

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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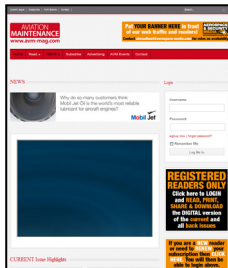
AVIATION MAINTENANCE is a B2B brand covering the worldwide business of aviation maintenance including commercial, military, business and general aviation sectors. We strive to provide the professionals and decision-makers in the aviation maintenance industry, from mechanics and managers to CEOs and business owners, with the information they need to do their work more efficiently and with greater ease, covering areas such as products and services, technology and regulatory changes.

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.

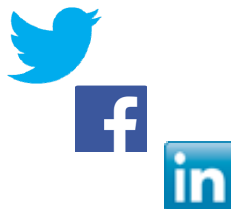
CHANNELS

AVIATION MAINTENANCE WEBSITE



9,023 average users

AVIATION MAINTENANCE SOCIAL MEDIA



3,623 Twitter followers
2,179 Facebook likes
12,020 LinkedIn group
members

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
AVIATION MAINTENANCE WEBSITE (Monthly Users with 26,642 average Pageviews)	9,023	-	9,023
AVIATION MAINTENANCE SOCIAL MEDIA			
a. Twitter followers	*3,623	-	*3,623
b. Facebook likes	*2,179	-	*2,179
c. LinkedIn group members	*12,020	-	*12,020

*Social Media claims are cumulative figures, not averages.

WEBSITE CHANNEL

WWW.AVM-MAG.COM

2018	Pageviews	Sessions	Users	Average Session Duration
January	22,190	12,865	7,056	1:46
February	18,384	10,511	5,634	1:46
March	27,351	13,175	7,648	1:37
April	31,291	16,957	10,577	1:13
May	33,198	15,641	10,182	1:19
June	27,439	18,173	13,041	0:54
AVERAGE:	26,642	14,553	9,023	1:25

January – June 2018 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.

SOCIAL MEDIA CHANNEL

AVIATION MAINTENANCE MAGAZINE Social Media



Twitter followers

<http://twitter.com/avmainmag>



Facebook likes

<http://www.facebook.com/AviationMaintenanceMagazine>



LinkedIn group members

<http://linkedin.com/groups/2922676/profile>

2018	Twitter followers	Facebook likes	LinkedIn group members
Beginning Balance	3,525	2,068	11,407
January	3,549	2,091	11,395
February	3,569	2,108	11,392
March	3,584	2,109	11,381
April	3,599	2,144	11,370
May	3,615	2,163	12,001
June	3,623	2,179	12,020

ADDITIONAL DATA

PUBLISHER'S AFFIDAVIT

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

Adrian Broadbent, CEO

Greg Lampa, Marketing

(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 brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed

October 18, 2018

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About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.