

BUSINESS AIR NEWS

Magazine readership and circulation statement

NOVEMBER 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	25,893
Other recipients	3,642
FBO copies	962
Exhibition copies	0
Total copies	30,497
Total readership	67,701

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	4,384	9,440	0	0	13,824	46.8
Other business aviation professionals	460	11,609	0	2,464	14,533	49.2
Other recipients	0	0	0	1,178	1,178	3.9
Total	4,844	21,049	0	3,642	29,535	

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	251	312	263	375	138	374	1,713
Company Requests	312	516	40	228	52	119	1,267
Aircraft Registries & Directories	3,134	18,325	523	601	131	199	22,913
Total	3,697	19,153	826	1,204	321	692	25,893

QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	22,931	88.5
Individuals by name only	1,687	6.5
Individuals by job title only	1,275	4.9
Total	25,893	

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	42	112
Angola	26	29	0	55	182	24	47	7	61	139
Benin	3	2	2	7	50	0	1	0	3	4
Botswana	27	33	0	60	192	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	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	3	3	0	6	21	6	2	4	2	14
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	18	104	2	124	240	38	12	1	44	95
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	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	6	25	0	31	60	5	7	0	5	17
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	5	22	43
Kenya	69	153	0	222	560	16	184	10	64	274
Lesotho	2	2	0	4	14	0	0	0	5	5
Liberia	0	7	0	7	7	0	0	0	0	0
Libya	0	31	0	31	31	14	9	5	21	49
Madagascar	9	16	0	25	69	2	20	3	9	34
Mali	5	8	0	13	38	2	8	1	1	12
Mauritania	0	1	0	1	1	1	7	1	2	11
Mauritius	9	26	0	35	79	2	7	0	3	12
Mayotte	0	3	0	3	3	0	0	0	0	0
Morocco	21	31	0	52	155	41	30	6	35	112
Mozambique	8	15	0	23	62	2	7	3	17	29
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	62	142	0	204	508	69	24	3	132	228
Reunion	4	12	0	16	36	0	0	0	2	2
Rwanda	1	4	0	5	10	0	1	1	5	7
Saint Helena	0	2	0	2	2	0	0	0	0	0
Senegal	5	11	0	16	40	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	373	581	0	954	2,782	141	389	141	469	1,140
South Sudan	0	5	0	5	5	0	0	0	0	0
Sudan	9	18	0	27	71	7	7	1	12	27
Tanzania	28	72	0	100	237	4	88	15	7	114
Togo	0	9	0	9	9	1	3	0	2	6
Tunisia	5	42	0	47	72	12	2	1	9	24
Uganda	9	25	0	34	78	2	28	2	13	45
Zambia	16	30	0	46	124	3	25	14	8	50
Zimbabwe	11	28	0	39	93	1	8	14	7	30
Total	830	1,697	6	2,533	6,684					
ASIA										
Total	3	840	0	843	858					
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	37	37	177	475
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	215	15	324	995	53	35	25	67	180
Bosnia-Herzegovina	4	7	0	11	31	3	2	2	4	11
Bulgaria	21	74	5	100	273	19	16	3	14	52
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	29	62	0	91	233	1	2	7	19	29
Cyprus (Northern)	0	2	0	2	2	0	0	0	0	0
Czech Republic	113	281	0	394	948	67	72	43	82	264
Denmark	66	229	6	301	708	84	57	53	68	262
Estonia	19	50	0	69	162	10	23	5	8	46
Faroe Islands	2	11	0	13	23	0	0	0	0	0
Finland	34	142	10	186	493	20	37	14	49	120
France	399	1,180	31	1,610	3,999	250	292	191	744	1,477
Georgia	8	33	0	41	80	4	1	0	27	32
Germany	521	1,378	131	2,030	6,417	547	365	165	655	1,732
Gibraltar	2	4	0	6	16	0	0	0	0	0
Greece	52	218	20	290	825	24	21	10	62	117
Greenland	2	21	0	23	33	0	0	0	0	0
Guernsey	14	50	3	67	178	62	17	12	21	112
Hungary	28	53	0	81	218	20	18	16	66	120
Iceland	15	62	0	77	150	3	14	9	10	36
Isle of Man	17	68	10	95	318	227	34	2	45	308
Italy	189	534	53	776	2,444	90	62	35	633	820
Jersey	15	32	20	67	420	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	48	0	61	125	7	8	6	17	38
Liechtenstein	13	7	0	20	84	0	0	0	0	0
Lithuania	10	102	0	112	161	26	8	1	7	42
Luxembourg	38	91	0	129	315	61	23	1	10	95
Madeira	0	1	0	1	1	0	0	0	0	0
Malta	30	168	5	203	420	261	24	11	15	311
Moldova	6	12	0	18	47	8	1	0	25	34
Monaco	10	39	0	49	98	2	1	0	15	18
Montenegro	6	10	0	16	45	3	0	0	5	8
Netherlands	68	234	40	342	1,235	55	43	22	65	185
North Macedonia	1	6	0	7	12	0	0	0	0	0
Norway	70	188	0	258	601	17	51	16	211	295
Poland	112	241	0	353	902	51	46	36	142	275
Portugal	43	212	16	271	706	173	14	18	56	261
Republic of Ireland	58	206	20	284	848	41	11	11	42	105
Romania	30	125	0	155	302	17	9	7	46	79
Russia	0	565	0	565	565	198	61	35	767	1,061
San Marino	2	16	0	18	28	203	26	7	16	252
Serbia	22	64	0	86	194	28	4	10	27	69
Slovakia	30	54	0	84	231	17	7	7	46	77
Slovenia	18	73	0	91	179	15	10	5	27	57
Spain	146	419	82	647	2,510	93	72	85	503	753
Sweden	96	327	2	425	923	49	55	33	176	313
Switzerland	304	825	45	1,174	3,294	109	111	32	247	499
Turkey	121	329	10	460	1,193	137	38	23	96	294
U.K.	645	3,847	335	4,827	12,678	197	185	301	771	1,454
Ukraine	0	139	0	139	139	31	37	4	112	184
Total	3,694	13,578	889	18,161	48,708					
MIDDLE EAST										
Bahrain	4	34	15	53	283	12	0	0	10	22
Iraq	3	16	0	19	34	5	13	0	71	89
Israel	24	106	0	130	248	35	38	23	53	149
Jordan	5	79	0	84	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	70	106
Saudi Arabia	45	152	5	202	492	75	20	4	71	170
Syria	0	8	0	8	8	8	0	0	0	8
United Arab Emirates	67	443	15	525	1,063	61	20	0	192	273
Yemen	1	5	0	6	11	0	3	0	0	3
Total	176	1,002	61	1,239	2,955					
NORTH AMERICA										
Total	135	5,683	6	5,824	6,570					
OCEANIA										
Total	1	362	0	363	368					
SOUTH AMERICA										
Total	2	261	0	263	273					
Unknown location	0	1,178	0	1,178	1,178					
TOTAL	4,842	24,686	962	30,490	67,684					

Publisher's affidavit

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

David Wright, Managing Director

Date: 04/11/2022

Janet Edwards, Database Manager

Bishop's Stortford, U.K.