



AVIATION INTERNATIONAL NEWS MAGAZINE AT A GLANCE

SUBSCRIBER PROFILE*

Total Circulation:

33,500 Total Print and
Digital

Primary Audience Summary:

- » 34.2% Corporate Flight Department/Company Owned Aircraft Operator
- » 23.4% Aviation Services (FBO, MRO/Maintenance, OEM/Manufacturing, Training, Completions, Finance/Insurance, Brokers/Dealers)
 - » 16.2% Charter/Fractional/Air Taxi

Primary Titles:

- » 31.7% Chief Executives, Presidents, Vice Presidents, Other Corporate Officers, General & Department Directors/Managers
- » 37.8% Line Captains, First Officers, Commuter Pilots, Other Pilots
 - » 12.9% Aviation Department Managers and Chief Pilots
- » 11.0% Maintenance Chiefs, Maintenance Managers & Mechanics

Primary Types of Aircraft Owned, Operated, or Leased:

77.7% Jets | 26.2% Turboprops | 14.8% Helicopters | 10.0% Multi-Engine Piston

ENGAGEMENT**

Length of Time Subscribing:

88.8% Four or More Years

Time Spent With A Typical Issue:

50.7% Thirty Minutes To An Hour | 29.4% One To Two Hours | 7.7% Over Two Hours

Number Of Times Per Month Referring To An Issue:

34.2% Once | 52.2% Two To Four Times | 8.8% Five Times Or More

* 2021 December BPA Statement, **2022 Subscriber Study

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