

# **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.

AIN Media Group 214 Franklin Avenue Midland Park, NJ 07432 Tel. No.: (201) 444-5075 www.ainonline.com adsales@ainonline.com **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 |

<sup>\*</sup>Unique Total represents unique recipients, not the sum of Print and Digital.

### **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.

### **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.

### **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.

### 

|                                     | Total Q | ualified | Qualified N | lon-Paid | Qualifi | ed Paid |
|-------------------------------------|---------|----------|-------------|----------|---------|---------|
| Qualified<br>Circulation            | Copies  | Percent  | Copies      | Percent  | Copies  | Percent |
| ndividual                           | 33,496  | 100.0    | 33,496      | 100.0    | -       | -       |
| Sponsored Individually<br>Addressed | -       | -        |             | -        | -       | -       |
| Membership Benefit                  | -       | = /      | -           | -        | -       | -       |
| Multi-Copy Same<br>Addressee        | -       | -        | -           | -        | -       | -       |
| Single Copy Sales                   | -       |          | -           | -        | -       | -       |
| TOTAL QUALIFIED CIRCULATION         | 33,496  | 100.0    | 33,496      | 100.0    | -       | _       |

| 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                  |

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 **Unique Total** Percent **Business and Industry** Print Qualified\* of Total Digital **COMPANY AFFILIATION** 11,107 2,304 1. Corporate Flight Department/Company Owned Aircraft Operator 13,120 39.2 2. Charter/Air Taxi/Fractional 4,336 12.9 3,069 1,425 3. Commuter/Regional Airline 460 1.4 327 143 1,693 5.1 1,114 611 5. Special Operations (Including Agriculture, Ambulance, Firefighting, 1,117 3.3 804 343 News Gathering, Cargo, Packaging, Sightseeing, etc.) 6. Aviation Services (FBO, MRO/Maintenance, OEM/Manufacturing, 11,048 33.0 7,433 3,867 Training, Completions, Finance/Insurance and Broker/Dealer) 1,223 3.7 823 429 7. Association, Government Organization or Education 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<br>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   |
| <ol><li>Chief Executives, Presidents, Vice Presidents, Other Corporate Officers, General and<br/>Department Directors/Managers</li></ol> | 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 Qualified Within Unique Total **Qualification Source** Digital Qualified\* 1 year 2 years 3 years Print Percent 20,773 I. Direct Request: 8,028 20,302 9,309 28,801 86.0 II. Request from recipient's company: III. Membership Benefit: IV. Communication (other than request): \*\*Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's 14.0 4,699 4,699 4,699 and wholesaler's lists; and Other sources: VI. Single Copy Sales: **UNIQUE TOTAL QUALIFIED CIRCULATION\*** 25.472 25,001 9,309 33,500 100.0 8.028 **PERCENT** 76.0 **24.0** 74.6 27.8 100.0 \*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

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

| Mailing Address  | Print                    | Digital | Unique Total<br>Oualified* | 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 si | um of Print and Digital. |         |                            |         |

### GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2023\*

| Region           | Print | Digital | Unique Total<br>Qualified** | Percent | Region                    | Print  | Digital | Unique Total<br>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<br>OUALIFIED | 25.001 | 9.309   | 33,500                      | 100.0   |
| Pacific          | 2,332 | 630     | 2,898                       | 8.6     | CIRCULATION**             | 20,001 | 3,003   | 00,000                      | 200.0   |

<sup>\*</sup>See Additional Data

\*\*See Additional Data

<sup>\*\*</sup>Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

| Region/Country                     | Print    | Digital  | Unique Total<br>Qualified** | Percent | Region/Country           | Print            | Digital | Unique Total<br>Qualified** | Perce |
|------------------------------------|----------|----------|-----------------------------|---------|--------------------------|------------------|---------|-----------------------------|-------|
| SIA                                |          |          |                             |         | AFRICA                   |                  |         |                             |       |
| fghanistan                         | 3        | -        | 3                           |         | Algeria                  | 2                | 5       | 7                           |       |
| rmenia                             | -        | 1        | 1                           |         | Angola                   | 5                | 3       | 8                           |       |
| zerbaijan                          | 2        | 1        | 3                           |         | Botswana                 | 14               | 11      | 24                          |       |
| langladesh                         | 6        | 8        | 14                          |         | Cameroon                 | 5                | 2       | 7                           |       |
| Shutan                             | 1        | -        | 1                           |         | Cape Verde               |                  | 1       | 1                           |       |
| Brunei Darussalam                  | 1        | 3        | 4                           |         | Congo                    | 1                |         | 1                           |       |
| ambodia                            | 1        | 5        | 6                           |         | Cote D'Ivoire            | 1                | -       | 1                           |       |
| hina                               | 27       | 19       | 45                          |         |                          | 1                | 1       | 2                           |       |
| ieorgia                            | 2        | -        | 2                           |         | Djibouti                 |                  |         |                             |       |
| long Kong - SAR                    | 68       | 66       | 132                         |         | Egypt                    | 15               | 11      | 26                          |       |
| ndia                               | 254      | 151      | 391                         |         | Ethiopia                 | 11               | 8       | 19                          |       |
| ndonesia                           | 46       | 26       | 70                          |         | Gambia                   | 1                | -       | 1                           |       |
| apan                               | 39       | 5/       | 91                          |         | Ghana                    | 5                | 6       | 11                          |       |
| azakhstan                          | 4        | 54<br>3  | 7                           |         | Kenya                    | 40               | 27      | 65                          |       |
| orea, Democratic People's          | •        | 3        | -                           |         | Libyan Arab Jamahiriya   | 4                | 3       | 7                           |       |
|                                    | 2        | -        | 2                           |         |                          | 3                | -       | 3                           |       |
| epublic Of                         | 40       | 00       | 20                          |         | Madagascar               | J                |         |                             |       |
| orea, Republic Of                  | 18       | 22       | 38                          |         | Malawi                   | -                | 1       | 1                           |       |
| aos                                | 1        | 1        | 2                           |         | Mali                     | -                | 2       | 2                           |       |
| lacao                              | 3        | 3        | 6                           |         | Mauritius                | 8                | 7       | 15                          |       |
| lalaysia                           | 66       | 48       | 111                         |         | Morocco                  | 2                | 4       | 6                           |       |
| laldives                           | 1        | 1        | 2                           |         | Mozambique               | 1                | i       | 2                           |       |
| lyanmar                            | 5        | 1        | 6                           |         | Namibia                  | 11               | 6       | 17                          |       |
| epal                               | 7        | 5        | 12                          |         |                          |                  |         |                             |       |
|                                    | 52       | 10       | 59                          |         | Nigeria                  | 52               | 55      | 98                          |       |
| akistan                            | 52       | 10       | 59<br>59                    |         | Rwanda                   | 2                | -       | 2                           |       |
| hilippines                         | 33       | 29       |                             |         | South Africa             | 170              | 113     | 271                         |       |
| ingapore                           | 64       | 65       | 125                         |         | Sudan                    | 1                | 1       | 2                           |       |
| ri Lanka                           | 22       | 16       | 36                          |         | Tanzania                 | 12               | 9       | 20                          |       |
| aiwan                              | 14       | 16       | 29                          |         |                          | 3                | 3       | 6                           |       |
| hailand                            | 24       | 20       | 43                          |         | Tunisia                  |                  |         |                             |       |
| ietnam                             | 1        | 12       | 13                          |         | Uganda                   | 19               | 4       | 23                          |       |
|                                    |          | 586      | 1,313                       | 3.9     | Zambia                   | 4                | 7       | 11                          |       |
| Subtotal                           | 767      | 280      | 1,313                       | 3.9     | Zimbabwe                 | 4                | 3       | 7                           |       |
| IIDDLE EAST                        |          | _        | 1-                          |         | Subtotal                 | 397              | 294     | 666                         | 2     |
| ahrain                             | 9        | 7        | 15                          |         | NORTH AMERICA            | 501              |         | 000                         |       |
| an                                 | 8        | 4        | 12                          |         |                          | 1,043            | 495     | 1,495                       |       |
| aq                                 | 2        | -        | 2                           |         | Canada                   |                  |         |                             |       |
| rael                               | 35       | 31       | 65                          |         | Mexico                   | 131              | 132     | 253                         |       |
| ordan                              | 5        | 9        | 14                          |         | United States            | 19,289           | 5,292   | 24,007                      |       |
| uwait                              | 1        | 2        | 3                           |         | Subtotal                 | 20,463           | 5,919   | 25,755                      | 76.   |
|                                    | 8        | 9        | 17                          |         | CARIBBEAN                | ,,               | -,      |                             |       |
| ebanon                             |          |          |                             |         |                          | 1                | 1       | 2                           |       |
| man                                | 6        | 4        | 10                          |         | Antigua and Barbuda      | 1                | 1       |                             |       |
| atar                               | 15       | 22       | 36                          |         | Aruba                    | -                | 1       | 1                           |       |
| audi Arabia                        | 15       | 27       | 39                          |         | Bahamas                  | 3                | 8       | 11                          |       |
| nited Arab Emirates                | 87       | 98       | 180                         |         | Barbados                 | 1                | 2       | 3                           |       |
| nspecified Middle East             | 10       | 25       | 35                          |         | Bermuda                  | 1                | 3       | 4                           |       |
| Subtotal                           | 201      | 238      | 428                         | 1.3     | Cayman Islands           | 5                | 2       |                             |       |
| UROPE                              | 201      | 230      | 720                         | 1.5     |                          | 5                | 4       | 9                           |       |
|                                    |          | _        | _                           |         | Dominican Republic       |                  |         |                             |       |
| Ibania                             |          | _2       | 2                           |         | Guadeloupe               | 2                | -       | 2                           |       |
| ustria                             | 77       | 52       | 123                         |         | Jamaica                  | -                | 2       | 2                           |       |
| elgium                             | 56       | 37       | 93                          |         | Netherlands Antilles     | 7                | 1       | 8                           |       |
| ulgaria                            | 14       | 7        | 21                          |         | Saint Vincent and the    |                  | 4       | 4                           |       |
| hannel Islands                     | 1        | 1        | 2                           |         | Grenadines               | -                | 1       | 1                           |       |
| roatia                             | 5        | 3        | 8                           |         | Trinidad and Tobago      | 4                | 7       | 11                          |       |
| vprus                              | 19       | 6        | 24                          |         | Turks and Caicos Islands |                  | 4       | 4                           |       |
|                                    | 43       | 29       | 69                          |         |                          |                  |         |                             |       |
| zech Republic                      |          | 29       |                             |         | Virgin Islands, British  | 1                | 1       | 2                           |       |
| enmark                             | 50       | 24       | 73                          |         | unspecified Caribbean    | 5                | 3       | 8                           |       |
| stonia                             | 10       | . 4      | 14                          |         | Subtotal                 | 35               | 40      | 75                          | 0     |
| inland                             | 28       | 15       | 42                          |         | CENTRAL AMERICA          |                  | .,      |                             |       |
| rance                              | 181      | 122      | 297                         |         | Belize                   | 2                | 1       | 3                           |       |
| ermany                             | 232      | 137      | 367                         |         | Costa Rica               | 2<br>6<br>5<br>2 | 8       | 14                          |       |
| ibraltar                           | 202      | 137      | 1                           |         |                          | 0                | 13      |                             |       |
| reece                              | 32       | 16       | 47                          |         | Guatemala                | 5                |         | 18                          |       |
|                                    |          |          |                             |         | Honduras                 | 2                | 5       | 7                           |       |
| reenland                           | 2        | 1        | 3                           |         | Nicaragua                | 2                | -       | . 2                         |       |
| ungary                             | 5        | 2        | 7                           |         | Panama                   | 4                | 16      | 19                          |       |
| eland                              | _1_      | 4        | 5                           |         | Subtotal                 | 21               | 43      | 63                          | 0.    |
| eland                              | 35       | 22       | 57                          |         | SOUTH AMERICA            |                  |         |                             |       |
| aly                                | 104      | 65       | 166                         |         | Argentina                | 71               | 55      | 122                         |       |
| atvia                              | 8        | 4        | 12                          |         | Bolivia                  |                  | 4       | 4                           |       |
| echtenstein                        | 2        | i        | 3                           |         | Brazil                   | 421              | 279     | 678                         |       |
| thuania                            | 11       | 9        | 20                          |         | Chile                    | 20               | 17      |                             |       |
|                                    | 11       | 15       | 20                          |         | Colombia                 | 20<br>26         | 38      | 36<br>63                    |       |
| uxembourg                          | 22       | 12       | 34                          |         |                          | 20               | 30      |                             |       |
| acedonia                           | 1        | 1        | 2                           |         | Ecuador                  | 8                | 7       | 15                          |       |
| alta                               | 26       | 22       | 46                          |         | Guyana                   | 1                | 1       | 2<br>5                      |       |
| onaco                              | 8        | 11       | 18                          |         | Paraguay                 | 1                | 4       | 5                           |       |
| etherlands                         | 58       | 39       | 96                          |         | Peru                     | 4                | 9       | 12                          |       |
| orway                              | 22       | 15       | 36                          |         | Suriname                 | 1                | -       | 1                           |       |
| oland                              | 28       | 22       | 48                          |         | Uruguay                  | <u> </u>         | 2       | 8                           |       |
|                                    | 40<br>45 | 59       |                             |         | Venezuela                | 6                | 15      | 21                          |       |
| ortugal                            | 45       |          | 102                         |         | Subtotal                 | 565              | 431     | 967                         | 2.    |
| omania_                            | 17       | 11       | 27                          |         |                          | 505              | 431     | 301                         | 2.    |
| ussian Federation                  | 4        | 17       | 21                          |         | ASIA PACIFIC             | 070              | 100     | E 40                        |       |
| an Marino                          | 1        | -        | 1                           |         | Australia                | 376              | 182     | 546                         |       |
| erbia                              | 10       | 7        | 16                          |         | Cook Islands             | 1                | -       | 1                           |       |
| ovakia                             | 5        | 4        | 9                           |         | Fiji                     | 2                | 2       | 4                           |       |
|                                    |          |          |                             |         | French Polynesia         | -                | 2<br>2  | 2                           |       |
| ovenia                             | 9        | 6        | 15                          |         | New Zealand              | 89               | 54      | 138                         |       |
| pain                               | 75       | 49       | 121                         |         |                          | 1                | 1       |                             |       |
| weden                              | 52       | 26       | 77                          |         | Papua New Guinea         |                  | T       | 2                           |       |
| witzerland                         | 219      | 149      | 363                         |         | Vanuatu                  | 1                |         | 1                           |       |
| urkey                              | 53       | 55       | 107                         |         | Subtotal                 | 470              | 241     | 694                         | 2.    |
|                                    | 3        | 7        | 107                         |         | Email Only               | -                | 143     | 143                         | 0.    |
| kraine                             |          |          | 783                         |         | UNIQUE TOTAL             |                  |         | -                           | -     |
| nitad Kinada                       |          |          |                             |         | UNIQUE IUIAL             |                  |         |                             |       |
| nited Kingdom<br>nspecified Europe | 505<br>3 | 290<br>5 | 8                           |         | QUALIFIED                | 25,001           | 9,309   | 33,500                      | 100.  |

<sup>\*</sup>See Additional Data
\*\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

# E-NEWSLETTER CHANNEL

| 2023                         | AlNalerts        | 2023                     | AlNalerts        |
|------------------------------|------------------|--------------------------|------------------|
| JULY                         | 07.000           | OCTOBER                  | 20,200           |
| 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<br>36,483 |
| July 13                      | 37,818           | October 11               | 36,183<br>36,475 |
| July 14                      | 37,827           | October 12               | 36,175<br>36,477 |
| July 17                      | 37,836           | October 13               | 36,177           |
| July 18                      | 37,859<br>37,443 | October 16<br>October 17 | 36,119<br>36,103 |
| July 19                      | 37,143<br>37,139 | October 17<br>October 18 | 36,083           |
| July 20                      |                  | October 19               | 36,020           |
| July 21                      | 37,136<br>37,121 | October 19<br>October 20 | 35,020<br>35,999 |
| July 24                      | 37,121<br>37,113 | October 20<br>October 23 | 35,999<br>35,964 |
| July 25                      |                  |                          | 35,964<br>35,964 |
| July 26                      | 37,111           | October 24<br>October 25 | 35,984<br>35,984 |
| July 27                      | 37,084           | October 25<br>October 26 | 35,984<br>36,001 |
| July 28                      | 37,077           |                          | 36,024           |
| July 31                      | 37,016           | October 27               |                  |
| AUGUST                       | 20.007           | October 30<br>October 31 | 36,037<br>36,048 |
| August 1                     | 36,697           | NOVEMBER                 | 36,048           |
| August 2                     | 36,687<br>36,674 | November 1               | 36,153           |
| August 4                     | 36,570           | November 2               | 36,133<br>36,191 |
| August 7                     | 36,507           | November 3               | 36,210           |
| August 9                     | 36,489           | November 6               | 36,163           |
| August 8<br>August 9         | 36,479           | November 7               | 36,103           |
| August 9<br>August 10        | 36,479           | November 8               | 36,109           |
| August 10 August 11          | 36,459           | November 9               | 36,085           |
| August 11<br>August 14       | 36,431           | November 10              | 36,093           |
| August 15                    | 36,391           | November 13              | 36,123           |
| August 13<br>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<br>25,937 |
| September 13                 | 36,554           | December 13              | 35,977           |
| September 14                 | 36,556           | December 14              | 35,959<br>35,067 |
| September 15                 | 36,568           | December 15              | 35,967<br>35,954 |
| September 18                 | 36,544           | December 18              | 35,951           |
| September 19                 | 36,541           | December 19              | 35,940<br>35,040 |
| September 20                 | 36,543           | December 20              | 35,919<br>35,007 |
| September 21                 | 36,541           | December 21              | 35,907<br>35,858 |
| September 22                 | 36,548<br>36,576 | December 26              | 35,858<br>35,854 |
| September 25                 | 36,576<br>36,610 | December 27              | 35,851<br>35,841 |
| September 26                 | 36,610<br>36,500 | December 28              | 35,841           |
| September 27<br>September 28 | 36,590<br>36,541 |                          | 10F- 20 400      |
| DEUTEHIUEL ZO                | 30,341           | AVERA                    | AGE: 36,463      |
| September 29                 | 36,507           |                          | · ·              |

## WEBSITE CHANNEL

### WWW.AINONLINE.COM

| 2023      | Pageviews | Sessions | Users   | <b>Average Session Duration</b> |
|-----------|-----------|----------|---------|---------------------------------|
| 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 cookied 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 Cookied 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 State County Type ID Number

January 31, 2024 New Jersey Bergen BD 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.