

## Readership and circulation statement

### NOVEMBER 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	17,431
Other recipients	2,263
FBO copies	946
Exhibition copies	0
Total copies	20,640
Total readership	58,669

Total readership figure is based on:

Readers per printed copy	5.4
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	5,185	5,004	3	0	10,192	51.7
Other business aviation professionals	415	6,827	30	672	7,944	40.3
Other recipients	0	0	0	1,558	1,558	7.9
<b>Total</b>	<b>5,600</b>	<b>11,831</b>	<b>33</b>	<b>2,230</b>	<b>19,694</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	988	756	305	569	308	276	3,202
Company Requests	179	353	43	82	2	23	682
Aircraft Registries & Directories	2,867	9,125	907	611	1	36	13,547
<b>Total</b>	<b>4,034</b>	<b>10,234</b>	<b>1,255</b>	<b>1,262</b>	<b>311</b>	<b>335</b>	<b>17,431</b>

## QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	15,828	90.8
Individuals by name only	880	5.0
Individuals by job title only	722	4.1
Individuals by company name only	1	0.0
<b>Total</b>	<b>17,431</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	12	0	21	61	12	48	0	54	114
Angola	33	13	0	46	191	22	56	6	60	144
Benin	2	1	2	5	42	1	1	0	2	4
Botswana	28	7	0	35	158	5	43	5	12	65
Burkina Faso	5	2	0	7	29	2	4	0	8	14
Burundi	0	2	0	2	2	1	0	0	1	2
Cameroon	6	3	0	9	35	4	8	0	10	22
Central African Republic	3	1	0	4	17	0	3	5	1	9
Chad	1	2	0	3	7	5	7	1	0	13
Comoros	2	1	0	3	12	0	6	0	1	7
Congo	6	4	0	10	36	3	2	3	3	11
Dem Rep of Congo	15	11	0	26	92	18	27	4	5	54
Djibouti	1	1	0	2	6	2	1	0	1	4
Egypt	20	55	2	77	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	16	0	28	81	6	7	0	7	20
Guinea	1	1	0	2	6	0	3	2	2	7
Ivory Coast	5	6	0	11	33	4	8	4	21	37
Kenya	89	74	0	163	555	11	172	8	54	245
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	14	9	6	21	50
Madagascar	10	9	0	19	63	3	16	4	8	31
Malawi	1	0	0	1	5	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	22	0	48	162	33	29	6	30	98
Mozambique	10	3	0	13	57	2	7	6	15	30
Namibia	23	9	0	32	133	13	30	6	16	65
Niger	2	3	0	5	14	2	6	1	0	9
Nigeria	76	68	5	149	553	56	24	3	128	211
Reunion	3	6	0	9	22	0	0	0	0	0

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Rwanda	1	4	0	5	9	0	0	1	3	4
Saint Helena	0	1	0	1	1	0	0	0	0	0
Sao Tome & Principe	2	1	0	3	12	0	0	0	0	0
Senegal	4	4	0	8	26	3	8	3	5	19
Seychelles	12	11	0	23	76	0	0	0	0	0
Sierra Leone	0	3	0	3	3	0	1	0	2	3
South Africa	636	269	0	905	3,703	177	416	127	458	1,178
South Sudan	4	0	0	4	22	0	0	0	0	0
Sudan	7	13	0	20	51	4	8	1	12	25
Swaziland	0	1	0	1	1	1	3	0	1	5
Tanzania	41	35	0	76	256	3	98	17	9	127
Togo	1	3	0	4	8	5	3	0	2	10
Tunisia	6	28	0	34	60	4	2	0	11	17
Uganda	16	11	0	27	97	1	28	2	11	42
Zambia	19	15	0	34	118	1	23	15	7	46
Zimbabwe	10	7	0	17	61	0	8	14	3	25
<b>Total</b>	<b>1,182</b>	<b>807</b>	<b>11</b>	<b>2,000</b>	<b>7,355</b>					
<b>ASIA</b>										
<b>Total</b>	<b>1</b>	<b>337</b>	<b>0</b>	<b>338</b>	<b>342</b>					
<b>CENTRAL AMERICA</b>										
<b>Total</b>	<b>1</b>	<b>29</b>	<b>0</b>	<b>30</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	143	216	45	404	1,663	223	35	29	134	421
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	107	138	10	255	866	52	45	21	79	197
Bosnia-Herzegovina	5	4	0	9	31	2	3	2	2	9
Bulgaria	26	38	5	69	253	17	20	2	19	58
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	148	8	9	4	18	39
Cyprus	31	35	0	66	202	1	1	10	13	25
Czech Republic	102	130	0	232	681	50	57	29	60	196
Denmark	88	149	6	243	714	84	48	47	61	240
Estonia	14	21	0	35	97	11	19	2	8	40
Faroe Islands	1	13	0	14	18	0	0	0	0	0
Finland	43	68	5	116	375	12	22	15	49	98
France	387	735	31	1,153	3,290	221	267	202	837	1,527
Georgia	10	14	0	24	68	4	1	0	13	18
Germany	513	932	99	1,544	5,187	451	350	106	574	1,481
Gibraltar	5	3	0	8	30	0	0	0	0	0
Greece	61	158	20	239	787	24	22	11	64	121
Greenland	2	20	0	22	31	0	0	0	0	0
Guernsey	19	27	5	51	205	19	11	11	10	51
Hungary	25	41	0	66	176	9	22	12	48	91
Iceland	16	49	0	65	135	1	12	11	9	33
Isle of Man	25	44	10	79	329	316	50	1	45	412
Italy	233	341	48	622	2,319	92	75	25	523	715
Jersey	12	21	20	53	386	1	0	0	1	2
Latvia	14	41	0	55	117	5	7	2	14	28
Liechtenstein	6	5	0	11	37	0	0	0	0	0
Lithuania	9	50	0	59	99	17	6	1	8	32
Luxembourg	35	52	0	87	241	56	26	1	11	94
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	43	74	5	122	<b>381</b>	169	17	9	10	205
Moldova	2	8	0	10	<b>19</b>	1	2	0	16	19
Monaco	14	21	0	35	<b>97</b>	1	1	0	25	27
Montenegro	7	9	0	16	<b>47</b>	8	1	0	4	13
Netherlands	62	152	35	249	<b>1,012</b>	36	34	23	60	153
Norway	59	145	0	204	<b>464</b>	13	28	10	203	254
Poland	117	119	0	236	<b>751</b>	29	50	25	119	223
Portugal	50	131	23	204	<b>746</b>	138	6	19	61	224
Republic of Ireland	69	103	20	192	<b>776</b>	35	3	12	32	82
Romania	31	80	0	111	<b>247</b>	14	6	7	35	62
Russia	164	277	0	441	<b>1,163</b>	162	59	14	661	896
San Marino	3	3	0	6	<b>19</b>	64	5	3	6	78
Serbia	23	35	0	58	<b>159</b>	16	6	7	20	49
Slovakia	20	30	0	50	<b>138</b>	13	4	4	39	60
Slovenia	15	66	0	81	<b>147</b>	16	7	7	26	56
Spain	132	262	67	461	<b>1,980</b>	104	77	78	466	725
Sweden	99	221	2	322	<b>786</b>	42	60	39	167	308
Switzerland	286	493	40	819	<b>2,637</b>	109	99	37	261	506
Turkey	125	206	10	341	<b>1,031</b>	132	30	23	133	318
U.K.	782	2,104	382	3,268	<b>12,057</b>	276	171	346	861	1,654
Ukraine	47	57	0	104	<b>311</b>	47	47	4	100	198
<b>Total</b>	<b>4,109</b>	<b>8,010</b>	<b>888</b>	<b>13,007</b>	<b>43,519</b>					
<b>MIDDLE EAST</b>										
Bahrain	4	20	15	39	<b>267</b>	14	0	0	8	22
Iran	0	11	0	11	<b>11</b>	44	18	0	38	100
Iraq	0	6	0	6	<b>6</b>	6	13	0	60	79
Israel	25	98	0	123	<b>233</b>	41	37	25	50	153
Jordan	10	50	0	60	<b>104</b>	19	6	0	5	30
Kuwait	8	13	0	21	<b>56</b>	14	0	0	12	26
Lebanon	15	27	16	58	<b>348</b>	15	3	1	0	19
Oman	3	11	0	14	<b>27</b>	13	0	0	22	35
Qatar	11	24	0	35	<b>83</b>	27	0	5	63	95
Saudi Arabia	60	98	0	158	<b>422</b>	96	18	1	43	158
Syria	0	5	0	5	<b>5</b>	8	0	0	0	8
United Arab Emirates	83	274	13	370	<b>917</b>	78	28	1	158	265
Yemen	2	4	0	6	<b>15</b>	3	3	0	0	6
<b>Total</b>	<b>221</b>	<b>641</b>	<b>44</b>	<b>906</b>	<b>2,494</b>					
<b>NORTH AMERICA</b>										
<b>Total</b>	<b>116</b>	<b>2,384</b>	<b>3</b>	<b>2,503</b>	<b>3,055</b>					
<b>OCEANIA</b>										
<b>Total</b>	<b>1</b>	<b>172</b>	<b>0</b>	<b>173</b>	<b>177</b>					
<b>SOUTH AMERICA</b>										
<b>Total</b>	<b>2</b>	<b>123</b>	<b>0</b>	<b>125</b>	<b>134</b>					
Unknown location	0	1,558	0	1,558	<b>1,558</b>	0	0	0	0	0
<b>TOTAL</b>	<b>5,633</b>	<b>14,061</b>	<b>946</b>	<b>20,640</b>	<b>58,669</b>					

## Publisher's affidavit

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

David Wright, Managing Director

Date: 01/11/2017

Janet Edwards, Database Manager

Bishop's Stortford, U.K.