

BUSINESS AIR NEWS

Magazine readership and circulation statement

APRIL 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	19,891
Other recipients	3,256
FBO copies	912
Exhibition copies	0
Total copies	24,059
Total readership	63,367

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	4,915	6,693	0	0	11,608	50.1
Other business aviation professionals	393	7,890	0	1,888	10,171	43.9
Other recipients	0	0	0	1,368	1,368	5.9
Total	5,308	14,583	0	3,256	23,147	

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	532	375	362	506	48	359	2,182
Company Requests	58	145	84	140	0	4	431
Aircraft Registries & Directories	3,003	12,355	1,218	668	3	31	17,278
Total	3,593	12,875	1,664	1,314	51	394	19,891

QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	17,873	89.8
Individuals by name only	1,122	5.6
Individuals by job title only	896	4.5
Total	19,891	

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	7	16	0	23	58	11	49	0	48	108
Angola	31	16	0	47	202	24	56	6	61	147
Benin	2	1	2	5	43	0	1	0	3	4
Botswana	29	23	0	52	197	4	64	6	13	87
Burkina Faso	5	3	0	8	33	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	7	0	1	8
Congo	7	5	0	12	47	3	3	3	3	12
Dem Rep of Congo	14	12	0	26	96	18	29	4	7	58
Djibouti	0	2	0	2	2	2	1	0	1	4
Egypt	22	81	2	105	243	29	11	0	42	82
Equatorial Guinea	3	6	2	11	54	5	3	0	4	12
Ethiopia	9	32	0	41	86	2	13	2	3	20
Gabon	6	7	0	13	43	11	3	3	4	21
Gambia	2	2	0	4	14	6	0	0	0	6
Ghana	11	17	0	28	83	7	8	0	7	22
Guinea	1	3	0	4	9	0	3	1	2	6
Guinea-Bissau	0	1	0	1	1	0	2	1	1	4
Ivory Coast	7	14	0	21	56	4	9	5	24	42
Kenya	90	99	0	189	639	13	180	8	64	265
Lesotho	2	2	0	4	14	0	0	0	3	3
Liberia	0	4	0	4	4	0	1	0	0	1
Libya	3	16	0	19	34	13	9	6	22	50
Madagascar	12	12	0	24	84	3	19	4	9	35
Malawi	1	0	0	1	6	0	2	1	2	5
Mali	5	2	0	7	32	2	7	1	2	12
Mauritania	0	1	0	1	1	1	7	1	0	9
Mauritius	7	16	0	23	58	1	3	0	4	8
Mayotte	0	2	0	2	2	0	0	0	0	0
Morocco	23	22	0	45	160	37	31	5	34	107
Mozambique	10	5	0	15	65	3	7	6	19	35
Namibia	25	25	0	50	175	13	33	6	17	69

	<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>
Niger	2	4	0	6	16	2	8	1	0	11
Nigeria	72	100	0	172	532	63	24	3	114	204
Reunion	0	11	0	11	11	0	0	0	0	0
Rwanda	1	3	0	4	9	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	5	7	0	12	37	3	10	3	5	21
Seychelles	10	9	0	19	69	0	0	0	0	0
Sierra Leone	0	3	0	3	3	0	1	0	2	3
South Africa	551	430	0	981	3,736	162	412	134	469	1,177
South Sudan	3	1	0	4	19	0	0	0	0	0
Sudan	9	16	0	25	70	6	7	1	12	26
Swaziland	2	1	0	3	13	1	3	0	1	5
Tanzania	43	42	0	85	300	4	102	17	8	131
Togo	1	3	0	4	9	3	4	0	2	9
Tunisia	5	34	0	39	64	11	2	0	11	24
Uganda	14	12	0	26	96	2	29	3	11	45
Zambia	21	21	0	42	147	2	23	12	7	44
Zimbabwe	11	19	0	30	85	0	8	13	4	25
Total	1,099	1,182	6	2,287	7,866					
ASIA										
Total	2	617	0	619	629					
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	2	2	0	4	8
Austria	152	277	30	459	1,639	234	40	32	153	459
Azerbaijan	13	9	0	22	87	19	0	0	22	41
Azores	0	3	0	3	3	0	0	0	0	0
Belarus	4	11	0	15	35	22	5	0	12	39
Belgium	97	196	15	308	1,003	46	44	20	87	197
Bosnia-Herzegovina	4	5	0	9	29	2	3	2	3	10
Bulgaria	26	50	5	81	281	17	19	2	20	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	21	50	0	71	176	9	9	3	18	39
Cyprus	31	41	0	72	227	2	2	9	14	27
Czech Republic	119	177	0	296	891	64	66	34	72	236
Denmark	87	188	6	281	800	83	52	47	61	243
Estonia	16	26	0	42	122	13	24	3	7	47
Faroe Islands	2	12	0	14	24	0	0	0	0	0
Finland	36	93	10	139	459	13	25	13	51	102
France	327	893	26	1,246	3,245	222	269	188	836	1,515
Georgia	11	20	0	31	86	3	1	0	22	26
Germany	472	1,057	106	1,635	5,479	488	356	108	578	1,530
Gibraltar	4	3	0	7	27	0	0	0	0	0
Greece	54	181	20	255	805	21	21	10	62	114
Greenland	2	22	0	24	34	0	0	0	0	0
Guernsey	19	36	3	58	195	39	14	11	16	80
Hungary	22	46	0	68	178	11	20	13	51	95
Iceland	14	57	0	71	141	3	15	9	9	36
Isle of Man	20	52	10	82	322	293	43	2	47	385
Italy	203	422	48	673	2,360	91	73	23	529	716
Jersey	11	22	20	53	388	1	0	0	0	1
Latvia	9	48	0	57	102	4	7	2	14	27
Liechtenstein	7	7	0	14	49	0	0	0	0	0
Lithuania	12	63	0	75	135	24	6	0	8	38

	<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>
Luxembourg	32	66	0	98	258	69	25	1	11	106
Madeira	2	1	0	3	13	0	0	0	0	0
Malta	43	109	5	157	442	183	16	9	12	220
Moldova	4	9	0	13	33	9	2	0	22	33
Monaco	12	32	0	44	104	1	1	0	20	22
Montenegro	7	14	0	21	56	4	1	0	5	10
Netherlands	60	181	40	281	1,141	39	37	27	64	167
North Macedonia	1	4	0	5	10	0	0	0	0	0
Norway	64	164	0	228	548	15	55	13	212	295
Poland	104	170	0	274	794	33	47	26	124	230
Portugal	47	157	16	220	679	149	6	20	58	233
Principality of Andorra	0	3	0	3	3	0	0	0	0	0
Republic of Ireland	56	155	20	231	791	39	3	11	33	86
Romania	28	81	0	109	249	15	7	8	36	66
Russia	161	340	0	501	1,306	176	56	17	679	928
San Marino	4	5	0	9	29	119	8	3	5	135
Serbia	20	48	0	68	168	21	7	9	19	56
Slovakia	21	36	0	57	162	15	4	3	40	62
Slovenia	20	75	0	95	195	13	10	7	25	55
Spain	141	307	82	530	2,383	103	74	77	474	729
Sweden	88	247	2	337	805	46	62	41	171	320
Switzerland	281	613	65	959	3,274	108	107	36	261	512
Turkey	140	239	10	389	1,229	137	32	24	132	325
U.K.	678	2,604	306	3,588	11,262	274	183	353	849	1,659
Ukraine	50	82	0	132	382	47	47	4	95	193
Total	3,862	9,821	845	14,528	45,668					
MIDDLE EAST										
Bahrain	3	26	15	44	269	14	0	0	8	22
Iraq	3	7	0	10	25	5	14	0	55	74
Israel	33	120	0	153	318	40	40	23	49	152
Jordan	5	68	0	73	98	17	8	0	5	30
Kuwait	5	19	0	24	49	13	0	0	14	27
Lebanon	14	46	26	86	520	13	3	1	0	17
Oman	3	17	0	20	35	13	0	0	22	35
Qatar	13	30	0	43	108	31	0	5	64	100
Saudi Arabia	65	123	5	193	588	95	18	1	59	173
Syria	0	4	0	4	4	8	0	0	0	8
United Arab Emirates	82	325	15	422	1,042	73	29	1	189	292
Yemen	0	5	0	5	5	0	3	0	0	3
Total	226	790	61	1,077	3,061					
NORTH AMERICA										
Total	116	3,407	0	3,523	4,103					
OCEANIA										
Total	1	356	0	357	362					
SOUTH AMERICA										
Total	2	224	0	226	236					
Unknown location	0	1,368	0	1,368	1,368					
TOTAL	5,308	17,839	912	24,059	63,367					

Publisher's affidavit

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

David Wright, Managing Director

Date: 01/04/2019

Janet Edwards, Database Manager

Bishop's Stortford, U.K.