

Readership and circulation statement

DECEMBER 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 | 17,658 |
| Other recipients | 2,207 |
| FBO copies | 946 |
| Exhibition copies | 0 |
| Total copies | 20,811 |
| Total readership | 57,146 |

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 | 4,812 | 5,453 | 3 | 65 | 10,333 | 52.0 |
| Other business aviation professionals | 405 | 6,988 | 28 | 713 | 8,134 | 40.9 |
| Other recipients | 0 | 0 | 0 | 1,398 | 1,398 | 7.0 |
| Total | 5,217 | 12,441 | 31 | 2,176 | 19,865 | |

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 | 1,054 | 747 | 298 | 589 | 309 | 314 | 3,311 |
| Company Requests | 186 | 438 | 6 | 43 | 0 | 5 | 678 |
| Aircraft Registries & Directories | 2,148 | 9,469 | 1,216 | 835 | 0 | 1 | 13,669 |
| Total | 3,388 | 10,654 | 1,520 | 1,467 | 309 | 320 | 17,658 |

QUALIFIED MAILING ADDRESS BREAKOUT

| | Count | Per cent |
|-----------------------------------|---------------|----------|
| Individuals by name and job title | 16,051 | 90.8 |
| Individuals by name only | 888 | 5.0 |
| Individuals by job title only | 718 | 4.0 |
| Individuals by company name only | 1 | 0.0 |
| Total | 17,658 | |

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 | 13 | 0 | 22 | 62 | 12 | 48 | 0 | 54 | 114 |
| Angola | 30 | 14 | 0 | 44 | 176 | 22 | 56 | 6 | 60 | 144 |
| Benin | 2 | 1 | 2 | 5 | 42 | 1 | 1 | 0 | 2 | 4 |
| Botswana | 28 | 10 | 0 | 38 | 161 | 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 | 5 | 0 | 11 | 37 | 3 | 2 | 3 | 3 | 11 |
| Dem Rep of Congo | 12 | 12 | 0 | 24 | 77 | 18 | 27 | 4 | 5 | 54 |
| Djibouti | 0 | 1 | 0 | 1 | 1 | 2 | 1 | 0 | 1 | 4 |
| Egypt | 18 | 63 | 2 | 83 | 190 | 25 | 11 | 0 | 40 | 76 |
| Equatorial Guinea | 3 | 6 | 2 | 11 | 52 | 6 | 3 | 0 | 4 | 13 |
| Eritrea | 1 | 0 | 0 | 1 | 5 | 1 | 2 | 0 | 0 | 3 |
| Ethiopia | 9 | 27 | 0 | 36 | 76 | 0 | 12 | 2 | 1 | 15 |
| Gabon | 8 | 6 | 0 | 14 | 49 | 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 | 1 | 2 | 6 |
| Ivory Coast | 5 | 6 | 0 | 11 | 33 | 4 | 8 | 4 | 21 | 37 |
| Kenya | 85 | 88 | 0 | 173 | 547 | 11 | 171 | 8 | 54 | 244 |
| Lesotho | 2 | 2 | 0 | 4 | 13 | 0 | 0 | 0 | 3 | 3 |
| Liberia | 0 | 4 | 0 | 4 | 4 | 0 | 1 | 0 | 0 | 1 |
| Libya | 0 | 14 | 0 | 14 | 14 | 14 | 9 | 6 | 21 | 50 |
| Madagascar | 10 | 10 | 0 | 20 | 64 | 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 | 3 | 9 | 0 | 12 | 25 | 1 | 1 | 0 | 3 | 5 |
| Mayotte | 0 | 2 | 0 | 2 | 2 | 0 | 0 | 0 | 0 | 0 |
| Morocco | 25 | 23 | 0 | 48 | 158 | 33 | 28 | 6 | 30 | 97 |
| Mozambique | 10 | 5 | 0 | 15 | 59 | 2 | 7 | 6 | 15 | 30 |
| Namibia | 24 | 10 | 0 | 34 | 140 | 13 | 31 | 6 | 16 | 66 |
| Niger | 2 | 3 | 0 | 5 | 14 | 2 | 6 | 1 | 0 | 9 |
| Nigeria | 72 | 79 | 5 | 156 | 543 | 57 | 24 | 3 | 127 | 211 |

| | Printed | Digital | FBO/Exhib | Total | Readership | Jets | Turboprops | Twins | Helicopters | Fleet |
|------------------------|--------------|------------|-----------|--------------|--------------|------|------------|-------|-------------|-------|
| Reunion | 3 | 6 | 0 | 9 | 22 | 0 | 0 | 0 | 0 | 0 |
| 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 | 3 | 0 | 7 | 25 | 3 | 8 | 3 | 5 | 19 |
| Seychelles | 11 | 12 | 0 | 23 | 71 | 0 | 0 | 0 | 0 | 0 |
| Sierra Leone | 0 | 2 | 0 | 2 | 2 | 0 | 1 | 0 | 2 | 3 |
| South Africa | 629 | 279 | 0 | 908 | 3,676 | 177 | 416 | 127 | 457 | 1,177 |
| South Sudan | 3 | 0 | 0 | 3 | 16 | 0 | 0 | 0 | 0 | 0 |
| Sudan | 6 | 14 | 0 | 20 | 46 | 4 | 8 | 1 | 12 | 25 |
| Swaziland | 0 | 1 | 0 | 1 | 1 | 1 | 3 | 0 | 1 | 5 |
| Tanzania | 40 | 34 | 0 | 74 | 250 | 3 | 97 | 17 | 9 | 126 |
| Togo | 1 | 3 | 0 | 4 | 8 | 5 | 3 | 0 | 2 | 10 |
| Tunisia | 6 | 30 | 0 | 36 | 62 | 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 | 8 | 0 | 18 | 62 | 0 | 8 | 14 | 3 | 25 |
| Total | 1,153 | 868 | 11 | 2,032 | 7,259 | | | | | |
| ASIA | | | | | | | | | | |
| Total | 1 | 349 | 0 | 350 | 354 | | | | | |
| CENTRAL AMERICA | | | | | | | | | | |
| Total | 1 | 33 | 0 | 34 | 38 | | | | | |
| EUROPE | | | | | | | | | | |
| Albania | 1 | 3 | 0 | 4 | 8 | 1 | 0 | 0 | 5 | 6 |
| Armenia | 1 | 6 | 0 | 7 | 11 | 3 | 2 | 0 | 2 | 7 |
| Austria | 133 | 228 | 45 | 406 | 1,621 | 222 | 35 | 29 | 134 | 420 |
| Azerbaijan | 0 | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 0 |
| Azores | 0 | 2 | 0 | 2 | 2 | 0 | 0 | 0 | 0 | 0 |
| Belarus | 2 | 11 | 0 | 13 | 22 | 22 | 3 | 0 | 12 | 37 |
| Belgium | 91 | 153 | 10 | 254 | 794 | 52 | 43 | 21 | 79 | 195 |
| Bosnia-Herzegovina | 3 | 5 | 0 | 8 | 21 | 2 | 3 | 2 | 2 | 9 |
| Bulgaria | 26 | 39 | 5 | 70 | 254 | 16 | 19 | 2 | 19 | 56 |
| Canary Islands | 0 | 2 | 0 | 2 | 2 | 0 | 0 | 0 | 0 | 0 |
| Channel Islands | 0 | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 0 |
| Croatia | 19 | 44 | 0 | 63 | 147 | 8 | 9 | 4 | 18 | 39 |
| Cyprus | 30 | 36 | 0 | 66 | 198 | 1 | 1 | 10 | 13 | 25 |
| Czech Republic | 97 | 140 | 0 | 237 | 664 | 50 | 57 | 29 | 61 | 197 |
| Denmark | 83 | 159 | 6 | 248 | 697 | 83 | 48 | 47 | 61 | 239 |
| Estonia | 13 | 21 | 0 | 34 | 91 | 11 | 19 | 2 | 8 | 40 |
| Faroe Islands | 1 | 12 | 0 | 13 | 17 | 0 | 0 | 0 | 0 | 0 |
| Finland | 40 | 78 | 5 | 123 | 369 | 12 | 22 | 15 | 49 | 98 |
| France | 346 | 798 | 31 | 1,175 | 3,131 | 221 | 269 | 201 | 834 | 1,525 |
| Georgia | 9 | 15 | 0 | 24 | 64 | 4 | 1 | 0 | 13 | 18 |
| Germany | 482 | 1,008 | 99 | 1,589 | 5,096 | 454 | 347 | 106 | 572 | 1,479 |
| Gibraltar | 5 | 3 | 0 | 8 | 30 | 0 | 0 | 0 | 0 | 0 |
| Greece | 55 | 167 | 20 | 242 | 764 | 25 | 22 | 11 | 64 | 122 |
| Greenland | 2 | 21 | 0 | 23 | 32 | 0 | 0 | 0 | 0 | 0 |
| Guernsey | 19 | 28 | 5 | 52 | 206 | 19 | 11 | 11 | 10 | 51 |
| Hungary | 25 | 39 | 0 | 64 | 174 | 9 | 22 | 12 | 49 | 92 |
| Iceland | 14 | 51 | 0 | 65 | 127 | 1 | 12 | 11 | 9 | 33 |
| Isle of Man | 22 | 48 | 10 | 80 | 317 | 313 | 50 | 1 | 45 | 409 |
| Italy | 203 | 389 | 48 | 640 | 2,205 | 91 | 74 | 25 | 524 | 714 |
| Jersey | 11 | 25 | 20 | 56 | 384 | 1 | 0 | 0 | 1 | 2 |
| Latvia | 14 | 42 | 0 | 56 | 118 | 5 | 7 | 2 | 14 | 28 |
| Liechtenstein | 5 | 6 | 0 | 11 | 33 | 0 | 0 | 0 | 0 | 0 |
| Lithuania | 10 | 52 | 0 | 62 | 106 | 17 | 6 | 1 | 8 | 32 |
| Luxembourg | 34 | 55 | 0 | 89 | 239 | 56 | 26 | 1 | 11 | 94 |
| Macedonia | 1 | 2 | 0 | 3 | 7 | 2 | 0 | 1 | 7 | 10 |

| | Printed | Digital | FBO/Exhib | Total | Readership | Jets | Turboprops | Twins | Helicopters | Fleet |
|----------------------|--------------|---------------|------------|---------------|---------------|------|------------|-------|-------------|-------|
| Madeira | 2 | 4 | 0 | 6 | 15 | 0 | 0 | 0 | 0 | 0 |
| Malta | 43 | 77 | 5 | 125 | 384 | 167 | 17 | 9 | 10 | 203 |
| Moldova | 2 | 8 | 0 | 10 | 19 | 1 | 2 | 0 | 16 | 19 |
| Monaco | 13 | 22 | 0 | 35 | 92 | 1 | 1 | 0 | 25 | 27 |
| Montenegro | 5 | 11 | 0 | 16 | 38 | 7 | 1 | 0 | 4 | 12 |
| Netherlands | 58 | 155 | 35 | 248 | 993 | 37 | 34 | 23 | 60 | 154 |
| Norway | 57 | 146 | 0 | 203 | 454 | 13 | 28 | 10 | 202 | 253 |
| Poland | 102 | 135 | 0 | 237 | 686 | 29 | 50 | 25 | 119 | 223 |
| Portugal | 46 | 136 | 23 | 205 | 729 | 141 | 6 | 19 | 62 | 228 |
| Republic of Ireland | 58 | 112 | 20 | 190 | 725 | 35 | 3 | 12 | 31 | 81 |
| Romania | 29 | 84 | 0 | 113 | 241 | 14 | 6 | 7 | 35 | 62 |
| Russia | 159 | 284 | 0 | 443 | 1,143 | 162 | 58 | 14 | 655 | 889 |
| San Marino | 4 | 3 | 0 | 7 | 25 | 66 | 5 | 3 | 5 | 79 |
| Serbia | 20 | 39 | 0 | 59 | 147 | 16 | 6 | 7 | 18 | 47 |
| Slovakia | 17 | 31 | 0 | 48 | 123 | 13 | 4 | 4 | 39 | 60 |
| Slovenia | 16 | 68 | 0 | 84 | 154 | 16 | 7 | 7 | 26 | 56 |
| Spain | 120 | 271 | 67 | 458 | 1,924 | 105 | 77 | 78 | 466 | 726 |
| Sweden | 92 | 227 | 2 | 321 | 754 | 42 | 60 | 39 | 166 | 307 |
| Switzerland | 273 | 512 | 40 | 825 | 2,586 | 109 | 111 | 37 | 260 | 517 |
| Turkey | 116 | 208 | 10 | 334 | 984 | 132 | 30 | 23 | 133 | 318 |
| U.K. | 705 | 2,243 | 382 | 3,330 | 11,780 | 278 | 170 | 346 | 861 | 1,655 |
| Ukraine | 45 | 60 | 0 | 105 | 303 | 47 | 47 | 4 | 99 | 197 |
| Total | 3,779 | 8,526 | 888 | 13,193 | 42,253 | | | | | |
| MIDDLE EAST | | | | | | | | | | |
| Bahrain | 3 | 22 | 15 | 40 | 263 | 13 | 0 | 0 | 8 | 21 |
| Iran | 0 | 11 | 0 | 11 | 11 | 44 | 18 | 0 | 38 | 100 |
| Iraq | 0 | 5 | 0 | 5 | 5 | 6 | 13 | 0 | 54 | 73 |
| Israel | 25 | 101 | 0 | 126 | 236 | 41 | 36 | 24 | 46 | 147 |
| Jordan | 8 | 52 | 0 | 60 | 95 | 19 | 6 | 0 | 5 | 30 |
| Kuwait | 6 | 16 | 0 | 22 | 48 | 14 | 0 | 0 | 12 | 26 |
| Lebanon | 13 | 29 | 16 | 58 | 339 | 15 | 3 | 1 | 0 | 19 |
| Oman | 3 | 11 | 0 | 14 | 27 | 13 | 0 | 0 | 22 | 35 |
| Qatar | 11 | 25 | 0 | 36 | 84 | 27 | 0 | 5 | 63 | 95 |
| Saudi Arabia | 57 | 99 | 0 | 156 | 407 | 96 | 18 | 1 | 43 | 158 |
| Syria | 0 | 5 | 0 | 5 | 5 | 8 | 0 | 0 | 0 | 8 |
| United Arab Emirates | 74 | 294 | 13 | 381 | 889 | 77 | 28 | 1 | 158 | 264 |
| Yemen | 2 | 4 | 0 | 6 | 15 | 3 | 3 | 0 | 0 | 6 |
| Total | 202 | 674 | 44 | 920 | 2,425 | | | | | |
| NORTH AMERICA | | | | | | | | | | |
| Total | 109 | 2,472 | 3 | 2,584 | 3,106 | | | | | |
| OCEANIA | | | | | | | | | | |
| Total | 1 | 168 | 0 | 169 | 173 | | | | | |
| SOUTH AMERICA | | | | | | | | | | |
| Total | 2 | 129 | 0 | 131 | 140 | | | | | |
| Unknown location | 0 | 1,398 | 0 | 1,398 | 1,398 | 0 | 0 | 0 | 0 | 0 |
| TOTAL | 5,248 | 14,617 | 946 | 20,811 | 57,146 | | | | | |

Publisher's affidavit

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

David Wright, Managing Director

Date: 12/12/2017

Janet Edwards, Database Manager

Bishop's Stortford, U.K.