

Readership and circulation statement

FEBRUARY 2018 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	17,831
Other recipients	1,949
FBO copies	861
Exhibition copies	0
Total copies	20,641
Total readership	56,583

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	4,986	5,463	4	0	10,453	52.8
Other business aviation professionals	411	6,971	28	645	8,055	40.7
Other recipients	0	0	0	1,272	1,272	6.4
Total	5,397	12,434	32	1,917	19,780	

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	1,121	766	223	473	352	437	3,372
Company Requests	146	408	45	69	0	0	668
Aircraft Registries & Directories	3,379	10,186	131	93	0	2	13,791
Total	4,646	11,360	399	635	352	439	17,831

QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	16,212	90.9
Individuals by name only	922	5.1
Individuals by job title only	696	3.9
Individuals by company name only	1	0.0
Total	17,831	

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	12	0	21	61	12	48	0	54	114
Angola	29	13	0	42	170	23	56	6	60	145
Benin	2	1	2	5	42	1	1	0	2	4
Botswana	28	10	0	38	161	5	43	5	12	65
Burkina Faso	4	2	0	6	24	2	4	0	8	14
Burundi	0	2	0	2	2	1	0	0	1	2
Cameroon	6	3	0	9	35	4	9	0	10	23
Central African Republic	3	2	0	5	18	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	5	5	0	10	32	3	2	3	3	11
Dem Rep of Congo	12	12	0	24	77	18	27	4	5	54
Egypt	19	62	2	83	195	27	11	0	41	79
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	3	17
Gabon	8	6	0	14	49	11	4	3	4	22
Gambia	2	2	0	4	13	7	0	0	0	7
Ghana	12	15	0	27	80	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	20	36
Kenya	84	88	0	172	542	11	170	8	54	243
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	4	1	0	5	23	1	7	1	0	9
Mauritius	3	11	0	14	27	1	1	0	4	6
Mayotte	0	2	0	2	2	0	0	0	0	0
Morocco	24	20	0	44	150	32	28	6	30	96
Mozambique	11	3	0	14	62	2	7	6	15	30
Namibia	24	10	0	34	140	13	30	6	16	65
Niger	2	3	0	5	14	2	6	1	0	9
Nigeria	75	82	0	157	487	57	24	3	127	211
Reunion	3	6	0	9	22	0	0	0	0	0

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Rwanda	0	3	0	3	3	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	12	11	0	23	76	0	0	0	0	0
Sierra Leone	0	2	0	2	2	0	1	0	2	3
South Africa	636	317	0	953	3,751	172	417	130	455	1,174
South Sudan	3	0	0	3	16	0	0	0	0	0
Sudan	8	14	0	22	57	4	8	1	12	25
Swaziland	1	1	0	2	6	1	3	0	1	5
Tanzania	40	40	0	80	256	3	97	17	8	125
Togo	1	3	0	4	8	5	3	0	2	10
Tunisia	6	30	0	36	62	5	2	0	11	18
Uganda	12	13	0	25	78	1	28	2	11	42
Zambia	20	20	0	40	128	1	23	15	7	46
Zimbabwe	10	8	0	18	62	0	8	14	3	25
Total	1,159	913	6	2,078	7,262					
ASIA										
Total	1	303	0	304	308					
CENTRAL AMERICA										
Total	0	31	0	31	31					
EUROPE										
Albania	1	3	0	4	8	1	0	0	5	6
Armenia	1	5	0	6	10	3	2	0	2	7
Austria	134	223	30	387	1,397	220	38	31	133	422
Azerbaijan	0	4	0	4	4	0	0	0	0	0
Azores	0	2	0	2	2	0	0	0	0	0
Belarus	3	11	0	14	27	22	5	0	12	39
Belgium	89	139	15	243	845	51	43	21	78	193
Bosnia-Herzegovina	3	4	0	7	20	2	3	2	2	9
Bulgaria	26	46	5	77	261	17	19	2	20	58
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	21	43	0	64	156	8	9	4	18	39
Cyprus	30	35	0	65	197	1	1	10	13	25
Czech Republic	98	137	0	235	666	53	60	29	59	201
Denmark	87	154	6	247	714	85	49	47	63	244
Estonia	14	19	0	33	95	11	18	2	8	39
Faroe Islands	1	12	0	13	17	0	0	0	0	0
Finland	39	74	10	123	435	12	23	14	52	101
France	365	779	21	1,165	3,065	227	269	201	840	1,537
Georgia	8	16	0	24	59	3	2	0	13	18
Germany	498	982	103	1,583	5,216	477	348	110	576	1,511
Gibraltar	5	3	0	8	30	0	0	0	0	0
Greece	53	157	20	230	743	26	22	11	63	122
Greenland	2	21	0	23	32	0	0	0	0	0
Guernsey	20	29	3	52	182	20	12	11	13	56
Hungary	26	38	0	64	178	9	22	12	47	90
Iceland	16	48	0	64	134	1	13	10	9	33
Isle of Man	22	47	10	79	316	308	48	1	51	408
Italy	214	362	48	624	2,238	91	75	25	527	718
Jersey	10	23	20	53	377	1	0	0	1	2
Latvia	13	42	0	55	112	5	7	2	15	29
Liechtenstein	5	7	0	12	34	0	0	0	0	0
Lithuania	9	51	0	60	100	17	6	1	8	32
Luxembourg	34	52	0	86	236	59	27	1	11	98
Macedonia	1	2	0	3	7	2	0	1	7	10
Madeira	2	2	0	4	13	0	0	0	0	0

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Malta	41	83	5	129	379	171	17	9	10	207
Moldova	3	8	0	11	24	9	2	0	23	34
Monaco	14	26	0	40	102	1	1	0	25	27
Montenegro	6	10	0	16	42	7	1	0	5	13
Netherlands	62	157	35	254	1,017	37	36	24	61	158
Norway	69	148	0	217	521	14	51	10	199	274
Poland	104	128	0	232	690	30	49	25	123	227
Portugal	51	132	16	199	647	151	6	19	63	239
Republic of Ireland	61	109	20	190	738	43	3	12	31	89
Romania	28	80	0	108	231	15	6	7	35	63
Russia	154	283	0	437	1,115	172	61	15	663	911
San Marino	4	4	0	8	26	75	5	3	5	88
Serbia	21	40	0	61	153	16	6	7	18	47
Slovakia	16	33	0	49	119	14	4	3	39	60
Slovenia	17	62	0	79	154	15	7	7	25	54
Spain	128	266	77	471	2,112	104	78	78	468	728
Sweden	97	236	2	335	790	43	62	41	167	313
Switzerland	303	533	60	896	3,069	109	110	37	257	513
Turkey	138	205	10	353	1,100	132	33	24	133	322
U.K.	717	2,228	278	3,223	10,270	289	176	348	865	1,678
Ukraine	46	64	0	110	312	49	47	4	98	198
Total	3,930	8,410	794	13,134	41,542					
MIDDLE EAST										
Bahrain	3	22	15	40	263	13	0	0	8	21
Iran	0	12	0	12	12	44	18	0	38	100
Iraq	0	5	0	5	5	6	13	0	54	73
Israel	28	107	0	135	258	41	36	24	43	144
Jordan	8	51	0	59	94	19	6	0	5	30
Kuwait	6	16	0	22	48	14	0	0	12	26
Lebanon	13	31	26	70	491	15	3	1	0	19
Oman	3	11	0	14	27	13	0	0	22	35
Qatar	12	25	0	37	90	27	0	5	63	95
Saudi Arabia	63	96	5	164	511	94	18	1	43	156
Syria	0	5	0	5	5	8	0	0	0	8
United Arab Emirates	79	307	15	401	959	75	28	1	157	261
Yemen	2	4	0	6	15	3	3	0	0	6
Total	217	692	61	970	2,779					
NORTH AMERICA										
Total	119	2,460	0	2,579	3,103					
OCEANIA										
Total	1	148	0	149	153					
SOUTH AMERICA										
Total	2	122	0	124	133					
Unknown location	0	1,272	0	1,272	1,272	0	0	0	0	0
TOTAL	5,429	14,351	861	20,641	56,583					

Publisher's affidavit

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

David Wright, Managing Director

Date: 05/02/2018

Janet Edwards, Database Manager

Bishop's Stortford, U.K.