

Readership and circulation statement

JUNE 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	16,384
Other recipients	2,421
FBO copies	956
Exhibition copies	0
Total copies	19,761
Total readership	59,412

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	5,466	4,500	3	0	9,969	53.0
Other business aviation professionals	340	6,078	28	839	7,285	38.7
Other recipients	0	0	0	1,551	1,551	8.2
Total	5,806	10,578	31	2,390	18,805	

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	668	800	325	627	355	144	2,919
Company Requests	128	124	110	225	5	126	718
Aircraft Registries & Directories	4,064	8,046	151	388	0	98	12,747
Total	4,860	8,970	586	1,240	360	368	16,384

QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	14,873	90.7
Individuals by name only	769	4.6
Individuals by job title only	741	4.5
Individuals by company name only	1	0.0
Total	16,384	

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	60	12	48	0	56	116
Angola	34	13	0	47	200	21	53	7	62	143
Benin	2	2	2	6	43	1	1	0	2	4
Botswana	31	8	0	39	178	7	41	5	12	65
Burkina Faso	6	1	0	7	34	2	4	0	8	14
Burundi	0	2	0	2	2	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	2	0	3	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	13	10	0	23	82	19	23	4	8	54
Djibouti	1	1	0	2	6	2	2	0	1	5
Egypt	19	49	2	70	184	25	11	0	37	73
Equatorial Guinea	3	1	2	6	48	6	3	0	3	12
Ethiopia	9	19	0	28	68	0	12	2	2	16
Gabon	9	5	0	14	54	10	4	4	4	22
Gambia	1	2	0	3	8	7	0	0	0	7
Ghana	11	11	0	22	72	7	7	0	8	22
Guinea	1	1	0	2	6	0	3	2	1	6
Ivory Coast	7	6	0	13	44	4	9	4	21	38
Kenya	89	62	0	151	552	11	175	8	56	250
Lesotho	2	2	0	4	13	0	0	0	3	3
Liberia	0	4	0	4	4	0	1	0	0	1
Libya	0	12	0	12	12	19	9	5	21	54
Madagascar	10	6	0	16	61	3	15	4	8	30
Malawi	1	0	0	1	6	0	2	0	2	4
Mali	5	1	0	6	28	1	8	1	0	10
Mauritius	4	6	0	10	28	1	1	0	3	5
Mayotte	0	2	0	2	2	0	0	0	0	0
Morocco	27	20	0	47	168	32	40	6	30	108
Mozambique	10	4	0	14	59	2	7	6	15	30
Namibia	23	10	0	33	136	14	31	7	15	67
Niger	2	2	0	4	13	2	5	1	0	8
Nigeria	79	60	5	144	570	60	24	3	152	239
Reunion	4	4	0	8	26	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	5	19
Seychelles	12	9	0	21	75	0	0	0	0	0
Sierra Leone	0	2	0	2	2	0	1	0	2	3
South Africa	649	255	0	904	3,824	176	407	126	448	1,157
South Sudan	4	1	0	5	23	0	0	0	0	0
Sudan	7	15	0	22	54	4	8	1	12	25
Swaziland	0	1	0	1	1	1	3	0	1	5
Tanzania	42	39	0	81	270	3	103	18	10	134
Togo	1	3	0	4	8	5	3	0	2	10
Tunisia	6	27	0	33	60	4	2	0	12	18
Uganda	17	10	0	27	104	1	29	2	12	44
Zambia	19	12	0	31	116	1	23	15	7	46
Zimbabwe	10	8	0	18	63	0	8	14	4	26
Total	1,207	738	11	1,956	7,542					
ASIA										
Total	1	340	0	341	346					
CENTRAL AMERICA										
Total	1	29	0	30	34					
EUROPE										
Albania	1	3	0	4	8	1	0	0	6	7
Armenia	2	5	0	7	16	3	2	0	2	7
Austria	140	203	45	388	1,648	214	37	32	131	414
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	114	132	10	256	909	51	45	20	80	196
Bosnia-Herzegovina	5	5	0	10	32	2	3	1	2	8
Bulgaria	31	36	5	72	282	23	18	2	29	72
Canary Islands	0	1	0	1	1	0	0	0	0	0
Croatia	22	38	0	60	159	10	9	5	19	43
Cyprus	36	33	0	69	231	1	1	12	12	26
Czech Republic	103	123	0	226	690	52	60	28	62	202
Denmark	91	136	6	233	726	83	49	45	60	237
Estonia	12	23	0	35	89	11	19	3	11	44
Faroe Islands	0	14	0	14	14	0	0	0	0	0
Finland	45	62	5	112	384	14	23	15	51	103
France	428	709	31	1,168	3,528	218	270	203	828	1,519
Georgia	6	15	0	21	48	6	1	0	11	18
Germany	522	897	99	1,518	5,253	443	339	104	586	1,472
Gibraltar	5	3	0	8	30	0	0	0	0	0
Greece	61	104	20	185	740	23	23	12	63	121
Greenland	2	18	0	20	29	0	0	0	0	0
Guernsey	17	19	5	41	188	17	6	9	6	38
Hungary	27	39	0	66	188	10	21	11	48	90
Iceland	18	40	0	58	139	3	13	11	9	36
Isle of Man	22	44	10	76	315	338	51	2	44	435
Italy	243	318	48	609	2,374	97	75	25	526	723
Jersey	12	19	20	51	385	1	0	0	1	2
Latvia	14	34	0	48	111	5	7	2	15	29
Liechtenstein	6	6	0	12	39	0	0	0	0	0
Lithuania	9	42	0	51	92	16	6	1	8	31
Luxembourg	37	50	0	87	254	57	27	1	11	96
Macedonia	0	3	0	3	3	2	0	1	7	10
Madeira	3	6	0	9	22	0	0	0	0	0
Malta	43	65	5	113	376	159	15	8	9	191

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Moldova	3	7	0	10	24	1	2	0	16	19
Monaco	14	19	0	33	96	1	1	0	25	27
Montenegro	7	4	0	11	42	8	1	0	4	13
Netherlands	73	153	35	261	1,080	36	33	23	60	152
Norway	66	133	0	199	496	13	27	10	200	250
Poland	128	123	0	251	827	27	48	25	119	219
Portugal	61	114	23	198	794	138	6	19	62	225
Republic of Ireland	76	103	20	199	821	34	3	12	30	79
Romania	34	71	0	105	258	14	6	7	35	62
Russia	167	267	0	434	1,186	159	60	14	651	884
San Marino	3	3	0	6	20	56	6	3	6	71
Serbia	22	33	0	55	154	16	6	7	19	48
Slovakia	18	32	0	50	131	11	3	4	40	58
Slovenia	20	64	0	84	174	18	8	7	26	59
Spain	146	247	67	460	2,055	110	78	79	467	734
Sweden	110	198	2	310	833	43	60	40	169	312
Switzerland	299	456	40	795	2,700	115	101	36	257	509
Turkey	142	195	10	347	1,126	137	31	24	141	333
U.K.	801	1,868	392	3,061	12,154	276	170	348	836	1,630
Ukraine	49	62	0	111	332	47	47	4	99	197
Total	4,318	7,407	898	12,623	44,626					
MIDDLE EAST										
Bahrain	4	21	15	40	268	14	0	0	9	23
Iran	0	15	0	15	15	44	18	0	38	100
Iraq	0	6	0	6	6	6	13	0	60	79
Israel	31	88	0	119	258	42	37	26	50	155
Jordan	11	55	0	66	116	17	6	0	5	28
Kuwait	9	13	0	22	62	17	0	0	12	29
Lebanon	15	25	16	56	348	16	3	1	0	20
Oman	1	10	0	11	16	13	0	0	22	35
Qatar	12	19	0	31	85	26	0	3	65	94
Saudi Arabia	67	95	0	162	464	109	18	1	44	172
Syria	0	6	0	6	6	8	0	0	0	8
United Arab Emirates	85	265	13	363	928	81	28	1	161	271
Yemen	3	4	0	7	20	3	3	0	0	6
Total	238	622	44	904	2,591					
NORTH AMERICA										
Total	70	1,979	3	2,052	2,409					
OCEANIA										
Total	1	193	0	194	198					
SOUTH AMERICA										
Total	1	109	0	110	114					
Unknown location	0	1,551	0	1,551	1,551	0	0	0	0	0
TOTAL	5,837	12,968	956	19,761	59,412					

Publisher's affidavit

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

David Wright, Managing Director

Date: 08/06/2017

Janet Edwards, Database Manager

Bishop's Stortford, U.K.