

## Readership and circulation statement

**SEPTEMBER 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	17,323
Other recipients	2,375
FBO copies	946
Exhibition copies	400
Total copies	21,044
Total readership	60,104

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	5,292	4,878	3	0	10,173	51.6
Other business aviation professionals	412	6,741	30	790	7,973	40.4
Other recipients	0	0	0	1,552	1,552	7.8
<b>Total</b>	<b>5,704</b>	<b>11,619</b>	<b>33</b>	<b>2,342</b>	<b>19,698</b>	

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	857	758	316	585	331	184	3,031
Company Requests	146	170	72	121	16	194	719
Aircraft Registries & Directories	3,858	9,246	101	262	7	99	13,573
<b>Total</b>	<b>4,861</b>	<b>10,174</b>	<b>489</b>	<b>968</b>	<b>354</b>	<b>477</b>	<b>17,323</b>

## QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	15,744	90.8
Individuals by name only	846	4.8
Individuals by job title only	732	4.2
Individuals by company name only	1	0.0
<b>Total</b>	<b>17,323</b>	

*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
<b>AFRICA</b>										
Algeria	9	11	0	20	60	12	48	0	55	115
Angola	33	13	0	46	194	22	56	6	60	144
Benin	2	1	2	5	42	1	1	0	2	4
Botswana	29	7	0	36	166	5	44	5	12	66
Burkina Faso	5	2	0	7	30	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	5	1	0	11
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	12	0	26	89	18	26	4	5	53
Djibouti	1	1	0	2	6	2	1	0	1	4
Egypt	20	53	2	75	193	25	11	0	40	76
Equatorial Guinea	3	3	2	8	50	6	3	0	4	13
Ethiopia	9	27	0	36	76	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	12	14	0	26	80	7	7	0	8	22
Guinea	1	1	0	2	6	0	3	2	1	6
Ivory Coast	5	6	0	11	34	4	9	4	21	38
Kenya	90	74	0	164	569	11	180	8	56	255
Lesotho	2	2	0	4	13	0	0	0	3	3
Liberia	0	4	0	4	4	0	1	0	0	1
Libya	0	13	0	13	13	17	9	6	21	53
Madagascar	10	8	0	18	63	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	20	0	47	168	32	40	6	30	108
Mozambique	10	4	0	14	59	2	6	6	15	29
Namibia	22	9	0	31	130	13	33	6	15	67
Niger	2	3	0	5	14	2	5	1	0	8
Nigeria	78	68	5	151	572	61	25	3	149	238
Reunion	3	5	0	8	22	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	10	0	23	82	0	0	0	0	0
Sierra Leone	0	2	0	2	2	0	1	0	2	3
South Africa	641	251	0	892	3,776	176	409	127	450	1,162
South Sudan	4	0	0	4	22	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	41	35	0	76	260	3	102	18	8	131
Togo	1	3	0	4	8	5	3	0	2	10
Tunisia	6	27	0	33	60	4	2	0	11	17
Uganda	17	11	0	28	104	1	28	3	11	43
Zambia	19	15	0	34	120	1	23	15	7	46
Zimbabwe	10	8	0	18	63	0	8	14	3	25
<b>Total</b>	<b>1,193</b>	<b>775</b>	<b>11</b>	<b>1,979</b>	<b>7,502</b>					
<b>ASIA</b>										
<b>Total</b>	<b>2</b>	<b>339</b>	<b>0</b>	<b>341</b>	<b>350</b>					
<b>CENTRAL AMERICA</b>										
<b>Total</b>	<b>1</b>	<b>28</b>	<b>0</b>	<b>29</b>	<b>34</b>					
<b>EUROPE</b>										
Albania	1	3	0	4	8	1	0	0	6	7
Armenia	2	5	0	7	16	3	2	0	2	7
Austria	146	213	45	404	1,691	218	36	30	134	418
Azerbaijan	0	1	0	1	1	0	0	0	0	0
Azores	0	2	0	2	2	0	0	0	0	0
Belarus	2	8	0	10	19	22	3	0	12	37
Belgium	111	134	10	255	894	52	46	20	81	199
Bosnia-Herzegovina	5	5	0	10	32	2	3	2	2	9
Bulgaria	32	39	5	76	290	18	18	2	19	57
Canary Islands	0	1	0	1	1	0	0	0	0	0
Croatia	20	40	0	60	150	9	9	4	18	40
Cyprus	36	35	0	71	233	1	1	11	12	25
Czech Republic	103	132	0	235	698	50	59	28	60	197
Denmark	90	152	6	248	737	84	47	46	60	237
Estonia	13	22	0	35	94	12	18	2	8	40
Faroe Islands	2	12	0	14	23	0	0	0	0	0
Finland	45	69	5	119	392	12	22	15	49	98
France	395	750	31	1,176	3,388	220	269	207	838	1,534
Georgia	10	14	0	24	69	4	1	0	12	17
Germany	525	980	99	1,604	5,352	446	346	108	583	1,483
Gibraltar	5	3	0	8	30	0	0	0	0	0
Greece	63	158	20	241	804	24	23	11	66	124
Greenland	2	19	0	21	30	0	0	0	0	0
Guernsey	18	24	5	47	198	18	6	9	8	41
Hungary	24	41	0	65	173	10	22	11	48	91
Iceland	18	47	0	65	146	1	13	11	9	34
Isle of Man	22	45	10	77	316	315	49	1	43	408
Italy	233	348	48	629	2,350	94	76	25	525	720
Jersey	12	20	20	52	386	1	0	0	1	2
Latvia	12	41	0	53	107	5	7	2	14	28
Liechtenstein	6	6	0	12	39	0	0	0	0	0
Lithuania	9	45	0	54	94	17	6	1	8	32
Luxembourg	37	54	0	91	258	56	27	1	11	95
Macedonia	0	3	0	3	3	2	0	1	7	10
Madeira	2	5	0	7	16	0	0	0	0	0
Malta	42	69	5	116	375	164	15	8	10	197

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Moldova	2	7	0	9	18	1	2	0	16	19
Monaco	13	21	0	34	92	1	1	0	25	27
Montenegro	7	4	0	11	42	8	1	0	4	13
Netherlands	63	153	35	251	1,024	36	35	23	59	153
Norway	60	144	0	204	474	13	27	10	198	248
Poland	123	131	0	254	808	28	49	25	120	222
Portugal	49	135	23	207	750	137	6	19	62	224
Republic of Ireland	69	108	20	197	788	34	3	12	31	80
Romania	31	75	0	106	246	14	6	7	35	62
Russia	163	276	0	439	1,172	161	60	14	659	894
San Marino	3	3	0	6	20	63	6	3	6	78
Serbia	22	35	0	57	156	16	6	7	20	49
Slovakia	20	32	0	52	142	11	4	4	40	59
Slovenia	16	67	0	83	155	18	8	7	26	59
Spain	137	246	67	450	2,004	108	77	79	468	732
Sweden	105	209	2	316	816	42	60	39	168	309
Switzerland	291	486	40	817	2,686	110	101	36	258	505
Turkey	132	205	10	347	1,081	138	30	24	138	330
U.K.	794	2,031	382	3,207	12,128	279	170	351	849	1,649
Ukraine	53	62	0	115	354	47	47	4	101	199
<b>Total</b>	<b>4,196</b>	<b>7,975</b>	<b>888</b>	<b>13,059</b>	<b>44,373</b>					
<b>MIDDLE EAST</b>										
Bahrain	4	20	15	39	267	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	29	95	0	124	254	42	37	26	51	156
Jordan	10	51	0	61	106	18	6	0	5	29
Kuwait	8	13	0	21	57	17	0	0	12	29
Lebanon	16	27	16	59	355	16	3	1	0	20
Oman	3	11	0	14	28	13	0	0	22	35
Qatar	11	23	0	34	84	26	0	5	64	95
Saudi Arabia	61	90	0	151	426	103	18	1	44	166
Syria	0	5	0	5	5	8	0	0	0	8
United Arab Emirates	84	273	13	370	930	81	29	1	160	271
Yemen	2	4	0	6	15	3	3	0	0	6
<b>Total</b>	<b>228</b>	<b>633</b>	<b>44</b>	<b>905</b>	<b>2,547</b>					
<b>NORTH AMERICA</b>										
<b>Total</b>	<b>114</b>	<b>2,358</b>	<b>3</b>	<b>2,475</b>	<b>3,030</b>					
<b>OCEANIA</b>										
<b>Total</b>	<b>1</b>	<b>179</b>	<b>0</b>	<b>180</b>	<b>184</b>					
<b>SOUTH AMERICA</b>										
<b>Total</b>	<b>2</b>	<b>122</b>	<b>0</b>	<b>124</b>	<b>133</b>					
Unknown location	0	1,552	400	1,952	1,952	0	0	0	0	0
<b>TOTAL</b>	<b>5,737</b>	<b>13,961</b>	<b>1,346</b>	<b>21,044</b>	<b>65,704</b>					

## Publisher's affidavit

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

David Wright, Managing Director

Date: 01/09/2017

Janet Edwards, Database Manager

Bishop's Stortford, U.K.