

Readership and circulation statement

APRIL 2019 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	20,730
Other recipients	261
Exhibition copies	250
Total copies	21,241
Total readership	34,466

Total readership figure is based on:

Readers per printed copy	5.9
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	1,325	2,285	0	1	3,611	17.2
Charter operators	1,174	9,336	1	0	10,511	50.0
Other business aviation professionals	198	6,412	1	0	6,611	31.4
Other recipients	0	0	0	258	258	1.2
Total	2,697	18,033	2	259	20,991	

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	87	33	230	173	74	75	672
Company Requests	17	58	59	34	28	32	228
Aircraft Registries & Directories	1,874	16,696	122	258	206	674	19,830
Total	1,978	16,787	411	465	308	781	20,730

QUALIFIED MAILING ADDRESS BREAKOUT

	<i>Count</i>	<i>Per cent</i>
Individuals by name and job title	18,819	90.7
Individuals by name only	1,074	5.1
Individuals by job title only	836	4.0
Individuals by company name only	1	0.0
Total	20,730	

GEOGRAPHIC DISTRIBUTION

	<i>Printed</i>	<i>Digital</i>	<i>Exhib</i>	<i>Total</i>	<i>Readership</i>
Africa	145	923	0	1,068	1,778
Asia	193	1,359	0	1,552	2,498
Central America	33	446	0	479	641
Europe	1,159	5,100	0	6,259	11,938
Middle East	99	462	0	561	1,046
North America	837	7,648	0	8,485	12,586
Oceania	140	1,087	0	1,227	1,913
South America	93	1,009	0	1,102	1,558
Unknown location	0	258	250	508	508
TOTAL	2,699	18,292	250	21,241	34,466

Publisher's affidavit

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

David Wright, Managing Director

Date: 16/04/2019

Janet Edwards, Database Manager

Bishop's Stortford, U.K.