

BUSINESS AIR NEWS

Magazine readership and circulation statement

SEPTEMBER 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	25,392
Other recipients	3,647
FBO copies	962
Exhibition copies	150
Total copies	30,151
Total readership	69,317

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	4,415	9,178	0	0	13,593	46.8
Other business aviation professionals	401	11,398	0	2,449	14,248	49.0
Other recipients	0	0	0	1,198	1,198	4.1
Total	4,816	20,576	0	3,647	29,039	

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	259	344	266	408	128	380	1,785
Company Requests	342	455	44	184	48	134	1,207
Aircraft Registries & Directories	3,259	18,105	272	328	198	238	22,400
Total	3,860	18,904	582	920	374	752	25,392

QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	22,553	88.8
Individuals by name only	1,572	6.1
Individuals by job title only	1,267	4.9
Total	25,392	

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	60	0	45	115
Angola	26	29	0	55	182	24	48	6	61	139
Benin	3	2	2	7	50	0	1	0	3	4
Botswana	28	33	0	61	198	6	56	6	14	82
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	9	0	15	44	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	2	1	3	6
Guinea-Bissau	0	2	0	2	2	0	2	1	0	3
Ivory Coast	5	14	0	19	44	5	12	5	24	46
Kenya	69	150	0	219	557	16	185	10	65	276
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	9	16	0	25	69	2	19	3	8	32
Mali	5	8	0	13	38	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	42	30	6	36	114
Mozambique	8	15	0	23	62	2	8	3	18	31
Namibia	18	49	0	67	155	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	61	141	0	202	501	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	8	3	6	23
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	369	572	0	941	2,749	139	390	141	468	1,138
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	23	0	32	76	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	827	1,673	6	2,506	6,642					
ASIA										
Total	2	825	0	827	837					
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	138	383	30	551	1,647	220	37	37	178	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	20	6	0	13	39
Belgium	95	210	15	320	996	54	36	25	69	184
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	61	0	90	232	1	2	8	19	30
Cyprus (Northern)	0	2	0	2	2	0	0	0	0	0
Czech Republic	112	274	0	386	935	67	69	45	90	271
Denmark	66	220	6	292	699	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	143	10	187	494	20	38	14	49	121
France	385	1,147	31	1,563	3,884	247	293	193	815	1,548
Georgia	8	33	0	41	80	4	1	0	27	32
Germany	516	1,353	131	2,000	6,362	554	367	165	665	1,751
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	46	3	64	180	64	18	12	23	117
Hungary	29	53	0	82	224	20	18	17	63	118
Iceland	15	62	0	77	150	3	14	9	11	37
Isle of Man	17	67	10	94	317	235	36	2	45	318
Italy	184	539	53	776	2,420	90	62	35	647	834
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	7	8	6	17	38
Liechtenstein	13	7	0	20	84	0	0	0	0	0
Lithuania	10	98	0	108	157	27	8	1	7	43
Luxembourg	38	89	0	127	313	63	23	1	10	97
Madeira	0	1	0	1	1	0	0	0	0	0
Malta	31	157	5	193	415	258	25	10	18	311
Moldova	6	11	0	17	46	9	1	0	25	35
Monaco	10	38	0	48	97	2	1	0	16	19
Montenegro	6	10	0	16	45	3	0	0	4	7
Netherlands	67	226	40	333	1,221	54	46	23	65	188
North Macedonia	1	6	0	7	12	0	0	0	0	0
Norway	69	186	0	255	593	18	51	16	212	297
Poland	112	237	0	349	898	46	48	37	141	272
Portugal	43	214	16	273	708	172	14	21	57	264
Republic of Ireland	60	201	20	281	855	42	9	11	42	104
Romania	30	122	0	152	299	17	9	7	45	78
Russia	0	565	0	565	565	196	60	34	770	1,060
San Marino	2	16	0	18	28	203	22	7	17	249
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	10	5	27	57
Spain	146	400	82	628	2,491	93	71	85	506	755
Sweden	97	321	2	420	923	52	58	37	178	325
Switzerland	298	821	45	1,164	3,254	117	112	36	253	518
Turkey	120	330	10	460	1,188	135	38	23	95	291
U.K.	650	3,664	335	4,649	12,524	201	201	314	791	1,507
Ukraine	0	141	0	141	141	32	37	4	112	185
Total	3,671	13,235	889	17,795	48,229					
MIDDLE EAST										
Bahrain	4	33	15	52	282	12	0	0	10	22
Iraq	3	16	0	19	34	5	13	0	74	92
Israel	24	106	0	130	248	39	38	23	53	153
Jordan	5	78	0	83	108	18	8	0	10	36
Kuwait	0	29	0	29	29	13	0	0	14	27
Lebanon	11	49	26	86	504	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	151	5	201	492	75	20	4	71	170
Syria	0	7	0	7	7	8	0	0	0	8
United Arab Emirates	70	430	15	515	1,068	63	22	0	205	290
Yemen	1	5	0	6	11	0	3	0	0	3
Total	179	985	61	1,225	2,956					
NORTH AMERICA										
Total	131	5,579	6	5,716	6,442					
OCEANIA										
Total	1	377	0	378	383					
SOUTH AMERICA										
Total	2	261	0	263	273					
Unknown location	0	1,198	150	1,348	1,348					
TOTAL	4,814	24,218	1,112	30,144	69,301					

Publisher's affidavit

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

David Wright, Managing Director

Date: 02/09/2022

Janet Edwards, Database Manager

Bishop's Stortford, U.K.