

Readership and circulation statement

JULY 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	16,595
Other recipients	2,451
FBO copies	946
Exhibition copies	0
Total copies	19,992
Total readership	59,530

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	5,459	4,490	2	28	9,979	52.3
Other business aviation professionals	350	6,296	32	833	7,511	39.4
Other recipients	0	0	0	1,556	1,556	8.1
Total	5,809	10,786	34	2,417	19,046	

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.

Stansted News Ltd
134 South Street, Bishop's Stortford
Hertfordshire, CM23 3BQ
United Kingdom
Tel: +44 (0)1279 714505
www.ebanmagazine.com

Advertising Manager

Mark Ranger

Tel: +44 (0)1279 714509
Email: mark@ebanmagazine.com
Skype: mark.ranger

Circulation/Subscriptions

Janet Edwards

Tel: +44 (0)1279 714515
Email: janet@ebanmagazine.com

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	757	800	314	607	344	146	2,968
Company Requests	131	111	75	149	36	210	712
Aircraft Registries & Directories	4,052	8,379	94	335	6	49	12,915
Total	4,940	9,290	483	1,091	386	405	16,595

QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	15,055	90.7
Individuals by name only	802	4.8
Individuals by job title only	737	4.4
Individuals by company name only	1	0.0
Total	16,595	

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	11	0	20	60	12	48	0	56	116
Angola	33	13	0	46	194	22	55	6	60	143
Benin	2	2	2	6	43	1	1	0	2	4
Botswana	29	7	0	36	166	5	44	5	12	66
Burkina Faso	6	1	0	7	34	2	4	0	8	14
Burundi	0	2	0	2	2	1	0	0	1	2
Cameroon	6	4	0	10	37	4	8	0	10	22
Central African Republic	3	1	0	4	18	0	3	5	1	9
Chad	1	2	0	3	8	5	6	1	0	12
Comoros	2	1	0	3	12	0	6	0	1	7
Congo	6	3	0	9	36	3	2	3	3	11
Dem Rep of Congo	14	9	0	23	86	18	26	4	5	53
Djibouti	1	1	0	2	6	2	1	0	1	4
Egypt	20	50	2	72	190	25	11	0	40	76
Equatorial Guinea	3	2	2	7	48	6	3	0	4	13
Ethiopia	9	25	0	34	74	0	12	2	1	15
Gabon	9	5	0	14	54	11	4	3	4	22
Gambia	2	2	0	4	13	7	0	0	0	7
Ghana	11	13	0	24	74	7	7	0	8	22
Guinea	1	1	0	2	6	0	3	2	1	6
Ivory Coast	7	5	0	12	44	4	9	4	22	39
Kenya	89	63	0	152	552	11	177	8	56	252
Lesotho	2	2	0	4	13	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	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	7	0	11	29	1	1	0	3	5
Mayotte	0	2	0	2	2	0	0	0	0	0
Morocco	27	19	0	46	168	32	40	6	30	108
Mozambique	10	4	0	14	59	2	7	6	15	30
Namibia	22	10	0	32	131	13	32	6	15	66
Niger	2	2	0	4	13	2	5	1	0	8
Nigeria	78	63	5	146	567	61	24	3	154	242
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	13	8	0	21	80	0	0	0	0	0
Sierra Leone	0	2	0	2	2	0	1	0	2	3
South Africa	646	260	0	906	3,813	175	407	127	448	1,157
South Sudan	4	1	0	5	23	0	0	0	0	0
Sudan	8	13	0	21	57	4	8	1	12	25
Swaziland	0	1	0	1	1	1	3	0	1	5
Tanzania	41	38	0	79	264	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	11	17
Uganda	17	10	0	27	104	1	28	3	12	44
Zambia	19	13	0	32	118	1	23	15	7	46
Zimbabwe	10	9	0	19	64	0	8	14	4	26
Total	1,201	752	11	1,964	7,522					
ASIA										
Total	1	339	0	340	344					
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	148	202	45	395	1,691	219	38	31	137	425
Azerbaijan	0	1	0	1	1	0	0	0	0	0
Azores	0	2	0	2	2	0	0	0	0	0
Belarus	3	7	0	10	24	22	3	0	12	37
Belgium	119	134	10	263	938	51	46	20	83	200
Bosnia-Herzegovina	5	5	0	10	32	2	3	2	2	9
Bulgaria	34	36	5	75	298	19	18	2	19	58
Canary Islands	0	1	0	1	1	0	0	0	0	0
Croatia	22	37	0	59	158	9	9	4	18	40
Cyprus	37	32	0	69	236	1	1	11	12	25
Czech Republic	104	127	0	231	699	50	59	28	60	197
Denmark	94	137	6	237	744	83	49	46	60	238
Estonia	14	23	0	37	100	12	19	2	8	41
Faroe Islands	0	14	0	14	14	0	0	0	0	0
Finland	46	62	5	113	390	12	22	15	50	99
France	427	722	31	1,180	3,536	217	269	203	826	1,515
Georgia	10	13	0	23	68	4	1	0	12	17
Germany	528	907	99	1,534	5,296	438	338	104	578	1,458
Gibraltar	5	4	0	9	32	0	0	0	0	0
Greece	62	120	20	202	761	23	23	12	66	124
Greenland	2	19	0	21	30	0	0	0	0	0
Guernsey	20	21	5	46	206	18	6	9	8	41
Hungary	26	40	0	66	183	10	21	11	48	90
Iceland	17	38	0	55	132	3	13	11	9	36
Isle of Man	21	45	10	76	310	313	50	1	42	406
Italy	242	318	48	608	2,369	96	75	25	526	722
Jersey	12	19	20	51	385	1	0	0	1	2
Latvia	14	36	0	50	113	5	7	2	15	29
Liechtenstein	6	6	0	12	39	0	0	0	0	0
Lithuania	9	43	0	52	92	16	6	1	8	31
Luxembourg	36	52	0	88	250	56	27	1	11	95
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	161	15	8	9	193

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Moldova	3	6	0	9	22	1	2	0	16	19
Monaco	15	18	0	33	100	1	1	0	25	27
Montenegro	7	4	0	11	42	8	1	0	4	13
Netherlands	71	152	35	258	1,068	36	35	23	59	153
Norway	67	134	0	201	502	13	27	10	198	248
Poland	126	127	0	253	820	28	49	26	120	223
Portugal	59	121	23	203	790	139	6	19	62	226
Republic of Ireland	74	108	20	202	815	34	3	12	30	79
Romania	33	72	0	105	254	14	6	7	35	62
Russia	167	273	0	440	1,192	161	61	14	659	895
San Marino	3	3	0	6	20	61	6	3	6	76
Serbia	22	35	0	57	156	16	6	7	20	49
Slovakia	18	32	0	50	131	11	3	4	40	58
Slovenia	19	67	0	86	172	18	8	7	26	59
Spain	145	245	67	457	2,048	108	78	79	467	732
Sweden	110	197	2	309	832	42	60	40	170	312
Switzerland	297	467	40	804	2,700	111	100	36	259	506
Turkey	139	196	10	345	1,110	138	31	24	140	333
U.K.	800	1,912	382	3,094	12,042	276	169	351	840	1,636
Ukraine	50	63	0	113	338	47	47	4	99	197
Total	4,337	7,537	888	12,762	44,710					
MIDDLE EAST										
Bahrain	4	22	15	41	269	14	0	0	8	22
Iran	0	15	0	15	15	44	18	0	38	100
Iraq	0	6	0	6	6	6	13	0	60	79
Israel	31	90	0	121	260	43	37	26	51	157
Jordan	11	53	0	64	114	18	6	0	5	29
Kuwait	9	13	0	22	62	17	0	0	12	29
Lebanon	15	24	16	55	346	16	3	1	0	20
Oman	1	10	0	11	16	13	0	0	22	35
Qatar	12	20	0	32	86	26	0	5	65	96
Saudi Arabia	63	98	0	161	444	104	18	1	44	167
Syria	0	6	0	6	6	8	0	0	0	8
United Arab Emirates	81	267	13	361	908	82	29	1	162	274
Yemen	2	4	0	6	15	3	3	0	0	6
Total	229	628	44	901	2,548					
NORTH AMERICA										
Total	72	2,059	3	2,134	2,500					
OCEANIA										
Total	1	188	0	189	194					
SOUTH AMERICA										
Total	1	115	0	116	120					
Unknown location	0	1,556	0	1,556	1,556	0	0	0	0	0
TOTAL	5,843	13,203	946	19,992	59,530					

Publisher's affidavit

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

David Wright, Managing Director

Date: 04/07/2017

Janet Edwards, Database Manager

Bishop's Stortford, U.K.