

Readership and circulation statement

MAY 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	16,333
Other recipients	2,570
FBO copies	956
Exhibition copies	300
Total copies	20,159
Total readership	64,320

Total readership figure is based on:

Readers per printed copy	5.9
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	5,882	4,072	4	133	10,091	53.3
Other business aviation professionals	355	6,024	40	839	7,258	38.3
Other recipients	0	0	0	1,554	1,554	8.2
Total	6,237	10,096	44	2,526	18,903	

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	509	800	505	638	229	140	2,821
Company Requests	149	120	132	207	10	120	738
Aircraft Registries & Directories	4,567	7,639	136	349	0	83	12,774
Total	5,225	8,559	773	1,194	239	343	16,333

QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	14,821	90.7
Individuals by name only	748	4.5
Individuals by job title only	764	4.6
Total	16,333	

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	10	0	19	63	11	48	0	57	116
Angola	33	13	0	46	208	22	56	7	66	151
Benin	2	2	2	6	44	1	1	0	2	4
Botswana	31	9	0	40	192	7	41	5	12	65
Burkina Faso	6	1	0	7	36	2	4	0	8	14
Burundi	0	2	0	2	2	1	0	0	3	4
Cameroon	7	5	0	12	46	3	7	0	11	21
Central African Republic	3	1	0	4	19	0	2	5	1	8
Chad	1	2	0	3	8	4	6	1	0	11
Comoros	2	1	0	3	13	0	6	0	1	7
Congo	7	3	0	10	44	3	3	5	5	16
Dem Rep of Congo	13	10	0	23	87	19	25	4	10	58
Djibouti	1	1	0	2	7	2	2	0	1	5
Egypt	19	49	2	70	191	25	11	0	37	73
Equatorial Guinea	3	1	2	6	49	6	3	0	3	12
Ethiopia	9	19	0	28	72	0	12	2	2	16
Gabon	9	5	0	14	58	11	4	4	4	23
Gambia	1	2	0	3	8	7	0	0	0	7
Ghana	12	12	0	24	83	7	8	0	8	23
Guinea	1	1	0	2	7	0	3	2	1	6
Ivory Coast	7	5	0	12	46	4	9	5	21	39
Kenya	89	58	0	147	583	12	175	8	54	249
Lesotho	2	2	0	4	14	0	0	0	3	3
Liberia	0	4	0	4	4	0	1	0	0	1
Libya	0	11	0	11	11	19	9	5	22	55
Madagascar	10	6	0	16	65	3	16	4	8	31
Malawi	1	0	0	1	6	0	2	0	2	4
Mali	5	1	0	6	30	1	8	1	0	10
Mauritius	4	7	0	11	31	1	1	0	3	5
Mayotte	0	2	0	2	2	0	0	0	0	0
Morocco	27	18	0	45	177	30	40	6	30	106
Mozambique	9	3	0	12	56	2	6	4	11	23
Namibia	23	10	0	33	146	14	31	7	15	67
Niger	2	2	0	4	14	2	4	1	0	7
Nigeria	80	58	5	143	605	59	24	3	154	240
Reunion	6	3	0	9	38	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	19	0	0	0	0	0
Senegal	4	3	0	7	27	3	8	3	5	19
Seychelles	12	8	0	20	79	0	0	0	0	0
Sierra Leone	0	2	0	2	2	0	1	0	2	3
South Africa	649	255	0	904	4,084	178	408	127	445	1,158
South Sudan	3	1	0	4	19	0	0	0	0	0
Sudan	7	12	0	19	53	4	8	1	12	25
Swaziland	0	1	0	1	1	1	3	0	1	5
Tanzania	42	40	0	82	288	3	101	18	10	132
Togo	0	3	0	3	3	5	4	0	2	11
Tunisia	6	27	0	33	62	4	2	0	12	18
Uganda	16	10	0	26	104	1	28	2	12	43
Zambia	19	12	0	31	124	1	23	15	7	46
Zimbabwe	10	8	0	18	67	0	8	14	4	26
Total	1,206	727	11	1,944	8,007					
ASIA										
Total	1	335	0	336	341					
CENTRAL AMERICA										
Total	1	30	0	31	36					
EUROPE										
Albania	2	2	0	4	14	1	0	0	5	6
Armenia	2	5	0	7	17	3	2	0	2	7
Austria	154	193	45	392	1,777	212	37	31	132	412
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	19	22	3	0	16	41
Belgium	120	127	10	257	985	50	45	20	82	197
Bosnia-Herzegovina	5	5	0	10	34	2	3	1	2	8
Bulgaria	32	31	5	68	295	23	18	2	29	72
Canary Islands	0	1	0	1	1	0	0	0	0	0
Croatia	23	39	0	62	175	10	9	5	19	43
Cyprus	35	32	0	67	238	1	1	12	12	26
Czech Republic	108	122	0	230	759	51	60	28	61	200
Denmark	97	134	6	237	796	84	49	45	61	239
Estonia	11	22	0	33	87	11	19	3	11	44
Faroe Islands	1	13	0	14	19	0	0	0	0	0
Finland	49	60	5	114	424	14	23	15	52	104
France	489	681	31	1,201	4,031	218	272	203	824	1,517
Georgia	6	15	0	21	50	6	1	0	11	18
Germany	626	828	99	1,553	6,006	445	340	104	588	1,477
Gibraltar	6	3	0	9	38	0	0	0	0	0
Greece	64	104	20	188	782	23	23	12	63	121
Greenland	2	18	0	20	30	0	0	0	0	0
Guernsey	20	17	5	42	210	16	6	9	6	37
Hungary	28	39	0	67	204	13	21	11	49	94
Iceland	20	38	0	58	156	3	13	11	9	36
Isle of Man	23	44	10	77	330	345	52	2	44	443
Italy	294	296	48	638	2,751	96	77	25	504	702
Jersey	14	14	20	48	397	1	0	0	1	2
Latvia	14	33	0	47	116	6	7	2	15	30
Liechtenstein	7	4	0	11	45	0	0	0	0	0
Lithuania	9	43	0	52	96	16	6	1	8	31
Luxembourg	43	46	0	89	300	56	27	1	11	95
Macedonia	0	3	0	3	3	2	0	1	7	10
Madeira	3	5	0	8	23	0	0	0	0	0
Malta	42	61	5	108	384	156	14	8	9	187

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Moldova	3	8	0	11	26	2	2	0	16	20
Monaco	17	18	0	35	118	1	1	0	25	27
Montenegro	7	5	0	12	46	8	1	0	4	13
Netherlands	81	141	35	257	1,144	36	32	23	59	150
Northern Ireland	0	1	0	1	1	0	0	0	0	0
Norway	67	131	0	198	526	13	27	9	197	246
Poland	129	122	0	251	883	27	48	25	119	219
Portugal	65	113	23	201	842	138	6	19	62	225
Republic of Ireland	77	104	20	201	858	34	3	12	31	80
Romania	35	71	0	106	278	14	5	7	37	63
Russia	167	262	0	429	1,247	159	61	14	648	882
San Marino	3	3	0	6	21	55	6	3	6	70
Serbia	20	32	0	52	150	15	6	6	19	46
Slovakia	21	31	0	52	155	11	3	4	41	59
Slovenia	20	33	0	53	151	15	7	7	26	55
Spain	156	244	67	467	2,169	111	78	80	470	739
Sweden	122	192	2	316	942	41	60	40	169	310
Switzerland	325	450	40	815	2,968	114	98	34	258	504
Turkey	143	195	10	348	1,189	136	31	24	142	333
U.K.	878	1,794	392	3,064	12,854	277	169	349	833	1,628
Ukraine	52	61	0	113	368	48	47	5	99	199
Total	4,739	7,099	898	12,736	48,529					
MIDDLE EAST										
Bahrain	5	22	15	42	276	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	33	85	0	118	280	41	37	26	49	153
Jordan	11	55	0	66	120	17	6	0	15	38
Kuwait	9	15	0	24	68	17	0	0	12	29
Lebanon	15	25	16	56	354	16	3	1	0	20
Oman	3	8	0	11	26	13	0	0	22	35
Qatar	13	18	0	31	95	26	0	3	65	94
Saudi Arabia	78	93	0	171	553	109	19	1	47	176
Syria	0	7	0	7	7	8	0	0	0	8
United Arab Emirates	88	259	13	360	973	82	28	1	163	274
Yemen	3	4	0	7	22	3	3	0	0	6
Total	258	614	44	916	2,796					
NORTH AMERICA										
Total	74	1,972	3	2,049	2,454					
OCEANIA										
Total	1	191	0	192	197					
SOUTH AMERICA										
Total	1	100	0	101	106					
Unknown location	0	1,554	300	1,854	1,854	0	0	0	0	0
TOTAL	6,281	12,622	1,256	20,159	64,320					

Publisher's affidavit

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

David Wright, Managing Director

Date: 10/05/2017

Janet Edwards, Database Manager

Bishop's Stortford, U.K.