

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.

**MAGAZINE CHANNEL FORMAT – PRINT ISSUES**

**AIRCRAFT COMMERCE** is produced in a print format. The editorial for the print copy is the same for all recipients.

**FIELD SERVED**

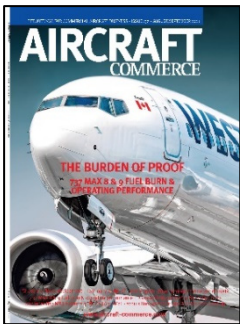
**AIRCRAFT COMMERCE** serves airline, aircraft operator, air cargo, airline technical and maintenance; aviation finance, leasing, consultant, law firm; manufacturer, independent MRO, parts supplier, aviation services (including Aviation Organisations, Aviation Training Centres, Research), IT solutions 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) MANAGEMENT PLANNING (including: V.P., General Manager, Manager, Chief Pilot, Chief Engineer, Consultant, Head of Department(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  
PRINT  
MAGAZINE**



**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>AIRCRAFT COMMERCE PRINT MAGAZINE</b> (6 issues in the period)	9,706	328	10,034

(See Paragraph 3b for Source)

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	183
Allocated for Trade Shows and Conventions	-
All Other	489
<b>TOTAL</b>	<b>672</b>

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

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	10,027	99.9	9,701	96.7	326	3.2
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	7	0.1	5	0.1	2	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10,034</b>	<b>100.0</b>	<b>9,706</b>	<b>96.8</b>	<b>328</b>	<b>3.2</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD  
(SEE ADDITIONAL DATA)**

Issue	Total Qualified
2021/2022 Issue	
February/March	10,033
April/May	10,045
June/July	10,035
August/September	10,034
October/November	10,034
December/January	10,029

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2021/JANUARY 2022**  
This issue is 0.1% or 7 copies below the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total
Airline, Aircraft Operator, Air Cargo, Airline Technical and Maintenance	8,673	86.5
Aviation Finance, Leasing, Consultant, Law Firm	834	8.3
Manufacture	74	0.7
Independent MRO, Parts Supplier	244	2.4
Aviation Services (Note 1)	14	0.2
IT Solutions	89	0.9
Others	101	1.0
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10,029</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	

Note 1: This classification includes Aviation Organisations; Aviation Training Centres; Research.

Job Title	Total Qualified	Percent of Total	Industry Sector	
			Airlines (Note 1)	Non-Airlines
Corporate Officer (Note 2)	1,268	12.6	937	331
Main Board (Note 3)	1,886	18.8	1,574	312
Management Planning (Note 4)	5,712	57.0	5,202	510
Other Personnel (Note 5)	1,163	11.6	960	203
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10,029</b>	<b>100.0</b>	<b>8,673</b>	<b>1,356</b>

Note 1: Includes Airline, Aircraft Operator, Air Cargo, Airline Technical and 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.

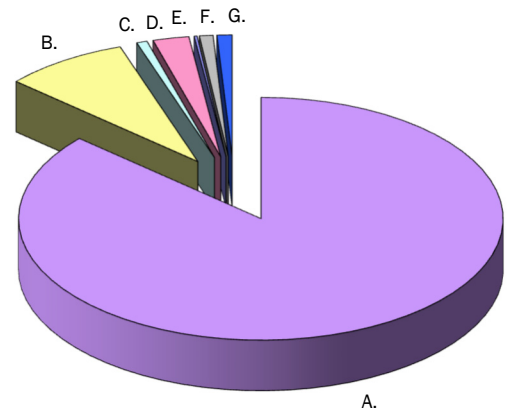
Note 3: This classification includes: Director, Senior V.P., Executive V.P., Executive Director.

Note 4: This classification includes: V.P., General Manager, Manager, Chief Pilot, Chief Engineer, Consultant, Head of Department(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	8,673	86.5
B Aviation Finance, Leasing, Consultant, Law Firm	834	8.3
C Manufacture	74	0.7
D Independent MRO, Parts Supplier	244	2.4
E Aviation Services	14	0.2
F IT Solutions	89	0.9
G Others	101	1.0



**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2021/JANUARY 2022**

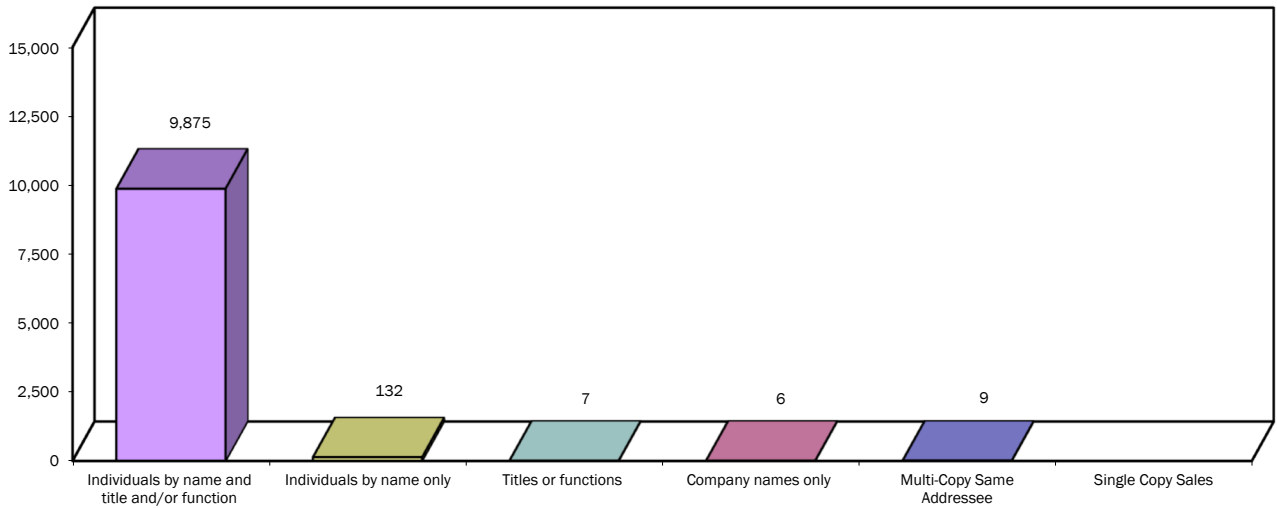
Qualification Source	Qualified Within			Total Qualified	Percent
	1 year	2 year	3 year		
<b>I. TOTAL – Direct Request:</b>	<b>582</b>	<b>338</b>	<b>214</b>	<b>1,134</b>	<b>11.3</b>
a. Written	272	48	12	332	3.3
b. Telecommunication	-	-	-	-	-
c. Electronic	310	290	202	802	8.0
<b>II. TOTAL – Request from recipient’s company:</b>	<b>66</b>	<b>102</b>	<b>83</b>	<b>251</b>	<b>2.5</b>
a. Written	6	5	3	14	0.1
b. Telecommunication	-	-	-	-	-
c. Electronic	60	97	80	237	2.4
<b>III. TOTAL – Membership Benefit:</b>	-	-	-	-	-
a. Individual	-	-	-	-	-
b. Organizational	-	-	-	-	-
<b>IV. TOTAL – Communication (other than request):</b>	<b>4</b>	<b>20</b>	<b>17</b>	<b>41</b>	<b>0.4</b>
a. Written	-	-	-	-	-
b. Telecommunication	-	-	-	-	-
c. Electronic	4	20	17	41	0.4
<b>V. TOTAL – Sources other than above (listed alphabetically):</b>	<b>2,695</b>	<b>2,936</b>	<b>2,972</b>	<b>8,603</b>	<b>85.8</b>
*Association rosters and directories	-	-	804	804	8.0
*Business directories	129	544	1,798	2,471	24.7
Manufacturer’s, distributor’s and wholesaler’s lists	-	-	-	-	-
*Other sources	2,566	2,392	370	5,328	53.1
<b>VI. TOTAL – Single Copy Sales:</b>	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>3,347</b>	<b>3,396</b>	<b>3,286</b>	<b>10,029</b>	<b>100.0</b>
<b>PERCENT</b>	<b>33.4</b>	<b>33.8</b>	<b>32.8</b>	<b>100.0</b>	

\*See Additional Data

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2021/JANUARY 2022**

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	9,875	98.5
Individuals by name only	132	1.3
Titles or functions only	7	0.1
Company names only	6	-
Multi-Copy Same Addressee copies	9	0.1
Single Copy Sales	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10,029</b>	<b>100.0</b>

**3c. MAILING ADDRESS BREAKOUT**



**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data
	January – June 2019	July – December 2019	January – June 2020	July – December 2020	January – June 2021	July – December 2021*
Total Audit Average Qualified:	10,036	10,040	10,037	10,027	10,038	10,032
Qualified Non-Paid:	9,676	9,671	9,692	9,697	9,697	9,715
Qualified Paid:	360	369	345	330	341	317
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	0.3%	0.2%	3.0%
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

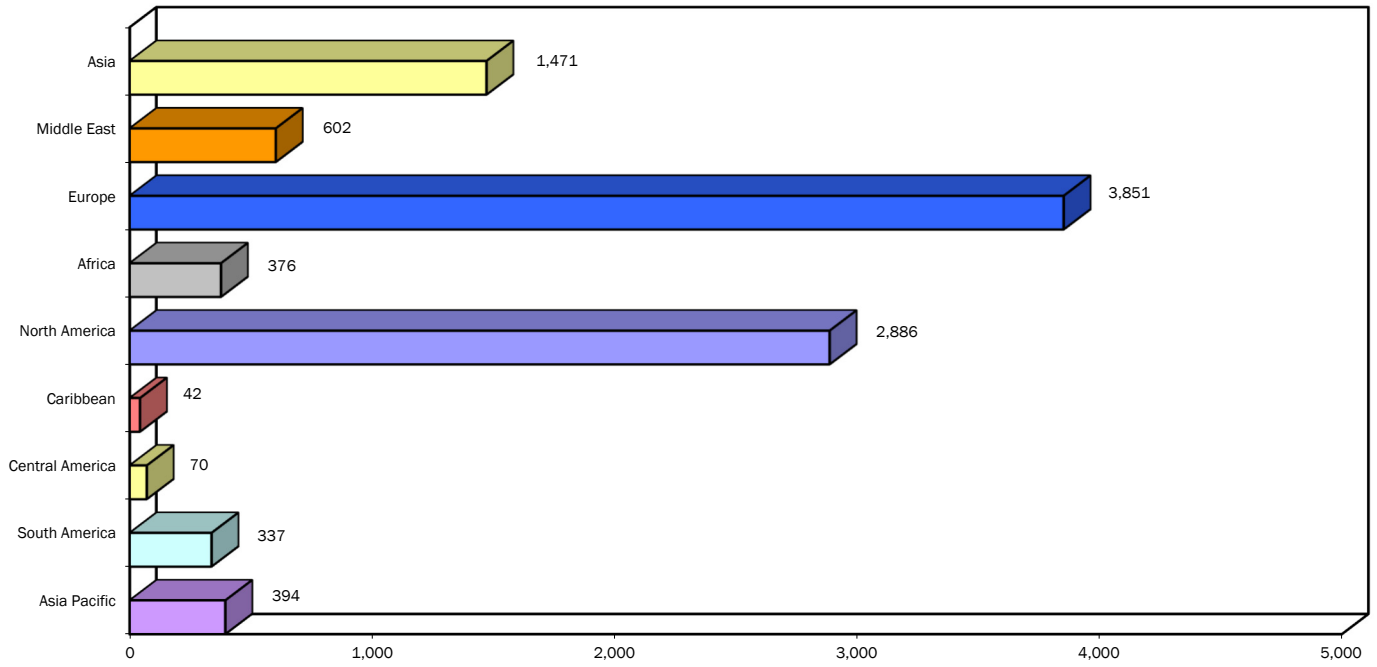
\*NOTE: All data through December 2021 is audited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2021/JANUARY 2022**

Region/Country	Total Qualified	Percent	Region/Country	Total Qualified	Percent
<b>ASIA</b>			Slovenia	12	
Afghanistan	5		Spain	217	
Armenia	1		Sweden	117	
Azerbaijan	22		Switzerland	151	
Bangladesh	3		Turkey	238	
Bhutan	1		Ukraine	41	
Brunei Darussalam	4		United Kingdom	510	
Cambodia	1		Subtotal	3,851	38.4
China	83		<b>AFRICA</b>		
Georgia	1		Algeria	30	
Hong Kong - SAR	224		Angola	1	
India	209		Botswana	1	
Indonesia	74		Cameroon	17	
Japan	149		Congo	1	
Kazakhstan	45		Cote D'Ivoire	1	
Korea, Republic Of	50		Egypt	66	
Macao	19		Eritrea	3	
Malaysia	123		Ethiopia	82	
Maldives	3		Kenya	48	
Mongolia	4		Madagascar	4	
Myanmar	5		Mauritius	57	
Nepal	7		Mozambique	1	
Pakistan	11		Nigeria	6	
Philippines	87		Reunion	11	
Singapore	180		Rwanda	1	
Sri Lanka	27		Senegal	2	
Taiwan	34		Seychelles	12	
Tajikistan	1		South Africa	7	
Thailand	73		Sudan	1	
Uzbekistan	2		Tanzania	2	
Vietnam	23		Togo	1	
Subtotal	1,471	14.7	Tunisia	13	
<b>MIDDLE EAST</b>			Uganda	1	
Bahrain	68		Zimbabwe	7	
Iran	23		Subtotal	376	3.7
Israel	64		<b>NORTH AMERICA</b>		
Jordan	10		Canada	424	
Kuwait	6		Mexico	147	
Lebanon	7		United States	2,315	
Oman	54		Subtotal	2,886	28.8
Qatar	139		<b>CARIBBEAN</b>		
Saudi Arabia	48		Bahamas	2	
United Arab Emirates	183		Cayman Islands	6	
Subtotal	602	6.0	Cuba	1	
<b>EUROPE</b>			Dominican Republic	2	
Albania	1		Guadeloupe	10	
Austria	81		Jamaica	1	
Belarus	17		Puerto Rico	4	
Belgium	65		Trinidad and Tobago	15	
Bosnia and Herzegovina	3		unspecified Caribbean	1	
Bulgaria	24		Subtotal	42	0.4
Croatia	16		<b>CENTRAL AMERICA</b>		
Cyprus	8		Costa Rica	3	
Czech Republic	56		El Salvador	4	
Denmark	40		Guatemala	1	
Estonia	9		Panama	62	
Finland	60		Subtotal	70	0.7
France	246		<b>SOUTH AMERICA</b>		
Germany	263		Argentina	88	
Greece	74		Brazil	134	
Greenland	6		Chile	23	
Hungary	67		Colombia	82	
Iceland	125		Ecuador	1	
Ireland	363		Peru	3	
Italy	33		Suriname	2	
Latvia	53		Uruguay	3	
Lithuania	30		Venezuela	1	
Luxembourg	103		Subtotal	337	3.4
Malta	62		<b>ASIA PACIFIC</b>		
Moldova	15		Australia	277	
Monaco	5		Cook Islands	1	
Montenegro	13		Fiji	46	
Netherlands	141		French Polynesia	5	
Norway	95		Guam	2	
Poland	83		New Caledonia	1	
Portugal	140		New Zealand	42	
Romania	65		Papua New Guinea	19	
Russian Federation	169		Solomon Islands	1	
Serbia	30		Subtotal	394	3.9
Slovakia	4		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10,029</b>	<b>100.0</b>

### GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



## ADDITIONAL DATA

### PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 804 copies or 8.0%.  
Business directories include 2 sources of circulation for quantities of 535 copies or 5.4% to 1,936 copies or 19.3%, including CIRIUM.  
Other sources include 3 sources of circulation for quantities of 8 copies or -% to 4,994 copies or 49.8%, including LinkedIn.

**As a result of the December 2021 audit, the following adjustments have been made to the previously released unaudited December 2021 Brand Report.**

### PARAGRAPH 2 – LATE MAILING:

Due to staff illness, 10,208 copies or 100.0% of the total copies distributed for the August/September 2021 issue were mailed late on November 2, 2021.

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.

BPA Worldwide

Shelton, CT

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.

May 20, 2022

TYPE: BA

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.

ID Number: A313BAD1

### About BPA Worldwide.

BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 1,000 annual audits of media channels in 19 countries, BPA is a trusted resource for compliance and assurance services.