

## Readership and circulation statement

### JUNE 2018 EDITION

**C**harter 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	16,860
Other recipients	228
Exhibition copies	250
Total copies	17,338
Total readership	29,652

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	1,351	1,813	0	1	3,165	18.5
Charter operators	1,136	7,854	4	0	8,994	52.6
Other business aviation professionals	184	4,522	2	0	4,708	27.5
Other recipients	0	0	0	221	221	1.2
<b>Total</b>	<b>2,671</b>	<b>14,189</b>	<b>6</b>	<b>222</b>	<b>17,088</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	256	177	107	86	29	114	769
Company Requests	65	38	38	38	12	1	192
Aircraft Registries & Directories	1,862	12,787	272	932	30	16	15,899
<b>Total</b>	<b>2,183</b>	<b>13,002</b>	<b>417</b>	<b>1,056</b>	<b>71</b>	<b>131</b>	<b>16,860</b>

## QUALIFIED MAILING ADDRESS BREAKOUT

	<i>Count</i>	<i>Per cent</i>
Individuals by name and job title	15,421	91.4
Individuals by name only	925	5.4
Individuals by job title only	512	3.0
Individuals by company name only	2	0.0
<b>Total</b>	<b>16,860</b>	

## GEOGRAPHIC DISTRIBUTION

	<i>Printed</i>	<i>Digital</i>	<i>Exhib</i>	<i>Total</i>	<i>Readership</i>
Africa	155	774	0	929	<b>1,642</b>
Asia	194	1,150	0	1,344	<b>2,236</b>
Central America	44	680	0	724	<b>926</b>
Europe	1,186	4,489	0	5,675	<b>11,131</b>
Middle East	104	417	0	521	<b>999</b>
North America	772	4,864	0	5,636	<b>9,187</b>
Oceania	129	986	0	1,115	<b>1,708</b>
South America	93	827	0	920	<b>1,348</b>
Unknown location	0	221	250	471	<b>471</b>
<b>TOTAL</b>	<b>2,677</b>	<b>14,408</b>	<b>250</b>	<b>17,335</b>	<b>29,649</b>

### Publisher's affidavit

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

David Wright, Managing Director

Date: 14/05/2018

Janet Edwards, Database Manager

Bishop's Stortford, U.K.