

Readership and circulation statement

MARCH 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	17,945
Other recipients	1,945
FBO copies	886
Exhibition copies	0
Total copies	20,776
Total readership	57,919

Total readership figure is based on:

Readers per printed copy	5.6
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	4,941	5,542	3	5	10,491	52.7
Other business aviation professionals	406	7,056	28	631	8,121	40.8
Other recipients	0	0	0	1,278	1,278	6.4
Total	5,347	12,598	31	1,914	19,890	

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	1,151	722	228	515	350	481	3,447
Company Requests	179	426	9	44	0	0	658
Aircraft Registries & Directories	3,388	10,368	42	38	0	4	13,840
Total	4,718	11,516	279	597	350	485	17,945

QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	16,302	90.8
Individuals by name only	949	5.2
Individuals by job title only	693	3.8
Individuals by company name only	1	0.0
Total	17,945	

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	62	12	48	0	54	114
Angola	29	15	0	44	177	23	56	6	60	145
Benin	2	1	2	5	42	1	1	0	2	4
Botswana	28	10	0	38	167	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	7	3	0	10	42	4	9	0	10	23
Central African Republic	3	2	0	5	19	0	3	5	1	9
Chad	1	2	0	3	8	5	7	1	0	13
Comoros	2	1	0	3	12	0	6	0	1	7
Congo	5	5	0	10	33	3	2	3	3	11
Dem Rep of Congo	12	11	0	23	78	18	27	4	5	54
Egypt	19	62	2	83	198	27	11	0	41	79
Equatorial Guinea	3	6	2	11	53	6	3	0	4	13
Eritrea	1	0	0	1	6	1	2	0	0	3
Ethiopia	9	28	0	37	78	0	12	2	3	17
Gabon	8	6	0	14	51	11	4	3	4	22
Gambia	2	2	0	4	13	7	0	0	0	7
Ghana	12	15	0	27	82	6	8	0	7	21
Guinea	1	1	0	2	7	0	3	1	2	6
Ivory Coast	5	8	0	13	36	4	8	4	20	36
Kenya	82	89	0	171	548	13	171	8	54	246
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	66	3	16	4	8	31
Malawi	1	0	0	1	6	0	2	1	2	5
Mali	4	2	0	6	24	1	7	1	0	9
Mauritius	3	11	0	14	28	1	1	0	4	6
Mayotte	0	2	0	2	2	0	0	0	0	0
Morocco	24	20	0	44	154	32	28	6	30	96
Mozambique	11	3	0	14	65	2	6	7	17	32
Namibia	25	10	0	35	150	13	30	6	16	65
Niger	2	3	0	5	14	2	6	1	0	9
Nigeria	75	82	0	157	502	59	24	3	126	212
Reunion	3	6	0	9	23	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	11	10	0	21	72	0	0	0	0	0
Sierra Leone	0	2	0	2	2	0	1	0	2	3
South Africa	632	313	0	945	3,852	171	416	130	450	1,167
South Sudan	3	0	0	3	17	0	0	0	0	0
Sudan	8	14	0	22	59	4	8	1	12	25
Swaziland	1	1	0	2	7	1	3	0	1	5
Tanzania	39	38	0	77	256	3	95	17	8	123
Togo	2	2	0	4	13	4	3	0	2	9
Tunisia	6	29	0	35	63	5	2	0	11	18
Uganda	12	13	0	25	80	2	28	2	11	43
Zambia	20	21	0	41	133	1	23	15	7	46
Zimbabwe	10	15	0	25	71	0	8	14	3	25
Total	1,154	918	6	2,078	7,470					
ASIA										
Total	1	296	0	297	302					
CENTRAL AMERICA										
Total	0	29	0	29	29					
EUROPE										
Albania	1	3	0	4	9	1	0	0	5	6
Armenia	1	5	0	6	11	3	2	0	2	7
Austria	136	228	30	394	1,440	218	39	31	135	423
Azerbaijan	0	4	0	4	4	0	0	0	0	0
Azores	0	2	0	2	2	0	0	0	0	0
Belarus	3	10	0	13	27	22	5	0	12	39
Belgium	87	149	15	251	861	52	43	21	80	196
Bosnia-Herzegovina	3	4	0	7	21	2	3	2	2	9
Bulgaria	23	51	5	79	255	17	18	2	20	57
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	46	0	65	152	8	9	4	18	39
Cyprus	30	35	0	65	203	1	1	10	13	25
Czech Republic	92	138	0	230	653	52	61	29	60	202
Denmark	86	157	6	249	729	87	49	46	62	244
Estonia	14	20	0	34	98	11	19	2	8	40
Faroe Islands	2	11	0	13	22	0	0	0	0	0
Finland	37	75	10	122	432	12	23	14	52	101
France	370	782	26	1,178	3,244	220	270	202	842	1,534
Georgia	8	16	0	24	61	3	2	0	13	18
Germany	494	994	103	1,591	5,305	481	354	110	572	1,517
Gibraltar	5	2	0	7	30	0	0	0	0	0
Greece	48	160	20	228	729	26	22	11	62	121
Greenland	2	21	0	23	32	0	0	0	0	0
Guernsey	22	31	3	56	199	22	11	11	13	57
Hungary	21	38	0	59	156	9	19	13	45	86
Iceland	15	49	0	64	133	1	13	10	9	33
Isle of Man	22	49	10	81	322	306	49	1	50	406
Italy	217	361	48	626	2,296	90	75	25	523	713
Jersey	12	24	20	56	391	1	0	0	1	2
Latvia	13	43	0	56	116	5	7	2	15	29
Liechtenstein	5	6	0	11	34	0	0	0	0	0
Lithuania	9	50	0	59	100	17	6	1	8	32
Luxembourg	32	53	0	85	232	62	27	1	11	101
Macedonia	1	2	0	3	8	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	42	87	5	134	397	172	17	9	10	208
Moldova	3	8	0	11	25	9	2	0	23	34
Monaco	16	25	0	41	115	0	1	0	22	23
Montenegro	6	10	0	16	44	7	1	0	5	13
Netherlands	62	157	40	259	1,104	37	37	24	62	160
Norway	66	148	0	214	518	14	51	10	199	274
Poland	100	130	0	230	690	31	48	25	122	226
Portugal	48	137	16	201	646	150	6	19	60	235
Principality of Andorra	0	1	0	1	1	0	0	0	0	0
Republic of Ireland	57	114	20	191	733	43	3	12	31	89
Romania	25	79	0	104	219	15	6	7	35	63
Russia	155	286	0	441	1,154	172	61	15	664	912
San Marino	3	5	0	8	22	79	6	3	5	93
Serbia	20	44	0	64	156	16	6	7	18	47
Slovakia	15	35	0	50	119	14	4	3	39	60
Slovenia	18	64	0	82	165	15	9	7	25	56
Spain	122	266	82	470	2,179	104	78	78	468	728
Sweden	94	231	2	327	787	43	63	41	171	318
Switzerland	301	539	65	905	3,200	108	108	37	255	508
Turkey	135	209	10	354	1,115	133	33	24	133	323
U.K.	721	2,293	283	3,297	10,576	292	180	352	871	1,695
Ukraine	46	64	0	110	322	48	47	4	96	195
Total	3,887	8,556	819	13,262	42,608					
MIDDLE EAST										
Bahrain	3	22	15	40	264	13	0	0	8	21
Iran	0	13	0	13	13	44	18	0	38	100
Iraq	0	5	0	5	5	6	13	0	54	73
Israel	29	109	0	138	271	41	36	24	43	144
Jordan	8	52	0	60	97	19	6	0	5	30
Kuwait	6	16	0	22	50	14	0	0	12	26
Lebanon	12	32	26	70	489	15	3	1	0	19
Oman	3	11	0	14	28	13	0	0	22	35
Qatar	12	24	0	36	91	27	0	5	63	95
Saudi Arabia	62	102	5	169	524	94	18	1	43	156
Syria	0	5	0	5	5	8	0	0	0	8
United Arab Emirates	78	306	15	399	968	79	28	1	157	265
Yemen	2	4	0	6	15	3	3	0	0	6
Total	215	701	61	977	2,820					
NORTH AMERICA										
Total	118	2,473	0	2,591	3,134					
OCEANIA										
Total	1	139	0	140	145					
SOUTH AMERICA										
Total	2	122	0	124	133					
Unknown location	0	1,278	0	1,278	1,278	0	0	0	0	0
TOTAL	5,378	14,512	886	20,776	57,919					

Publisher's affidavit

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

David Wright, Managing Director

Date: 09/03/2018

Janet Edwards, Database Manager

Bishop's Stortford, U.K.