

BUSINESS AIR NEWS

Magazine readership and circulation statement

SEPTEMBER 2023 - 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	26,973
Other recipients	3,823
FBO copies	937
Exhibition copies	150
Total copies	31,883
Total readership	68,930

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	4,021	10,120	0	0	14,141	45.9
Other business aviation professionals	434	12,398	0	2,720	15,552	50.5
Other recipients	0	0	0	1,103	1,103	3.5
Total	4,455	22,518	0	3,823	30,796	

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	212	397	189	341	222	373	1,734
Company Requests	69	458	235	404	21	143	1,330
Aircraft Registries & Directories	2,370	19,460	1,064	794	73	148	23,909
Total	2,651	20,315	1,488	1,539	316	664	26,973

QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	23,963	88.8
Individuals by name only	1,708	6.3
Individuals by job title only	1,301	4.8
Individuals by company name only	1	0.0
Total	26,973	

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	10	23	0	33	82	10	57	0	44	111
Angola	25	33	0	58	180	24	45	7	62	138
Benin	3	2	2	7	50	0	1	0	3	4
Botswana	25	41	0	66	188	7	57	6	13	83
Burkina Faso	3	6	0	9	24	1	4	0	8	13
Burundi	1	1	0	2	7	0	0	0	1	1
Cameroon	5	11	0	16	40	3	5	0	17	25
Cape Verde	1	4	0	5	10	0	1	0	0	1
Central African Republic	4	2	0	6	26	0	4	9	0	13
Chad	1	7	0	8	13	7	6	1	0	14
Comoros	2	3	0	5	15	0	4	0	0	4
Congo	2	4	0	6	16	6	2	4	2	14
Congo, Democratic Republic	12	13	0	25	84	0	0	0	0	0
Djibouti	0	4	0	4	4	1	1	0	1	3
Egypt	17	107	1	125	222	38	12	1	63	114
Equatorial Guinea	2	7	2	11	49	5	3	0	2	10
Eswatini	0	4	0	4	4	0	1	0	1	2
Ethiopia	8	47	0	55	94	1	9	3	5	18
Gabon	5	11	0	16	40	5	3	7	7	22
Gambia	1	4	0	5	10	3	0	0	0	3
Ghana	6	29	0	35	64	5	9	0	7	21
Guinea	1	5	0	6	11	0	2	1	2	5
Guinea-Bissau	0	2	0	2	2	0	2	1	0	3
Ivory Coast	5	15	0	20	44	5	11	3	21	40
Kenya	65	164	0	229	548	14	186	9	68	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	28	0	28	28	14	10	5	21	50
Madagascar	8	18	0	26	65	2	19	2	8	31
Mali	5	9	0	14	38	2	9	1	1	13
Mauritania	0	4	0	4	4	1	8	1	2	12
Mauritius	8	25	0	33	72	2	9	0	3	14
Mayotte	0	3	0	3	3	0	0	0	0	0
Morocco	18	34	0	52	140	44	30	5	34	113
Mozambique	6	16	0	22	51	2	7	3	17	29
Namibia	17	52	0	69	152	12	34	4	15	65

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Niger	2	4	0	6	16	1	10	0	0	11
Nigeria	62	153	0	215	519	74	24	3	127	228
Reunion	2	14	0	16	26	0	0	0	3	3
Rwanda	1	4	0	5	10	0	2	1	4	7
Saint Helena	0	2	0	2	2	0	0	0	0	0
Senegal	6	12	0	18	47	6	8	3	6	23
Seychelles	13	17	0	30	94	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	1	1
South Africa	337	621	0	958	2,609	136	375	135	455	1,101
South Sudan	0	5	0	5	5	0	0	0	0	0
Sudan	8	18	0	26	65	4	7	1	12	24
Tanzania	24	78	0	102	220	4	81	14	6	105
Togo	0	8	0	8	8	1	3	0	2	6
Tunisia	4	42	0	46	66	12	2	1	9	24
Uganda	9	25	0	34	78	2	26	2	15	45
Zambia	12	35	0	47	106	3	24	13	8	48
Zimbabwe	13	28	0	41	105	0	8	10	8	26
Total	761	1,825	5	2,591	6,390					
ASIA										
Total	2	887	0	889	899					
CENTRAL AMERICA										
Total	1	85	0	86	91					
EUROPE										
Albania	1	10	5	16	91	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	3	7	0	10	25	2	1	0	4	7
Austria	128	432	30	590	1,637	226	41	39	176	482
Azerbaijan	5	28	0	33	58	18	1	0	24	43
Azores	0	3	0	3	3	0	0	0	0	0
Belarus	0	15	0	15	15	20	5	0	13	38
Belgium	87	240	15	342	978	52	34	24	63	173
Bosnia-Herzegovina	4	8	5	17	107	3	2	2	4	11
Bulgaria	18	77	10	105	333	18	15	3	14	50
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	14	55	15	84	363	13	6	1	15	35
Cyprus	29	63	0	92	234	1	2	6	19	28
Cyprus (Northern)	0	2	0	2	2	0	0	0	0	0
Czech Republic	102	302	5	409	979	69	68	44	89	270
Denmark	56	244	6	306	664	82	61	50	61	254
Estonia	16	53	0	69	147	8	27	7	10	52
Faroe Islands	2	11	0	13	23	0	0	0	0	0
Finland	30	154	10	194	481	19	42	14	49	124
France	389	1,273	31	1,693	4,033	244	290	192	736	1,462
Georgia	6	34	0	40	69	4	1	0	27	32
Germany	497	1,466	83	2,046	5,643	538	356	150	626	1,670
Gibraltar	1	5	0	6	11	0	0	0	0	0
Greece	51	236	20	307	837	24	24	11	67	126
Greenland	2	21	0	23	33	0	0	0	0	0
Guernsey	14	50	3	67	178	61	17	12	17	107
Hungary	23	58	0	81	194	23	17	15	67	122
Iceland	17	66	0	83	166	3	17	9	13	42
Isle of Man	14	70	10	94	303	201	29	2	41	273
Italy	166	566	53	785	2,340	85	62	36	604	787
Jersey	14	38	20	72	421	3	0	1	0	4
Kosovo	0	2	5	7	77	0	0	0	0	0

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Latvia	11	53	0	64	118	10	9	6	16	41
Liechtenstein	7	15	0	22	56	0	0	0	0	0
Lithuania	10	111	0	121	170	27	8	1	7	43
Luxembourg	33	103	0	136	298	67	24	1	12	104
Madeira	0	1	0	1	1	0	0	0	0	0
Malta	31	197	5	233	455	264	26	13	18	321
Moldova	6	13	0	19	48	7	1	0	25	33
Monaco	11	50	0	61	115	2	1	0	14	17
Montenegro	5	11	0	16	40	3	0	0	6	9
Netherlands	62	256	40	358	1,222	51	50	26	65	192
North Macedonia	1	7	0	8	13	0	0	0	0	0
Norway	68	201	0	269	602	16	51	18	206	291
Poland	103	262	5	370	945	53	42	38	144	277
Portugal	39	230	16	285	700	177	14	17	53	261
Republic of Ireland	55	221	20	296	846	42	11	11	46	110
Romania	26	131	10	167	434	20	9	8	48	85
Russia	0	541	0	541	541	201	56	33	767	1,057
San Marino	2	16	0	18	28	214	26	9	15	264
Serbia	20	70	5	95	263	33	4	11	28	76
Slovakia	31	53	0	84	236	18	7	6	46	77
Slovenia	14	74	0	88	157	18	9	5	27	59
Spain	120	455	90	665	2,513	91	68	85	510	754
Sweden	95	354	2	451	944	48	53	35	174	310
Switzerland	252	889	20	1,161	2,676	109	111	31	252	503
Turkey	110	374	10	494	1,173	137	35	23	98	293
U.K.	600	4,139	331	5,070	12,644	177	185	302	753	1,417
Ukraine	0	140	0	140	140	29	37	4	114	184
Total	3,401	14,570	880	18,851	47,836					
MIDDLE EAST										
Bahrain	4	36	0	40	60	12	0	0	10	22
Iraq	2	17	0	19	29	5	13	0	79	97
Israel	30	172	0	202	349	35	39	23	53	150
Jordan	4	81	0	85	105	17	8	0	10	35
Kuwait	0	29	0	29	29	13	0	0	14	27
Lebanon	9	53	26	88	496	9	2	1	7	19
Oman	4	27	0	31	51	12	0	0	30	42
Qatar	12	59	0	71	130	33	0	3	69	105
Saudi Arabia	42	162	5	209	485	74	20	4	106	204
Syria	0	8	0	8	8	8	0	0	0	8
United Arab Emirates	55	483	15	553	1,032	61	21	0	193	275
Yemen	1	5	0	6	11	0	3	0	0	3
Total	163	1,132	46	1,341	2,784					
NORTH AMERICA										
Total	123	6,095	6	6,224	6,911					
OCEANIA										
Total	1	360	0	361	366					
SOUTH AMERICA										
Total	1	279	0	280	285					
Unknown location	0	1,103	150	1,253	1,253					
TOTAL	4,453	26,336	1,087	31,876	68,914					

Publisher's affidavit

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

David Wright, Managing Director

Date: 04/09/2023

Janet Edwards, Database Manager

Bishop's Stortford, U.K.