

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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**AIRCRAFT COMMERCE** is a commercial aircraft magazine covering Airline Fleet Planning, Leasing, Airframe Maintenance Costs and more. It is also the most cost effective, independent, commercial aircraft research tool on the web today.

**FIELD SERVED**

**AIRCRAFT COMMERCE** serves airline, aircraft operator, air cargo, airline technical and maintenance; aviation finance, leasing, consultant, law firm; manufacturer, independent MRO, parts supplier, aviation services, IT solutions and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are CORPORATE OFFICER (including: Chairman, C.E.O, C.F.O., C.O.O., Managing Director, President, Director General, Accountable Manager, Principal or Owner; Deputy/Assistant/Acting/Vice Chairman/MD, etc.) MAIN BOARD (including: Director, Senior V.P., Executive V.P., Executive Director/Officer) MANAGEMENT PLANNING (including: V.P., General Manager, Manager, Chief Pilot, Chief Engineer, Consultant, Head of Departments(s), Chief, Senior, Controller, Advisor, Deputy/Assistant Directors/Managers/VP etc.) OTHER PERSONNEL (including: Captain, Pilot, Engineer, Executive, Officer, Associate, Analyst, Administrator, Assistant, Auditor, Dispatcher, Planner/Planning, Sales/Marketing, Specialist, Technical/Technician, Training and others).

**CHANNELS**

**AIRCRAFT  
COMMERCE  
MAGAZINE**



3 issues in the period  
10,037 average circulation

**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>AIRCRAFT COMMERCE MAGAZINE</b> (3 issues in the period)	9,692	345	10,037

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	212
Allocated for Trade Shows and Conventions	-
All Other	417
<b>TOTAL</b>	<b>629</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	10,017	99.8	9,672	96.4	345	3.4
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	20	0.2	20	0.2	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10,037</b>	<b>100.0</b>	<b>9,692</b>	<b>96.6</b>	<b>345</b>	<b>3.4</b>

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

2020 Issue	Total Qualified
February/March	10,031
April/May	10,045
June/July	10,036

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2020**  
This issue is 0.1% or 11 copies above the average of the other 2 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total
Airline, Aircraft Operator, Air Cargo, Airline Technical And Maintenance	8,688	86.5
Aviation Finance, Leasing, Consultant, Law Firm	718	7.1
Manufacture	88	0.9
Independent MRO, Parts Supplier	340	3.4
Aviation Services	13	0.1
IT Solutions	101	1.0
Others	97	1.0
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10,045</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	

Job Title	Total Qualified	Percent of Total	Industry Sector	
			Airlines (Note 1)	Non-Airlines
Corporate Officer (Note 2)	1,732	17.2	1,408	324
Main Board (Note 3)	1,986	19.8	1,691	295
Management Planning (Note 4)	5,042	50.2	4,530	512
Other Personnel (Note 5)	1,285	12.8	1,059	226
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10,045</b>	<b>100.0</b>	<b>8,688</b>	<b>1,357</b>

Note 1: includes Airline Technical & Maintenance

Note 2: This classification includes: Chairman, C.E.O, C.F.O., C.O.O., Managing Director, President, Director General, Accountable Manager, Principal or Owner; Deputy/Assistant/Acting/Vice Chairman/MD, etc.

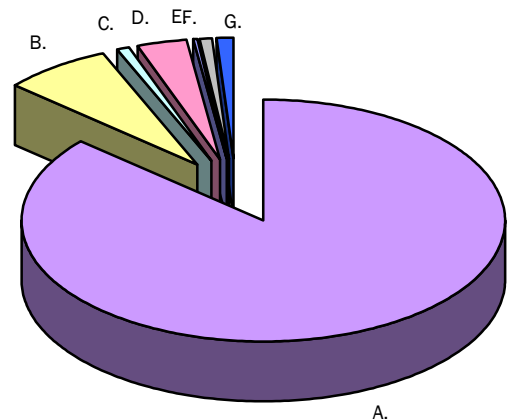
Note 3: This classification includes: Director, Senior V.P., Executive V.P., Executive Director/Officer

Note 4: This classification includes: V.P., General Manager, Manager, Chief Pilot, Chief Engineer, Consultant, Head of Departments(s), Chief, Senior, Controller, Advisor, Deputy/Assistant Directors/Managers/VP etc.

Note 5: This classification includes: Captain, Pilot, Engineer, Executive, Officer, Associate, Analyst, Administrator, Assistant, Auditor, Dispatcher, Planner/Planning, Sales/Marketing, Specialist, Technical/Technician, Training and others

**3a. Breakout of Qualified Circulation by Business and Industry**

Business and Industry	Total Qualified	Percent of Total
A Airline, Aircraft Operator, Air Cargo, Airline Technical And Maintenance	8,688	86.5
B Aviation Finance, Leasing, Consultant, Law Firm	718	7.1
C Manufacture	88	0.9
D Independent MRO, Parts Supplier	340	3.4
E Aviation Services	13	0.1
F IT Solutions	101	1.0
G Others	97	1.0



### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2020

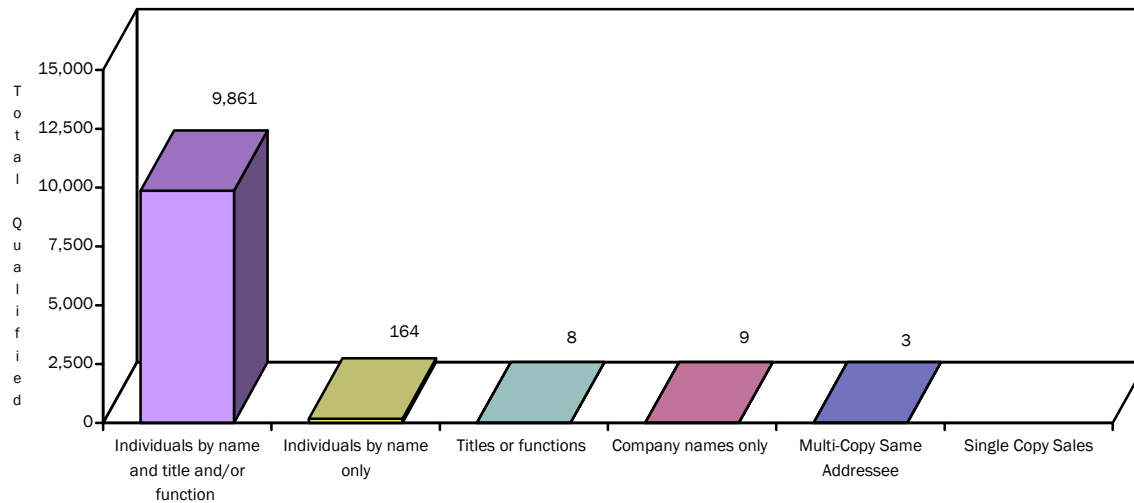
Qualification Source	Qualified Within			Total Qualified	Percent
	1 year	2 year	3 year		
<b>I. TOTAL – Direct Request:</b>	<b>538</b>	<b>485</b>	<b>341</b>	<b>1,364</b>	<b>13.6</b>
a. Written	303	72	29	404	4.0
b. Telecommunication	-	-	-	-	-
c. Electronic	235	413	312	960	9.6
<b>II. TOTAL – Request from recipient's company:</b>	<b>88</b>	<b>121</b>	<b>145</b>	<b>354</b>	<b>3.5</b>
a. Written	5	-	3	8	0.1
b. Telecommunication	-	-	-	-	-
c. Electronic	83	121	142	346	3.4
<b>III. TOTAL – Membership Benefit:</b>	-	-	-	-	-
a. Individual	-	-	-	-	-
b. Organizational	-	-	-	-	-
<b>IV. TOTAL – Communication (other than request):</b>	<b>2</b>	<b>56</b>	<b>21</b>	<b>79</b>	<b>0.8</b>
a. Written	-	-	-	-	-
b. Telecommunication	-	-	-	-	-
c. Electronic	2	56	21	79	0.8
<b>V. TOTAL – Sources other than above (listed alphabetically):</b>	<b>2,787</b>	<b>2,701</b>	<b>2,760</b>	<b>8,248</b>	<b>82.1</b>
*Association rosters and directories	3	205	90	298	3.0
*Business directories	1,824	2,006	2,400	6,230	62.0
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
*Other sources	960	490	270	1,720	17.1
<b>VI. TOTAL – Single Copy Sales:</b>	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>3,415</b>	<b>3,363</b>	<b>3,267</b>	<b>10,045</b>	<b>100.0</b>
<b>PERCENT</b>	<b>34.0</b>	<b>33.5</b>	<b>32.5</b>	<b>100.0</b>	

\*See Additional Data

### 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2020

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	9,861	98.2
Individuals by name only	164	1.6
Titles or functions only	8	0.1
Company names only	9	0.1
Multi-Copy Same Addressee copies	3	-
Single Copy Sales	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10,045</b>	<b>100.0</b>

### 3c. MAILING ADDRESS BREAKOUT



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

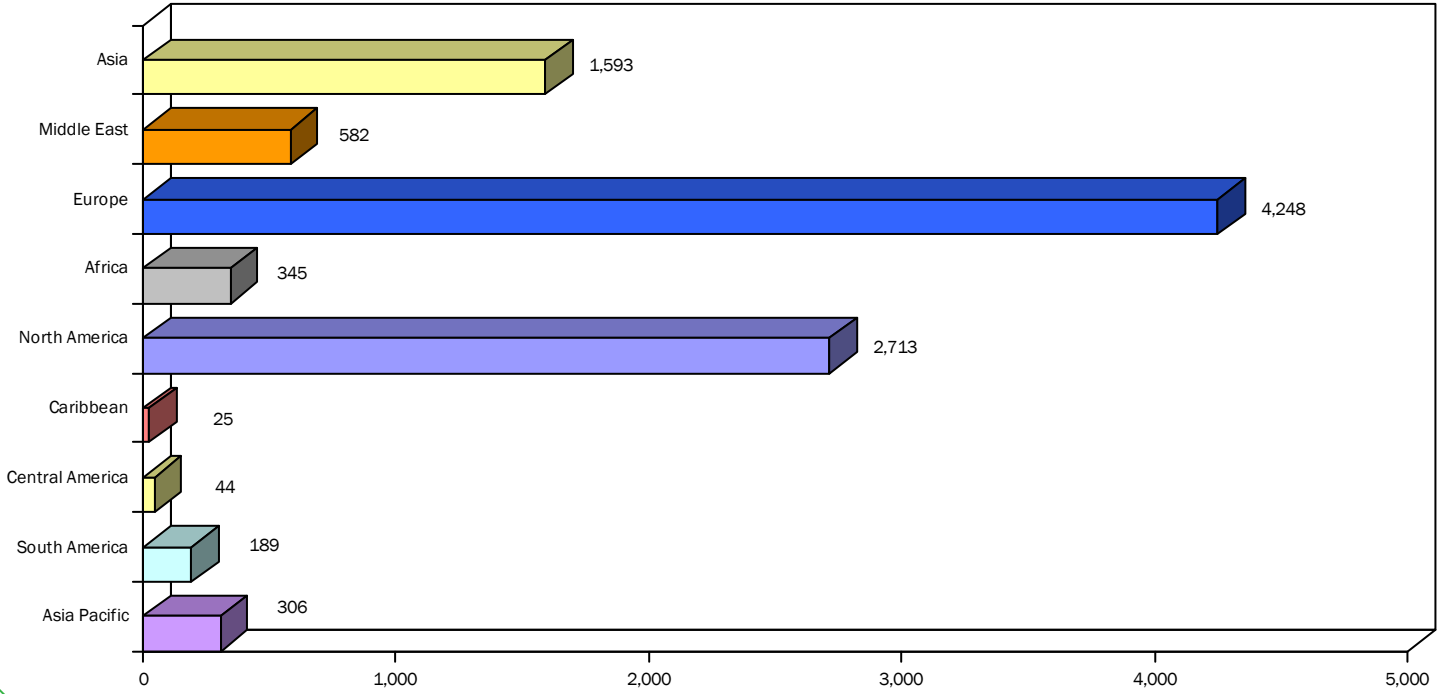
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July – December 2017	January – June 2018	July – December 2018	January – June 2019	July – December 2019	January – June 2020*
Total Audit Average Qualified:	10,032	10,031	10,034	10,036	10,040	10,037
Qualified Non-Paid:	9,572	9,603	9,659	9,676	9,671	9,692
Qualified Paid:	460	428	375	360	369	345
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

\*NOTE: January – June 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 APRIL/MAY 2020**

Region/Country	Total Qualified	Percent	Region/Country	Total Qualified	Percent
<b>ASIA</b>			Sweden	136	
Afghanistan	13		Switzerland	101	
Azerbaijan	37		Turkey	189	
Bangladesh	8		Ukraine	75	
Bhutan	4		United Kingdom	478	
Brunei Darussalam	3		Subtotal	4,248	42.3
Cambodia	12		<b>AFRICA</b>		
China	224		Algeria	29	
Georgia	9		Angola	8	
Hong Kong - SAR	191		Cameroon	14	
India	92		Cape Verde	1	
Indonesia	64		Congo	11	
Japan	151		Cote D'Ivoire	3	
Kazakhstan	49		Egypt	33	
Korea, Republic Of	70		Equatorial Guinea	1	
Kyrgyzstan	2		Eritrea	3	
Laos	3		Ethiopia	47	
Macao	6		Gabon	1	
Malaysia	121		Ghana	4	
Maldives	7		Kenya	30	
Mongolia	7		Madagascar	4	
Myanmar	10		Mauritius	42	
Pakistan	28		Morocco	7	
Philippines	46		Mozambique	3	
Singapore	135		Nigeria	7	
Sri Lanka	19		Reunion	7	
Taiwan	39		Seychelles	6	
Tajikistan	3		South Africa	56	
Thailand	189		Sudan	6	
Turkmenistan	1		Tanzania	3	
Uzbekistan	17		Togo	2	
Vietnam	33		Uganda	4	
Subtotal	1,593	15.9	Zambia	3	
<b>MIDDLE EAST</b>			Zimbabwe	9	
Bahrain	25		unspecified Africa	1	
Iran	45		Subtotal	345	3.4
Israel	44		<b>NORTH AMERICA</b>		
Jordan	12		Canada	438	
Kuwait	23		Mexico	77	
Lebanon	9		United States	2,198	
Oman	17		Subtotal	2,713	27.0
Qatar	105		<b>CARIBBEAN</b>		
Saudi Arabia	33		Antigua and Barbuda	1	
United Arab Emirates	269		Bahamas	5	
Subtotal	582	5.8	Dominican Republic	2	
<b>EUROPE</b>			Guadeloupe	3	
Albania	2		Trinidad and Tobago	14	
Austria	87		Subtotal	25	0.2
Belarus	25		<b>CENTRAL AMERICA</b>		
Belgium	94		Costa Rica	1	
Bosnia and Herzegovina	1		El Salvador	7	
Bulgaria	48		Guatemala	5	
Croatia	21		Honduras	2	
Cyprus	23		Nicaragua	1	
Czech Republic	59		Panama	28	
Denmark	66		Subtotal	44	0.4
Estonia	15		<b>SOUTH AMERICA</b>		
Finland	85		Argentina	28	
France	212		Bolivia	2	
Germany	327		Brazil	71	
Greece	76		Chile	33	
Greenland	23		Colombia	51	
Hungary	58		Ecuador	1	
Iceland	109		Uruguay	3	
Ireland	346		Subtotal	189	1.9
Italy	114		<b>ASIA PACIFIC</b>		
Latvia	70		Australia	216	
Lithuania	43		Cook Islands	1	
Luxembourg	112		Guam	8	
Malta	75		Marshall Islands	3	
Montenegro	11		New Caledonia	5	
Netherlands	147		New Zealand	41	
Norway	99		Papua New Guinea	26	
Poland	90		Solomon Islands	1	
Portugal	137		Tonga	1	
Romania	53		Vanuatu	4	
Russian Federation	360		Subtotal	306	3.1
Serbia	40				
Slovakia	29		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10,045</b>	<b>100.0</b>
Slovenia	14				
Spain	198				

### GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



## ADDITIONAL DATA

### PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 298 copies or 3.0%.  
Business directories include 2 sources of circulation for quantities of 627 copies or 6.2% to 5,603 copies or 55.8%, including CIRIUM.  
Other sources include 3 sources of circulation for quantities of 1 copy or -% to 986 copies or 9.8%.

### PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Anne Ahier, Circulation Manager

Ed Haskey, General 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 August 27, 2020

Country United Kingdom

City Horsham

Received by BPA Worldwide August 27, 2020

Type BD

ID Number A313B0J0

#### 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.