

Readership and circulation statement

JUNE 2017 EDITION

Charter 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	14,763
Other recipients	344
Exhibition copies	0
Total copies	15,107
Total readership	31,420

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	1,503	1,327	0	1	2,831	18.7
Charter operators	1,885	5,620	0	0	7,505	49.6
Other business aviation professionals	235	4,193	2	0	4,430	29.3
Other recipients	0	0	0	341	341	2.2
Total	3,623	11,140	2	342	15,107	

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	238	140	54	108	22	14	576
Company Requests	59	43	14	4	51	12	183
Aircraft Registries & Directories	3,071	10,790	46	21	68	8	14,004
Total	3,368	10,973	114	133	141	34	14,763

QUALIFIED MAILING ADDRESS BREAKOUT

	<i>Count</i>	<i>Per cent</i>
Individuals by name and job title	13,613	92.2
Individuals by name only	606	4.1
Individuals by job title only	539	3.6
Individuals by company name only	5	0.0
Total	14,763	

GEOGRAPHIC DISTRIBUTION

	<i>Printed</i>	<i>Digital</i>	<i>Exhib</i>	<i>Total</i>	<i>Readership</i>
Africa	228	584	0	812	1,838
Asia	311	954	0	1,265	2,664
Central America	117	489	0	606	1,132
Europe	1,343	3,770	0	5,113	11,156
Middle East	132	369	0	501	1,095
North America	1,115	3,528	0	4,643	9,660
Oceania	175	750	0	925	1,712
South America	204	697	0	901	1,819
Unknown location	0	341	0	341	341
TOTAL	3,625	11,482	0	15,107	31,420

Publisher's affidavit

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

David Wright, Managing Director

Date: 08/06/2017

Janet Edwards, Database Manager

Bishop's Stortford, U.K.