

Readership and circulation statement

MARCH 2017 EDITION

European Business Air News is a business-to-business magazine established in 1989, published monthly (except January) in printed and digital formats and intended for business aircraft owners and professionals in business aviation, and with aircraft in private or business use which are jet, turboprop or piston twin aeroplanes or turbine helicopters. It contains news about business aircraft owners and operators in the regions of Europe, Russia, the Middle East and Africa and other business aviation news.

European Business Air News maintains its own proprietary and confidential database of every business aircraft throughout its catchment regions, including ownership details and key personnel. The distribution lists are based on this data, and are analysed and reported on publication of each issue in this report. Individuals receiving a printed copy may also receive the digital edition, but are reported only once.



SUMMARY

Qualified recipients	15,981
Other recipients	2,599
FBO copies	956
Exhibition copies	0
Total copies	19,536
Total readership	67,861

Total readership figure is based on:

Readers per printed copy	6.7
Readers per digital/exhibition copy	1.0
Readers per bulk copy	15.0

The number of readers per printed copy is based on reader questionnaire feedback during the most recent three years. Casual visitors viewing the Digital edition on the web site are not included in these figures at all.

BUSINESS/OCCUPATION BREAKOUT

	Qualified Printed	Qualified Digital	Non-qualified Printed	Non-qualified Digital	Total	Per cent
Owners/operators of business aircraft	5,712	4,040	2	4	9,758	52.5
Other business aviation professionals	375	5,854	41	975	7,245	38.9
Other recipients	0	0	0	1,577	1,577	8.4
Total	6,087	9,894	43	2,556	18,580	

Note: Throughout this report there is no duplication between the Printed and Digital copy recipient figures. Those receiving a printed copy may also receive the Digital edition, but are not included in the Digital totals. Other recipients comprise mainly direct requests for the Digital edition.

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QUALIFIED SOURCE/AGE BREAKOUT

	One Year Printed	One Year Digital	Two Years Printed	Two Years Digital	Three Years Printed	Three Years Digital	Total
Direct Personal Requests	403	731	589	629	323	141	2,816
Company Requests	146	123	135	211	30	128	773
Aircraft Registries & Directories	4,308	7,488	144	381	9	62	12,392
Total	4,857	8,342	868	1,221	362	331	15,981

QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	14,613	91.4
Individuals by name only	711	4.4
Individuals by job title only	657	4.1
Total	15,981	

AIRCRAFT FLEET DATA: Shown below are the numbers of aircraft registered in each country, the owners and operators of which we aim to include within our printed circulation. Note that we also distribute to those responsible for aircraft based in our region but registered elsewhere (USA, Cayman, Bermuda etc).

GEOGRAPHIC DISTRIBUTION

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
AFRICA										
Algeria	9	9	0	18	69	11	48	0	57	116
Angola	32	13	0	45	227	22	57	7	69	155
Benin	2	2	2	6	45	1	1	0	2	4
Botswana	31	10	0	41	218	7	40	5	12	64
Burkina Faso	6	1	0	7	41	2	4	0	8	14
Burundi	0	1	0	1	1	1	0	0	3	4
Cameroon	7	4	0	11	51	3	7	0	11	21
Central African Republic	3	1	0	4	21	0	2	5	1	8
Chad	1	3	0	4	10	4	5	1	0	10
Comoros	2	1	0	3	14	0	6	0	1	7
Congo	7	3	0	10	50	3	3	5	5	16
Dem Rep of Congo	14	9	0	23	103	18	26	4	10	58
Djibouti	1	1	0	2	8	2	2	0	1	5
Egypt	21	48	2	71	219	25	11	0	37	73
Equatorial Guinea	3	1	2	6	51	6	3	0	3	12
Ethiopia	9	19	0	28	79	0	11	0	2	13
Gabon	9	5	0	14	65	11	4	4	4	23
Gambia	1	2	0	3	9	7	0	0	0	7
Ghana	12	12	0	24	92	7	8	0	9	24
Guinea	1	1	0	2	8	0	3	2	1	6
Ivory Coast	8	4	0	12	58	4	9	6	20	39
Kenya	90	57	0	147	660	13	164	8	52	237
Lesotho	2	2	0	4	15	0	0	0	3	3
Liberia	2	4	0	6	17	0	1	0	0	1
Libya	0	11	0	11	11	20	9	5	22	56
Madagascar	12	5	0	17	85	3	15	4	8	30
Malawi	1	0	0	1	7	0	2	0	2	4
Mali	5	1	0	6	34	1	8	1	0	10
Mauritius	4	7	0	11	34	1	1	0	2	4
Mayotte	0	2	0	2	2	0	0	0	0	0
Morocco	27	23	0	50	204	30	40	4	31	105
Mozambique	9	4	0	13	64	2	6	5	12	25
Namibia	23	11	0	34	165	14	31	7	16	68
Niger	2	2	0	4	15	2	4	1	0	7
Nigeria	79	56	5	140	660	60	24	3	156	243
Reunion	5	3	0	8	36	0	0	0	0	0

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Rwanda	1	3	0	4	10	0	0	1	3	4
Saint Helena	0	1	0	1	1	0	0	0	0	0
Sao Tome & Principe	3	1	0	4	21	0	0	0	0	0
Senegal	4	4	0	8	31	3	8	3	3	17
Seychelles	12	8	0	20	88	0	0	0	0	0
Sierra Leone	0	2	0	2	2	0	1	0	2	3
South Africa	604	231	0	835	4,278	178	415	127	445	1,165
South Sudan	3	1	0	4	21	0	0	0	0	0
Sudan	7	13	0	20	60	4	8	1	12	25
Swaziland	0	1	0	1	1	1	3	0	1	5
Tanzania	44	36	0	80	331	3	101	18	10	132
Togo	0	4	0	4	4	5	4	0	2	11
Tunisia	6	28	0	34	68	4	2	0	12	18
Uganda	16	9	0	25	116	1	27	2	12	42
Zambia	18	12	0	30	133	1	24	15	7	47
Zimbabwe	10	10	0	20	77	0	9	14	4	27
Total	1,168	702	11	1,881	8,693					
ASIA										
Total	1	346	0	347	353					
CENTRAL AMERICA										
Total	1	37	0	38	44					
EUROPE										
Albania	2	2	0	4	15	1	0	0	5	6
Armenia	2	5	0	7	18	3	2	0	2	7
Austria	156	192	45	393	1,912	212	37	29	127	405
Azerbaijan	0	1	0	1	1	0	0	0	0	0
Azores	0	2	0	2	2	0	0	0	0	0
Belarus	2	7	0	9	20	22	3	0	16	41
Belgium	123	123	10	256	1,097	50	43	20	81	194
Bosnia-Herzegovina	5	5	0	10	38	2	3	1	2	8
Bulgaria	32	31	5	68	320	23	18	2	29	72
Canary Islands	0	1	0	1	1	0	0	0	0	0
Croatia	24	40	0	64	201	11	9	5	19	44
Cyprus	35	33	0	68	268	1	1	12	12	26
Czech Republic	106	117	0	223	827	49	62	29	70	210
Denmark	98	132	6	236	879	84	48	44	61	237
Estonia	12	21	0	33	101	11	17	2	11	41
Faroe Islands	1	13	0	14	20	0	0	0	0	0
Finland	50	64	5	119	474	14	23	15	53	105
France	425	679	31	1,135	3,992	211	278	223	855	1,567
Georgia	6	14	0	20	54	6	1	0	11	18
Germany	630	816	99	1,545	6,522	455	347	111	597	1,510
Gibraltar	5	4	0	9	38	0	0	0	0	0
Greece	65	99	20	184	834	23	23	12	63	121
Greenland	2	17	0	19	30	0	0	0	0	0
Guernsey	20	16	5	41	225	13	6	6	5	30
Hungary	29	38	0	67	232	13	22	11	48	94
Iceland	20	39	0	59	173	3	13	11	9	36
Isle of Man	26	41	10	77	365	346	50	2	44	442
Italy	274	306	48	628	2,862	99	77	27	542	745
Jersey	12	14	20	46	394	1	0	0	1	2
Latvia	14	32	0	46	126	6	7	1	13	27
Liechtenstein	7	4	0	11	51	0	0	0	0	0
Lithuania	9	43	0	52	103	12	6	1	8	27
Luxembourg	45	50	0	95	352	55	26	1	11	93
Macedonia	0	3	0	3	3	2	0	1	7	10
Madeira	3	5	0	8	25	0	0	0	0	0
Malta	45	58	5	108	434	151	14	8	8	181

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Moldova	5	9	0	14	42	4	2	0	16	22
Monaco	18	18	0	36	139	1	1	0	26	28
Montenegro	7	4	0	11	51	8	1	0	4	13
Netherlands	82	134	35	251	1,208	36	32	24	56	148
Northern Ireland	0	1	0	1	1	0	0	0	0	0
Norway	67	138	0	205	587	13	27	9	197	246
Poland	133	121	0	254	1,012	27	50	26	118	221
Portugal	60	110	23	193	857	141	6	20	63	230
Republic of Ireland	77	103	20	200	919	34	3	12	33	82
Romania	35	71	0	106	306	14	5	6	37	62
Russia	166	225	0	391	1,337	152	61	16	649	878
San Marino	3	3	0	6	23	53	6	4	6	69
Serbia	18	35	0	53	156	15	6	6	19	46
Slovakia	19	32	0	51	159	11	3	5	40	59
Slovenia	18	33	0	51	154	14	7	7	23	51
Spain	160	252	67	479	2,329	112	79	79	466	736
Sweden	127	196	2	325	1,077	42	61	43	173	319
Switzerland	310	442	40	792	3,119	116	121	33	264	534
Turkey	147	193	10	350	1,328	136	31	25	145	337
U.K.	834	1,749	392	2,975	13,217	276	178	379	835	1,668
Ukraine	53	60	0	113	415	48	46	5	100	199
Total	4,624	6,996	898	12,518	51,447					
MIDDLE EAST										
Bahrain	5	22	15	42	280	14	0	0	9	23
Iran	0	16	0	16	16	44	18	0	39	101
Iraq	0	7	0	7	7	4	13	0	60	77
Israel	34	79	0	113	307	40	37	27	51	155
Jordan	11	55	0	66	129	17	6	0	15	38
Kuwait	10	14	0	24	81	17	0	0	12	29
Lebanon	15	24	16	55	364	16	3	1	0	20
Oman	3	8	0	11	28	13	0	0	22	35
Qatar	13	18	0	31	105	26	0	3	65	94
Saudi Arabia	80	94	0	174	630	108	19	1	47	175
Syria	0	8	0	8	8	8	0	0	0	8
United Arab Emirates	90	258	13	361	1,056	83	28	1	166	278
Yemen	3	5	0	8	25	3	3	0	0	6
Total	264	608	44	916	3,037					
NORTH AMERICA										
Total	70	1,900	3	1,973	2,414					
OCEANIA										
Total	1	189	0	190	196					
SOUTH AMERICA										
Total	1	95	0	96	102					
Unknown location	0	1,577	0	1,577	1,577	0	0	0	0	0
TOTAL	6,130	12,450	956	19,536	67,861					

Publisher's affidavit

We hereby declare and confirm that all data set forth in this statement are true.

David Wright, Managing Director

Date: 09/03/2017

Janet Edwards, Database Manager

Bishop's Stortford, U.K.