

BUSINESS AIR NEWS

Magazine readership and circulation statement

AUGUST 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	26,734
Other recipients	3,842
FBO copies	917
Exhibition copies	0
Total copies	31,493
Total readership	66,170

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	4,026	10,008	0	0	14,034	45.8
Other business aviation professionals	431	12,269	0	2,709	15,409	50.3
Other recipients	0	0	0	1,133	1,133	3.7
Total	4,457	22,277	0	3,842	30,576	

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	203	393	199	342	220	375	1,732
Company Requests	147	507	169	344	21	133	1,321
Aircraft Registries & Directories	2,361	19,241	1,078	832	59	110	23,681
Total	2,711	20,141	1,446	1,518	300	618	26,734

QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	23,757	88.8
Individuals by name only	1,679	6.2
Individuals by job title only	1,298	4.8
Total	26,734	

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	24	34	0	58	176	24	45	7	62	138
Benin	2	3	2	7	45	0	1	0	3	4
Botswana	23	43	0	66	179	7	57	6	14	84
Burkina Faso	4	5	0	9	29	1	4	0	8	13
Burundi	1	1	0	2	7	0	0	0	1	1
Cameroon	6	10	0	16	45	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	1	4	0	5	10	0	4	0	0	4
Congo	3	3	0	6	21	6	2	4	2	14
Congo, Democratic Republic	13	12	0	25	89	0	0	0	0	0
Djibouti	0	4	0	4	4	1	1	0	1	3
Egypt	15	108	1	124	212	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	43	0	51	90	1	9	3	5	18
Gabon	6	10	0	16	45	5	3	7	7	22
Gambia	1	4	0	5	10	3	0	0	0	3
Ghana	4	29	0	33	53	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	61	168	0	229	528	14	185	9	68	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	28	0	28	28	14	10	5	21	50
Madagascar	9	17	0	26	70	2	19	2	8	31
Mali	4	10	0	14	34	2	9	1	1	13
Mauritania	0	4	0	4	4	1	8	1	2	12
Mauritius	6	27	0	33	62	2	9	0	3	14
Mayotte	0	3	0	3	3	0	0	0	0	0
Morocco	19	33	0	52	145	44	30	5	34	113
Mozambique	7	16	0	23	57	2	7	3	16	28
Namibia	19	50	0	69	162	12	34	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	62	152	0	214	518	74	24	3	129	230
Reunion	4	13	0	17	37	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	5	13	0	18	42	6	8	3	6	23
Seychelles	12	18	0	30	89	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	334	631	0	965	2,602	136	376	135	461	1,108
South Sudan	0	5	0	5	5	0	0	0	0	0
Sudan	8	18	0	26	65	4	7	1	12	24
Tanzania	21	81	0	102	205	4	81	14	6	105
Togo	0	8	0	8	8	1	3	0	2	6
Tunisia	5	42	0	47	72	12	2	1	9	24
Uganda	8	26	0	34	73	2	26	2	15	45
Zambia	13	34	0	47	111	3	24	13	8	48
Zimbabwe	10	31	0	41	90	0	8	10	7	25
Total	748	1,840	5	2,593	6,328					
ASIA										
Total	2	886	0	888	898					
CENTRAL AMERICA										
Total	1	86	0	87	92					
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	124	433	30	587	1,615	226	41	39	177	483
Azerbaijan	4	29	0	33	53	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	85	233	15	333	960	54	34	24	63	175
Bosnia-Herzegovina	4	7	5	16	106	3	2	2	4	11
Bulgaria	17	79	10	106	329	17	15	3	14	49
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	5	74	208	13	6	1	15	35
Cyprus	31	61	0	92	244	1	2	6	19	28
Cyprus (Northern)	0	2	0	2	2	0	0	0	0	0
Czech Republic	107	292	5	404	998	69	68	44	89	270
Denmark	56	246	6	308	666	80	60	50	62	252
Estonia	18	50	0	68	156	8	27	7	10	52
Faroe Islands	2	11	0	13	23	0	0	0	0	0
Finland	33	149	10	192	494	19	41	14	49	123
France	386	1,267	31	1,684	4,009	239	290	192	735	1,456
Georgia	7	33	0	40	74	4	1	0	27	32
Germany	497	1,469	83	2,049	5,646	533	357	150	624	1,664
Gibraltar	1	5	0	6	11	0	0	0	0	0
Greece	49	236	20	305	825	23	24	11	67	125
Greenland	2	21	0	23	33	0	0	0	0	0
Guernsey	14	49	3	66	177	60	17	12	16	105
Hungary	25	56	0	81	204	21	17	15	67	120
Iceland	15	68	0	83	156	3	17	9	13	42
Isle of Man	14	70	10	94	303	204	29	2	41	276
Italy	169	564	53	786	2,356	86	62	36	606	790
Jersey	14	37	20	71	420	3	0	1	0	4
Kosovo	0	2	0	2	2	0	0	0	0	0

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Latvia	12	50	0	62	121	10	9	6	16	41
Liechtenstein	7	15	0	22	56	0	0	0	0	0
Lithuania	10	109	0	119	168	27	8	1	7	43
Luxembourg	34	98	0	132	299	66	24	1	12	103
Madeira	0	1	0	1	1	0	0	0	0	0
Malta	32	195	5	232	459	265	26	13	18	322
Moldova	5	14	0	19	44	7	1	0	25	33
Monaco	9	51	0	60	104	2	1	0	14	17
Montenegro	5	11	0	16	40	3	0	0	6	9
Netherlands	65	250	40	355	1,234	50	50	26	65	191
North Macedonia	1	7	0	8	13	0	0	0	0	0
Norway	60	208	0	268	562	16	51	18	210	295
Poland	103	263	5	371	946	53	42	38	144	277
Portugal	41	225	16	282	707	177	14	17	53	261
Republic of Ireland	58	217	20	295	859	42	11	11	46	110
Romania	29	128	5	162	374	18	9	8	48	83
Russia	0	542	0	542	542	202	56	33	767	1,058
San Marino	2	16	0	18	28	212	26	9	15	262
Serbia	23	67	5	95	278	33	4	11	28	76
Slovakia	30	54	0	84	231	19	7	6	45	77
Slovenia	13	75	0	88	152	18	9	5	27	59
Spain	130	446	90	666	2,563	90	68	85	508	751
Sweden	91	358	2	451	925	48	53	35	174	310
Switzerland	247	886	20	1,153	2,643	105	108	31	250	494
Turkey	115	368	10	493	1,196	137	35	23	99	294
U.K.	606	3,968	331	4,905	12,508	178	186	301	745	1,410
Ukraine	0	140	0	140	140	29	37	4	114	184
Total	3,419	14,336	860	18,615	47,408					
MIDDLE EAST										
Bahrain	4	36	0	40	60	12	0	0	10	22
Iraq	3	16	0	19	34	5	13	0	79	97
Israel	29	170	0	199	341	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	8	54	26	88	491	9	2	1	7	19
Oman	4	27	0	31	51	12	0	0	30	42
Qatar	11	60	0	71	125	33	0	3	69	105
Saudi Arabia	47	156	5	208	508	74	20	4	106	204
Syria	0	8	0	8	8	8	0	0	0	8
United Arab Emirates	52	489	15	556	1,021	61	21	0	195	277
Yemen	1	5	0	6	11	0	3	0	0	3
Total	163	1,131	46	1,340	2,783					
NORTH AMERICA										
Total	120	6,063	6	6,189	6,861					
OCEANIA										
Total	1	360	0	361	366					
SOUTH AMERICA										
Total	1	279	0	280	285					
Unknown location	0	1,133	0	1,133	1,133					
TOTAL	4,455	26,114	917	31,486	66,154					

Publisher's affidavit

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

David Wright, Managing Director

Date: 07/08/2023

Janet Edwards, Database Manager

Bishop's Stortford, U.K.