

Readership and circulation statement

MAY 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	17,914
Other recipients	2,157
FBO copies	886
Exhibition copies	300
Total copies	21,257
Total readership	55,989

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	4,456	5,798	2	196	10,452	52.0
Other business aviation professionals	367	7,293	29	633	8,322	41.4
Other recipients	0	0	0	1,297	1,297	6.4
Total	4,823	13,091	31	2,126	20,071	

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	1,110	750	305	565	346	499	3,575
Company Requests	164	461	6	42	1	0	674
Aircraft Registries & Directories	2,838	10,734	53	39	0	1	13,665
Total	4,112	11,945	364	646	347	500	17,914

QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	16,278	90.8
Individuals by name only	1,000	5.5
Individuals by job title only	635	3.5
Individuals by company name only	1	0.0
Total	17,914	

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	44	104
Angola	28	16	0	44	173	23	56	6	60	145
Benin	2	1	2	5	42	0	1	0	2	3
Botswana	28	10	0	38	167	4	43	5	12	64
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	13	26
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
Djibouti	0	1	0	1	1	2	1	0	1	4
Egypt	16	72	2	90	192	28	11	0	41	80
Equatorial Guinea	2	7	2	11	48	6	3	0	4	13
Eritrea	1	0	0	1	6	1	2	0	0	3
Ethiopia	10	29	0	39	85	1	12	2	3	18
Gabon	7	6	0	13	45	11	4	3	4	22
Gambia	2	2	0	4	13	7	0	0	0	7
Ghana	11	15	0	26	77	6	7	0	7	20
Guinea	1	2	0	3	8	0	3	1	2	6
Ivory Coast	5	8	0	13	36	4	8	4	21	37
Kenya	82	91	0	173	550	13	168	8	56	245
Lesotho	2	2	0	4	13	0	0	0	2	2
Liberia	0	4	0	4	4	0	1	0	0	1
Libya	0	14	0	14	14	13	9	6	21	49
Madagascar	10	10	0	20	66	3	16	4	8	31
Malawi	1	0	0	1	6	0	2	1	2	5
Mali	4	1	0	5	23	1	7	1	0	9
Mauritius	5	11	0	16	39	1	1	0	3	5
Mayotte	0	2	0	2	2	0	0	0	0	0
Morocco	22	20	0	42	143	32	28	6	30	96
Mozambique	11	5	0	16	67	3	6	6	17	32
Namibia	25	13	0	38	153	13	29	6	15	63
Niger	2	3	0	5	14	2	6	1	0	9
Nigeria	72	86	0	158	489	58	24	3	118	203

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Reunion	3	7	0	10	24	0	0	0	0	0
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	4	18
Seychelles	10	10	0	20	66	0	0	0	0	0
Sierra Leone	0	2	0	2	2	0	1	0	2	3
South Africa	611	332	0	943	3,754	167	408	126	447	1,148
South Sudan	3	0	0	3	17	0	0	0	0	0
Sudan	8	14	0	22	59	4	7	1	12	24
Swaziland	1	1	0	2	7	1	3	0	1	5
Tanzania	39	39	0	78	257	3	96	16	8	123
Togo	2	2	0	4	13	4	3	0	2	9
Tunisia	5	31	0	36	59	4	2	0	11	17
Uganda	12	15	0	27	82	2	29	2	11	44
Zambia	20	21	0	41	133	1	23	12	7	43
Zimbabwe	11	16	0	27	78	0	9	13	3	25
Total	1,123	969	6	2,098	7,348					
ASIA										
Total	0	332	0	332	332					
CENTRAL AMERICA										
Total	0	33	0	33	33					
EUROPE										
Albania	1	3	0	4	9	1	0	0	5	6
Armenia	1	5	0	6	11	3	2	0	2	7
Austria	119	232	30	381	1,348	217	40	30	138	425
Azerbaijan	0	2	0	2	2	0	0	0	0	0
Azores	0	2	0	2	2	0	0	0	0	0
Belarus	2	9	0	11	20	22	5	0	12	39
Belgium	72	158	15	245	786	50	43	20	83	196
Bosnia-Herzegovina	1	5	0	6	11	2	3	2	2	9
Bulgaria	23	43	5	71	247	16	18	2	20	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	18	48	0	66	149	8	9	4	18	39
Cyprus	28	39	0	67	196	1	1	10	13	25
Czech Republic	81	151	0	232	605	55	60	29	59	203
Denmark	73	171	6	250	670	87	49	46	59	241
Estonia	14	23	0	37	101	11	20	2	8	41
Faroe Islands	2	10	0	12	21	0	0	0	0	0
Finland	33	80	10	123	415	12	25	14	51	102
France	316	824	26	1,166	2,984	220	270	189	833	1,512
Georgia	8	16	0	24	61	3	2	0	13	18
Germany	431	1,041	103	1,575	5,000	483	349	106	572	1,510
Gibraltar	4	2	0	6	24	0	0	0	0	0
Greece	46	165	20	231	723	26	21	11	62	120
Greenland	2	21	0	23	32	0	0	0	0	0
Guernsey	18	33	3	54	179	27	11	11	14	63
Hungary	19	40	0	59	146	9	19	12	47	87
Iceland	14	56	0	70	134	1	13	10	9	33
Isle of Man	16	53	10	79	293	307	50	2	50	409
Italy	174	384	48	606	2,078	91	73	22	524	710
Jersey	11	24	20	55	386	1	0	0	1	2
Latvia	9	45	0	54	95	5	7	2	15	29
Liechtenstein	5	7	0	12	35	0	0	0	0	0
Lithuania	8	57	0	65	102	22	6	1	8	37
Luxembourg	27	57	0	84	208	62	27	1	11	101
Macedonia	1	3	0	4	9	2	0	1	7	10

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Madeira	1	1	0	2	7	0	0	0	0	0
Malta	40	96	5	141	395	169	15	9	10	203
Moldova	1	9	0	10	15	9	2	0	23	34
Monaco	16	24	0	40	114	1	1	0	22	24
Montenegro	6	12	0	18	46	7	1	0	5	13
Netherlands	55	161	40	256	1,069	38	35	26	62	161
Norway	59	152	0	211	482	13	51	11	198	273
Poland	85	142	0	227	618	31	47	24	120	222
Portugal	37	145	16	198	592	147	6	19	60	232
Principality of Andorra	0	3	0	3	3	0	0	0	0	0
Republic of Ireland	49	123	20	192	697	40	3	11	32	86
Romania	23	85	0	108	214	17	8	9	37	71
Russia	142	300	0	442	1,095	173	59	15	670	917
San Marino	3	6	0	9	23	87	6	3	5	101
Serbia	19	52	0	71	158	16	6	7	17	46
Slovakia	14	38	0	52	116	14	4	3	39	60
Slovenia	18	65	0	83	166	14	9	7	25	55
Spain	111	279	82	472	2,131	104	77	78	470	729
Sweden	86	238	2	326	750	43	63	40	171	317
Switzerland	268	571	65	904	3,047	105	113	36	251	505
Turkey	123	220	10	353	1,059	130	33	24	129	316
U.K.	656	2,356	283	3,295	10,275	294	185	351	867	1,697
Ukraine	41	71	0	112	301	47	47	4	96	194
Total	3,430	8,961	819	13,210	40,454					
MIDDLE EAST										
Bahrain	3	22	15	40	264	13	0	0	8	21
Iran	0	13	0	13	13	43	18	0	36	97
Iraq	0	5	0	5	5	6	13	0	54	73
Israel	23	118	0	141	247	41	36	22	44	143
Jordan	9	52	0	61	102	18	6	0	5	29
Kuwait	5	17	0	22	45	14	0	0	11	25
Lebanon	10	34	26	70	480	15	3	1	0	19
Oman	3	11	0	14	28	13	0	0	22	35
Qatar	10	25	0	35	81	26	0	5	64	95
Saudi Arabia	48	115	5	168	459	93	18	1	43	155
Syria	0	5	0	5	5	8	0	0	0	8
United Arab Emirates	73	315	15	403	949	78	29	1	156	264
Yemen	2	5	0	7	16	2	3	0	0	5
Total	186	737	61	984	2,694					
NORTH AMERICA										
Total	113	2,606	0	2,719	3,239					
OCEANIA										
Total	0	150	0	150	150					
SOUTH AMERICA										
Total	2	132	0	134	143					
Unknown location	0	1,297	300	1,597	1,597	0	0	0	0	0
TOTAL	4,854	15,217	1,186	21,257	60,189					

Publisher's affidavit

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

David Wright, Managing Director

Date: 10/05/2018

Janet Edwards, Database Manager

Bishop's Stortford, U.K.