

B2B Media

Publisher's Statement

6 months ended June 30, 2024

Subject to Audit

Field Served:

AIRLINE BUSINESS serves the field of mainline & national carriers, regional carriers, cargo carriers, leisure/charter carriers, low cost airlines, business aviation, and other airline operators, as well as airports and service providers, aerospace manufacturing and services, finance, leasing, insurance, defense, government/regulatory/alliance/associations, air travel services, training, education, people & recruitment, as well as other related industries and services as described within the Business Analysis herein.



All totals in this report represent aggregate unique recipients, not the sum of print and digital circulation.

TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION				21,211
AVERAGE QUALIFIED PAID CIRCULATION		AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Paid Individual - Print	43	Qualified Nonpaid Individual - Print		9,001
Qualified Paid Individual - Digital	24	Qualified Nonpaid Individual - Digital		18,906
Total Qualified Paid Individual	43	Total Qualified Nonpaid Individual		21,168
Total Average Qualified Paid Circulation	43	Total Average Qualified Nonpaid Circulation		21,168

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Miscellaneous, Including Staff Copies - Print	31
Nonqualified Miscellaneous, Including Staff Copies - Digital	183
Total Nonqualified Miscellaneous, Including Staff Copies	214
Total Average Nonqualified Circulation	214

CIRCULATION BY ISSUES							
Issue		Qualified Paid - Print	Qualified Paid - Digital	Total Qualified Paid	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Jan/Feb/Mar		44	26	44	9,000	19,471	21,649
Apr/May/Jun		41	21	41	9,000	18,339	20,684
							21,693
							20,725

BUSINESS ANALYSIS					
Classification by Business & Industry		Total	%	Qualified Paid & Nonpaid - Print	Qualified Paid & Nonpaid - Digital
1.	Airlines				
	Major/Mainline Carrier	1,804	8.7	843	1,602
	Regional Carrier	394	1.9	194	342
	Leisure/Charter (Note 1)	525	2.5	233	458
	Cargo	1,038	5.0	575	898
	Low Cost Carrier	350	1.7	103	325
	Business Aviation	3,363	16.2	2,448	2,707
	Airline Engineering Department	1,615	7.8	1,336	1,335
	Other Airline Operator	845	4.1	577	717
	Sub-Total-Airlines	9,934	47.9	6,309	8,384
2.	Non Airlines				
	Airports and Airport Service Providers:				
	Airports	2,019	9.7	71	1,949
	Ground Handling	58	0.3	1	57
	Air Traffic Control	129	0.6	3	126
	Other Airport Services	246	1.2	1	245
	Aerospace Manufacturing and Services:				
	Aerostructures and Airframe assembly (Note 2)	582	2.8	23	559
	Engines	184	0.9	10	174
	Components/Materials	244	1.2	7	237
	Avionics/Connectivity	198	1.0	4	194
	Aircraft Interiors	296	1.4	14	282
	ATC/Ground Systems (Note 3)	65	0.3	1	64
	Defence Systems	130	0.6	4	126
	Other Aerospace Manufacturing	605	2.9	16	589
	Maintenance/Repair/Overhaul & Spares:				
	MRO & Aftermarket (Note 4)	283	1.4	3	280
	Spares, parts, distribution & support	255	1.2	2	253
	Finance/Leasing/Insurance:				
	Banking/Finance	302	1.5	19	283
	Leasing	231	1.1	3	228
	Insurance	86	0.4	3	83
	Legal	84	0.4	4	80
	Defence:				
	Air Force/Army/Navy	108	0.5	3	105
	Other Defence & Security forces	49	0.2	2	47
	Government/Regulatory/Alliance/Association:				
	Government	149	0.7	7	142
	Regulatory	51	0.2		51
	Alliance/Association	141	0.7	5	136
	Air Travel Services:				
	Air Service Provider	3,020	14.6	2,440	2,475
	General Sales Agent (Note 5)	101	0.5	4	97
	Technology/IT	233	1.1	10	223
	Travel Services/On-line Travel Agents	185	0.9	10	175
	Training/Education/People & Recruitment:				
	Training	174	0.8	4	170
	Training Systems Providers	41	0.2	2	39
	Recruitment	146	0.7	4	142
	Education	118	0.6	6	112

BUSINESS ANALYSIS (Continued)					
Classification by Business & Industry		Total	%	Qualified Paid & Nonpaid - Print	Qualified Paid & Nonpaid - Digital
Other Related Industries and Services:					
Other		237	1.1	5	232
Sub-Total-Non Airlines		10,750	51.9	2,691	9,955
Other Paid Circulation:					
Subscriptions		41	0.2	41	21
Single Copy Sales					
Total Qualified Circulation		20,725	100.0	9,041	18,360
Percent				43.6	88.6

Note 1: Includes fleet air taxis.

Note 2: Includes airframe manufacturers.

Note 3: ATC/Ground System includes systems manufacturers.

Note 4: Includes maintenance/engineering.

Note 5: General Sales Agent includes sales/distribution.

SUPPLEMENTAL DATA - JOB POSITION						
Classification by Job Position		Total	%	Industry Sector		Other Paid Circulation
				Airlines	Non Airlines	Subscriptions
1.	C-Level (Chairman; CEO; COO; CFO; MD; Deputy/Assistant CEO, COO, CFO, MD; Other Deputy/Assistant)	4,283	20.7	2,057	2,226	
2.	Main Board/Director (Director, Senior VP, Deputy Assistant Director, Partner/Associate)	4,133	19.9	1,969	2,164	
3.	Management (VP, Gen Mgr, Mgr, Supervisor, Planner/Analyst, Systems/IT Analyst, Chief Pilot, Chief Engineer, Head of Dept, Consultant)	11,483	55.4	5,553	5,930	
4.	Non-management (Officer/Administrator, Pilot, Engineer, ATC, Stewards/Clerks, Lecturer)	724	3.5	331	393	
5.	Others	102	0.5	24	37	41
Other Paid Circulation - Subscriptions						
Total Qualified Circulation		20,725	100.0	9,934	10,750	41

SUPPLEMENTAL DATA - JOB FUNCTION					
Classification by Job Function		Total	%	Qualified Paid & Nonpaid - Print	Qualified Paid & Nonpaid - Digital
1.	Air Traffic Control	141	0.7	26	139
2.	Analytics/Data analysis	206	1.0	50	190
3.	Consultancy	969	4.7	322	904
4.	Design/Research & Development	261	1.3	59	242
5.	Engineering/Maintenance	2,167	10.5	1,069	1,918
6.	Finance/Leasing	677	3.3	235	608
7.	Fleet Planning	130	0.6	44	121
8.	Flight Crew	735	3.5	171	700
9.	Flight Operations/Airport Operations	2,291	11.1	1,157	2,021
10.	General Management	8,917	43.0	4,670	7,650
11.	Human Resources/Personnel/Recruitment	159	0.8	73	132
12.	Legal	139	0.7	34	127
13.	Marketing/Communications	715	3.4	226	650
14.	Network Planning	104	0.5	43	97
15.	Procurement/Supply Chain	368	1.8	112	343
16.	Production/Manufacturing	321	1.5	81	293
17.	Sales/Commercial	1,088	5.2	339	996
18.	Strategy/Business Development	517	2.5	148	473
19.	Technology/IT	323	1.6	80	298
20.	Training/Education	231	1.1	44	215
21.	Other	266	1.3	58	243
Total Qualified Circulation		20,725	100.0	9,041	18,360
Percent				43.6	88.6

SOURCE ANALYSIS							
			Qualified Within				
Source	Print	Digital	1 Year	2 Years	3 Years	Total	Percent
Total Direct Request From Recipient	9,041	15,845	9,765	5,942	2,503	18,210	87.9
Total Direct Request From Recipient's Company							
Total Communication Other Than Request		2,515	1,574	705	236	2,515	12.1
Membership Benefit							
Business Directories							
Lists							
Acquired Circulation							
Other Sources							
Total Qualified Subscriptions	9,041	18,360	11,339	6,647	2,739	20,725	100.0
Percent	43.6	88.6	54.7	32.1	13.2	100.0	
Single Copy Sales							
Total Qualified Circulation						20,725	

GEOGRAPHIC ANALYSIS OF INTERNATIONAL CIRCULATION			
Country	Qualified Paid & Nonpaid - Print	Qualified Paid & Nonpaid - Digital	Total
ASIA			
Afghanistan	1	3	3
Armenia	1	1	1
Azerbaijan		2	2
Bangladesh	19	26	29
Bhutan	8	13	13
British Indian Ocean Territory		4	4
Brunei Darussalam	1	8	8
Cambodia	2	4	5
China	14	62	67
Georgia	2	4	4
Hong Kong - SAR	58	128	140
India	188	454	495
Indonesia	23	53	59
Japan	51	119	141
Kazakhstan	3	15	17
Korea, Democratic People's Republic Of	2	3	3
Korea, Republic Of	10	42	48
Kyrgyzstan	1	1	2
Laos	2	4	4
Macao	1	1	2
Malaysia	71	160	178
Maldives	3	9	10
Mongolia	5	8	9
Myanmar	5	7	7
Nepal	22	24	32
Pakistan	52	99	109
Philippines	17	48	52
Singapore	80	236	264
Sri Lanka	61	97	112
Taiwan	55	110	125
Tajikistan	1		1
Thailand	44	63	77
Turkmenistan	1	1	1
Uzbekistan		1	1
Vietnam	10	38	41
TOTAL Asia	814	1,848	2,066
MIDDLE EAST			
Bahrain	33	41	48
Iran	8	19	21
Iraq	1	6	6
Israel	60	119	134
Jordan	32	48	58
Kuwait	9	16	21
Lebanon	30	50	53
Oman	5	14	15
Qatar	25	70	74
Saudi Arabia	16	45	52
Syrian Arab Republic	1	1	1
United Arab Emirates	182	370	392
Yemen	3	4	6
unspecified Middle East	1		1
TOTAL Middle East	406	803	882
EUROPE			
Albania	5	11	11
Andorra		2	2
Austria	112	160	197
Belarus	4	11	11
Belgium	185	334	377
Bosnia and Herzegovina	4	5	7
Bulgaria	39	51	64
Croatia	46	70	79
Cyprus	37	62	71
Czech Republic	67	122	139
Denmark	110	167	199
Estonia	13	14	19
Faroe Islands	1	3	4
Finland	25	59	63
France	415	683	836
Germany	404	608	755
Gibraltar		1	1

GEOGRAPHIC ANALYSIS OF INTERNATIONAL CIRCULATION (CONTINUED)			
Country	Qualified Paid & Nonpaid - Print	Qualified Paid & Nonpaid - Digital	Total
EUROPE (Continued)			
Greece	72	132	145
Greenland	6	9	10
Hungary	29	61	66
Iceland	46	49	64
Ireland	161	360	391
Italy	135	250	295
Latvia	27	41	52
Lithuania	33	52	59
Luxembourg	88	100	128
Malta	65	85	101
Moldova	7	11	11
Monaco	3	7	8
Netherlands	237	394	455
Norway	52	83	100
Poland	68	123	140
Portugal	100	155	177
Romania	74	134	147
Russian Federation	12	55	59
San Marino		2	2
Serbia	28	41	48
Slovakia	16	23	27
Slovenia	15	28	30
Spain	203	358	403
Sweden	103	190	208
Switzerland	264	393	496
Turkey	152	245	273
Ukraine	3	9	11
United Kingdom	1,261	3,403	3,701
unspecified Europe		4	4
TOTAL Europe	4,727	9,160	10,446
AFRICA			
Algeria	3	7	9
Angola	3	4	5
Botswana	27	40	49
Burkina Faso		1	1
Cameroon	6	6	6
Cape Verde	3	1	3
Chad		1	1
Congo	2	8	8
Djibouti		1	1
Egypt	39	60	68
Eritrea	1	1	2
Ethiopia	33	52	60
Gabon		2	2
Gambia	1	1	1
Ghana	8	25	25
Guinea-Bissau		2	2
Kenya	63	113	125
Liberia		2	2
Libyan Arab Jamahiriya	4	10	11
Madagascar	2	4	4
Malawi	1	7	7
Mali	2	2	2
Mauritania		1	1
Mauritius	38	56	63
Morocco	6	9	11
Mozambique	5	8	9
Namibia	10	11	14
Nigeria	45	97	107
Reunion		3	3
Rwanda	6	15	16
Senegal	1	3	4
Seychelles	3	9	9
Sierra Leone		1	1
Somalia		3	3
South Africa	201	349	406
Sudan	5	8	9
Tanzania	17	26	31
Togo	3	5	5
Tunisia	11	18	22

GEOGRAPHIC ANALYSIS OF INTERNATIONAL CIRCULATION (CONTINUED)			
Country	Qualified Paid & Nonpaid - Print	Qualified Paid & Nonpaid - Digital	Total
AFRICA (Continued)			
Uganda	12	24	25
Zambia	6	14	15
Zanzibar	2		2
Zimbabwe	6	16	16
TOTAL Africa	575	1,026	1,166
NORTH AMERICA			
Canada	414	852	974
Mexico	42	70	80
United States	1,603	3,564	3,974
unspecified North America	4	35	35
TOTAL North America	2,063	4,521	5,063
CARIBBEAN			
Anguilla	1	1	1
Antigua and Barbuda	11	28	28
Aruba	1	2	2
Bahamas	12	21	22
Barbados	6	5	9
Bermuda		4	4
Cayman Islands	10	21	21
Dominica		1	1
Dominican Republic	8	8	10
Grenada	1	1	2
Jamaica	7	14	15
Montserrat		1	1
Puerto Rico	1	4	4
Saint Lucia		3	3
Saint Vincent and the Grenadines	7	8	10
Trinidad and Tobago	16	16	21
Virgin Islands, British	1	3	3
Virgin Islands, U.S.	1	2	2
unspecified Caribbean	2	4	5
TOTAL Caribbean	85	147	164
CENTRAL AMERICA			
Belize	5	11	12
Costa Rica	5	6	8
El Salvador	2	4	4
Guatemala	4	4	6
Honduras		3	3
Nicaragua	1	2	2
Panama	15	21	28
TOTAL Central America	32	51	63
SOUTH AMERICA			
Argentina	13	33	36
Bolivia	4	6	7
Brazil	39	103	112
Chile	14	20	24
Colombia	12	25	27
Ecuador		1	1
French Guiana		1	1
Guyana	8	10	11
Paraguay	3	3	3
Peru	4	3	6
Suriname	9	9	11
Uruguay	8	14	15
Venezuela	2	3	4
unspecified South America	2	11	12
TOTAL South America	118	242	270
ASIA PACIFIC			
American Samoa		1	1
Australia	151	336	363
Fiji	4	9	12
French Polynesia		2	2
Marshall Islands	1	1	1
New Caledonia	5	8	8
New Zealand	56	106	118
Papua New Guinea	2	6	7
Vanuatu		1	1
TOTAL Asia Pacific	219	470	513
Email Only	2	92	92
TOTAL	9,041	18,360	20,725

NOTES

Price Data	Basic Prices
Basic Price Subscriptions	1 year 90.00

Definition of Recipient Qualification:
Qualified recipients are chairmen, chief executive officers, chief financial officers, chief operations officers, partners, managing directors, other directors, associates, vice-presidents, deputy/assistant CEO/COO/CFO's, deputy/assistant MD's, deputy directors, senior vice presidents, vice presidents, general managers, managers, analysts/planners, heads of department, consultants, chief pilots/chief engineers, lecturers, librarians and other personnel in the above field.

Rounding %: Due to rounding, percentages may not always add up to 100%.

Source Analysis Reporting: Includes both paid and nonpaid circulation.

Analyzed Issue: The information in Business Analysis; Source Analysis; and Geographic Analysis is from an analysis of the Apr/May/Jun issue.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

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JACKI BISHOP
Audience Data Manager

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