

## Readership and circulation statement

APRIL 2017 EDITION

**C**harter Broker is a business-to-business magazine established in 2009, published bi-monthly in printed and digital formats.

It is the only magazine in the world specifically written for professionals in business air charter flight procurement. It contains news and features about air charter brokers themselves, and about the air charter operators and airports they use worldwide.

Charter Broker maintains its own proprietary and confidential database of every charter aircraft around the world, and every air charter broking company. 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	14,116
Other recipients	488
Exhibition copies	250
Total copies	14,854
Total readership	27,846

Total readership figure is based on:

Readers per printed copy	5.5
Readers per digital/exhibition copy	1.0

The number of readers per printed copy is based on publisher research. 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
Brokers	872	1,694	26	1	2,593	17.7
Charter operators	1,653	5,523	132	0	7,308	50.0
Other business aviation professionals	202	4,172	2	1	4,377	29.9
Other recipients	0	0	0	326	326	2.2
<b>Total</b>	<b>2,727</b>	<b>11,389</b>	<b>160</b>	<b>328</b>	<b>14,604</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. Also, note that some individuals qualify both as broker and operator and are included here only once under the broker category.

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## QUALIFIED SOURCE/AGE BREAKOUT

	<i>One Year Printed</i>	<i>One Year Digital</i>	<i>Two Years Printed</i>	<i>Two Years Digital</i>	<i>Three Years Printed</i>	<i>Three Years Digital</i>	<i>Total</i>
Direct Personal Requests	122	152	40	137	16	11	478
Company Requests	38	41	23	14	39	6	161
Aircraft Registries & Directories	2,350	10,991	43	22	56	15	13,477
<b>Total</b>	<b>2,510</b>	<b>11,184</b>	<b>106</b>	<b>173</b>	<b>111</b>	<b>32</b>	<b>14,116</b>

## QUALIFIED MAILING ADDRESS BREAKOUT

	<i>Count</i>	<i>Per cent</i>
Individuals by name and job title	13,021	92.2
Individuals by name only	565	4.0
Individuals by job title only	525	3.7
Individuals by company name only	5	0.0
<b>Total</b>	<b>14,116</b>	

## GEOGRAPHIC DISTRIBUTION

	<i>Printed</i>	<i>Digital</i>	<i>Exhib</i>	<i>Total</i>	<i>Readership</i>
Africa	161	613	0	774	<b>1,498</b>
Asia	207	993	0	1,200	<b>2,132</b>
Central America	84	505	0	589	<b>967</b>
Europe	1,025	3,931	0	4,956	<b>9,568</b>
Middle East	96	399	0	495	<b>927</b>
North America	966	3,484	0	4,450	<b>8,797</b>
Oceania	151	783	0	934	<b>1,614</b>
South America	197	683	0	880	<b>1,766</b>
Unknown location	0	326	250	576	<b>576</b>
<b>TOTAL</b>	<b>2,887</b>	<b>11,717</b>	<b>250</b>	<b>14,854</b>	<b>27,846</b>

### Publisher's affidavit

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

David Wright, Managing Director

Date: 10/04/2017

Janet Edwards, Database Manager

Bishop's Stortford, U.K.