

Readership and circulation statement

APRIL 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	16,376
Other recipients	2,458
FBO copies	956
Exhibition copies	0
Total copies	19,790
Total readership	61,604

Total readership figure is based on:

Readers per printed copy	5.5
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	5,913	4,084	2	0	9,999	53.0
Other business aviation professionals	362	6,017	41	839	7,260	38.5
Other recipients	0	0	0	1,575	1,575	8.3
Total	6,275	10,101	43	2,414	18,834	

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	387	792	614	636	321	146	2,896
Company Requests	150	135	129	196	29	126	765
Aircraft Registries & Directories	4,503	7,643	133	364	9	63	12,715
Total	5,040	8,570	876	1,196	359	335	16,376

QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	14,887	90.9
Individuals by name only	738	4.5
Individuals by job title only	751	4.5
Total	16,376	

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	58	11	48	0	57	116
Angola	32	13	0	45	189	22	57	7	69	155
Benin	2	2	2	6	43	1	1	0	2	4
Botswana	31	10	0	41	180	7	41	5	12	65
Burkina Faso	6	1	0	7	34	2	4	0	8	14
Burundi	0	1	0	1	1	1	0	0	3	4
Cameroon	7	4	0	11	42	3	7	0	11	21
Central African Republic	3	1	0	4	18	0	2	5	1	8
Chad	1	3	0	4	8	4	6	1	0	11
Comoros	2	1	0	3	12	0	6	0	1	7
Congo	7	3	0	10	42	3	3	5	5	16
Dem Rep of Congo	14	9	0	23	86	19	26	4	10	59
Djibouti	1	1	0	2	6	2	2	0	1	5
Egypt	19	48	2	69	182	25	11	0	37	73
Equatorial Guinea	3	1	2	6	48	6	3	0	3	12
Ethiopia	10	18	0	28	73	0	13	2	2	17
Gabon	9	5	0	14	54	11	4	4	4	23
Gambia	1	2	0	3	8	7	0	0	0	7
Ghana	12	11	0	23	77	7	8	0	9	24
Guinea	1	1	0	2	6	0	3	2	1	6
Ivory Coast	7	5	0	12	44	4	9	6	21	40
Kenya	90	59	0	149	554	13	169	8	54	244
Lesotho	2	2	0	4	13	0	0	0	3	3
Liberia	2	4	0	6	15	0	1	0	0	1
Libya	0	11	0	11	11	20	9	5	22	56
Madagascar	12	3	0	15	69	3	16	4	8	31
Malawi	1	0	0	1	6	0	2	0	2	4
Mali	5	1	0	6	28	1	8	1	0	10
Mauritius	4	7	0	11	29	1	1	0	2	4
Mayotte	0	2	0	2	2	0	0	0	0	0
Morocco	27	23	0	50	172	30	40	6	31	107
Mozambique	9	3	0	12	52	2	6	4	12	24
Namibia	23	11	0	34	138	14	31	7	15	67
Niger	2	2	0	4	13	2	4	1	0	7
Nigeria	80	57	5	142	572	60	24	3	158	245
Reunion	6	3	0	9	36	0	0	0	0	0

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Rwanda	1	4	0	5	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	18	0	0	0	0	0
Senegal	4	3	0	7	25	3	8	3	4	18
Seychelles	12	8	0	20	74	0	0	0	0	0
Sierra Leone	0	2	0	2	2	0	1	0	2	3
South Africa	646	247	0	893	3,800	177	408	127	436	1,148
South Sudan	3	1	0	4	18	0	0	0	0	0
Sudan	7	12	0	19	50	4	8	1	12	25
Swaziland	0	1	0	1	1	1	3	0	1	5
Tanzania	44	39	0	83	281	3	101	18	10	132
Togo	0	4	0	4	4	5	4	0	2	11
Tunisia	6	27	0	33	60	4	2	0	12	18
Uganda	16	10	0	26	98	1	27	2	12	42
Zambia	18	12	0	30	111	1	24	15	7	47
Zimbabwe	10	8	0	18	63	0	9	14	4	27
Total	1,210	717	11	1,938	7,537					
ASIA										
Total	1	303	0	304	308					
CENTRAL AMERICA										
Total	1	29	0	30	34					
EUROPE										
Albania	2	2	0	4	13	1	0	0	5	6
Armenia	2	5	0	7	16	3	2	0	2	7
Austria	155	194	45	394	1,722	211	37	30	130	408
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	18	22	3	0	16	41
Belgium	125	126	10	261	964	50	45	20	81	196
Bosnia-Herzegovina	5	5	0	10	32	2	3	1	2	8
Bulgaria	31	31	5	67	276	23	18	2	29	72
Canary Islands	0	1	0	1	1	0	0	0	0	0
Croatia	23	41	0	64	168	11	9	5	19	44
Cyprus	36	32	0	68	230	1	1	13	12	27
Czech Republic	105	122	0	227	700	50	62	29	68	209
Denmark	98	132	6	236	761	83	48	44	61	236
Estonia	12	21	0	33	87	11	19	3	11	44
Faroe Islands	1	13	0	14	18	0	0	0	0	0
Finland	50	61	5	116	411	14	23	15	53	105
France	491	691	31	1,213	3,856	202	269	203	824	1,498
Georgia	6	15	0	21	48	6	1	0	11	18
Germany	629	825	99	1,553	5,770	462	355	112	594	1,523
Gibraltar	5	3	0	8	30	0	0	0	0	0
Greece	65	102	20	187	760	23	23	12	63	121
Greenland	2	18	0	20	29	0	0	0	0	0
Guernsey	21	15	5	41	206	15	6	6	6	33
Hungary	29	37	0	66	196	14	21	13	50	98
Iceland	20	38	0	58	148	3	13	11	9	36
Isle of Man	23	42	10	75	318	346	52	2	44	444
Italy	296	302	48	646	2,650	96	77	25	507	705
Jersey	14	14	20	48	391	1	0	0	1	2
Latvia	14	32	0	46	109	6	7	2	15	30
Liechtenstein	8	4	0	12	48	0	0	0	0	0
Lithuania	9	43	0	52	92	12	6	1	8	27
Luxembourg	45	47	0	92	294	58	26	1	11	96
Macedonia	0	3	0	3	3	2	0	1	7	10
Madeira	3	5	0	8	22	0	0	0	0	0
Malta	42	60	5	107	366	155	14	8	9	186

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Moldova	3	7	0	10	24	2	2	0	16	20
Monaco	17	18	0	35	112	1	1	0	25	27
Montenegro	7	5	0	12	44	8	1	0	4	13
Netherlands	81	140	35	256	1,110	36	32	24	59	151
Northern Ireland	0	1	0	1	1	0	0	0	0	0
Norway	67	136	0	203	504	13	27	9	198	247
Poland	129	123	0	252	832	27	50	26	118	221
Portugal	65	112	23	200	814	136	6	20	62	224
Republic of Ireland	79	103	20	202	838	34	3	12	31	80
Romania	35	71	0	106	264	14	5	7	37	63
Russia	164	260	0	424	1,162	154	61	16	650	881
San Marino	3	3	0	6	20	55	6	5	6	72
Serbia	19	30	0	49	134	15	6	6	19	46
Slovakia	19	32	0	51	136	11	3	5	40	59
Slovenia	19	33	0	52	138	16	7	7	26	56
Spain	158	248	67	473	2,122	110	79	80	470	739
Sweden	124	193	2	319	905	42	60	42	172	316
Switzerland	325	447	40	812	2,834	113	99	34	260	506
Turkey	144	198	10	352	1,140	136	31	25	144	336
U.K.	893	1,771	392	3,056	12,562	277	171	348	828	1,624
Ukraine	52	59	0	111	345	48	47	5	101	201
Total	4,772	7,082	898	12,752	46,798					
MIDDLE EAST										
Bahrain	5	22	15	42	274	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	80	0	114	267	41	37	27	51	156
Jordan	11	55	0	66	116	17	6	0	15	38
Kuwait	10	15	0	25	70	17	0	0	12	29
Lebanon	14	27	16	57	344	16	3	1	0	20
Oman	3	8	0	11	24	13	0	0	22	35
Qatar	13	18	0	31	90	26	0	3	65	94
Saudi Arabia	76	94	0	170	512	110	19	1	47	177
Syria	0	5	0	5	5	8	0	0	0	8
United Arab Emirates	88	260	13	361	939	82	28	1	166	277
Yemen	3	4	0	7	20	3	3	0	0	6
Total	257	611	44	912	2,684					
NORTH AMERICA										
Total	75	1,941	3	2,019	2,398					
OCEANIA										
Total	1	176	0	177	182					
SOUTH AMERICA										
Total	1	82	0	83	88					
Unknown location	0	1,575	0	1,575	1,575	0	0	0	0	0
TOTAL	6,318	12,516	956	19,790	61,605					

Publisher's affidavit

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

David Wright, Managing Director

Date: 10/04/2017

Janet Edwards, Database Manager

Bishop's Stortford, U.K.