

BUSINESS AIR NEWS

Magazine readership and circulation statement

FEBRUARY 2019 - 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	19,546
Other recipients	3,216
FBO copies	912
Exhibition copies	0
Total copies	23,674
Total readership	63,832

Total readership figure is based on:

Readers per printed copy	6.0
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	5,081	6,107	1	19	11,208	49.2
Other business aviation professionals	396	7,962	0	1,790	10,148	44.5
Other recipients	0	0	0	1,406	1,406	6.1
Total	5,477	14,069	1	3,215	22,762	

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	554	644	343	459	52	224	2,276
Company Requests	74	157	83	133	0	4	451
Aircraft Registries & Directories	2,367	11,567	2,002	856	2	25	16,819
Total	2,995	12,368	2,428	1,448	54	253	19,546

QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	17,599	90.0
Individuals by name only	1,080	5.5
Individuals by job title only	867	4.4
Total	19,546	

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	8	14	0	22	62	12	49	0	47	108
Angola	31	16	0	47	202	23	57	6	60	146
Benin	2	1	2	5	43	0	1	0	2	3
Botswana	28	14	0	42	182	4	57	5	13	79
Burkina Faso	4	2	0	6	26	2	4	0	8	14
Burundi	0	2	0	2	2	1	0	0	1	2
Cameroon	7	5	0	12	47	4	8	0	13	25
Cape Verde	0	3	0	3	3	0	1	0	0	1
Central African Republic	3	2	0	5	20	0	3	5	1	9
Chad	1	3	0	4	9	5	7	1	0	13
Comoros	2	1	0	3	13	0	6	0	1	7
Congo	5	5	0	10	35	3	2	3	3	11
Dem Rep of Congo	13	10	0	23	88	18	27	4	5	54
Djibouti	0	1	0	1	1	2	1	0	1	4
Egypt	19	75	2	96	219	29	11	0	41	81
Equatorial Guinea	3	6	2	11	54	6	3	0	4	13
Eritrea	1	0	0	1	6	1	2	0	0	3
Ethiopia	10	32	0	42	92	1	14	2	3	20
Gabon	9	6	0	15	60	11	3	3	4	21
Gambia	2	2	0	4	14	7	0	0	0	7
Ghana	12	16	0	28	88	6	8	0	7	21
Guinea	1	3	0	4	9	0	3	1	2	6
Guinea-Bissau	0	1	0	1	1	0	4	1	1	6
Ivory Coast	6	15	0	21	51	4	9	4	23	40
Kenya	87	99	0	186	621	13	170	8	58	249
Lesotho	2	2	0	4	14	0	0	0	2	2
Liberia	0	4	0	4	4	0	1	0	0	1
Libya	0	16	0	16	16	13	9	6	21	49
Madagascar	10	12	0	22	72	3	18	4	8	33
Malawi	1	0	0	1	6	0	2	1	2	5
Mali	4	2	0	6	26	1	7	1	1	10
Mauritania	0	1	0	1	1	1	6	0	0	7
Mauritius	7	12	0	19	54	1	1	0	3	5
Mayotte	0	2	0	2	2	0	0	0	0	0
Morocco	21	20	0	41	146	34	28	6	33	101
Mozambique	11	4	0	15	70	3	6	6	18	33

	<i>Printed</i>	<i>Digital</i>	<i>FBO/Exhib</i>	<i>Total</i>	<i>Readership</i>	<i>Jets</i>	<i>Turboprops</i>	<i>Twins</i>	<i>Helicopters</i>	<i>Fleet</i>
Namibia	25	23	0	48	173	13	32	6	15	66
Niger	2	4	0	6	16	2	8	1	0	11
Nigeria	77	88	0	165	550	59	23	3	112	197
Reunion	4	9	0	13	33	0	0	0	0	0
Rwanda	0	4	0	4	4	0	0	1	3	4
Saint Helena	0	2	0	2	2	0	0	0	0	0
Sao Tome & Principe	2	1	0	3	13	0	0	0	0	0
Senegal	4	6	0	10	30	3	8	3	5	19
Seychelles	12	10	0	22	82	0	0	0	0	0
Sierra Leone	0	2	0	2	2	0	1	0	2	3
South Africa	541	366	0	907	3,612	161	409	126	466	1,162
South Sudan	3	1	0	4	19	0	0	0	0	0
Sudan	10	15	0	25	75	4	7	1	12	24
Swaziland	2	1	0	3	13	1	3	0	1	5
Tanzania	41	41	0	82	287	3	99	16	8	126
Togo	2	3	0	5	15	4	3	0	2	9
Tunisia	6	33	0	39	69	11	2	0	11	24
Uganda	13	12	0	25	90	2	28	2	11	43
Zambia	21	20	0	41	146	1	23	12	7	43
Zimbabwe	11	16	0	27	82	0	9	13	3	25
Total	1,086	1,066	6	2,158	7,672					
ASIA										
Total	1	598	0	599	604					
CENTRAL AMERICA										
Total	0	74	0	74	74					
EUROPE										
Albania	1	3	0	4	9	1	0	0	5	6
Armenia	2	6	0	8	18	3	2	0	4	9
Austria	144	242	30	416	1,556	219	38	29	141	427
Azerbaijan	0	8	0	8	8	0	0	0	0	47
Azores	0	3	0	3	3	0	0	0	0	0
Belarus	4	9	0	13	33	22	5	0	12	39
Belgium	91	162	15	268	933	46	43	20	85	194
Bosnia-Herzegovina	4	4	0	8	28	2	3	2	3	10
Bulgaria	24	49	5	78	268	18	19	2	19	58
Canary Islands	0	2	0	2	2	0	0	0	0	0
Channel Islands	0	1	0	1	1	0	0	0	0	0
Croatia	22	45	0	67	177	9	9	4	19	41
Cyprus	30	41	0	71	221	1	1	9	14	25
Czech Republic	104	140	0	244	764	59	62	31	59	211
Denmark	86	170	6	262	776	84	50	47	57	238
Estonia	15	26	0	41	116	11	23	3	7	44
Faroe Islands	1	11	0	12	17	0	0	0	0	0
Finland	42	84	10	136	486	13	26	13	50	102
France	367	832	26	1,225	3,424	213	269	191	836	1,509
Georgia	9	19	0	28	73	3	2	0	16	21
Germany	522	1,008	106	1,636	5,730	491	359	107	583	1,540
Gibraltar	3	2	0	5	20	0	0	0	0	0
Greece	51	175	20	246	781	23	22	11	61	117
Greenland	2	22	0	24	34	0	0	0	0	0
Guernsey	18	31	3	52	184	32	14	11	15	72
Hungary	25	38	0	63	188	11	20	13	51	95
Iceland	18	52	0	70	160	3	15	10	10	38
Isle of Man	23	51	10	84	339	292	44	2	49	387
Italy	229	382	48	659	2,476	92	73	23	532	720
Jersey	13	21	20	54	399	1	0	0	0	1
Latvia	14	41	0	55	125	4	8	2	15	29
Liechtenstein	6	7	0	13	43	0	0	0	0	0

	<i>Printed</i>	<i>Digital</i>	<i>FBO/Exhib</i>	<i>Total</i>	<i>Readership</i>	<i>Jets</i>	<i>Turboprops</i>	<i>Twins</i>	<i>Helicopters</i>	<i>Fleet</i>
Lithuania	10	60	0	70	120	24	6	1	8	39
Luxembourg	36	62	0	98	278	66	24	1	11	102
Macedonia	1	4	0	5	10	2	0	1	7	10
Madeira	2	1	0	3	13	0	0	0	0	0
Malta	45	109	5	159	454	185	16	9	12	222
Moldova	3	10	0	13	28	9	2	0	22	33
Monaco	16	27	0	43	123	1	1	0	20	22
Montenegro	7	11	0	18	53	7	1	0	5	13
Netherlands	63	171	40	274	1,149	39	36	27	64	166
Norway	67	163	0	230	565	15	54	13	211	293
Poland	110	169	0	279	829	32	49	26	123	230
Portugal	47	153	16	216	675	151	6	19	58	234
Principality of Andorra	0	3	0	3	3	0	0	0	0	0
Republic of Ireland	58	144	20	222	792	40	2	11	32	85
Romania	29	80	0	109	254	15	7	9	36	67
Russia	169	318	0	487	1,332	176	56	17	678	927
San Marino	4	5	0	9	29	106	8	3	5	122
Serbia	22	47	0	69	179	21	7	8	18	54
Slovakia	20	34	0	54	154	14	4	3	40	61
Slovenia	20	78	0	98	198	12	10	7	25	54
Spain	145	299	82	526	2,399	104	75	78	477	734
Sweden	93	251	2	346	839	45	62	41	169	317
Switzerland	308	588	65	961	3,411	105	108	37	257	507
Turkey	143	214	10	367	1,222	136	32	24	129	321
U.K.	733	2,574	306	3,613	11,562	286	184	355	855	1,680
Ukraine	50	75	0	125	375	46	47	4	94	191
Total	4,071	9,337	845	14,253	46,438					
MIDDLE EAST										
Bahrain	3	28	15	46	271	13	0	0	8	21
Iran	0	16	0	16	16	44	18	0	41	103
Iraq	0	7	0	7	7	5	13	0	55	73
Israel	31	112	0	143	298	41	38	22	45	146
Jordan	7	67	0	74	109	16	6	0	5	27
Kuwait	4	18	0	22	42	14	0	0	10	24
Lebanon	11	42	26	79	498	15	3	1	0	19
Oman	3	15	0	18	33	13	0	0	22	35
Qatar	13	27	0	40	105	31	0	5	62	98
Saudi Arabia	65	110	5	180	575	90	18	1	42	151
Syria	0	4	0	4	4	8	0	0	0	8
United Arab Emirates	78	308	15	401	1,001	76	29	1	157	263
Yemen	0	5	0	5	5	0	3	0	0	3
Total	215	759	61	1,035	2,964					
NORTH AMERICA										
Total	103	3,516	0	3,619	4,134					
OCEANIA										
Total	0	313	0	313	313					
SOUTH AMERICA										
Total	2	215	0	217	227					
Unknown location	0	1,406	0	1,406	1,406					
TOTAL	5,478	17,284	912	23,674	63,832					

Publisher's affidavit

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

David Wright, Managing Director

Date: 05/02/2019

Janet Edwards, Database Manager

Bishop's Stortford, U.K.