

## Readership and circulation statement

### FEBRUARY 2018 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	16,223
Other recipients	216
Exhibition copies	0
Total copies	16,439
Total readership	29,278

Total readership figure is based on:

Readers per printed copy	5.4
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	1,414	1,647	0	1	3,062	18.6
Charter operators	1,318	7,201	6	2	8,527	51.8
Other business aviation professionals	178	4,465	2	0	4,645	28.2
Other recipients	0	0	0	205	205	1.2
<b>Total</b>	<b>2,910</b>	<b>13,313</b>	<b>8</b>	<b>208</b>	<b>16,439</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	282	168	54	71	34	109	718
Company Requests	71	25	36	33	12	3	180
Aircraft Registries & Directories	2,122	11,703	266	1,182	33	19	15,325
<b>Total</b>	<b>2,475</b>	<b>11,896</b>	<b>356</b>	<b>1,286</b>	<b>79</b>	<b>131</b>	<b>16,223</b>

## QUALIFIED MAILING ADDRESS BREAKOUT

	<i>Count</i>	<i>Per cent</i>
Individuals by name and job title	14,860	91.5
Individuals by name only	819	5.0
Individuals by job title only	542	3.3
Individuals by company name only	2	0.0
<b>Total</b>	<b>16,223</b>	

## GEOGRAPHIC DISTRIBUTION

	<i>Printed</i>	<i>Digital</i>	<i>Exhib</i>	<i>Total</i>	<i>Readership</i>
Africa	145	781	0	926	<b>1,564</b>
Asia	223	1,050	0	1,273	<b>2,254</b>
Central America	61	602	0	663	<b>931</b>
Europe	1,229	4,458	0	5,687	<b>11,095</b>
Middle East	111	412	0	523	<b>1,011</b>
North America	884	4,394	0	5,278	<b>9,168</b>
Oceania	159	868	0	1,027	<b>1,727</b>
South America	106	748	0	854	<b>1,320</b>
Unknown location	0	205	0	205	<b>205</b>
<b>TOTAL</b>	<b>2,918</b>	<b>13,518</b>	<b>0</b>	<b>16,436</b>	<b>29,275</b>

### Publisher's affidavit

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

David Wright, Managing Director

Date: 05/02/2018

Janet Edwards, Database Manager

Bishop's Stortford, U.K.