

Readership and circulation statement

OCTOBER 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	15,294
Other recipients	363
Exhibition copies	400
Total copies	16,057
Total readership	32,716

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	1,485	1,470	0	1	2,956	18.8
Charter operators	1,974	5,740	0	0	7,714	49.2
Other business aviation professionals	241	4,384	2	0	4,627	29.5
Other recipients	0	0	0	360	360	2.2
Total	3,700	11,594	2	361	15,657	

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	250	128	69	132	6	12	597
Company Requests	83	21	28	36	10	3	181
Aircraft Registries & Directories	2,831	10,230	397	1,024	26	8	14,516
Total	3,164	10,379	494	1,192	42	23	15,294

QUALIFIED MAILING ADDRESS BREAKOUT

	<i>Count</i>	<i>Per cent</i>
Individuals by name and job title	14,046	91.8
Individuals by name only	726	4.7
Individuals by job title only	521	3.4
Individuals by company name only	1	0.0
Total	15,294	

GEOGRAPHIC DISTRIBUTION

	<i>Printed</i>	<i>Digital</i>	<i>Exhib</i>	<i>Total</i>	<i>Readership</i>
Africa	235	607	0	842	1,900
Asia	322	925	0	1,247	2,696
Central America	130	507	0	637	1,222
Europe	1,359	4,134	0	5,493	11,608
Middle East	133	369	0	502	1,100
North America	1,134	3,683	0	4,817	9,920
Oceania	176	723	0	899	1,691
South America	211	646	0	857	1,806
Unknown location	0	360	400	760	760
TOTAL	3,700	11,954	400	16,054	32,704

Publisher's affidavit

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

David Wright, Managing Director

Date: 21/09/2017

Janet Edwards, Database Manager

Bishop's Stortford, U.K.