

## Readership and circulation statement

**July 2018**

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	18,350
Other recipients	2,006
FBO copies	893
Exhibition copies	0
Total copies	21,249
Total readership	54,460

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	4,189	6,195	0	0	10,384	51.0
Other business aviation professionals	313	7,653	0	708	8,674	42.6
Other recipients	0	0	0	1,298	1,298	6.3
<b>Total</b>	<b>4,502</b>	<b>13,848</b>	<b>0</b>	<b>2,006</b>	<b>20,356</b>	

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	393	586	234	440	94	317	2,064
Company Requests	103	247	10	18	0	1	379
Aircraft Registries & Directories	3,387	12,031	281	207	0	1	15,907
<b>Total</b>	<b>3,883</b>	<b>12,864</b>	<b>525</b>	<b>665</b>	<b>94</b>	<b>319</b>	<b>18,350</b>

## QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	16,589	90.4
Individuals by name only	1,047	5.7
Individuals by job title only	714	3.8
<b>Total</b>	<b>18,350</b>	

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
<b>AFRICA</b>										
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	13	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	8	3	0	11	48	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	4	0	9	32	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	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	31	0	41	87	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	4	14	0	18	36	1	1	0	3	5
Mayotte	0	2	0	2	2	0	0	0	0	0
Morocco	22	19	0	41	142	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	24	17	0	41	151	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	11	0	21	67	0	0	0	0	0
Sierra Leone	0	2	0	2	2	0	1	0	2	3
South Africa	597	330	0	927	3,673	164	403	126	446	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	2	1	0	3	12	1	3	0	1	5
Tanzania	38	41	0	79	254	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
<b>Total</b>	<b>1,109</b>	<b>993</b>	<b>6</b>	<b>2,108</b>	<b>7,293</b>					
<b>ASIA</b>										
<b>Total</b>	<b>0</b>	<b>331</b>	<b>0</b>	<b>331</b>	<b>331</b>					
<b>CENTRAL AMERICA</b>										
<b>Total</b>	<b>0</b>	<b>33</b>	<b>0</b>	<b>33</b>	<b>33</b>					
<b>EUROPE</b>										
Albania	1	3	0	4	9	1	0	0	5	6
Armenia	1	6	0	7	12	3	2	0	2	7
Austria	109	254	30	393	1,314	220	40	29	139	428
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	66	167	15	248	762	51	44	20	85	200
Bosnia-Herzegovina	1	5	0	6	11	2	3	2	2	9
Bulgaria	22	44	5	71	242	16	17	2	20	55
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	17	47	0	64	142	8	9	4	18	39
Cyprus	29	41	0	70	203	1	1	10	13	25
Czech Republic	80	156	0	236	604	59	61	30	60	210
Denmark	62	179	6	247	616	84	49	46	60	239
Estonia	13	24	0	37	97	11	20	3	8	42
Faroe Islands	1	11	0	12	17	0	0	0	0	0
Finland	29	84	10	123	396	12	25	14	51	102
France	291	853	26	1,170	2,873	220	269	190	836	1,515
Georgia	8	16	0	24	61	3	2	0	13	18
Germany	385	1,093	103	1,581	4,794	484	350	106	567	1,507
Gibraltar	3	2	0	5	19	0	0	0	0	0
Greece	38	173	20	231	686	26	21	11	62	120
Greenland	2	21	0	23	32	0	0	0	0	0
Guernsey	17	33	3	53	173	28	12	11	14	65
Hungary	20	40	0	60	152	10	20	13	48	91
Iceland	10	57	0	67	113	1	13	10	9	33
Isle of Man	14	52	10	76	280	306	48	2	50	406
Italy	147	407	48	602	1,950	88	73	22	528	711
Jersey	11	23	20	54	385	1	0	0	0	1
Latvia	4	50	0	54	72	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	57	0	65	102	22	6	1	8	37
Luxembourg	23	67	0	90	196	60	26	1	11	98
Macedonia	1	3	0	4	9	2	0	1	7	10
Madeira	1	1	0	2	7	0	0	0	0	0
Malta	42	100	5	147	410	173	16	9	12	210
Moldova	1	9	0	10	15	9	2	0	23	34
Monaco	14	24	0	38	102	1	1	0	22	24
Montenegro	6	12	0	18	46	7	1	0	5	13
Netherlands	51	167	40	258	1,053	37	35	26	63	161
Norway	58	155	0	213	480	13	51	11	203	278
Poland	83	147	0	230	612	31	47	26	119	223
Portugal	36	145	16	197	587	144	6	19	60	229
Principality of Andorra	0	3	0	3	3	0	0	0	0	0
Republic of Ireland	44	141	20	205	687	40	3	11	32	86
Romania	23	85	0	108	214	17	7	9	37	70
Russia	143	319	0	462	1,120	172	59	15	670	916
San Marino	3	6	0	9	23	87	8	3	5	103
Serbia	18	52	0	70	153	19	6	8	17	50
Slovakia	17	37	0	54	132	14	4	3	39	60
Slovenia	19	72	0	91	178	13	9	7	25	54
Spain	110	297	82	489	2,143	104	75	78	471	728
Sweden	79	253	2	334	725	44	63	40	172	319
Switzerland	245	610	65	920	2,957	103	111	36	250	500
Turkey	113	229	10	352	1,012	131	33	24	128	316
U.K.	565	2,467	290	3,322	9,981	294	184	354	863	1,695
Ukraine	35	78	0	113	274	45	47	4	96	192
<b>Total</b>	<b>3,126</b>	<b>9,405</b>	<b>826</b>	<b>13,357</b>	<b>39,301</b>					
<b>MIDDLE EAST</b>										
Bahrain	3	23	15	41	265	13	0	0	8	21
Iran	0	15	0	15	15	43	18	0	36	97
Iraq	0	5	0	5	5	6	13	0	54	73
Israel	23	118	0	141	247	41	37	22	44	144
Jordan	8	53	0	61	98	17	6	0	5	28
Kuwait	4	17	0	21	39	14	0	0	10	24
Lebanon	10	35	26	71	481	16	3	1	0	20
Oman	3	11	0	14	28	13	0	0	22	35
Qatar	8	27	0	35	72	26	0	5	64	95
Saudi Arabia	44	119	5	168	440	93	18	1	43	155
Syria	0	5	0	5	5	8	0	0	0	8
United Arab Emirates	69	318	15	402	929	76	29	1	156	262
Yemen	0	6	0	6	6	2	3	0	0	5
<b>Total</b>	<b>172</b>	<b>752</b>	<b>61</b>	<b>985</b>	<b>2,630</b>					
<b>NORTH AMERICA</b>										
<b>Total</b>	<b>93</b>	<b>2,743</b>	<b>0</b>	<b>2,836</b>	<b>3,264</b>					
<b>OCEANIA</b>										
<b>Total</b>	<b>0</b>	<b>148</b>	<b>0</b>	<b>148</b>	<b>148</b>					
<b>SOUTH AMERICA</b>										
<b>Total</b>	<b>2</b>	<b>151</b>	<b>0</b>	<b>153</b>	<b>162</b>					
Unknown location	0	1,298	0	1,298	1,298					
<b>TOTAL</b>	<b>4,502</b>	<b>15,854</b>	<b>893</b>	<b>21,249</b>	<b>54,460</b>					

## Publisher's affidavit

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

David Wright, Managing Director

Date: 09/07/2018

Janet Edwards, Database Manager

Bishop's Stortford, U.K.