

## Readership and circulation statement

### APRIL 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	16,698
Other recipients	232
Exhibition copies	0
Total copies	16,930
Total readership	29,759

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	1,369	1,785	0	1	3,155	18.6
Charter operators	1,225	7,582	4	0	8,811	52.0
Other business aviation professionals	189	4,548	2	0	4,739	27.9
Other recipients	0	0	0	225	225	1.3
<b>Total</b>	<b>2,783</b>	<b>13,915</b>	<b>6</b>	<b>226</b>	<b>16,930</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	190	81	69	26	121	769
Company Requests	72	35	34	38	12	3	194
Aircraft Registries & Directories	1,925	12,293	322	1,147	29	19	15,735
<b>Total</b>	<b>2,279</b>	<b>12,518</b>	<b>437</b>	<b>1,254</b>	<b>67</b>	<b>143</b>	<b>16,698</b>

## QUALIFIED MAILING ADDRESS BREAKOUT

	<i>Count</i>	<i>Per cent</i>
Individuals by name and job title	15,261	91.3
Individuals by name only	897	5.3
Individuals by job title only	537	3.2
Individuals by company name only	3	0.0
<b>Total</b>	<b>16,698</b>	

## GEOGRAPHIC DISTRIBUTION

	<i>Printed</i>	<i>Digital</i>	<i>Exhib</i>	<i>Total</i>	<i>Readership</i>
Africa	153	778	0	931	<b>1,635</b>
Asia	207	1,095	0	1,302	<b>2,254</b>
Central America	53	648	0	701	<b>945</b>
Europe	1,212	4,540	0	5,752	<b>11,327</b>
Middle East	106	421	0	527	<b>1,015</b>
North America	815	4,717	0	5,532	<b>9,281</b>
Oceania	146	939	0	1,085	<b>1,757</b>
South America	97	778	0	875	<b>1,321</b>
Unknown location	0	222	0	222	<b>222</b>
<b>TOTAL</b>	<b>2,789</b>	<b>14,138</b>	<b>0</b>	<b>16,927</b>	<b>29,756</b>

### Publisher's affidavit

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

David Wright, Managing Director

Date: 27/03/2018

Janet Edwards, Database Manager

Bishop's Stortford, U.K.