

Readership and circulation statement

OCTOBER 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	17,391
Other recipients	2,342
FBO copies	946
Exhibition copies	200
Total copies	20,879
Total readership	59,746

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	5,245	4,913	3	0	10,161	51.4
Other business aviation professionals	416	6,817	30	752	8,015	40.6
Other recipients	0	0	0	1,557	1,557	7.8
Total	5,661	11,730	33	2,309	19,733	

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	922	737	326	621	315	196	3,117
Company Requests	155	335	69	128	2	18	707
Aircraft Registries & Directories	3,714	9,387	157	283	1	25	13,567
Total	4,791	10,459	552	1,032	318	239	17,391

QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	15,802	90.8
Individuals by name only	864	4.9
Individuals by job title only	724	4.1
Individuals by company name only	1	0.0
Total	17,391	

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	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	28	7	0	35	161	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	11	0	25	88	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	6	2	11	52	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	13	0	25	79	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	89	73	0	162	562	11	180	8	55	254
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	7	1	0	9
Mauritius	4	7	0	11	29	1	1	0	3	5
Mayotte	0	2	0	2	2	0	0	0	0	0
Morocco	26	21	0	47	164	32	39	6	30	107
Mozambique	10	3	0	13	58	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	77	69	5	151	568	61	25	3	144	233
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	128	454	1,167
South Sudan	4	0	0	4	22	0	0	0	0	0
Sudan	7	11	0	18	50	4	8	1	12	25
Swaziland	0	1	0	1	1	1	3	0	1	5
Tanzania	41	34	0	75	260	3	102	18	8	131
Togo	1	3	0	4	8	5	3	0	2	10
Tunisia	6	25	0	31	58	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
Total	1,189	772	11	1,972	7,476					
ASIA										
Total	2	334	0	336	345					
CENTRAL AMERICA										
Total	1	27	0	28	32					
EUROPE										
Albania	1	3	0	4	8	1	0	0	6	7
Armenia	2	5	0	7	16	3	2	0	2	7
Austria	144	216	45	405	1,683	224	36	30	136	426
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	109	141	10	260	890	51	46	21	81	199
Bosnia-Herzegovina	5	5	0	10	32	2	3	2	2	9
Bulgaria	31	37	5	73	282	18	18	2	19	57
Canary Islands	0	1	0	1	1	0	0	0	0	0
Channel Islands	0	1	0	1	1	0	0	0	0	0
Croatia	20	40	0	60	150	8	9	4	18	39
Cyprus	36	34	0	70	232	1	1	11	13	26
Czech Republic	102	132	0	234	693	50	57	28	60	195
Denmark	89	152	6	247	732	84	47	46	60	237
Estonia	13	22	0	35	94	12	18	2	8	40
Faroe Islands	1	13	0	14	18	0	0	0	0	0
Finland	45	67	5	117	390	12	22	15	49	98
France	399	750	31	1,180	3,410	218	269	205	835	1,527
Georgia	10	14	0	24	69	4	1	0	13	18
Germany	522	971	99	1,592	5,327	467	352	107	582	1,508
Gibraltar	5	3	0	8	30	0	0	0	0	0
Greece	63	157	20	240	804	24	23	11	65	123
Greenland	2	19	0	21	30	0	0	0	0	0
Guernsey	19	25	5	49	204	19	10	10	9	48
Hungary	24	41	0	65	173	10	22	11	48	91
Iceland	17	47	0	64	140	1	13	11	9	34
Isle of Man	23	45	10	78	322	313	49	1	45	408
Italy	232	346	48	626	2,342	92	76	25	529	722
Jersey	12	21	20	53	387	1	0	0	1	2
Latvia	14	40	0	54	117	5	7	2	14	28
Liechtenstein	6	6	0	12	39	0	0	0	0	0
Lithuania	9	47	0	56	96	17	6	1	8	32
Luxembourg	36	53	0	89	251	58	26	1	11	96
Macedonia	0	3	0	3	3	2	0	1	7	10
Madeira	2	5	0	7	16	0	0	0	0	0

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Malta	42	75	5	122	381	166	16	8	10	200
Moldova	2	7	0	9	18	1	2	0	16	19
Monaco	14	21	0	35	98	1	1	0	25	27
Montenegro	7	4	0	11	42	8	1	0	4	13
Netherlands	62	151	35	248	1,017	36	34	23	59	152
Norway	58	149	0	207	468	13	28	10	201	252
Poland	118	128	0	246	777	28	48	25	118	219
Portugal	50	132	23	205	752	138	6	19	61	224
Republic of Ireland	69	105	20	194	784	34	3	12	31	80
Romania	31	75	0	106	246	14	6	7	35	62
Russia	162	273	0	435	1,164	162	60	14	660	896
San Marino	3	3	0	6	20	63	6	3	6	78
Serbia	23	34	0	57	160	17	6	7	20	50
Slovakia	20	32	0	52	142	12	4	4	40	60
Slovenia	16	66	0	82	154	18	8	7	26	59
Spain	135	250	67	452	1,998	109	77	79	463	728
Sweden	103	205	2	310	802	42	60	39	170	311
Switzerland	289	486	40	815	2,676	110	100	37	259	506
Turkey	128	202	10	340	1,056	135	30	24	137	326
U.K.	782	2,119	382	3,283	12,150	278	172	347	853	1,650
Ukraine	53	57	0	110	348	47	47	4	101	199
Total	4,162	8,047	888	13,097	44,258					
MIDDLE EAST										
Bahrain	4	20	15	39	267	14	0	0	8	22
Iran	0	13	0	13	13	44	18	0	38	100
Iraq	0	6	0	6	6	6	13	0	60	79
Israel	27	96	0	123	244	42	37	26	51	156
Jordan	10	51	0	61	106	19	6	0	5	30
Kuwait	8	13	0	21	57	14	0	0	12	26
Lebanon	16	26	16	58	354	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	62	95	0	157	436	103	18	1	43	165
Syria	0	5	0	5	5	8	0	0	0	8
United Arab Emirates	81	274	13	368	914	80	29	1	159	269
Yemen	2	4	0	6	15	3	3	0	0	6
Total	224	637	44	905	2,529					
NORTH AMERICA										
Total	113	2,370	3	2,486	3,036					
OCEANIA										
Total	1	172	0	173	178					
SOUTH AMERICA										
Total	2	121	0	123	132					
Unknown location	0	1,557	200	1,757	1,757	0	0	0	0	0
TOTAL	5,694	14,037	1,146	20,877	62,544					

Publisher's affidavit

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

David Wright, Managing Director

Date: 25/09/2017

Janet Edwards, Database Manager

Bishop's Stortford, U.K.