

## Readership and circulation statement

### DECEMBER 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	18,831
Other recipients	253
Exhibition copies	0
Total copies	19,084
Total readership	32,324

Total readership figure is based on:

Readers per printed copy	6.1
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	1,327	2,169	0	1	3,497	18.3
Charter operators	1,076	8,533	2	0	9,611	50.3
Other business aviation professionals	190	5,536	1	0	5,727	30.0
Other recipients	0	0	0	249	249	1.3
<b>Total</b>	<b>2,593</b>	<b>16,238</b>	<b>3</b>	<b>250</b>	<b>19,084</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	169	117	192	120	36	119	753
Company Requests	23	31	58	21	25	29	187
Aircraft Registries & Directories	1,798	15,100	191	106	101	595	17,891
<b>Total</b>	<b>1,990</b>	<b>15,248</b>	<b>441</b>	<b>247</b>	<b>162</b>	<b>743</b>	<b>18,831</b>

## QUALIFIED MAILING ADDRESS BREAKOUT

	<i>Count</i>	<i>Per cent</i>
Individuals by name and job title	17,150	91.0
Individuals by name only	993	5.2
Individuals by job title only	683	3.6
Individuals by company name only	5	0.0
<b>Total</b>	<b>18,831</b>	

## GEOGRAPHIC DISTRIBUTION

	<i>Printed</i>	<i>Digital</i>	<i>Exhib</i>	<i>Total</i>	<i>Readership</i>
Africa	140	840	0	980	<b>1,694</b>
Asia	194	1,227	0	1,421	<b>2,410</b>
Central America	30	401	0	431	<b>584</b>
Europe	1,132	4,710	0	5,842	<b>11,615</b>
Middle East	99	435	0	534	<b>1,039</b>
North America	782	6,751	0	7,533	<b>11,521</b>
Oceania	134	978	0	1,112	<b>1,795</b>
South America	85	892	0	977	<b>1,410</b>
Unknown location	0	249	0	249	<b>249</b>
<b>TOTAL</b>	<b>2,596</b>	<b>16,483</b>	<b>0</b>	<b>19,079</b>	<b>32,319</b>

### Publisher's affidavit

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

David Wright, Managing Director

Date: 23/11/2018

Janet Edwards, Database Manager

Bishop's Stortford, U.K.