



BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED DECEMBER 2023



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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AIN MEDIA GROUP is a multi-media, B2B news publishing brand covering all aspects of aviation. Media outlets include a monthly industry magazine, an annual consumer magazine for private aviation consumers, airshow daily editions, e-newsletters, websites delivering news content in real-time, TV news webcasts, plus corporate videos and content marketing publishing.

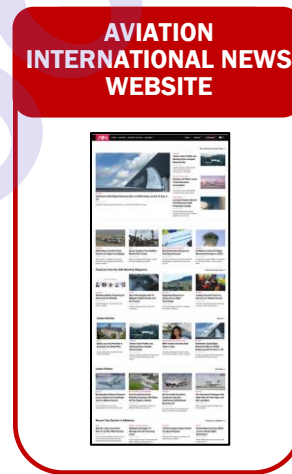
MAGAZINE CHANNEL FORMAT – PRINT AND DIGITAL ISSUES

AVIATION INTERNATIONAL NEWS is produced in print and digital formats. The editorial for the print copy is the same for all recipients. The digital format is written and designed for the digital reading experience, accessed by a computer, mobile phone, or tablet. Digital formats may include features such as videos and surveys allowing for user interaction with the brand.

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



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
AVIATION INTERNATIONAL NEWS PRINT AND DIGITAL MAGAZINE Unique Total* (6 issues in the period)	33,496	-	33,496
a. Print	24,267	-	24,267
b. Digital	10,030	-	10,030
(See Paragraph 3b for Source)			
AVIATION INTERNATIONAL NEWS E-NEWSLETTER (123 issued in the period)	36,463	-	36,463
AVIATION INTERNATIONAL NEWS WEBSITE (Monthly Users with 355,140 average Pageviews)	200,424	-	200,424

*Unique Total represents unique recipients, not the sum of Print and Digital.

MAGAZINE CHANNEL FORMAT: This magazine is produced in print and digital formats.

No attempt has been made to identify or eliminate duplication that may exist across media channels.

FIELD SERVED

AVIATION INTERNATIONAL NEWS serves the worldwide turbine aircraft user market of corporate flight departments/company-owned aircraft operators, charter/air taxi/fractional, commuter/regional airlines, major airlines, special operations (including agriculture, ambulance, firefighting, news gathering, cargo, packaging, sightseeing, etc.), aviation services (including FBO, MRO/maintenance, OEM/manufacturing, training, completions, finance/insurance, and broker/dealer), association, government organizations or education and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are owners, operators or leases of the aforementioned categories, which includes aviation department managers, chief pilots, line captains, first officers, commuter pilots and other pilots, chief executives, presidents, vice presidents, other corporate officers, general and department directors and managers, maintenance chiefs, maintenance managers, mechanics, engineers, technicians, government personnel (federal, state and local), scheduler, dispatcher, corporate flight attendant, and other titled personnel.

PURPOSE

The Supplementary data reported herein contains an analysis of recipients who indicated the type of aircraft they or their organization owns, operates or leases.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	-
Allocated for Trade Shows and Conventions	-
All Other	-
TOTAL	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	33,496	100.0	33,496	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	33,496	100.0	33,496	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2023 Issue	Print	Digital	Unique Total Qualified*
July	24,168	10,212	33,477
August	24,206	10,185	33,500
September	24,210	10,082	33,500
October	24,010	10,223	33,500
November	24,008	10,169	33,500
December	25,001	9,309	33,500

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2023

This issue is -% or 5 copies above the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Unique Total Qualified*	Percent of Total	Print	Digital
COMPANY AFFILIATION				
1. Corporate Flight Department/Company Owned Aircraft Operator	13,120	39.2	11,107	2,304
2. Charter/Air Taxi/Fractional	4,336	12.9	3,069	1,425
3. Commuter/Regional Airline	460	1.4	327	143
4. Major Airline	1,693	5.1	1,114	611
5. Special Operations (Including Agriculture, Ambulance, Firefighting, News Gathering, Cargo, Packaging, Sightseeing, etc.)	1,117	3.3	804	343
6. Aviation Services (FBO, MRO/Maintenance, OEM/Manufacturing, Training, Completions, Finance/Insurance and Broker/Dealer)	11,048	33.0	7,433	3,867
7. Association, Government Organization or Education	1,223	3.7	823	429
8. Others Allied to the Field	503	1.5	324	187
Other Paid Circulation: Non-Comparable Paid Recipients:				
Subscriptions	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	33,500	100.0	25,001	9,309
PERCENT	100.0		74.6	27.8

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

Analysis by Title	Unique Total Qualified*	Percent of Total	Print	Digital
1. Aviation Department Managers and Chief Pilots	4,679	14.0	3,425	1,393
2. Line Captains, First Officers, Commuter Pilots, and Other Pilots	5,231	15.6	3,615	1,720
3. Chief Executives, Presidents, Vice Presidents, Other Corporate Officers, General and Department Directors/Managers	17,696	52.8	14,019	4,123
4. Maintenance Chiefs, Maintenance Managers, Mechanics, Engineers and Technicians	4,140	12.4	2,750	1,475
5. Government (Federal, State and Local)	416	1.2	326	108
6. Scheduler, Dispatcher or Corporate Flight Attendant	590	1.8	414	189
7. Other Titled Personnel	748	2.2	452	301
Other Paid Circulation: Non-Comparable Paid Recipients:				
Subscriptions	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	33,500	100.0	25,001	9,309
PERCENT	100.0		74.6	27.8

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

SUPPLEMENTARY DATA FOR ISSUE OF DECEMBER 2023

This is an analysis of 33,311 or 99.4% of respondents who indicated the type of aircraft they or their organization owns, operates or leases. Since any one respondent may have checked more than one response, the totals for each of these (i.e.: products and services) should not be added together as the total may exceed the total circulation. These data are presented for statistical and marketing purposes.

Types of Aircraft Owned, Operated or Leased	Total Respondents	Percent of Total
TOTAL QUALIFIED CIRCULATION	33,500	100.0
Jet	24,498	73.1
Turboprop	9,322	27.8
Helicopter	5,699	17.0
Multi-Engine Piston	4,127	12.3
Other (Including Single-Engine Piston)	1,692	5.1
Total Respondents	33,311	99.4

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2023

Qualification Source	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 year	2 years	3 years				
I. Direct Request:	20,773	8,028	-	20,302	9,309	28,801	86.0
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-	-	-
V. **Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	4,699	-	-	4,699	-	4,699	14.0
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	25,472	8,028	-	25,001	9,309	33,500	100.0
PERCENT	76.0	24.0	-	74.6	27.8	100.0	

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2023

Mailing Address	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	24,981	9,305	33,478	99.9
Individuals by name only	19	2	19	0.1
Titles or functions only	1	2	3	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	25,001	9,309	33,500	100.0

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2023*

Region	Print	Digital	Unique Total Qualified**	Percent	Region	Print	Digital	Unique Total Qualified**	Percent
New England	852	266	1,093	3.3	UNITED STATES	19,249	5,272	23,949	71.5
Middle Atlantic	1,694	436	2,076	6.2	U.S. Territories	38	17	53	0.2
East No. Central	2,634	680	3,245	9.7	Canada	1,043	495	1,495	4.5
West No. Central	1,724	515	2,194	6.5	Mexico	131	132	253	0.7
South Atlantic	4,512	1,353	5,693	17.0	Other International	4,538	3,247	7,602	22.7
East So. Central	969	175	1,123	3.4	APO/FPO	2	3	5	-
West So. Central	2,725	657	3,305	9.9	Email Only	-	143	143	0.4
Mountain	1,807	560	2,322	6.9	UNIQUE TOTAL QUALIFIED CIRCULATION**	25,001	9,309	33,500	100.0
Pacific	2,332	630	2,898	8.6					

*See Additional Data

**Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

2023		AINAlerts	2023		AINAlerts
JULY			OCTOBER		
July 3		37,836	October 2		36,329
July 5		37,771	October 3		36,328
July 6		37,792	October 4		36,324
July 7		37,811	October 5		36,295
July 10		37,824	October 6		36,247
July 11		37,820	October 9		36,200
July 12		37,817	October 10		36,195
July 13		37,818	October 11		36,183
July 14		37,827	October 12		36,175
July 17		37,836	October 13		36,177
July 18		37,859	October 16		36,119
July 19		37,143	October 17		36,103
July 20		37,139	October 18		36,083
July 21		37,136	October 19		36,020
July 24		37,121	October 20		35,999
July 25		37,113	October 23		35,964
July 26		37,111	October 24		35,964
July 27		37,084	October 25		35,984
July 28		37,077	October 26		36,001
July 31		37,016	October 27		36,024
AUGUST			October 30		36,037
August 1		36,697	October 31		36,048
August 2		36,687	NOVEMBER		
August 3		36,674	November 1		36,153
August 4		36,570	November 2		36,191
August 7		36,507	November 3		36,210
August 8		36,489	November 6		36,163
August 9		36,479	November 7		36,127
August 10		36,459	November 8		36,109
August 11		36,459	November 9		36,085
August 14		36,431	November 10		36,093
August 15		36,391	November 13		36,123
August 16		36,397	November 14		36,121
August 17		36,401	November 15		36,124
August 18		36,403	November 16		36,105
August 21		36,428	November 17		36,120
August 22		36,460	November 20		36,104
August 23		36,452	November 21		36,103
August 24		36,549	November 22		36,092
August 25		36,550	November 27		36,013
August 28		36,590	November 28		35,980
August 29		36,620	November 29		35,981
August 30		36,623	November 30		35,975
August 31		36,622	DECEMBER		
SEPTEMBER			December 1		35,979
September 1		36,594	December 4		35,976
September 5		36,582	December 5		35,952
September 6		36,570	December 6		35,974
September 7		36,570	December 7		35,997
September 8		36,563	December 8		36,017
September 11		36,565	December 11		36,003
September 12		36,563	December 12		35,995
September 13		36,554	December 13		35,977
September 14		36,556	December 14		35,959
September 15		36,568	December 15		35,967
September 18		36,544	December 18		35,951
September 19		36,541	December 19		35,940
September 20		36,543	December 20		35,919
September 21		36,541	December 21		35,907
September 22		36,548	December 26		35,858
September 25		36,576	December 27		35,851
September 26		36,610	December 28		35,841
September 27		36,590			
September 28		36,541			
September 29		36,507			
			AVERAGE:		36,463

AINAlerts (123 issued in the period)

WEBSITE CHANNEL

WWW.AINONLINE.COM

2023	Pageviews	Sessions	Users	Average Session Duration
July	381,711	290,755	199,180	2:36
August	318,539	254,272	188,685	2:22
September	296,635	224,564	164,460	2:28
October	407,833	306,151	244,703	3:57
November	410,107	276,413	210,863	2:26
December	316,013	252,080	194,650	2:23
AVERAGE:	355,140	267,373	200,424	2:42

July – December 2023 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview 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.

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.

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

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

ADDITIONAL DATA

MAGAZINE:

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient qualification as reported. Printed 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.

PARAGRAPH 3b:

Business directories represent 4,699 copies 14.0% served to subscribers obtained from AMSTAT.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter and Website are not reported at the media owner's option.

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

Ruben Kempeneer, President

Eileen Silberfeld, Audience Development Director

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

Date signed

January 31, 2024

State

New Jersey

County

Bergen

Type

BD

ID Number

630024

About the Alliance for Audited Media.

The Alliance for Audited Media powers transparency and collaboration between North America's leading media professionals. In 2023 AAM merged with BPA Worldwide to become the largest not-for-profit media auditing organization dedicated to increasing trust and assurance across media channels. With more than 100 years of experience in print and digital media audits, AAM is the industry's recognized leader in cross-media verification with unparalleled expertise across all brand platforms including web, mobile, email and print. To learn how AAM brings trust and transparency to today's media ecosystem, visit auditedmedia.com.