

BUSINESS AIR NEWS

Magazine readership and circulation statement

NOVEMBER 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	27,257
Other recipients	3,882
FBO copies	937
Exhibition copies	0
Total copies	32,076
Total readership	66,705

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	3,960	10,289	0	0	14,249	45.7
Other business aviation professionals	429	12,579	1	2,782	15,791	50.7
Other recipients	0	0	0	1,099	1,099	3.5
Total	4,389	22,868	1	3,881	31,139	

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.

Stansted News Ltd
134 South Street, Bishop's Stortford
Hertfordshire, CM23 3BQ
United Kingdom
Tel: +44 (0)1279 714505
www.businessairnews.com

Advertising Manager
Brad Wright
Tel: +44 (0)1279 714521
Email: brad@businessairnews.com

Circulation/Subscriptions
Janet Edwards
Tel: +44 (0)1279 714515
Email: janet@businessairnews.com

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	212	405	178	342	218	339	1,694
Company Requests	80	467	219	409	21	166	1,362
Aircraft Registries & Directories	2,547	19,956	821	630	93	154	24,201
Total	2,839	20,828	1,218	1,381	332	659	27,257

QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	24,238	88.9
Individuals by name only	1,727	6.3
Individuals by job title only	1,292	4.7
Total	27,257	

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	9	24	0	33	77	10	57	0	44	111
Angola	24	34	0	58	176	24	43	7	63	137
Benin	2	3	2	7	45	0	1	0	3	4
Botswana	27	39	0	66	198	7	56	6	13	82
Burkina Faso	4	5	0	9	29	1	4	0	10	15
Burundi	0	1	0	1	1	0	0	0	1	1
Cameroon	5	11	0	16	40	3	5	0	16	24
Cape Verde	0	5	0	5	5	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	0	5	0	5	5	0	4	0	0	4
Congo	3	3	0	6	21	6	3	4	2	15
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	14	111	1	126	209	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	48	0	55	89	1	9	3	5	18
Gabon	5	11	0	16	40	4	3	7	7	21
Gambia	1	4	0	5	10	3	0	0	0	3
Ghana	6	27	0	33	62	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	12	3	23	43
Kenya	62	168	0	230	534	14	186	9	68	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	28	0	28	28	14	10	5	22	51
Madagascar	9	17	0	26	70	3	19	2	8	32
Mali	5	9	0	14	38	2	9	1	1	13
Mauritania	0	4	0	4	4	1	8	1	2	12
Mauritius	8	27	0	35	74	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	33	112
Mozambique	7	15	0	22	56	2	7	3	17	29
Namibia	18	51	0	69	157	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	58	157	0	215	499	75	23	3	124	225
Reunion	3	13	0	16	31	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	14	18	0	32	101	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	325	625	0	950	2,542	137	378	132	452	1,099
South Sudan	0	5	0	5	5	0	0	0	0	0
Sudan	6	20	0	26	55	4	7	1	12	24
Tanzania	23	79	0	102	215	3	81	14	6	104
Togo	0	8	0	8	8	1	3	0	2	6
Tunisia	5	41	0	46	70	12	2	1	9	24
Uganda	10	25	0	35	84	2	26	2	15	45
Zambia	16	31	0	47	125	3	24	13	8	48
Zimbabwe	12	29	0	41	100	0	8	10	8	26
Total	744	1,838	5	2,587	6,303					
ASIA										
Total	1	908	0	909	914					
CENTRAL AMERICA										
Total	1	86	0	87	92					
EUROPE										
Albania	0	11	5	16	86	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	130	440	30	600	1,657	228	41	40	177	486
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	88	252	15	355	996	51	35	23	63	172
Bosnia-Herzegovina	5	7	5	17	112	3	2	2	4	11
Bulgaria	17	78	10	105	328	18	15	3	14	50
Canary Islands	0	5	0	5	5	0	0	0	0	0
Croatia	14	54	15	83	362	13	6	1	15	35
Cyprus	27	61	0	88	220	1	2	6	19	28
Cyprus (Northern)	0	2	0	2	2	0	0	0	0	0
Czech Republic	102	308	5	415	985	71	69	44	90	274
Denmark	57	247	6	310	673	81	63	60	62	266
Estonia	20	52	0	72	170	6	29	8	10	53
Faroe Islands	2	11	0	13	23	0	0	0	0	0
Finland	31	154	10	195	487	19	42	14	50	125
France	390	1,274	31	1,695	4,040	252	285	192	738	1,467
Georgia	8	32	0	40	79	4	1	0	27	32
Germany	491	1,482	83	2,056	5,624	530	353	151	623	1,657
Gibraltar	1	5	0	6	11	0	0	0	0	0
Greece	49	243	20	312	832	26	23	11	67	127
Greenland	2	21	0	23	33	0	0	0	0	0
Guernsey	13	57	3	73	179	61	16	11	17	105
Hungary	23	57	0	80	193	23	17	15	67	122
Iceland	16	70	0	86	164	3	17	9	12	41
Isle of Man	13	72	10	95	299	199	27	2	39	267
Italy	166	578	53	797	2,352	85	62	35	601	783
Jersey	14	40	20	74	423	3	0	1	0	4
Kosovo	0	2	5	7	77	0	0	0	0	0
Latvia	10	53	0	63	112	10	9	6	16	41

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Liechtenstein	8	13	0	21	60	0	0	0	0	0
Lithuania	11	111	0	122	176	27	8	1	7	43
Luxembourg	33	104	0	137	299	70	23	1	12	106
Madeira	0	1	0	1	1	0	0	0	0	0
Malta	35	199	5	239	480	266	28	13	19	326
Moldova	6	13	0	19	48	7	1	0	25	33
Monaco	10	52	0	62	111	2	1	0	15	18
Montenegro	5	11	0	16	40	3	0	0	6	9
Netherlands	66	263	40	369	1,252	50	53	25	66	194
North Macedonia	2	6	0	8	18	0	0	0	0	0
Norway	64	210	0	274	588	16	50	18	205	289
Poland	110	257	5	372	981	53	42	38	144	277
Portugal	40	229	16	285	705	179	14	17	55	265
Republic of Ireland	55	221	20	296	846	40	10	11	46	107
Romania	30	128	10	168	455	21	9	8	48	86
Russia	0	540	0	540	540	201	56	31	767	1,055
San Marino	2	18	0	20	30	213	25	10	16	264
Serbia	21	70	5	96	269	34	4	11	28	77
Slovakia	31	53	0	84	236	19	7	6	46	78
Slovenia	14	74	0	88	157	17	9	5	27	58
Spain	99	463	90	652	2,397	91	67	85	505	748
Sweden	94	363	2	459	948	48	49	35	171	303
Switzerland	219	922	20	1,161	2,514	106	111	31	257	505
Turkey	112	377	10	499	1,188	142	34	23	96	295
U.K.	595	4,239	331	5,165	12,714	179	189	297	744	1,409
Ukraine	0	139	0	139	139	29	37	4	111	181
Total	3,358	14,806	880	19,044	47,818					
MIDDLE EAST										
Bahrain	4	37	0	41	61	12	0	0	10	22
Iraq	3	16	0	19	34	5	13	0	79	97
Israel	31	171	0	202	354	37	39	23	53	152
Jordan	4	81	0	85	105	17	8	0	10	35
Kuwait	0	29	0	29	29	13	0	0	14	27
Lebanon	10	52	26	88	501	9	2	1	7	19
Oman	4	28	0	32	52	12	0	0	30	42
Qatar	10	65	0	75	124	33	0	3	69	105
Saudi Arabia	46	164	5	215	510	74	21	4	107	206
Syria	0	8	0	8	8	8	0	0	0	8
United Arab Emirates	54	497	15	566	1,041	63	23	0	192	278
Yemen	1	5	0	6	11	0	3	0	0	3
Total	167	1,153	46	1,366	2,828					
NORTH AMERICA										
Total	116	6,209	6	6,331	6,983					
OCEANIA										
Total	1	360	0	361	366					
SOUTH AMERICA										
Total	1	284	0	285	290					
Unknown location	0	1,099	0	1,099	1,099					
TOTAL	4,389	26,743	937	32,069	66,693					

Publisher's affidavit

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

David Wright, Managing Director

Date: 06/11/2023

Janet Edwards, Database Manager

Bishop's Stortford, U.K.