

**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2009**

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media—as well as more than 2,600 advertiser and agency members.

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**EUROPEAN  
BUSINESS AIR NEWS**

Stansted News Ltd.  
134 South Street  
Bishop's Stortford Hertfordshire  
CM23 3BQ  
United Kingdom  
Tel. No.: 44-1279-714505  
FAX No.: 44-1279-714519

Official Publication of: None  
Established: 1989  
Issues Per Year: 11

**FIELD SERVED**

EUROPEAN BUSINESS AIR NEWS (EBAN) serves all owners/operators with sufficient addresses for mail delivery who own or operate one or more business aircraft (defined as all turbine powered helicopters, fixed wing single turboprop engine models: Aerospatiale TBM 700, Cessna 208 Caravan, Pilatus PC-6 Turbo Porter, Pilatus PC-12, Piper PA-46 Meridian, all fixed wing twins with passenger capacity less than twenty and all twin jet and trijet engine models with passenger capacity less than 35), such aircraft being included in the official national aircraft registers published by Bureau Veritas, or by aviation authorities directly for Sweden, Finland, Norway and Isle of Man, such registers being in editions less than three years old. In addition, EBAN serves other business aircraft owners and operators and other related industries providing services or products to the allied field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Companies and individuals who own and/or operate business aircraft or provide products and/or services to the allied field.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	44
Rotated or Occasional _____	829
Allocated for Trade Shows and Conventions _____	83
Digital _____	-
All Other _____	228
<b>TOTAL</b>	<b>1,184</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	6,011	100.0	5,985	99.6	26	0.4
Sponsored Individually Addressed ___	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>6,011</b>	<b>100.0</b>	<b>5,985</b>	<b>99.6</b>	<b>26</b>	<b>0.4</b>

2a. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD					
2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	65	57			6,062
August _____	45	13			6,030
September _____	63	46			6,013
October _____	62	60			6,011
November _____	51	42			6,002
December _____	107	47			5,942
<b>TOTAL</b>	<b>393</b>	<b>265</b>			

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
November _____	101,847	23,492	16,027	1.47	00:48	03:27
December _____	94,884	21,162	14,246	1.49	00:46	03:25
<b>AVERAGE:</b>	<b>98,366</b>	<b>22,327</b>	<b>15,137</b>	<b>1.48</b>	<b>00:47</b>	<b>03:26</b>

\*See Paragraph 9

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009**  
 This issue is 0.2% or 10 copies below the average of the other 5 issues reported in Paragraph two.

BUSINESS/INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
Owners/operators with sufficient addresses for mail delivery who own or operate one or more business aircraft (defined as all turbine powered helicopters, fixed wing single turboprop engine models: Aerospatiale TBM 700, Cessna 208 Caravan, Pilatus PC-6 Turbo Porter, all fixed wing twins with passenger capacity less than twenty and all twin jet and trijet engine models with passenger capacity less than 35), such aircraft being included in the official national aircraft registers published by Bureau Veritas or by aviation authorities directly, for Austria, Cyprus, Denmark, France, Greece, Italy, Luxembourg, Netherlands, Portugal, Ireland, Sweden, Turkey, Finland, Iceland, Norway, Switzerland and the United Kingdom, such registers being in editions less than three years old. In addition, EBAN serves other business aircraft owners and operators and other related industries providing services or products to the allied field _____	6,002	100.0
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>6,002</b>	<b>100.0</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF NON-PAID CIRCULATION FOR ISSUE OF NOVEMBER 2009**

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	920	578	286			1,784	29.7
II. Request from recipient's company: _____	-	-	-			-	-
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	416	290	123			829	13.8
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	<b>2,589</b>	<b>711</b>	<b>89</b>			<b>3,389</b>	<b>56.5</b>
*Association rosters and directories _____	65	6	-			71	1.2
*Business directories _____	2,484	656	70			3,210	53.5
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	40	49	19			108	1.8
VI. Single Copy Sales: _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>3,925</b>	<b>1,579</b>	<b>498</b>			<b>6,002</b>	<b>100.0</b>
<b>PERCENT</b>	<b>65.4</b>	<b>26.3</b>	<b>8.3</b>			<b>100.0</b>	

\*See Paragraph 9

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009**

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			4,798	79.9
Individuals by name only _____			65	1.1
Titles or functions only _____			1,139	19.0
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>6,002</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009		
COUNTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
<b>ASIA</b>		
New Zealand _____	1	
Pakistan _____	1	
Turkmenistan _____	1	
Subtotal	3	0.1
<b>MIDDLE EAST</b>		
Bahrain _____	4	
Israel _____	36	
Jordan _____	16	
Kuwait _____	5	
Oman _____	3	
Qatar _____	4	
Saudi Arabia _____	62	
Syria _____	4	
Tunisia _____	1	
Yemen _____	1	
United Arab Emirates _____	75	
Subtotal	211	3.5
<b>EUROPE</b>		
Albania _____	1	
Andorra _____	4	
Austria _____	180	
Belgium _____	114	
Boznia-Herzegovina _____	5	
Bulgaria _____	29	
Croatia _____	14	
Cyprus _____	23	
Czech Republic _____	51	
Denmark _____	116	
Estonia _____	10	
Faroe Islands _____	2	
Finland _____	46	
France _____	590	
Germany _____	666	
Gibraltar _____	4	
Georgia _____	3	
Greece _____	71	
Greenland _____	5	
Hungary _____	27	
Iceland _____	22	
Italy _____	378	
Latvia _____	14	
Lebanon _____	17	
Liechtenstein _____	22	
Lithuania _____	9	
Luxembourg _____	45	
Malta _____	13	
Moldova _____	5	
Monaco _____	30	
Montenegro _____	6	
Netherlands _____	118	
Norway _____	66	
Poland _____	73	
Portugal _____	73	
Republic of Ireland _____	137	
Romania _____	22	
Russian Federation _____	58	
San Marino _____	2	
Serbia _____	13	
Slovakia _____	15	
Slovenia _____	14	
Spain _____	207	
Sweden _____	189	
Switzerland _____	381	
Turkey _____	130	
Ukraine _____	39	
United Kingdom _____	1,469	
Subtotal	5,528	92.1
<b>AFRICA</b>		
Egypt _____	8	
Libya _____	2	
Republic of South Africa _____	1	
Subtotal	11	0.2
<b>NORTH AMERICA</b>		
Canada _____	28	
United States of America _____	214	
Subtotal	242	4.0
<b>CARIBBEAN</b>		
Bermuda _____	1	
The Bahamas _____	1	
Subtotal	2	-
<b>SOUTH AMERICA</b>		
Brazil _____	5	
Subtotal	5	0.1
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>6,002</b>	<b>100.0</b>

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2006	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009
Total Audit Average Qualified: _____	5,504	6,285	6,716	6,471	6,169	6,011
Qualified Non-Paid: _	5,471	6,242	6,664	6,428	6,136	5,985
Qualified Paid: _____	33	43	52	43	33	26
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	£22.46	£20.18	£22.10	**NC	**NC	**NC

**\*NOTE: July - December 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods of data are displayed.**

\*\*NC = None Claimed.

8. PAID CIRCULATION DATA	
**NC	Average Annual Subscription Order Price for the Period Required (includes promotional incentive value, if any)
11	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

#### 9. ADDITIONAL DATA

WEBSITE GLOSSARY:
<b>Unique Browsers:</b> An identified and unduplicated Cookied Browser that accesses internet content during a measurement period. Each browser visiting a site instrumented with SiteCensus code is assigned a unique cookie id to help determine browser uniqueness
<b>Page Impressions:</b> The number of web pages successfully viewed by all browsers within the reporting period
<b>User Sessions:</b> A single continuous set of activity attributable to a browser resulting in one or more pulled text downloads from a site. A period of inactivity of more than 30 minutes terminates the session
<b>Unique Browser Frequency:</b> The average number of user sessions per Unique Browser over the selected reporting period
<b>User Session Duration:</b> The average time a browser remained on the site per session
<b>Page Duration:</b> The average time a browser spent viewing any page(s) on the site

#### PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 6 copies or 0.1%  
 Business directories include 6 sources of circulation for a quantity of 1 copy or -% to 2,251 copies or 37.5%, including JetNet.  
 Other sources include 2 sources of circulation for quantities of 21 copies or 0.3% and 87 copies or 1.4%

#### PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	January 22, 2010
J. Bell, Data Manager	Country	United Kingdom
D. Wright, Managing Director	City	Hertfordshire
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	January 22, 2010
<b>IMPORTANT NOTE:</b>	Type	PJ
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	E124POD9