

BUSINESS AIR NEWS

Magazine readership and circulation statement

AUGUST 2022 - EMEA EDITION

Business Air News is the world's leading magazine for business aircraft owners, and is published monthly in printed and digital formats.

The Europe, Russia, Middle East and Africa edition is published eight times a year, and is distributed to our own proprietary and exclusive database of owners and operators or business jets, turboprops, cabin-class twins and twin turbine helicopters throughout the region, as well as other leading business aviation professionals.

We also publish editions for North America, South and Central America and the Asia Pacific to provide worldwide coverage, and statements for these issues can be downloaded from www.businessairnews.com.

Our meticulous attention to detail in ensuring that we research owners and operators of every aircraft ensures market-leading impact and value-for-money for our advertisers.



SUMMARY

Qualified recipients	25,178
Other recipients	3,636
FBO copies	962
Exhibition copies	0
Total copies	29,776
Total readership	66,867

Total readership figure is based on:

Readers per printed copy	5.9
Readers per digital/exhibition copy	1.0
Readers per bulk copy	15.0

The number of readers per printed copy is based on reader questionnaire feedback during the most recent three years. 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
Owners/operators of business aircraft	4,418	9,115	0	0	13,533	46.9
Other business aviation professionals	403	11,242	0	2,441	14,086	48.8
Other recipients	0	0	0	1,195	1,195	4.1
Total	4,821	20,357	0	3,636	28,814	

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.

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QUALIFIED SOURCE/AGE BREAKOUT

	One Year Printed	One Year Digital	Two Years Printed	Two Years Digital	Three Years Printed	Three Years Digital	Total
Direct Personal Requests	271	351	268	408	120	378	1,796
Company Requests	344	463	48	171	42	132	1,200
Aircraft Registries & Directories	3,279	17,948	200	245	249	261	22,182
Total	3,894	18,762	516	824	411	771	25,178

QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	22,392	88.9
Individuals by name only	1,514	6.0
Individuals by job title only	1,272	5.0
Total	25,178	

AIRCRAFT FLEET DATA: Shown below are the numbers of aircraft registered in each country, the owners and operators of which we aim to include within our printed circulation. Note that we also distribute to those responsible for aircraft based in this region but registered elsewhere.

GEOGRAPHIC DISTRIBUTION

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
AFRICA										
Algeria	9	20	0	29	73	10	61	0	45	116
Angola	28	28	0	56	193	24	48	6	62	140
Benin	3	2	2	7	50	0	1	0	3	4
Botswana	28	33	0	61	198	6	58	6	14	84
Burkina Faso	5	4	0	9	34	1	4	0	9	14
Burundi	1	1	0	2	7	1	0	0	1	2
Cameroon	6	8	0	14	43	3	5	0	10	18
Cape Verde	1	4	0	5	10	0	1	0	0	1
Central African Republic	4	2	0	6	26	0	5	9	0	14
Chad	1	5	0	6	11	5	5	2	0	12
Comoros	2	2	0	4	14	0	4	0	0	4
Congo	4	3	0	7	27	6	3	4	2	15
Congo, Democratic Republic	15	10	0	25	98	0	0	0	0	0
Djibouti	0	4	0	4	4	1	1	0	1	3
Egypt	17	104	2	123	234	39	12	0	43	94
Equatorial Guinea	2	7	2	11	49	5	3	0	2	10
Eswatini	0	4	0	4	4	0	1	0	2	3
Ethiopia	7	40	0	47	81	2	12	2	5	21
Gabon	6	10	0	16	45	5	3	7	5	20
Gambia	2	3	0	5	15	3	0	0	0	3
Ghana	5	22	0	27	52	5	8	0	5	18
Guinea	1	4	0	5	10	0	3	1	3	7
Guinea-Bissau	0	2	0	2	2	0	2	1	0	3
Ivory Coast	5	14	0	19	44	4	11	5	24	44
Kenya	69	156	0	225	563	16	185	10	66	277
Lesotho	2	2	0	4	14	0	0	0	5	5
Liberia	0	7	0	7	7	0	0	0	0	0
Libya	0	30	0	30	30	14	10	5	21	50
Madagascar	10	15	0	25	74	2	18	3	8	31
Mali	5	6	0	11	36	2	8	1	1	12
Mauritania	0	1	0	1	1	1	7	1	2	11
Mauritius	9	25	0	34	78	2	7	0	3	12
Mayotte	0	3	0	3	3	0	0	0	0	0
Morocco	21	31	0	52	155	43	31	6	36	116
Mozambique	8	14	0	22	61	2	8	3	26	39
Namibia	18	45	0	63	151	13	33	5	15	66

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Niger	3	3	0	6	21	1	10	0	0	11
Nigeria	60	142	0	202	496	67	24	3	132	226
Reunion	4	12	0	16	36	0	0	0	2	2
Rwanda	1	4	0	5	10	0	0	1	5	6
Saint Helena	0	2	0	2	2	0	0	0	0	0
Senegal	5	11	0	16	40	6	9	3	6	24
Seychelles	12	15	0	27	86	0	0	0	0	0
Sierra Leone	0	5	0	5	5	0	0	0	2	2
Somalia	0	7	0	7	7	0	0	0	0	0
South Africa	370	574	0	944	2,757	137	391	141	468	1,137
South Sudan	1	5	0	6	11	0	0	0	0	0
Sudan	9	17	0	26	70	6	7	1	12	26
Tanzania	29	73	0	102	244	4	89	15	6	114
Togo	0	9	0	9	9	1	3	0	2	6
Tunisia	5	41	0	46	70	12	2	1	14	29
Uganda	9	22	0	31	75	2	30	1	12	45
Zambia	16	31	0	47	125	3	25	14	8	50
Zimbabwe	12	27	0	39	98	1	8	14	7	30
Total	830	1,671	6	2,507	6,658					
ASIA										
Total	2	830	0	832	842					
CENTRAL AMERICA										
Total	1	85	0	86	91					
EUROPE										
Albania	1	10	0	11	16	0	0	0	5	5
Alderney	0	5	0	5	5	0	0	0	0	0
Andorra	0	3	0	3	3	0	0	0	0	0
Armenia	2	7	0	9	19	2	0	0	3	5
Austria	137	387	30	554	1,645	221	37	37	177	472
Azerbaijan	6	24	0	30	59	17	1	0	25	43
Azores	0	3	0	3	3	0	0	0	0	0
Belarus	0	15	0	15	15	21	6	0	13	40
Belgium	94	209	15	318	989	54	36	25	70	185
Bosnia-Herzegovina	4	7	0	11	31	3	2	2	4	11
Bulgaria	22	73	5	100	278	19	16	3	15	53
Canary Islands	0	5	0	5	5	0	0	0	0	0
Channel Islands	0	1	0	1	1	0	0	0	0	0
Croatia	13	57	0	70	134	13	7	2	15	37
Cyprus	29	60	0	89	231	1	2	8	19	30
Cyprus (Northern)	0	2	0	2	2	0	0	0	0	0
Czech Republic	113	272	0	385	939	67	69	45	92	273
Denmark	67	210	6	283	695	85	58	53	69	265
Estonia	17	49	0	66	149	10	24	5	8	47
Faroe Islands	2	11	0	13	23	0	0	0	0	0
Finland	34	142	10	186	493	20	38	14	49	121
France	385	1,144	31	1,560	3,880	246	294	193	816	1,549
Georgia	8	33	0	41	80	4	1	0	27	32
Germany	515	1,347	131	1,993	6,350	554	368	165	660	1,747
Gibraltar	2	4	0	6	16	0	0	0	0	0
Greece	51	213	20	284	814	22	22	11	61	116
Greenland	2	22	0	24	34	0	0	0	0	0
Guernsey	15	48	3	66	182	64	18	12	23	117
Hungary	29	53	0	82	224	20	18	17	62	117
Iceland	15	62	0	77	150	3	14	9	11	37
Isle of Man	17	69	10	96	319	233	36	2	45	316
Italy	184	544	53	781	2,425	89	62	35	641	827
Jersey	14	29	20	63	412	3	0	1	0	4
Kosovo	0	1	0	1	1	0	0	0	0	0

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Latvia	13	50	0	63	127	6	8	6	17	37
Liechtenstein	13	7	0	20	84	0	0	0	0	0
Lithuania	10	95	0	105	154	27	6	1	7	41
Luxembourg	37	89	0	126	307	63	23	1	10	97
Madeira	0	1	0	1	1	0	0	0	0	0
Malta	32	155	5	192	419	256	25	10	18	309
Moldova	7	11	0	18	52	9	1	0	25	35
Monaco	10	38	0	48	97	2	1	0	16	19
Montenegro	6	17	0	23	52	3	0	0	4	7
Netherlands	67	218	40	325	1,213	54	45	23	65	187
North Macedonia	1	6	0	7	12	0	0	0	0	0
Norway	70	187	0	257	600	18	52	16	212	298
Poland	111	231	0	342	886	46	48	37	138	269
Portugal	43	213	16	272	707	173	14	21	57	265
Republic of Ireland	58	203	20	281	845	42	9	11	42	104
Romania	30	122	0	152	299	17	9	7	45	78
Russia	0	563	0	563	563	194	60	34	769	1,057
San Marino	2	15	0	17	27	202	22	7	17	248
Serbia	22	65	0	87	195	28	4	10	31	73
Slovakia	30	54	0	84	231	17	7	6	46	76
Slovenia	18	73	0	91	179	15	9	5	27	56
Spain	146	397	82	625	2,488	96	72	85	507	760
Sweden	96	317	2	415	913	52	59	37	178	326
Switzerland	297	806	45	1,148	3,233	114	105	37	269	525
Turkey	122	327	10	459	1,197	133	38	23	95	289
U.K.	648	3,555	335	4,538	12,403	201	201	315	791	1,508
Ukraine	0	141	0	141	141	32	37	4	112	185
Total	3,667	13,077	889	17,633	48,047					
MIDDLE EAST										
Bahrain	4	33	15	52	282	12	0	0	10	22
Iraq	3	16	0	19	34	5	14	0	73	92
Israel	27	110	0	137	269	38	39	22	52	151
Jordan	5	78	0	83	108	18	8	0	10	36
Kuwait	0	29	0	29	29	13	0	0	14	27
Lebanon	11	48	26	85	503	9	2	1	1	13
Oman	3	26	0	29	44	12	0	0	30	42
Qatar	13	55	0	68	132	32	0	4	73	109
Saudi Arabia	45	152	5	202	492	75	20	4	70	169
Syria	0	7	0	7	7	8	0	0	0	8
United Arab Emirates	70	431	15	516	1,069	62	23	0	205	290
Yemen	1	5	0	6	11	0	3	0	0	3
Total	182	990	61	1,233	2,979					
NORTH AMERICA										
Total	134	5,497	6	5,637	6,378					
OCEANIA										
Total	1	378	0	379	384					
SOUTH AMERICA										
Total	2	260	0	262	272					
Unknown location	0	1,195	0	1,195	1,195					
TOTAL	4,819	23,983	962	29,764	66,845					

Publisher's affidavit

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

David Wright, Managing Director

Date: 09/08/2022

Janet Edwards, Database Manager

Bishop's Stortford, U.K.