

Readership and circulation statement

JUNE 2018 - EMEA 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	18,344
Other recipients	2,008
FBO copies	890
Exhibition copies	0
Total copies	21,242
Total readership	55,938

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	4,421	5,943	0	0	10,364	50.9
Other business aviation professionals	412	7,568	1	711	8,692	42.7
Other recipients	0	0	0	1,296	1,296	6.3
Total	4,833	13,511	1	2,007	20,352	

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	410	590	197	434	96	327	2,054
Company Requests	112	217	9	17	0	3	358
Aircraft Registries & Directories	3,825	11,735	183	185	1	3	15,932
Total	4,347	12,542	389	636	97	333	18,344

QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	16,606	90.5
Individuals by name only	1,044	5.6
Individuals by job title only	690	3.7
Individuals by company name only	4	0.0
Total	18,344	

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	14	0	23	64	12	48	0	44	104
Angola	29	15	0	44	177	23	56	6	60	145
Benin	2	1	2	5	42	0	1	0	2	3
Botswana	28	9	0	37	166	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
Cape Verde	0	3	0	3	3	0	1	0	0	1
Central African Republic	3	2	0	5	19	0	3	5	1	9
Chad	1	3	0	4	9	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	12	0	24	79	18	27	4	5	54
Djibouti	0	1	0	1	1	2	1	0	1	4
Egypt	16	71	2	89	191	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	14	0	25	76	6	7	0	7	20
Guinea	1	2	0	3	8	0	3	1	2	6
Guinea-Bissau	0	1	0	1	1	0	4	1	1	6
Ivory Coast	5	15	0	20	43	4	8	4	21	37
Kenya	82	90	0	172	549	13	167	8	56	244
Lesotho	2	2	0	4	13	0	0	0	2	2
Liberia	0	4	0	4	4	0	1	0	0	1
Libya	0	16	0	16	16	13	9	6	21	49
Madagascar	10	11	0	21	67	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
Mauritania	0	1	0	1	1	1	6	0	0	7
Mauritius	5	13	0	18	41	1	1	0	3	5
Mayotte	0	2	0	2	2	0	0	0	0	0
Morocco	22	21	0	43	144	32	28	6	30	96
Mozambique	11	4	0	15	66	3	6	6	17	32

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Namibia	25	17	0	42	157	13	30	6	15	64
Niger	2	3	0	5	14	2	6	1	0	9
Nigeria	71	88	0	159	486	58	24	3	118	203
Reunion	3	9	0	12	26	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	602	328	0	930	3,699	164	402	126	447	1,139
South Sudan	3	0	0	3	17	0	0	0	0	0
Sudan	9	14	0	23	64	4	7	1	12	24
Swaziland	1	1	0	2	7	1	3	0	1	5
Tanzania	39	40	0	79	258	3	96	16	8	123
Togo	2	3	0	5	14	4	3	0	2	9
Tunisia	4	31	0	35	53	4	2	0	11	17
Uganda	13	14	0	27	87	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	1,115	990	6	2,111	7,324					
ASIA										
Total	0	325	0	325	325					
CENTRAL AMERICA										
Total	0	23	0	23	23					
EUROPE										
Albania	1	3	0	4	9	1	0	0	5	6
Armenia	1	6	0	7	12	3	2	0	2	7
Austria	116	247	30	393	1,347	219	40	30	138	427
Azerbaijan	0	7	0	7	7	0	0	0	0	47
Azores	0	2	0	2	2	0	0	0	0	0
Belarus	3	9	0	12	26	22	5	0	12	39
Belgium	72	163	15	250	791	51	44	20	85	200
Bosnia-Herzegovina	1	5	0	6	11	2	3	2	2	9
Bulgaria	23	44	5	72	248	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	47	0	65	148	8	9	4	18	39
Cyprus	28	42	0	70	199	1	1	10	13	25
Czech Republic	81	152	0	233	606	59	61	30	60	210
Denmark	71	171	6	248	659	85	49	46	60	240
Estonia	14	23	0	37	101	11	20	3	8	42
Faroe Islands	2	10	0	12	21	0	0	0	0	0
Finland	30	83	10	123	401	12	25	14	51	102
France	317	836	26	1,179	3,001	220	268	190	836	1,514
Georgia	8	16	0	24	61	3	2	0	13	18
Germany	427	1,061	103	1,591	4,997	485	351	106	567	1,509
Gibraltar	4	2	0	6	24	0	0	0	0	0
Greece	42	170	20	232	705	26	21	11	62	120
Greenland	2	21	0	23	32	0	0	0	0	0
Guernsey	18	32	3	53	178	27	11	11	14	63
Hungary	21	37	0	58	155	10	20	13	48	91
Iceland	14	55	0	69	133	1	13	10	9	33
Isle of Man	16	52	10	78	292	308	48	2	50	408
Italy	170	388	48	606	2,060	88	73	22	526	709
Jersey	11	24	20	55	386	1	0	0	0	1
Latvia	9	46	0	55	96	5	8	2	15	30
Liechtenstein	4	7	0	11	29	0	0	0	0	0

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Lithuania	8	56	0	64	101	22	6	1	8	37
Luxembourg	27	64	0	91	215	61	26	1	11	99
Macedonia	1	3	0	4	9	2	0	1	7	10
Madeira	1	1	0	2	7	0	0	0	0	0
Malta	42	97	5	144	407	172	16	9	12	209
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	52	165	40	257	1,056	37	35	26	63	161
Norway	60	152	0	212	488	13	51	11	203	278
Poland	86	146	0	232	628	31	47	26	120	224
Portugal	40	144	16	200	608	143	6	19	60	228
Principality of Andorra	0	3	0	3	3	0	0	0	0	0
Republic of Ireland	51	134	20	205	720	40	3	11	32	86
Romania	24	85	0	109	219	17	7	9	37	70
Russia	145	314	0	459	1,126	172	59	15	670	916
San Marino	3	6	0	9	23	86	8	3	5	102
Serbia	19	51	0	70	157	19	6	8	17	50
Slovakia	15	38	0	53	122	14	4	3	39	60
Slovenia	20	68	0	88	180	13	9	7	25	54
Spain	117	287	82	486	2,172	104	76	78	471	729
Sweden	84	250	2	336	750	43	63	40	172	318
Switzerland	274	592	65	931	3,101	102	111	36	250	499
Turkey	122	223	10	355	1,056	131	33	24	129	317
U.K.	638	2,391	287	3,316	10,269	293	183	353	863	1,692
Ukraine	40	73	0	113	297	45	47	4	96	192
Total	3,416	9,152	823	13,391	40,627					
MIDDLE EAST										
Bahrain	3	23	15	41	265	13	0	0	8	21
Iran	0	14	0	14	14	43	18	0	36	97
Iraq	0	5	0	5	5	6	13	0	54	73
Israel	22	118	0	140	241	41	37	22	44	144
Jordan	8	53	0	61	98	17	6	0	5	28
Kuwait	5	17	0	22	45	14	0	0	10	24
Lebanon	10	35	26	71	481	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	74	314	15	403	953	76	29	1	156	262
Yemen	2	5	0	7	16	2	3	0	0	5
Total	185	740	61	986	2,691					
NORTH AMERICA										
Total	115	2,702	0	2,817	3,346					
OCEANIA										
Total	0	143	0	143	143					
SOUTH AMERICA										
Total	2	147	0	149	158					
Unknown location	0	1,296	0	1,296	1,296					
TOTAL	4,833	15,518	890	21,241	55,933					

Publisher's affidavit

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

David Wright, Managing Director

Date: 14/06/2018

Janet Edwards, Database Manager

Bishop's Stortford, U.K.