

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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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media—as well as more than 2,600 advertiser and agency members.

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# AIRLINE BUSINESS



Reed Business Information  
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[www.reedbusiness.com](http://www.reedbusiness.com)

Official Publication of: None  
Established: 1985  
Issues Per Year: 12

**FIELD SERVED**

AIRLINE BUSINESS serves 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**

Qualified recipients are chairmen, presidents, chief executive officers, chief financial officers, chief operations officers, partners, managing directors, other directors, associates, vice-presidents, deputy/assistant CEO/COO/CFOs, deputy/assistant MDs, 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.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	355
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	1,322
All Other _____	1,023
<b>TOTAL</b>	<b>2,700</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	22,758	99.3	20,965	91.5	1,793	7.8
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	149	0.7	-	-	149	0.7
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>22,907</b>	<b>100.0</b>	<b>20,965</b>	<b>91.5</b>	<b>1,942</b>	<b>8.5</b>

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2008 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	453	489			23,002	October _____	929	397			22,434
August _____	289	422			23,003	November _____	2,018	2,587			23,000
September _____	388	391			23,003	December _____	178	210			23,002
						<b>TOTAL</b>	<b>4,255</b>	<b>4,496</b>			

\*See Paragraph 11

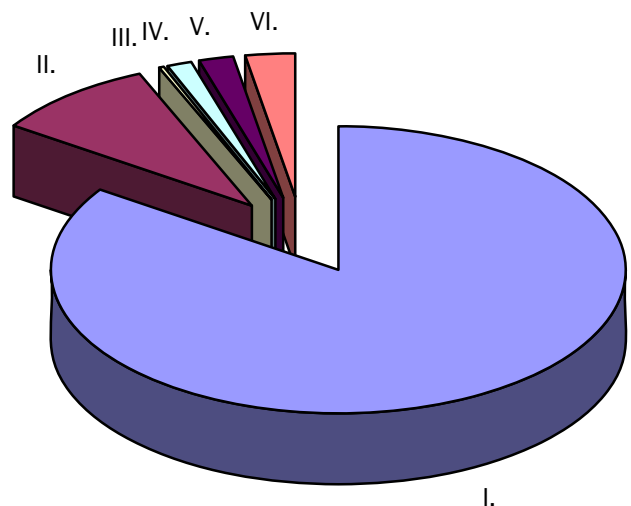
**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008**  
 This issue is 0.5% or 111 copies above the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
<b>1. Airlines</b>		
a. Mainline/National Carriers (see note 1) _____	11,615	50.6
b. Regional Carriers (see note 2) _____	2,289	10.0
c. Fleet air taxi _____	470	2.0
d. Cargo Carrier _____	1,072	4.7
e. Charter Carrier _____	2,586	11.2
f. Low Cost _____	525	2.3
g. Alliance _____	142	0.6
h. Other _____	695	3.0
<b>Sub-Total - Airlines</b>	<b>19,394</b>	<b>84.4</b>
<b>2. Non Airlines</b>		
<b>Professional/Financial/Government</b>		
a. Management Consultants _____	475	2.1
b. Media _____	83	0.4
c. Banking/Finance (see note 3) _____	253	1.1
d. Legal _____	95	0.4
e. Insurance (see note 4) _____	48	0.2
f. Leasing A/C Broking _____	191	0.8
g. Academic Institute _____	200	0.9
h. Government/Regulatory Organisations _____	184	0.8
i. Trade Association/Other Industry Body _____	139	0.6
j. Airline Association _____	424	1.8
<b>Airports</b>		
k. Airport Administration _____	74	0.3
<b>Manufacturers/Suppliers/Travel</b>		
l. Airframe Manufacturers _____	55	0.2
m. Engine Manufacturers _____	31	0.1
n. Systems Manufacturers _____	80	0.3
o. Other OEM _____	26	0.1
p. Sales/Distribution _____	92	0.4
q. Travel Services _____	95	0.4
<b>Other Related Industries and Services</b>		
r. Maintenance/Engineering _____	83	0.4
s. Other _____	314	1.4
<b>Sub-Total - Non Airlines</b>	<b>2,942</b>	<b>12.8</b>
<b>Other Paid Circulation:</b>		
Subscriptions _____	664	2.9
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>23,000</b>	<b>100.0</b>

Note 1 Includes International Flag Carriers and major / Large / Regional US Carriers  
 Note 2 Includes International / Commuter / Third Level / Medium and Small Carriers  
 Note 3 Includes Securities Houses and Other Financial Institutions  
 Note 4 Includes Insurance Brokers and Principals

**3a. Breakout of Qualified Circulation by Business/Industry**  
 (Please Refer to Paragraph 3a for Complete Descriptions)

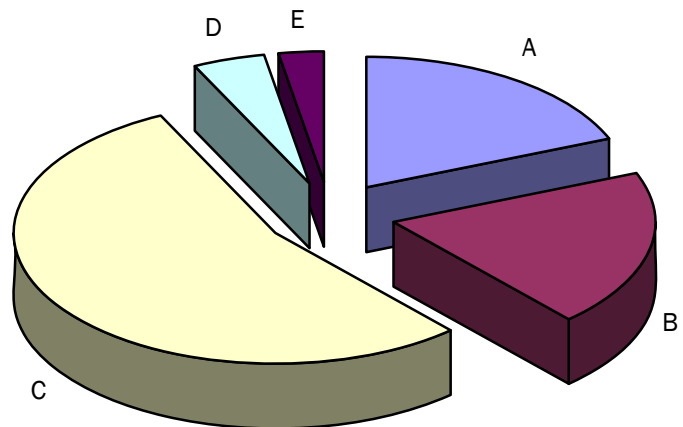
Business and Industry	Copies	%
I. Airlines _____	19,394	84.4
II. Professional/Financial/Government ____	2,092	9.1
III. Airports _____	74	0.3
IV. Manufacturers _____	379	1.5
V. Other Related Industries and Services _	397	1.8
VI Other Qualified Paid _____	664	2.9
<b>TOTAL</b>	<b>23,000</b>	<b>100.0</b>



CLASSIFICATION BY JOB POSITION	TOTAL QUALIFIED	PERCENT OF TOTAL	INDUSTRY SECTOR		OTHER PAID CIRCULATION
			AIRLINES	NON AIRLINES	SUBSCRIPTIONS
CORPORATE OFFICERS (Chairman, CEO, COO, CFO, MD, Deputy/Assistant CEO, COO, CFO, MD, President) _____	4,351	18.9	3,645	706	-
MAIN BOARD (Director, Senior VP, Deputy Assistant Director, Partner/Associate) _____	4,486	19.5	3,942	544	-
MANAGEMENT PLANNING (VP, Gen Mgr, Mgr, Supervisor, Planner/Analyst, Systems/IT Analyst, Chief Pilot, Chief Engineer, Head of Dept, Consultant) _____	12,486	54.3	11,353	1,133	-
OTHER PERSONNEL (Officer/Administrator, Pilot, Engineer, ATC, Stewards/Clerks, Lecturer, Library copies and others) _____	1,013	4.4	454	559	-
OTHER PAID CIRCULATION - SUBSCRIPTIONS _____	664	2.9	-	-	664
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>23,000</b>	<b>100.0</b>	<b>19,394</b>	<b>2,942</b>	<b>664</b>

**3a. Breakout of Qualified Circulation by Job Position  
(Please Refer to Paragraph 3a for Complete Descriptions)**

Classification by Job Position	Copies	%
A. CORPORATE OFFICERS _____	4,351	18.9
B. MAIN BOARD _____	4,486	19.5
C. MANAGEMENT PLANNING _____	12,486	54.3
D. OTHER _____	1,013	4.4
E. OTHER PAID _____	664	2.9

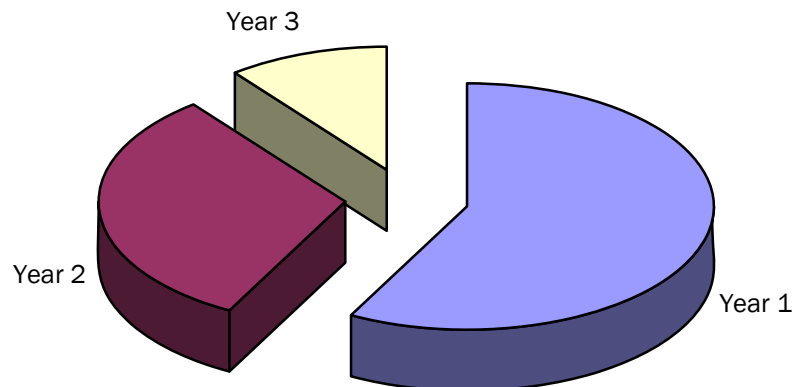


3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. <b>TOTAL</b> - Personal direct request from the recipient:	<b>9,087</b>	<b>6,223</b>	<b>2,384</b>			<b>17,694</b>	<b>76.9</b>
a. Written	726	536	360			1,622	7.1
b. Telecommunication	5,490	4,119	1,216			10,825	47.0
c. Electronic	2,871	1,568	808			5,247	22.8
II. <b>TOTAL</b> - Request from recipient's company:	<b>413</b>	<b>188</b>	<b>59</b>			<b>660</b>	<b>2.9</b>
a. Written	413	188	59			660	2.9
b. Telecommunication	-	-	-			-	-
c. Electronic	-	-	-			-	-
III. <b>TOTAL</b> - Membership Benefit:	-	-	-			-	-
a. Individual	-	-	-			-	-
b. Organizational	-	-	-			-	-
IV. <b>TOTAL</b> - Communication from recipient or recipient's company (other than request):	-	-	-			-	-
a. Written	-	-	-			-	-
b. Telecommunication	-	-	-			-	-
c. Electronic	-	-	-			-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>3,778</b>	<b>868</b>	<b>-</b>			<b>4,646</b>	<b>20.2</b>
Association rosters and directories	-	-	-			-	-
*Business directories	3,778	868	-			4,646	20.2
Independent field reports	-	-	-			-	-
Licenses - National, State or Local Government	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-			-	-
Other sources	-	-	-			-	-
VI. <b>TOTAL</b> - Single Copy Sales:	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,278</b>	<b>7,279</b>	<b>2,443</b>			<b>23,000</b>	<b>100.0</b>
<b>*See Paragraph 11</b>	<b>PERCENT</b>	<b>57.8</b>	<b>31.6</b>			<b>100.0</b>	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function			21,896	95.2
Individuals by name only			673	2.9
Titles or functions only			15	0.1
Company names only			271	1.2
Multi-Copy Same Addressee copies			145	0.6
Single Copy Sales			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>23,000</b>	<b>100.0</b>

### 3b. Qualification by Year

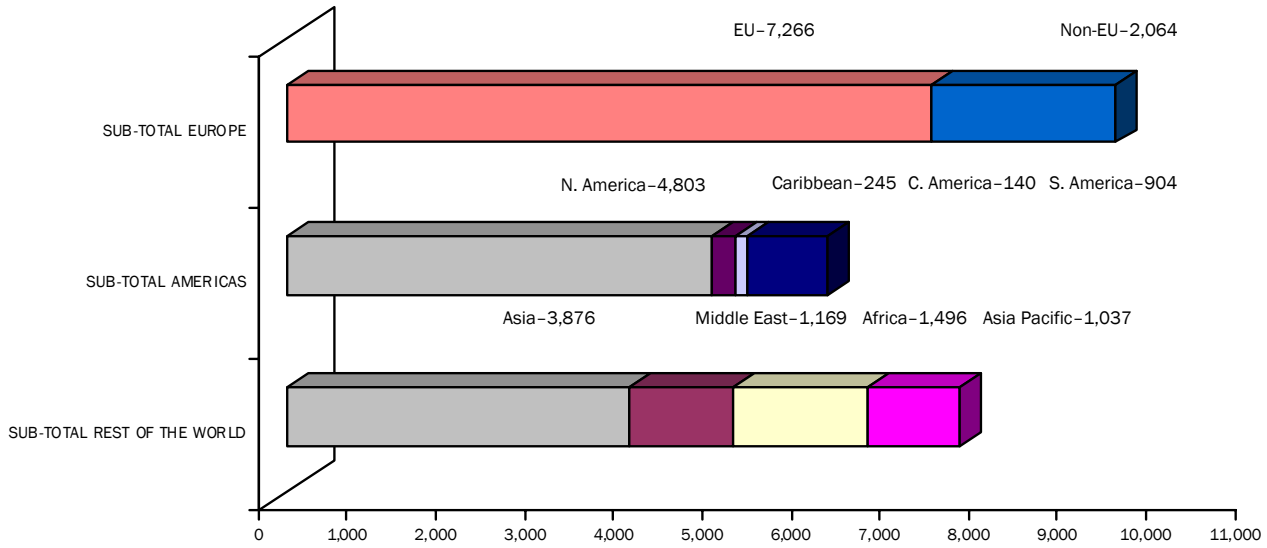
Year	Copies	%
Year 1	13,278	57.8
Year 2	7,279	31.6
Year 3	2,443	10.6



**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008**

CONTINENT & COUNTRY	TOTAL	PERCENT	CONTINENT & COUNTRY	TOTAL	PERCENT
<b>ASIA</b>			Cameroon	11	
Afghanistan	5		Cape Verde	6	
Armenia	27		Congo	48	
Azerbaijan	34		Cote D'Ivoire	5	
Bangladesh	35		Djibouti	2	
Bhutan	8		Egypt	71	
Brunei Darussalam	27		Equatorial Guinea	11	
Cambodia	16		Eritrea	9	
China	389		Ethiopia	53	
Georgia	10		Gabon	15	
Hong Kong - SAR	248		Ghana	43	
India	566		Guinea	6	
Indonesia	250		Kenya	82	
Japan	438		Libyan Arab Jamahiriya	28	
Kazakhstan	53		Madagascar	14	
Korea, Democratic People's Republic Of	3		Malawi	7	
Korea, Republic Of	97		Mali	2	
Kyrgyzstan	18		Mauritania	9	
Laos	5		Mauritius	98	
Macao	17		Morocco	49	
Malaysia	213		Mozambique	21	
Maldives	25		Namibia	5	
Mongolia	14		Nigeria	123	
Myanmar	31		Reunion	5	
Nepal	29		Rwanda	7	
Pakistan	105		Senegal	8	
Philippines	240		Seychelles	29	
Singapore	299		Sierra Leone	2	
Sri Lanka	145		South Africa	421	
Taiwan	241		Sudan	33	
Tajikistan	10		Swaziland	2	
Thailand	236		Tanzania	38	
Turkmenistan	4		Gambia	4	
Uzbekistan	8		Togo	2	
Vietnam	30		Tunisia	45	
Subtotal	3,876	16.8	Uganda	18	
			Zambia	22	
			Zimbabwe	40	
<b>MIDDLE EAST</b>			Subtotal	1,496	6.5
Bahrain	85		<b>NORTH AMERICA</b>		
Iran	148		Canada	1,063	
Iraq	1		United States	3,445	
Israel	148		Mexico	295	
Jordan	68		Subtotal	4,803	20.9
Kuwait	41		<b>CARIBBEAN</b>		
Lebanon	46		Antigua and Barbuda	17	
Oman	35		Barbados	7	
Qatar	50		Bermuda	1	
Saudi Arabia	151		Cayman Islands	14	
Syrian Arab Republic	10		Cuba	20	
United Arab Emirates	356		Dominican Republic	26	
Yemen	30		Grenada	1	
Subtotal	1,169	5.1	Haiti	11	
			Jamaica	30	
<b>EUROPE</b>			Netherlands Antilles	18	
Albania	19		Puerto Rico	23	
Austria	223		Saint Kitts and Nevis	1	
Azores	8		Saint Vincent and the Grenadines	2	
Balearic Islands	109		Bahamas	24	
Belarus	19		Trinidad and Tobago	35	
Belgium	303		Turks and Caicos Islands	3	
Bosnia and Herzegovina	6		Virgin Islands, U.S.	7	
Bulgaria	72		unspecified Caribbean	5	
Canary Islands	12		Subtotal	245	1.1
Croatia	50		<b>CENTRAL AMERICA</b>		
Cyprus	40		Belize	5	
Czech Republic	110		Costa Rica	34	
Denmark	217		El Salvador	25	
Estonia	43		Guatemala	8	
Faroe Islands	7		Honduras	6	
Finland	168		Nicaragua	11	
France	722		Panama	51	
Germany	853		Subtotal	140	0.6
Greece	119		<b>SOUTH AMERICA</b>		
Greenland	17		Argentina	119	
Hungary	104		Bolivia	35	
Iceland	94		Brazil	202	
Italy	425		Chile	143	
Latvia	59		Colombia	141	
Liechtenstein	2		Ecuador	43	
Lithuania	53		Guyana	12	
Luxembourg	79		Paraguay	6	
Macedonia	7		Peru	66	
Malta	44		Suriname	15	
Moldova	68		Uruguay	34	
Netherlands	331		Venezuela	88	
Norway	147		Subtotal	904	3.9
Poland	111		<b>ASIA PACIFIC</b>		
Portugal	150		American Samoa	3	
Ireland	216		Australia	623	
Romania	65		Cook Islands	4	
Russian Federation	739		Fiji	33	
Serbia and Montenegro	67		French Polynesia	27	
Slovakia	55		Guam	13	
Slovenia	33		Kiribati	1	
Spain	486		Marshall Islands	5	
Sweden	335		Marianas	2	
Switzerland	336		Nauru	1	
Turkey	191		New Caledonia	19	
Ukraine	164		New Zealand	182	
United Kingdom	1,850		Papua New Guinea	79	
unspecified Europe	2		Solomon Islands	3	
Subtotal	9,330	40.6	Tonga	3	
			Vanuatu	29	
<b>AFRICA</b>			Western Samoa	9	
Algeria	39		unspecified Asia Pacific	1	
Angola	31		Subtotal	1,037	4.5
Benin	1		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>23,000</b>	<b>100.0</b>
Botswana	22				
Burkina Faso	8				
Burundi	1				

### 4. Geographical Breakout



9. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2005	2006	2007	January - June 2008*	July - December 2008*
Total Audit Average Qualified: _____	26,939	26,998	25,731	23,004	22,907
Qualified Non-Paid: _____	24,065	24,313	23,114	20,885	20,965
Qualified Paid: _____	2,874	2,685	2,617	2,119	1,942
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	\$129.51/ £73.43	\$134.91/ £70.30	\$152.95/ £76.50	\$178.58/ £89.48	\$205.00/ £99.00

**\*NOTE: 2008 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

#### 10. PAID CIRCULATION DATA

\$205.00/ £99.00	Average Annual Subscription Order Price for the Period Required (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

#### 11. ADDITIONAL DATA

##### PARAGRAPH 2:

Additions and removals are not required for paid circulation.

##### PARAGRAPH 3b:

Business directories include 2 sources of circulation for quantities of 868 copies or 3.8% to 3,778 copies or 16.4%, including World Airlines Directory.

**PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.**

#### PUBLISHER'S AFFIDAVIT

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

Melanie Robson, Publisher

Gurjinder Dhamu, Senior Marketing Executive

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

##### IMPORTANT NOTE:

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed January 30, 2009

Country UK

City London

Received by BPA Worldwide January 30, 2009

Type PD

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