

BUSINESS AIR NEWS

Magazine readership and circulation statement

MARCH 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	26,246
Other recipients	3,754
FBO copies	914
Exhibition copies	0
Total copies	30,914
Total readership	65,829

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	4,090	9,750	0	0	13,840	46.1
Other business aviation professionals	424	11,982	0	2,608	15,014	50.0
Other recipients	0	0	0	1,146	1,146	3.8
Total	4,514	21,732	0	3,754	30,000	

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	189	428	295	402	145	244	1,703
Company Requests	309	656	26	246	9	52	1,298
Aircraft Registries & Directories	2,853	18,830	675	814	13	60	23,245
Total	3,351	19,914	996	1,462	167	356	26,246

QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	23,278	88.6
Individuals by name only	1,671	6.3
Individuals by job title only	1,297	4.9
Total	26,246	

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	60	0	44	114
Angola	24	32	0	56	174	24	46	7	61	138
Benin	3	2	2	7	50	0	1	0	3	4
Botswana	24	38	0	62	180	6	55	6	13	80
Burkina Faso	4	5	0	9	29	1	4	0	8	13
Burundi	0	2	0	2	2	0	0	0	1	1
Cameroon	6	10	0	16	45	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	7	5	1	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	14	11	0	25	94	0	0	0	0	0
Djibouti	0	4	0	4	4	1	1	0	1	3
Egypt	16	106	1	123	215	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	5	0	6	11	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	64	162	0	226	540	14	187	9	71	281
Lesotho	2	2	0	4	14	0	0	0	5	5
Liberia	0	7	0	7	7	0	0	0	0	0
Libya	0	26	0	26	26	15	10	5	21	51
Madagascar	7	18	0	25	59	2	20	2	8	32
Mali	4	10	0	14	34	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	19	32	0	51	144	43	30	5	34	112
Mozambique	6	16	0	22	51	2	7	3	16	28
Namibia	15	52	0	67	140	12	33	4	15	64

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Niger	3	3	0	6	21	1	10	0	0	11
Nigeria	61	147	0	208	507	71	24	3	134	232
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	9	3	6	24
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	0	0
South Africa	331	633	0	964	2,586	140	382	134	466	1,122
South Sudan	0	5	0	5	5	0	0	0	0	0
Sudan	8	19	0	27	66	6	7	1	12	26
Tanzania	25	75	0	100	222	4	85	14	7	110
Togo	0	8	0	8	8	1	3	0	2	6
Tunisia	4	43	0	47	67	12	2	1	9	24
Uganda	8	26	0	34	73	2	28	2	14	46
Zambia	14	32	0	46	115	3	25	13	8	49
Zimbabwe	13	28	0	41	105	0	8	10	7	25
Total	753	1,800	5	2,558	6,318					
ASIA										
Total	3	849	0	852	867					
CENTRAL AMERICA										
Total	0	87	0	87	87					
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	3	7	0	10	25	2	1	0	2	5
Austria	132	413	30	575	1,642	224	43	38	178	483
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	83	229	15	327	944	53	35	24	66	178
Bosnia-Herzegovina	4	7	0	11	31	3	2	2	4	11
Bulgaria	18	78	5	101	259	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	11	57	0	68	122	12	6	1	15	34
Cyprus	30	64	0	94	241	1	2	6	18	27
Cyprus (Northern)	0	2	0	2	2	0	0	0	0	0
Czech Republic	104	297	0	401	911	70	72	44	90	276
Denmark	60	234	6	300	678	82	59	50	66	257
Estonia	18	55	0	73	161	9	26	7	9	51
Faroe Islands	0	13	0	13	13	0	0	0	0	0
Finland	32	147	10	189	486	19	37	14	49	119
France	381	1,236	31	1,648	3,949	234	288	190	744	1,456
Georgia	8	32	0	40	79	4	1	0	27	32
Germany	493	1,440	128	2,061	6,269	535	358	152	627	1,672
Gibraltar	2	4	0	6	16	0	0	0	0	0
Greece	48	228	20	296	811	24	21	10	65	120
Greenland	1	23	0	24	29	0	0	0	0	0
Guernsey	12	52	3	67	168	59	17	12	19	107
Hungary	25	57	0	82	204	21	17	15	66	119
Iceland	15	64	0	79	152	3	14	9	11	37
Isle of Man	13	69	10	92	296	218	32	2	43	295
Italy	170	555	53	778	2,353	90	62	36	603	791
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	10	52	0	62	111	10	9	6	16	41
Liechtenstein	11	13	0	24	78	0	0	0	0	0
Lithuania	11	102	0	113	167	27	8	1	6	42
Luxembourg	35	98	0	133	304	59	22	1	10	92
Madeira	0	1	0	1	1	0	0	0	0	0
Malta	30	187	5	222	439	265	26	13	15	319
Moldova	6	13	0	19	48	8	1	0	25	34
Monaco	7	43	0	50	84	2	1	0	14	17
Montenegro	6	10	0	16	45	3	0	0	7	10
Netherlands	63	242	40	345	1,214	53	45	25	65	188
North Macedonia	2	6	0	8	18	0	0	0	0	0
Norway	61	201	0	262	561	17	51	18	205	291
Poland	107	255	0	362	886	53	46	38	145	282
Portugal	38	220	16	274	684	171	14	17	54	256
Republic of Ireland	57	214	20	291	850	41	11	11	44	107
Romania	25	129	0	154	276	18	9	8	47	82
Russia	0	544	0	544	544	200	57	33	763	1,053
San Marino	3	15	0	18	33	207	26	9	16	258
Serbia	23	65	0	88	201	33	4	11	27	75
Slovakia	28	58	0	86	223	18	7	6	46	77
Slovenia	14	74	0	88	157	15	9	5	27	56
Spain	135	434	82	651	2,460	90	71	85	504	750
Sweden	93	342	2	437	921	47	56	34	174	311
Switzerland	286	841	20	1,147	2,828	97	98	31	249	475
Turkey	108	359	10	477	1,146	135	36	23	98	292
U.K.	617	3,890	331	4,838	12,495	177	183	299	754	1,413
Ukraine	0	142	0	142	142	31	37	4	114	186
Total	3,461	14,018	857	18,336	47,293					
MIDDLE EAST										
Bahrain	3	37	0	40	55	12	0	0	10	22
Iraq	3	16	0	19	34	5	13	0	79	97
Israel	28	168	0	196	333	34	39	23	53	149
Jordan	4	82	0	86	106	17	8	0	10	35
Kuwait	2	27	0	29	39	13	0	0	15	28
Lebanon	10	51	26	87	500	9	2	1	7	19
Oman	3	28	0	31	46	12	0	0	30	42
Qatar	12	58	0	70	129	34	0	3	69	106
Saudi Arabia	44	159	5	208	494	74	20	4	95	193
Syria	0	8	0	8	8	8	0	0	0	8
United Arab Emirates	65	468	15	548	1,076	62	21	0	195	278
Yemen	1	5	0	6	11	0	3	0	0	3
Total	175	1,107	46	1,328	2,830					
NORTH AMERICA										
Total	120	5,850	6	5,976	6,648					
OCEANIA										
Total	0	357	0	357	357					
SOUTH AMERICA										
Total	1	266	0	267	272					
Unknown location	0	1,146	0	1,146	1,146					
TOTAL	4,513	25,480	914	30,907	65,817					

Publisher's affidavit

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

David Wright, Managing Director

Date: 13/03/2023

Janet Edwards, Database Manager

Bishop's Stortford, U.K.