AMERICA					
Belize	3	7	-	10	
Costa Rica	2	9	-	11	
El Salvador	1	5	-	6	
Guatemala	3	6	-	9	
Nicaragua	-	3	-	3	
Panama	3	25	-	28	
Subtotal	12	55	-	67	0.2
SOUTH AMERICA					
Argentina	10	52	-	62	
Bolivia	4	13	-	17	
Brazil	65	95	3	163	
Chile	13	33	-	46	
Colombia	2	26	-	28	
Ecuador	1	7	1	9	
Falkland Islands (Malvinas)	1	-	-	1	
French Guiana	-	1	-	1	
Guyana	2	11	-	13	
Paraguay	1	5	-	6	
Peru	1	4	-	5	
Suriname	1	10	-	11	
Uruguay	4	17	-	21	
Venezuela	6	18	-	24	
Subtotal	111	292	4	407	1.4

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 29, 2016*

Region/Country	Print	Digital	Tablet	Total Qualified	Percent
ASIA PACIFIC					
Australia	231	34	58	323	
Fiji	1	1	1	3	
French Polynesia	1	1	-	2	
New Caledonia	1	-	-	1	
New Zealand	85	19	14	118	
Papua New Guinea	-	1	-	1	
Vanuatu	1	-	-	1	
Subtotal	320	56	73	449	1.6
Single Copy Sales	1,424	-	-	1,424	5.0
Email Only	-	-	101	101	0.4
TOTAL QUALIFIED CIRCULATION	11,573	12,480	4,343	28,396	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.FLIGHTGLOBAL.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	4,096,967	1,422,698	740,166	1.92	00:56	02:43
August	3,587,397	1,291,345	672,802	1.92	00:53	02:27
September	3,437,211	1,234,229	651,730	1.89	00:53	02:29
October	3,515,241	1,271,861	682,166	1.86	00:52	02:24
November	3,419,049	1,244,617	664,748	1.87	00:52	02:22
December	3,029,472	1,116,109	611,780	1.82	00:51	02:21
AVERAGE:	3,514,223	1,263,477	670,565	1.88	00:53	02:28

July - December 2016 data was provided by Omniture. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Page Impressions: A Page Impression 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.

User 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.

Unique Browsers: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Unique Browser Frequency: Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

Page Duration: The average time spent viewing any page on a web site.

User Session Duration: The average time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient's 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.

MAGAZINE:

PARAGRAPH 3b:

There are 190 paid subscribers with a valid subscription that are 3+ years included in the 3 year category.

AVERAGE ANNUAL ORDER PRICE:

3,305 copies were sold to an aircraft manufacturer for employees as part of a multiple product bundle. The Individual subscription value cannot be determined and as a result has been excluded from Average Annual Order Price.

GEOGRAPHIC DISTRIBUTION:

Geographic data for Website is not reported at the media owner's option.

The data found within this Brand Report has been audited and certified by BPA Worldwide. All claims in the Brand Report are the responsibility of the media company's management. It is the responsibility of BPA Worldwide to express an opinion on the data reported based upon audit results.

The audit was conducted in accordance with generally accepted industry audit standards. Accordingly, the audit included testing of all demographic qualifications claimed, age/source of audience, proof of manufacture and distribution, confirmation of selected recipients of each channel and such other auditing procedures that were considered necessary at the time of audit.

In the opinion of BPA Worldwide, the media owner's claims set forth in this report present objectively and accurately the composition of the brand's database(s) as reported herein.

BPA Worldwide

Shelton, CT

April 24, 2017

TYPE: BA

ID Number: F338BID6

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.