

# BUSINESS AIR NEWS

## Magazine readership and circulation statement

### OCTOBER 2023 - NORTH AMERICAN EDITION

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

Its unique blend of North American business aviation news is published via web and email throughout the year, and the North America printed edition is published four times a year. It 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 eight editions a year for Europe, the Middle East and Africa, and statements for these issues can be downloaded from [www.businessairnews.com](http://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	39,377
Other recipients	5,757
FBO copies	254
Exhibition copies	300
Total copies	45,688
Total readership	78,255

Total readership figure is based on:

Readers per printed copy	5.8
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	4,761	25,047	0	0	29,808	66.0
Other business aviation professionals	408	9,161	0	4,666	14,235	31.5
Other recipients	0	0	0	1,091	1,091	2.4
<b>Total</b>	<b>5,169</b>	<b>34,208</b>	<b>0</b>	<b>5,757</b>	<b>45,134</b>	

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	632	228	100	201	87	184	1,432
Company Requests	47	656	82	365	26	163	1,339
Aircraft Registries & Directories	3,041	26,894	1,080	5,168	74	349	36,606
<b>Total</b>	<b>3,720</b>	<b>27,778</b>	<b>1,262</b>	<b>5,734</b>	<b>187</b>	<b>696</b>	<b>39,377</b>

## QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	36,717	93.2
Individuals by name only	1,539	3.9
Individuals by job title only	1,120	2.8
Individuals by company name only	1	0.0
<b>Total</b>	<b>39,377</b>	

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
<b>AFRICA</b>										
<b>Total</b>	<b>3</b>	<b>445</b>	<b>0</b>	<b>448</b>	<b>462</b>					
<b>ASIA</b>										
<b>Total</b>	<b>4</b>	<b>884</b>	<b>0</b>	<b>888</b>	<b>907</b>					
<b>CENTRAL AMERICA</b>										
<b>Total</b>	<b>2</b>	<b>217</b>	<b>0</b>	<b>219</b>	<b>229</b>					
<b>EUROPE</b>										
<b>Total</b>	<b>193</b>	<b>5,251</b>	<b>12</b>	<b>5,456</b>	<b>6,550</b>					
<b>MIDDLE EAST</b>										
<b>Total</b>	<b>14</b>	<b>378</b>	<b>0</b>	<b>392</b>	<b>459</b>					
<b>NORTH AMERICA</b>										
Canada	239	2,768	56	3,063	4,994	619	1,138	235	1,869	3,861
Mexico	178	1,062	30	1,270	2,544	736	286	57	546	1,625
Saint Pierre and Miquelon (France)	0	1	0	1	1	0	0	0	0	0
U.S.A.	4,529	26,942	156	31,627	55,550	16,712	9,559	4,119	6,754	37,144
<b>Total</b>	<b>4,946</b>	<b>30,773</b>	<b>242</b>	<b>35,961</b>	<b>63,090</b>					
<b>OCEANIA</b>										
<b>Total</b>	<b>1</b>	<b>443</b>	<b>0</b>	<b>444</b>	<b>449</b>					
<b>SOUTH AMERICA</b>										
<b>Total</b>	<b>6</b>	<b>474</b>	<b>0</b>	<b>480</b>	<b>509</b>					
Unknown location	0	1,091	300	1,391	1,391					
<b>TOTAL</b>	<b>5,169</b>	<b>39,956</b>	<b>554</b>	<b>45,679</b>	<b>78,246</b>					

### Publisher's affidavit

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

David Wright, Managing Director

Date: 29/09/2023

Janet Edwards, Database Manager

Bishop's Stortford, U.K.