

Readership and circulation statement

AUGUST 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	16,970
Other recipients	2,411
FBO copies	946
Exhibition copies	0
Total copies	20,327
Total readership	60,683

Total readership figure is based on:

Readers per printed copy	5.6
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	5,469	4,607	2	3	10,081	52.0
Other business aviation professionals	392	6,502	31	819	7,744	39.9
Other recipients	0	0	0	1,556	1,556	8.0
Total	5,861	11,109	33	2,378	19,381	

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	828	788	307	574	349	165	3,011
Company Requests	134	123	74	141	30	212	714
Aircraft Registries & Directories	4,042	8,737	91	280	6	89	13,245
Total	5,004	9,648	472	995	385	466	16,970

QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	15,402	90.7
Individuals by name only	818	4.8
Individuals by job title only	749	4.4
Individuals by company name only	1	0.0
Total	16,970	

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	61	12	48	0	56	116
Angola	33	12	0	45	197	22	56	6	60	144
Benin	2	1	2	5	42	1	1	0	2	4
Botswana	29	8	0	37	170	5	44	5	12	66
Burkina Faso	6	1	0	7	35	2	4	0	8	14
Burundi	0	2	0	2	2	1	0	0	1	2
Cameroon	6	4	0	10	38	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	5	1	0	11
Comoros	2	1	0	3	12	0	6	0	1	7
Congo	6	3	0	9	37	3	2	3	3	11
Dem Rep of Congo	14	9	0	23	87	18	26	4	5	53
Djibouti	1	1	0	2	7	2	1	0	1	4
Egypt	20	52	2	74	194	25	11	0	40	76
Equatorial Guinea	3	3	2	8	50	6	3	0	4	13
Ethiopia	9	25	0	34	75	0	12	2	1	15
Gabon	9	5	0	14	55	11	4	3	4	22
Gambia	2	2	0	4	13	7	0	0	0	7
Ghana	12	12	0	24	79	7	7	0	8	22
Guinea	1	1	0	2	7	0	3	2	1	6
Ivory Coast	6	5	0	11	39	4	9	4	21	38
Kenya	89	66	0	155	564	11	181	8	56	256
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	4	0	14	60	3	15	4	8	30
Malawi	1	0	0	1	6	0	2	0	2	4
Mali	5	1	0	6	29	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	170	32	40	6	30	108
Mozambique	10	4	0	14	60	2	7	6	15	30
Namibia	22	10	0	32	133	13	33	6	15	67
Niger	2	3	0	5	14	2	5	1	0	8
Nigeria	79	69	5	153	586	61	26	3	152	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	81	0	0	0	0	0
Sierra Leone	0	2	0	2	2	0	1	0	2	3
South Africa	642	251	0	893	3,846	176	409	127	449	1,161
South Sudan	4	0	0	4	22	0	0	0	0	0
Sudan	8	12	0	20	57	4	8	1	12	25
Swaziland	0	1	0	1	1	1	3	0	1	5
Tanzania	41	36	0	77	266	3	103	18	10	134
Togo	1	3	0	4	9	5	3	0	2	10
Tunisia	6	27	0	33	61	4	2	0	11	17
Uganda	17	10	0	27	105	1	28	3	12	44
Zambia	19	15	0	34	121	1	23	15	7	46
Zimbabwe	10	8	0	18	64	0	8	14	4	26
Total	1,198	749	11	1,958	7,623					
ASIA										
Total	1	336	0	337	342					
CENTRAL AMERICA										
Total	1	29	0	30	35					
EUROPE										
Albania	1	3	0	4	9	1	0	0	6	7
Armenia	2	5	0	7	16	3	2	0	2	7
Austria	150	201	45	396	1,716	219	37	31	137	424
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	131	10	260	947	51	46	20	83	200
Bosnia-Herzegovina	5	5	0	10	33	2	3	2	2	9
Bulgaria	34	38	5	77	303	19	18	2	19	58
Canary Islands	0	1	0	1	1	0	0	0	0	0
Croatia	22	38	0	60	161	9	9	4	18	40
Cyprus	37	32	0	69	239	1	1	11	12	25
Czech Republic	106	124	0	230	718	50	59	28	60	197
Denmark	95	137	6	238	759	85	47	46	60	238
Estonia	14	22	0	36	100	12	19	2	8	41
Faroe Islands	0	14	0	14	14	0	0	0	0	0
Finland	47	62	5	114	400	12	22	15	50	99
France	428	716	31	1,175	3,578	218	270	203	824	1,515
Georgia	10	13	0	23	69	4	1	0	12	17
Germany	527	930	99	1,556	5,366	441	337	104	577	1,459
Gibraltar	5	3	0	8	31	0	0	0	0	0
Greece	62	152	20	234	799	23	23	12	66	124
Greenland	2	19	0	21	30	0	0	0	0	0
Guernsey	20	23	5	48	210	18	6	9	8	41
Hungary	26	39	0	65	185	10	22	11	48	91
Iceland	20	39	0	59	151	1	13	11	9	34
Isle of Man	23	46	10	79	325	312	50	1	42	405
Italy	242	321	48	611	2,396	95	75	25	525	720
Jersey	12	20	20	52	387	1	0	0	1	2
Latvia	14	37	0	51	115	5	7	2	15	29
Liechtenstein	6	6	0	12	40	0	0	0	0	0
Lithuania	9	44	0	53	94	17	6	1	8	32
Luxembourg	39	54	0	93	272	56	27	1	11	95
Macedonia	0	3	0	3	3	2	0	1	7	10
Madeira	3	4	0	7	21	0	0	0	0	0
Malta	44	64	5	113	385	162	15	8	10	195

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Moldova	3	6	0	9	23	1	2	0	16	19
Monaco	15	20	0	35	104	1	1	0	25	27
Montenegro	7	4	0	11	43	8	1	0	4	13
Netherlands	71	149	35	255	1,072	36	35	23	59	153
Norway	66	138	0	204	508	13	27	10	198	248
Poland	124	128	0	252	822	28	49	26	120	223
Portugal	57	123	23	203	787	139	6	19	62	226
Republic of Ireland	73	107	20	200	816	34	3	12	30	79
Romania	33	73	0	106	258	14	6	7	35	62
Russia	166	269	0	435	1,199	161	61	14	659	895
San Marino	3	3	0	6	20	62	6	3	6	77
Serbia	22	35	0	57	158	16	6	7	20	49
Slovakia	18	33	0	51	134	11	3	4	40	58
Slovenia	19	66	0	85	172	18	8	7	26	59
Spain	143	242	67	452	2,048	108	77	79	467	731
Sweden	112	201	2	315	858	42	60	40	170	312
Switzerland	304	468	40	812	2,770	111	102	36	259	508
Turkey	140	195	10	345	1,129	138	31	24	139	332
U.K.	811	1,928	382	3,121	12,200	276	169	351	840	1,636
Ukraine	50	62	0	112	342	47	47	4	101	199
Total	4,364	7,606	888	12,858	45,364					
MIDDLE EAST										
Bahrain	4	21	15	40	268	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	30	94	0	124	262	43	37	26	51	157
Jordan	11	50	0	61	112	18	6	0	5	29
Kuwait	9	13	0	22	63	17	0	0	12	29
Lebanon	16	27	16	59	357	16	3	1	0	20
Oman	1	10	0	11	16	13	0	0	22	35
Qatar	12	21	0	33	88	26	0	5	64	95
Saudi Arabia	63	92	0	155	445	104	18	1	44	167
Syria	0	6	0	6	6	8	0	0	0	8
United Arab Emirates	84	274	13	371	939	81	29	1	162	273
Yemen	2	4	0	6	15	3	3	0	0	6
Total	232	633	44	909	2,592					
NORTH AMERICA										
Total	95	2,278	3	2,376	2,855					
OCEANIA										
Total	1	180	0	181	186					
SOUTH AMERICA										
Total	2	120	0	122	131					
Unknown location	0	1,556	0	1,556	1,556	0	0	0	0	0
TOTAL	5,894	13,487	946	20,327	60,683					

Publisher's affidavit

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

David Wright, Managing Director

Date: 27/07/2017

Janet Edwards, Database Manager

Bishop's Stortford, U.K.