

BUSINESS AIR NEWS

Magazine readership and circulation statement

DECEMBER 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 of 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	26,023
Other recipients	3,664
FBO copies	962
Exhibition copies	0
Total copies	30,649
Total readership	68,098

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	4,431	9,283	0	0	13,714	46.1
Other business aviation professionals	463	11,846	0	2,488	14,797	49.8
Other recipients	0	0	0	1,176	1,176	3.9
Total	4,894	21,129	0	3,664	29,687	

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	236	335	269	356	147	371	1,714
Company Requests	354	519	43	250	0	95	1,261
Aircraft Registries & Directories	3,228	18,310	614	749	3	144	23,048
Total	3,818	19,164	926	1,355	150	610	26,023

QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	23,036	88.5
Individuals by name only	1,697	6.5
Individuals by job title only	1,290	4.9
Total	26,023	

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	20	0	30	79	10	60	0	44	114
Angola	26	30	0	56	183	24	46	7	61	138
Benin	3	2	2	7	50	0	1	0	3	4
Botswana	27	36	0	63	195	6	55	6	13	80
Burkina Faso	5	4	0	9	34	1	4	0	8	13
Burundi	1	1	0	2	7	0	0	0	1	1
Cameroon	6	9	0	15	44	3	5	0	15	23
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	5	0	6	11	6	5	2	0	13
Comoros	2	2	0	4	14	0	4	0	0	4
Congo	3	3	0	6	21	6	2	4	2	14
Congo, Democratic Republic	15	11	0	26	100	0	0	0	0	0
Djibouti	0	4	0	4	4	1	1	0	1	3
Egypt	18	106	2	126	242	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	7	41	0	48	82	2	12	3	5	22
Gabon	6	10	0	16	45	5	3	7	5	20
Gambia	1	3	0	4	9	3	0	0	0	3
Ghana	6	27	0	33	62	5	8	0	7	20
Guinea	1	4	0	5	10	0	2	1	2	5
Guinea-Bissau	0	2	0	2	2	0	2	1	0	3
Ivory Coast	5	14	0	19	44	5	11	3	21	40
Kenya	68	154	0	222	555	14	183	10	70	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	27	0	27	27	14	9	5	21	49
Madagascar	9	16	0	25	69	2	20	2	8	32
Mali	5	9	0	14	38	2	8	1	1	12
Mauritania	0	1	0	1	1	1	7	1	2	11
Mauritius	9	26	0	35	79	2	8	0	3	13
Mayotte	0	3	0	3	3	0	0	0	0	0
Morocco	21	32	0	53	156	42	30	5	35	112
Mozambique	7	15	0	22	56	2	7	3	16	28
Namibia	17	49	0	66	149	13	33	4	15	65

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Niger	3	3	0	6	21	1	10	0	0	11
Nigeria	64	142	0	206	520	69	24	3	134	230
Reunion	4	12	0	16	36	0	0	0	3	3
Rwanda	1	4	0	5	10	0	1	1	5	7
Saint Helena	0	2	0	2	2	0	0	0	0	0
Senegal	6	11	0	17	46	6	9	3	6	24
Seychelles	12	17	0	29	88	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	581	0	950	2,758	138	387	138	469	1,132
South Sudan	0	5	0	5	5	0	0	0	0	0
Sudan	9	19	0	28	72	6	7	1	12	26
Tanzania	28	72	0	100	237	4	86	14	7	111
Togo	0	9	0	9	9	1	3	0	2	6
Tunisia	5	42	0	47	72	12	2	1	9	24
Uganda	10	24	0	34	83	2	28	2	14	46
Zambia	16	30	0	46	124	3	25	14	8	50
Zimbabwe	13	27	0	40	104	0	8	13	7	28
Total	828	1,704	6	2,538	6,679					
ASIA										
Total	3	820	0	823	838					
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	2	4
Austria	136	393	30	559	1,645	224	40	38	176	478
Azerbaijan	6	25	0	31	60	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	94	217	15	326	997	54	35	24	67	180
Bosnia-Herzegovina	4	7	0	11	31	3	2	2	4	11
Bulgaria	22	74	5	101	279	20	16	3	14	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	56	0	69	133	12	6	1	15	34
Cyprus	30	62	0	92	239	1	2	6	19	28
Cyprus (Northern)	0	2	0	2	2	0	0	0	0	0
Czech Republic	112	281	0	393	942	68	72	43	90	273
Denmark	65	230	6	301	704	81	57	51	67	256
Estonia	19	52	0	71	164	10	22	6	8	46
Faroe Islands	2	11	0	13	23	0	0	0	0	0
Finland	34	142	10	186	493	19	36	14	49	118
France	406	1,185	31	1,622	4,045	247	293	192	744	1,476
Georgia	8	32	0	40	79	4	1	0	27	32
Germany	539	1,390	131	2,060	6,535	538	365	152	637	1,692
Gibraltar	2	4	0	6	16	0	0	0	0	0
Greece	52	220	20	292	827	24	21	10	62	117
Greenland	2	21	0	23	33	0	0	0	0	0
Guernsey	15	49	3	67	182	59	17	12	20	108
Hungary	29	53	0	82	224	20	18	15	66	119
Iceland	16	62	0	78	156	3	14	9	10	36
Isle of Man	16	68	10	94	312	224	34	2	41	301
Italy	188	532	53	773	2,436	90	62	36	623	811
Jersey	15	37	20	72	426	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	9	9	6	17	41
Liechtenstein	11	7	0	18	72	0	0	0	0	0
Lithuania	10	102	0	112	161	26	8	1	7	42
Luxembourg	38	91	0	129	315	58	24	1	10	93
Madeira	0	1	0	1	1	0	0	0	0	0
Malta	34	168	5	207	444	269	25	12	15	321
Moldova	6	12	0	18	47	8	1	0	25	34
Monaco	10	39	0	49	98	2	1	0	14	17
Montenegro	6	10	0	16	45	3	0	0	7	10
Netherlands	69	230	40	339	1,237	53	43	24	65	185
North Macedonia	2	6	0	8	18	0	0	0	0	0
Norway	70	188	0	258	601	17	51	17	205	290
Poland	112	242	0	354	903	52	46	37	144	279
Portugal	41	215	16	272	697	175	14	17	56	262
Republic of Ireland	61	204	20	285	864	40	11	11	42	104
Romania	31	124	0	155	307	17	9	7	46	79
Russia	0	562	0	562	562	202	61	34	766	1,063
San Marino	3	15	0	18	33	202	24	9	16	251
Serbia	23	64	0	87	200	29	4	11	27	71
Slovakia	31	54	0	85	237	17	7	6	45	75
Slovenia	18	73	0	91	179	15	10	5	27	57
Spain	146	418	82	646	2,509	90	71	85	503	749
Sweden	99	329	2	430	943	50	55	34	174	313
Switzerland	308	814	45	1,167	3,306	104	99	31	247	481
Turkey	122	334	10	466	1,204	136	38	23	96	293
U.K.	649	3,847	335	4,831	12,701	190	184	300	755	1,429
Ukraine	0	140	0	140	140	31	37	4	116	188
Total	3,741	13,594	889	18,224	49,001					
MIDDLE EAST										
Bahrain	4	35	15	54	284	12	0	0	10	22
Iraq	3	16	0	19	34	5	13	0	79	97
Israel	25	155	0	180	302	35	38	23	53	149
Jordan	5	79	0	84	108	17	8	0	10	35
Kuwait	0	29	0	29	29	13	0	0	15	28
Lebanon	11	49	26	86	504	9	2	1	7	19
Oman	3	26	0	29	44	12	0	0	30	42
Qatar	13	56	0	69	133	31	0	3	70	104
Saudi Arabia	47	152	5	204	504	75	20	4	86	185
Syria	0	8	0	8	8	8	0	0	0	8
United Arab Emirates	69	443	15	527	1,075	62	21	0	195	278
Yemen	1	5	0	6	11	0	3	0	0	3
Total	181	1,053	61	1,295	3,036					
NORTH AMERICA										
Total	135	5,737	6	5,878	6,624					
OCEANIA										
Total	1	361	0	362	367					
SOUTH AMERICA										
Total	2	258	0	260	270					
Unknown location	0	1,176	0	1,176	1,176					
TOTAL	4,892	24,788	962	30,642	68,081					

Publisher's affidavit

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

David Wright, Managing Director

Date: 08/12/2022

Janet Edwards, Database Manager

Bishop's Stortford, U.K.