

Readership and circulation statement

AUGUST 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	14,958
Other recipients	357
Exhibition copies	600
Total copies	15,915
Total readership	32,677

Total readership figure is based on:

Readers per printed copy	5.6
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	1,482	1,401	0	1	2,884	18.8
Charter operators	1,918	5,565	0	0	7,483	48.8
Other business aviation professionals	242	4,350	2	0	4,594	29.9
Other recipients	0	0	0	354	354	2.3
Total	3,642	11,316	2	355	15,315	

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	261	136	55	122	3	12	589
Company Requests	78	21	29	36	5	3	172
Aircraft Registries & Directories	2,833	10,038	356	943	23	5	14,192
Total	3,172	10,195	440	1,101	30	20	14,958

QUALIFIED MAILING ADDRESS BREAKOUT

	<i>Count</i>	<i>Per cent</i>
Individuals by name and job title	13,781	92.1
Individuals by name only	657	4.3
Individuals by job title only	519	3.4
Individuals by company name only	1	0.0
Total	14,958	

GEOGRAPHIC DISTRIBUTION

	<i>Printed</i>	<i>Digital</i>	<i>Exhib</i>	<i>Total</i>	<i>Readership</i>
Africa	231	596	0	827	1,890
Asia	314	909	0	1,223	2,667
Central America	117	492	0	609	1,147
Europe	1,340	3,920	0	5,260	11,424
Middle East	132	374	0	506	1,113
North America	1,129	3,664	0	4,793	9,986
Oceania	174	717	0	891	1,691
South America	207	645	0	852	1,804
Unknown location	0	354	600	954	954
TOTAL	3,644	11,671	600	15,915	32,677

Publisher's affidavit

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

David Wright, Managing Director

Date: 28/07/2017

Janet Edwards, Database Manager

Bishop's Stortford, U.K.