

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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ABOUT FLIGHTGLOBAL

FLIGHTGLOBAL is a B2B brand providing the aviation and aerospace industries with the latest news, data and other related information services since 1909. Intended for individuals with broad-based interests in aerospace and aviation the brand content includes the latest technical and operational information on a range of sectors including defense, business aviation, finance, MRO, spaceflight and training. The editorial scope of the brand includes news and industry comment, in-depth technical articles and analyses, industry round-up and special features.

PURPOSE

The Brand Report provides a deeper understanding and identification of all touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including the brand's unique users within each channel across multiple media platforms.

FIELD SERVED

AIRLINE BUSINESS and **FLIGHT INTERNATIONAL** serve the fields of air transportation, corporate/private aircraft, military, finance, manufacturers including the field of mainline & national carriers/regional carriers/fleet air taxis/cargo carriers/charter carriers/low cost airlines & alliances as well as management consultants/media/banking/finance/legal/insurance/leasing/broking/academic institutes/government & regulatory organisations/airline associations/trade associations/airport administration & management/manufacturers/suppliers/travel services, and other related industries and services as described within paragraph 3a herein.

DEFINITION OF RECIPIENT QUALIFICATION

Flightglobal serves 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, defense attaches and pilots officers, chief financial officers, chief operations officers, partners, managing directors, other directors, associates, vice-presidents, deputy/assistant deputy/assistant MD's, deputy directors, senior vice presidents, vice presidents, general managers, managers, principals, analysts/planners, heads of department, consultants, department managers/superintendents/supervisors, chief pilots/chief engineers, lecturers, librarians and other personnel in the above field. Also qualified are other titled and non-titled personnel including company copies.



EXECUTIVE SUMMARY

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

	Average	Paid	Non-Paid
1. FLIGHTGLOBAL.COM (Note 1)	887,930	-	-
2. FLIGHT INTERNATIONAL MAGAZINE (25 issues in period)	31,204	24,095	7,109
Print Version	25,824	20,071	5,753
Digital Version	5,380	4,024	1,356
3. AIRLINE BUSINESS MAGAZINE (6 issues in period)	18,114	1,175	16,939
Print Version	18,114	1,175	16,939
4. SHOW DAILIES (Print Version) (5 shows in period)	5,479	-	-
5. FLIGHTGLOBAL E-NEWSLETTERS			
Job seeker emails (13 mailings in period)	73,509	-	73,509
Flight Daily News (10 mailings in period)	28,458	-	28,458
Interiors and IFE (9 mailings in period)	17,385	-	17,385
Flight International (25 mailings in period)	16,267	-	16,267
Defence (13 mailings in period)	11,070	-	11,070
Airline Business (9 mailings in period)	9,409	-	9,409
Unmanned (16 mailings in period)	6,409	-	6,409
Airline Maintenance (13 mailings in period)	5,399	-	5,399
Aircraft Finance (14 mailings in period)	5,290	-	5,290
Business Aviation (21 mailings in period)	5,141	-	5,141
Fleet Watch (24 mailings in period)	4,907	-	4,907
Network Planning (16 mailings in period)	4,739	-	4,739
Commercial Aviation (25 mailings in period)	2,542	-	2,542
6. FLIGHTGLOBAL WHITEPAPERS (Note 2)	263	-	263
7. FLIGHTGLOBAL EVENTS (3 in period) (Note 3)	45	-	45
8. FLIGHTGLOBAL AWARDS (2 in period) (Note 3)	167	-	167
Airline Business Strategy Awards	222	-	222
Flightglobal Achievement Awards	112	-	112

Note 1: Unique Browsers. See Website Glossary in Additional Data.
Note 2: Average Downloads in Period
Note 3: Event and Award Attendees are reported

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNEL FREQUENCY FOR PERIOD

	FLIGHT-GLOBAL.COM	FLIGHT INTERNATIONAL MAGAZINE			AIRLINE BUSINESS MAGAZINE	* Show Dailies (Print Version)	FLIGHTGLOBAL E-NEWSLETTERS											FLIGHTGLOBAL			**FLIGHT-GLOBAL WHITE PAPERS		
		PRINT VERSION	DIGITAL VERSION	TOTAL	TOTAL (PRINT VERSION)		*Job seeker emails	*Flight Daily News	*Interiors and IFE	Flight International	Defence	*Airline Business	*Un-manned	Airline Maintenance	*Aircraft Finance	*Business Aviation	Fleet Watch	*Network Planning	Commercial Aviation	FLIGHT-GLOBAL EVENTS		AB STRATEGY AWARDS	ACHIEVEMENT AWARDS
July	678,828	-	-	-	19,207	-	72,387	25,409	17,258	16,575	7,132	10,158	8,782	5,551	5,495	5,250	4,911	4,957	2,546	-	-	-	330
July 5	-	26,487	5,518	32,005	-	-	-	-	-	16,617	7,084	-	-	5,537	-	-	4,916	-	2,541	-	-	-	-
July 12	-	28,381	5,537	33,918	-	-	-	-	-	16,553	-	-	-	-	-	-	4,924	-	2,547	222	-	-	-
July 19	-	26,951	5,538	32,489	-	11,500	-	-	-	16,558	7,179	-	-	5,565	-	-	4,908	-	2,553	-	-	112	-
July 26	-	27,293	5,544	32,837	-	-	-	-	-	16,573	-	-	-	-	-	-	4,897	-	2,544	-	-	-	-
August	714,864	-	-	-	18,791	-	73,028	-	17,448	16,418	10,606	9,502	6,211	5,529	5,405	5,237	4,894	4,857	2,554	-	-	-	392
August 2	-	26,513	5,547	32,060	-	-	-	-	-	16,526	7,151	-	-	5,546	-	-	4,885	-	2,527	-	-	-	-
August 9	-	26,162	5,562	31,724	-	-	-	-	-	16,499	-	-	-	-	-	-	4,879	-	2,545	-	-	-	-
August 16	-	26,610	5,581	32,191	-	-	-	-	-	16,386	12,273	-	-	5,532	-	-	4,874	-	2,547	-	-	-	-
August 23	-	26,573	5,593	32,166	-	2,894	-	-	-	16,351	-	-	-	-	-	-	4,891	-	2,575	-	-	-	-
August 30	-	26,074	5,585	31,659	-	-	-	-	-	16,329	12,395	-	-	5,510	-	-	4,942	-	2,577	-	-	-	-
September	959,375	-	-	-	18,737	-	73,930	-	17,602	16,189	12,321	8,743	6,152	5,380	5,291	5,119	4,951	4,711	2,549	-	-	-	199
September 6	-	25,997	5,595	31,592	-	-	-	-	-	16,359	-	-	-	-	-	-	4,973	-	2,590	-	-	-	-
September 13	-	26,032	5,596	31,628	-	-	-	-	-	16,251	12,429	-	-	5,503	-	-	4,964	-	2,541	-	-	-	-
September 20	-	25,648	5,320	30,968	-	3,000	-	-	-	16,139	-	-	-	-	-	-	4,935	-	2,527	-	-	-	-
September 27	-	25,468	5,325	30,793	-	-	-	-	-	16,008	12,212	-	-	5,257	-	-	4,932	-	2,539	66	-	-	-
October	915,388	-	-	-	18,158	-	73,818	-	17,096	16,168	12,200	9,459	5,585	5,277	5,112	5,058	4,915	4,606	2,549	-	-	-	130
October 4	-	25,169	5,181	30,350	-	-	-	-	-	16,107	-	-	-	-	-	-	4,926	-	2,536	15	-	-	-
October 11	-	25,330	5,181	30,511	-	-	-	-	-	16,104	12,186	-	-	5,251	-	-	4,926	-	2,535	-	-	-	-
October 18	-	25,017	5,191	30,208	-	7,333	-	-	-	16,217	-	-	-	-	-	-	4,895	-	2,565	-	-	-	-
October 25	-	25,224	5,196	30,420	-	-	-	-	-	16,243	12,213	-	-	5,302	-	-	4,911	-	2,561	-	-	-	-
November	1,102,239	-	-	-	16,907	-	73,176	35,572	17,017	16,170	12,117	9,482	5,418	5,297	5,111	5,101	4,890	4,655	2,532	-	-	-	312
November 1	-	25,234	5,203	30,437	-	-	-	-	-	16,187	-	-	-	-	-	-	4,913	-	2,567	-	-	-	-
November 8	-	25,164	5,214	30,378	-	-	-	-	-	16,171	12,297	-	-	5,295	-	-	4,892	-	2,570	-	-	-	-
November 15	-	25,072	5,227	30,299	-	-	-	-	-	16,188	-	-	-	-	-	-	4,888	-	2,575	-	-	-	-
November 22	-	25,228	5,226	30,454	-	-	-	-	-	16,181	11,937	-	-	5,298	-	-	4,883	-	2,470	-	-	-	-
November 29	-	24,880	5,233	30,113	-	-	-	-	-	16,125	-	-	-	-	-	-	4,873	-	2,480	-	-	-	-
December	956,888	-	-	-	16,885	-	74,829	-	17,238	16,001	12,278	9,187	5,414	5,298	5,131	5,173	4,873	4,681	2,509	-	-	-	217
December 6	-	24,775	5,237	30,012	-	2,667	-	-	-	16,036	12,269	-	-	5,282	-	-	-	-	2,493	55	-	-	-
December 13	-	25,132	5,277	30,409	-	-	-	-	-	15,983	-	-	-	-	-	-	4,876	-	2,482	-	-	-	-
December 20	-	25,163	5,298	30,461	-	-	-	-	-	15,983	12,287	-	-	5,313	-	-	4,870	-	2,551	-	-	-	-
December 27	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SIX MONTH AVERAGE	887,930	25,824	5,380	31,204	18,114	5,479	73,509	28,458	17,385	16,267	11,070	9,409	6,409	5,399	5,290	5,141	4,907	4,739	2,542	45	222	112	263

* Monthly Average used for FlightGlobal E-Newsletters with irregular frequency and flightglobal.com

** White paper figures are the total downloads per month

*** Unique Browsers (see Website Glossary in Additional Data)

**** Show Dailies (Print) are the average for the duration of show

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1. FLIGHTGLOBAL.COM WEBSITE ACTIVITY BY MONTH

MONTH	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	3,794,011	1,404,512	678,828	2.07	00:59	02:39
August	3,808,055	1,444,489	714,864	2.02	00:57	02:29
September	5,033,282	1,813,202	959,375	1.89	00:57	02:37
October	5,059,331	1,747,011	915,388	1.91	00:52	02:31
November	6,336,604	2,103,667	1,102,239	1.91	00:54	02:41
December	5,396,289	1,829,204	956,888	1.91	00:53	02:36
SIX MONTH AVERAGE:	4,904,595	1,723,681	887,930	1.95	00:55	02:36

DATA PROVIDED BY  BPA  POWERED BY NIelsen

2. FLIGHT INTERNATIONAL MAGAZINE

	*AVERAGE CIRCULATION BREAKOUT FOR FLIGHT INTERNATIONAL MAGAZINE FOR THE PERIOD									
	TOTAL		PRINT ONLY				DIGITAL ONLY			
	Copies	Percent	PAID		NON-PAID		PAID		NON-PAID	
Individual	26,950	86.4	15,817	50.7	5,753	18.5	4,024	12.9	1,356	4.3
Membership Benefit	-	-	-	-	-	-	-	-	-	-
Multi-Copy Same Addressee	836	2.6	836	2.6	-	-	-	-	-	-
Sponsored Individually Addressed	-	-	-	-	-	-	-	-	-	-
Sponsored Multi-Copy Same Addressee	-	-	-	-	-	-	-	-	-	-
Sub-Total Subscription	27,786	89.0	16,653	53.3	5,753	18.5	4,024	12.9	1,356	4.3
Single Copy Sales	3,418	11.0	3,418	11	-	-	-	-	-	-
Sponsored Single Copy Sales	-	-	-	-	-	-	-	-	-	-
TOTAL	31,204	100.0	20,071	64.3	5,753	18.5	4,024	12.9	1,356	4.3

*See Additional Data

*PRICES FOR THE PERIOD		
Number of Issues Sold or Renewed in Period	Total	Percent
12 Issues for £25.25	655	6.9
12 Issues for £26.35	596	6.3
All Other (£89.65)	8,194	86.8
	9,445	100.0

*See Additional Data

*FLIGHT INTERNATIONAL MAGAZINE NOVEMBER 30, 2010 ISSUE									
	SOURCED WITHIN			PRINT VERSION	DIGITAL VERSION	PAID	NON-PAID	TOTAL	Percent
	1 YEAR	2 YEARS	3+ YEARS						
Request	13,938	6,793	4,679	20,177	5,233	20,444	4,966	25,410	84.4
Other than request	-	-	1,544	1,544	-	1,544	1,544	1,544	5.1
Single Copy Sales	3,159	-	-	3,159	-	3,159	-	3,159	10.5
TOTAL CIRCULATION	17,097	6,793	6,223	24,880	5,233	23,603	6,510	30,113	100.0

*See Additional Data

3. AIRLINE BUSINESS MAGAZINE

AVERAGE CIRCULATION BREAKOUT FOR AIRLINE BUSINESS MAGAZINE FOR THE PERIOD						
	TOTAL		PRINT ONLY			
	Copies	Percent	PAID		NON-PAID	
			Copies	Percent	Copies	Percent
Individual	18,037	99.6	1,098	6.1	16,939	93.5
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	77	0.4	77	0.4	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Sponsored Multi-Copy Same Addressee	-	-	-	-	-	-
Sub-Total Subscription	18,114	100.0	1,175	6.5	16,939	93.5
Single Copy Sales	-	-	-	-	-	-
Sponsored Single Copy Sales	-	-	-	-	-	-
TOTAL	18,114	100.0	1,175	6.5	16,939	93.5

BUSINESS/OCCUPATIONAL BREAKOUT: AIRLINE BUSINESS MAGAZINE NOVEMBER 2010 ISSUE					
	TOTAL	PERCENT	Industry		
			Airlines	Non Airlines	Paid
Corporate Officers	3,625	21.4	2,820	805	-
Main board	3,492	20.7	2,819	673	-
Management Planning	7,708	45.6	6,577	1,131	-
Other Personnel	938	5.5	752	186	-
Paid	1,144	6.8	-	-	1,144
TOTAL CIRCULATION	16,907	100.0	12,968	2,795	1144

*AIRLINE BUSINESS MAGAZINE NOVEMBER 2010 ISSUE					
	SOURCED WITHIN			TOTAL	PERCENT
	1 YEAR	2 YEARS	3+ YEARS		
Request	2,752	6,472	3,967	13,191	78.0
Other than request	-	-	3,716	3,716	22.0
TOTAL CIRCULATION	2,752	6,472	7,683	16,907	100.0

*See Additional Data

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4. SHOW DAILIES

SHOW DAILIES	TOTAL DISTRIBUTION
FARNBOROUGH	
July 19, 2010	13,000
July 20, 2010	12,975
July 21, 2010	9,975
July 22, 2010	10,050
AUVSI	
August 24, 2010	3,000
August 25, 2010	3,175
August 26, 2010	2,700
August 27, 2010	2,700
ROUTES	
September 19, 2010	3,000
September 20, 2010	3,000
September 21, 2010	3,000
NBAA	
October 19, 2010	11,000
October 20, 2010	6,000
October 21, 2010	5,000
MEBA	
December 7, 2010	3,000
December 8, 2010	3,000
December 9, 2010	2,000

Email newsletters sent during the period also included links to the digital versions of the Show Dailies.

5. FLIGHTGLOBAL E-NEWSLETTERS

E-NEWSLETTERS	AVERAGES
Job seeker emails (13 mailings in period)	73,509
Flight Daily News (10 mailings in period)	28,458
Interiors and IFE (9 mailings in period)	17,385
Flight International (25 mailings in period)	16,267
Defence (13 mailings in period)	11,070
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Aircraft Finance (14 mailings in period)	5,290
Business Aviation (21 mailings in period)	5,141
Fleet Watch (24 mailings in period)	4,907
Network Planning (16 mailings in period)	4,739
Commercial Aviation (25 mailings in period)	2,542

6. WHITE PAPERS

WHITE PAPERS	DOWNLOADS	DATE PUBLISHED
Aircraft Finance Special Report 2010	129	May-10
Airline IT Trends Survey Summary 2009	53	Jun-10
Airline Maintenance Special Report	31	Dec-09
Commercial Engines 2010	710	Jun-10
Commercial Fleet Report	36	Jun-09
Fighters Radar	445	Jan-10
ISR Special Report	46	Jun-09
World Air Forces	103	Dec-09
Aircraft Finance Special Report 2009	10	May-09
Military Fleet Report	9	Feb-09
Airport IT Trends survey summary	3	Oct-09
Airline IT trends survey summary	5	Jun-10
GRAND TOTAL	1,580	

Figures reported only include downloads that occurred during the 6 month audit period.

7. EVENTS

EVENTS	ATTENDEES
Alliances, Joint Ventures and Partnerships conference, 27 September 2010, Spain	66
Network LATAM, 5 December, 2010, Costa Rica	55
US Valuation conference, 4 October, 2010, USA	15

8. AWARDS

AWARDS	ATTENDEES
AB Strategy Awards, 18 July, 2010, London	222
Achievement Awards, 20 July, 2010, Farnborough	112

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GEOGRAPHIC DISTRIBUTION

	FLIGHTGLOBAL.COM***		FLIGHT INTERNATIONAL MAGAZINE*****			AIRLINE BUSINESS MAGAZINE*****		***** Show Dailies (Print Version)	**** FLIGHT-GLOBAL EVENTS	FLIGHTGLOBAL AWARDS*****		FLIGHT-GLOBAL WHITE PAPERS* *
	% based on 6,336,604 Page Impressions for November 2010	% based on 2,103,667 User Sessions for November 2010	PRINT VERSION	DIGITAL VERSION	TOTAL	PRINT VERSION	TOTAL			AB STRATEGY AWARDS	ACHIEVEMENT AWARDS	
ASIA	7.4	8.4	2,343	348	2,691	2,636	2,636	-	-	-	-	315
Middle East	2.8	2.7	782	123	905	877	877	8,000	-	-	-	64
EUROPE	54.3	48.4	13460	300	13760	7269	7269	46,000	66	222	112	642
Albania	-	-	7	1	8	12	12	-	-	-	-	-
Andorra	-	-	1	-	1	-	-	-	-	-	-	-
Austria	0.6	0.6	152	-	152	181	181	-	-	-	-	11
Azores	-	-	-	-	-	5	5	-	-	-	-	-
Balearic Islands	-	-	4	1	5	56	56	-	-	-	-	-
Belarus	-	-	11	1	12	10	10	-	-	-	-	-
Belgium	1.3	1.1	446	30	476	244	244	-	-	-	-	16
Bosnia and Herzegovina	-	-	7	-	7	5	5	-	-	-	-	-
Bulgaria	0.2	0.2	24	12	36	47	47	-	-	-	-	3
Channel Islands	0.1	0.1	-	-	-	-	-	-	-	-	-	-
Corsica	-	-	-	-	-	-	-	-	-	-	-	-
Croatia	0.2	0.1	58	8	66	46	46	-	-	-	-	4
Cyprus	0.2	0.1	57	2	59	40	40	-	-	-	-	1
Czech Republic	0.6	0.4	100	13	113	67	67	-	-	-	-	7
Denmark	0.9	0.8	242	20	262	143	143	-	-	-	-	2
Estonia	0.1	0.1	55	10	65	30	30	-	-	-	-	-
Faroe Islands	-	-	1	-	1	5	5	-	-	-	-	-
Finland	0.6	0.5	109	-	109	116	116	-	-	-	-	5
France	5.4	5.0	744	-	744	623	623	-	-	-	-	84
Germany	5.5	5.0	951	-	951	722	722	-	-	-	-	73
Gibraltar	-	-	1	-	1	-	-	-	-	-	-	-
Greece	0.7	0.6	96	10	106	69	69	-	-	-	-	8
Greenland	-	-	7	1	8	12	12	-	-	-	-	-
Hungary	0.3	0.3	73	6	79	92	92	-	-	-	-	6
Iceland	0.2	0.2	50	9	59	70	70	-	-	-	-	-
Italy	2.0	1.7	335	-	335	311	311	-	-	-	-	40
Latvia	0.2	0.2	83	14	97	59	59	-	-	-	-	-
Liechtenstein	-	-	3	-	3	2	2	-	-	-	-	-
Lithuania	0.1	0.1	44	2	46	42	42	-	-	-	-	3
Luxembourg	0.2	0.1	89	16	105	51	51	-	-	-	-	1
Macedonia	-	-	4	-	4	6	6	-	-	-	-	-
Madeira	-	-	-	-	-	-	-	-	-	-	-	-
Malta	0.2	0.2	29	5	34	29	29	-	-	-	-	-
Moldova	0.1	-	37	1	38	49	49	-	-	-	-	-
Monaco	-	-	5	-	5	-	-	-	-	-	-	-
Montenegro	-	-	7	-	7	8	8	-	-	-	-	-
Netherlands	2.5	2.4	609	-	609	281	281	-	-	-	-	28
Norway	0.8	0.8	228	-	228	86	86	-	-	-	-	5
Poland	0.6	0.7	117	20	137	91	91	-	-	-	-	10
Portugal	0.6	0.5	104	21	125	97	97	-	-	-	-	12
Ireland	1.2	1.0	252	-	252	180	180	-	-	-	-	16
Romania	0.3	0.3	40	23	63	63	63	-	-	-	-	4
Russian Federation	1.0	0.7	996	29	1,025	600	600	-	-	-	-	22
San Marino	-	-	1	-	1	-	-	-	-	-	-	-
Serbia	0.3	0.2	29	4	33	33	33	-	-	-	-	2
Slovakia	0.2	0.2	24	2	26	22	22	-	-	-	-	3
Slovenia	0.2	0.2	53	6	59	30	30	-	-	-	-	1
Spain	1.8	1.6	198	1	199	416	416	-	66	-	-	36
Spitzbergen	-	-	-	-	-	-	-	-	-	-	-	-
Sweden	1.3	1.2	312	-	312	246	246	-	-	-	-	17
Switzerland	1.5	1.3	548	-	548	294	294	-	-	-	-	18
Turkey	0.4	0.4	101	30	131	131	131	-	-	-	-	18
Ukraine	0.2	0.2	70	2	72	142	142	-	-	-	-	5
United Kingdom	21.7	19.3	5,946	-	5,946	1,405	1,405	46,000	-	222	112	176
Holy See (Vatican City State)	-	-	-	-	-	-	-	-	-	-	-	-
unspecified Europe	-	-	-	-	-	-	-	-	-	-	-	5
AFRICA	1.6	1.5	766	120	886	1,134	1,134	-	-	-	-	34
NORTH AMERICA	28	32	2777	107	2884	3262	3262	42575	15	-	-	377
Canada	5.3	5.5	684	54	738	863	863	9,000	-	-	-	62
United States	22.4	26.3	1,993	15	2,008	2,227	2,227	33,575	-	-	-	306
Mexico	0.3	0.3	100	38	138	172	172	-	15	-	-	9
unspecified North America	-	-	-	-	-	-	-	-	-	-	-	-
CARIBBEAN	-	-	163	28	191	175	175	-	-	-	-	6
CENTRAL AMERICA	-	-	53	8	61	70	70	-	55	-	-	4
SOUTH AMERICA	2.0	2.0	485	89	574	671	671	-	-	-	-	64
ASIA PACIFIC	4.0	5.0	892	33	925	813	813	-	-	-	-	59
Email Only	-	-	-	4,077	4,077	-	-	-	-	-	-	15
Single Copy Sales	-	-	3,159	-	3,159	-	-	-	-	-	-	-
TOTALS	100.0	100.0	24,880	5,233	30,113	16,907	16,907	96,575	136	222	112	1,580

	FLIGHT GLOBAL E-NEWSLETTERS												
	* Job seeker emails	*Flight Daily News	*Interiors and IFE	Flight International	Defence	*Airline Business	*Unmanned	Airline Maintenance	*Aircraft Finance	*Business Aviation	Fleet Watch	*Network Planning	Commercial Aviation
Email Only	71,228	35,518	17,017	16,125	11,937	9,447	5,466	5,298	5,118	5,118	4,873	4,632	2,480

*Flightglobal e-newsletters for the 10th, 12th, 18th, 19th, 22nd, 24th, 25th, 29th and 30th November 2010.

**Whitepaper figure represents total downloads for period ending December 31, 2010.

***See Additional Data.

****Event attendees and Awards Attendees are reported by location of all events for period ending December 31, 2010.

*****Flight International November 30, 2010 Issue; Airline Business November 2010 Issue

*****Show Dailies figures represents total copies distributed as of December 31, 2010.

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

ADDITIONAL DATA

EXECUTIVE SUMMARY:

Unique browsers are reported as "Individuals" throughout this report.

WEBSITE GLOSSARY:
Page Impressions: The number of web pages successfully viewed by all browsers within the reporting period
User Sessions: A single continuous set of activity attributable to a browser resulting in one or more pulled text downloads from a site. A period of inactivity of more than 30 minutes terminates the session
Unique Browsers: An identified and unduplicated Cookied Browser that accesses internet content during a measurement period. Each browser visiting a site instrumented with SiteCensus code is assigned a unique cookie id to help determine browser uniqueness
Unique Browser Frequency: The average number of user sessions per Unique Browser over the selected reporting period
Page Duration: The average time a browser spent viewing any page(s) on the site
User Session Duration: The average time a browser remained on the site per session

BUSINESS OCCUPATIONAL BREAKOUT

Business/Occupational breakouts are not reported for Flight International, e-newsletters, whitepapers, events, awards and web traffic at the publisher's option. Business/Occupational data for Flight International is available in the December 2010 Circulation Statement.

FLIGHT INTERNATIONAL MAGAZINE

Qualified Paid Multi-Copy Same Addressee subscriptions averaging 836 copies or 2.7% were sold to qualified recipients. The subscription prices and quantities are not available at this time.

Business directories include 1 source of circulation for a quantity of 1,544 copies or 5.1%.

The circulation file contains 661 subscriptions or 2.2% aged beyond 3-years.

3,144 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 the Average Annual Subscription Price and Average "all other" Subscription Price calculations.

Average Annual Order Price for the period is £90.47

AIRLINE BUSINESS MAGAZINE

Business directories include 1 source of circulation for a quantity of 3,716 copies or 22%, including World Airlines Directory

The circulation file contains 50 subscriptions or 0.3% aged beyond 3-years.

Average Annual Order Price for the period is £107.97

GEOGRAPHIC DISTRIBUTION:

Total and percentages of Page Impressions and User Sessions for website is based on Nielsen data for November 2010.

AUDIT OPINION

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

June 2, 2011

TYPE: A

ID Number: F102B0D0

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.

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.