

READERSHIP DETAILS

WORLD AIRNEWS is Africa's oldest and widest-circulating aviation journal now entering its 45th year of publication, and is read regularly by senior executives, chief pilots, fleet captains., purchasing officers, engineers etc. of national airlines, commuter airlines, air taxi and charter operators; civil airport authorities; by commerce and industry; senior air force personnel, Heads of State in many countries as well as Ministers of Transport and Defence; corporate aircraft owners; pilots and crews; corporate aircraft owners and people in all walks of life who are interested, or directly involved in, the aviation industry.

In addition to our printed copies, the full magazine is available for downloading from our website www.airnews.co.za and on most social media. Launched late in 2017 was **Airnews Extra** an addition to the digital version, which contains news stories which occurred after the deadline for that hardcopy edition and is available without charge by applying to joan@airnews.co.za. Also during 2017 we adopted a new style for the magazine which has proved extremely popular with readers.

Our latest readership survey conducted among paid subscribers showed that an average of 4.1 people read each edition (both printed and digital), making a current readership of about 42,000. This readership does not include the hundreds of people who read the magazine in First Class and Government and Defence VIP airport lounges in South Africa, Angola, Botswana, Namibia and Zambia.

Senior Government officials including Heads of State, Ministers of civil and military aviation authorities account for 13% our readers. Senior executives, upper and middle management and directors of airlines and associated companies, account for 43% of the readership, while aircrew including those holding executive, directorship or senior management positions, as well as pilot/owners of corporate aircraft and airline personnel account for 38 percent. Ground crew, air traffic controllers etc. make up about five percent and other categories (including enthusiasts, students, etc) make up the balance.

Subscriptions (both fully paid for or those sent by organisations to their members as a benefit of membership), account for 66% of the circulation; requested free controlled circulation from Governments, air forces, airlines etc. account for a further 17%; counter sales about 16% and the balance are promotional. We do not include subscriptions to the social media services in these figures.

WORLD AIRNEWS is the official journal of several aviation organisations such as the Commercial Aviation Association of Southern Africa, the East African Commercial Aviation Association and others; officially recognised by many others and is also the official media partner of the African Airlines Association (AFRAA) the Airlines Association of Southern Africa, and other similar organisations.

READERSHIP TREND

As was the case in the previous year, 2017 saw unrest, strife or civil war in a number of African and Middle Eastern States, which continued to upset our African circulation in areas such as Libya, Mali, the Central African Republic, Somalia; the north-eastern parts of Nigeria and far eastern parts of the DRC where postal services collapsed. Elsewhere, circulation remained fairly steady.

Continuing the planned gradual swing in editorial policy moving away from purely sport flying and very light aircraft sectors towards the upper echelons of general aviation, a greater concentration on the corporate flying area, as well as the airline industry, this naturally saw a gradual slight drop off in circulation in the lower private flying segment and coverage of the smaller air shows, but proved more beneficial in the commercial aviation and defence area.

EDITORIAL PLAN 2018

Although every effort has been made to ensure accuracy, we cannot guarantee that no changes will be made to this plan due to unforeseen circumstances without prior notice during the course of the year. Not listed above because of space limitations, but nevertheless covered by our editorial team, will be the many important air shows, exhibitions, conferences etc which are held every year or biennially, such as AAD, EBACE, NBAA, HAI, Farnborough, Paris, Dubai, Singapore, AFRAA, AASA, CAASA and many others.

JANUARY: The year ahead for both airlines and general aviation through the eyes of industry leaders and observers will be assessed.

FEBRUARY: The task ahead during 2018 . An overview of what is facing all aspects of military aviation from basic training to combat flying during 2018.

MARCH: Our annual survey of the corporate jet industry including the role these aircraft play in the world economy. The feature will also include a detailed listing of the corporate jets of all sizes available on the market today.

APRIL: Military transport aircraft today. This survey will not only include aircraft, but also the wide range of helicopters suitable for military operations.

MAY: The reference to helicopters in the April edition will be followed this month by a look at the civilian helicopter industry today with particular reference to its growth in Africa.

JUNE: With the biennial Africa Aerospace and Defence exhibition in Pretoria a scant few months away, this month's issue will see the first of a series of monthly articles covering the run-up to what is generally considered to be the biggest and most important civilian and military exhibition and air show in Africa. The article series will hinge on who will be coming and what they will be bringing.

JULY: This month's feature will study the growing trend towards the use of turboprop power in both general aviation aircraft and domestic and regional airliners around the world, as well as some of the types which are available in both sectors. This month will also see the second in the monthly series for the run-up to AAD 2018.

AUGUST: This month will involve the publication of our annual State of the African Airline Industry with articles written by industry leaders, as well as the 2018 Schedule Airline Directory. In addition it will also have the last un-up article for AAD 2018.

SEPTEMBER: This will be a special AAD 2018 show edition covering all exhibitors and what they will be displaying and other information to assist visitors to the show. This will also carry a report on the annual AirVenture Oshkosh air show, the largest of its kind in the world.

OCTOBER: Aircraft suitable for patrol duties – both maritime and ground – will be discussed this month. Also included in the line-up will be the first report of AAD 2018 with additional coverage in this month's *Airnews Extra* digital section.

NOVEMBER:

A close look at the Russian helicopter industry and its influence on the military situation in Africa will be studied in this month's special report.

DECEMBER: The year in retrospect. An overview of the more important developments in the African aviation industry during the past year.

WORLD AIRNEWS reserves the right to amend or cancel any feature named in the above listing.