

BUSINESS AIR NEWS

Magazine readership and circulation statement

JUNE 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	20,563
Other recipients	3,262
FBO copies	1,016
Exhibition copies	0
Total copies	24,841
Total readership	66,219

Total readership figure is based on:

Readers per printed copy	5.6
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	5,412	6,559	0	0	11,971	50.2
Other business aviation professionals	491	8,101	0	1,940	10,532	44.2
Other recipients	0	0	0	1,322	1,322	5.5
Total	5,903	14,660	0	3,262	23,825	

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	491	380	290	480	131	360	2,132
Company Requests	53	118	73	132	0	10	386
Aircraft Registries & Directories	4,342	12,767	489	373	34	40	18,045
Total	4,886	13,265	852	985	165	410	20,563

QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	18,437	89.6
Individuals by name only	1,159	5.6
Individuals by job title only	967	4.7
Total	20,563	

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	18	0	25	57	11	49	0	48	108
Angola	31	17	0	48	191	24	56	6	59	145
Benin	2	1	2	5	42	0	1	0	3	4
Botswana	29	22	0	51	184	4	61	6	13	84
Burkina Faso	5	3	0	8	31	1	4	0	8	13
Burundi	0	2	0	2	2	1	0	0	1	2
Cameroon	7	5	0	12	44	4	8	0	13	25
Cape Verde	0	3	0	3	3	0	1	0	0	1
Central African Republic	3	2	0	5	19	0	3	5	0	8
Chad	1	3	0	4	9	5	7	1	0	13
Comoros	2	1	0	3	12	0	7	0	0	7
Congo	6	5	0	11	39	3	3	3	2	11
Dem Rep of Congo	14	11	0	25	89	17	29	4	7	57
Djibouti	0	2	0	2	2	2	1	0	1	4
Egypt	21	79	2	102	227	31	11	0	42	84
Equatorial Guinea	3	6	2	11	53	5	3	0	4	12
Ethiopia	8	33	0	41	78	2	11	2	2	17
Gabon	8	6	0	14	51	10	3	3	4	20
Gambia	2	3	0	5	14	6	0	0	0	6
Ghana	11	17	0	28	79	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	8	13	0	21	58	4	9	5	26	44
Kenya	89	98	0	187	596	13	176	7	64	260
Lesotho	2	2	0	4	13	0	0	0	3	3
Liberia	0	4	0	4	4	0	1	0	0	1
Libya	3	20	0	23	37	13	9	6	22	50
Madagascar	12	12	0	24	79	3	19	4	9	35
Malawi	1	0	0	1	6	0	2	1	2	5
Mali	5	3	0	8	31	2	7	1	2	12
Mauritania	0	1	0	1	1	1	7	1	0	9
Mauritius	8	15	0	23	60	1	3	0	4	8
Mayotte	0	2	0	2	2	0	0	0	0	0
Morocco	23	22	0	45	151	37	31	5	34	107
Mozambique	10	5	0	15	61	3	7	6	19	35
Namibia	26	25	0	51	171	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	15	2	8	1	0	11
Nigeria	72	100	0	172	503	59	24	3	110	196
Reunion	5	8	0	13	36	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	0	0	2	11	0	0	0	0	0
Senegal	5	7	0	12	35	3	10	3	5	21
Seychelles	10	9	0	19	65	0	0	0	0	0
Sierra Leone	0	3	0	3	3	0	1	0	2	3
South Africa	523	436	0	959	3,365	160	395	146	474	1,175
South Sudan	3	1	0	4	18	0	0	0	0	0
Sudan	10	15	0	25	71	6	7	1	12	26
Swaziland	2	1	0	3	12	1	3	0	1	5
Tanzania	43	43	0	86	284	4	101	17	8	130
Togo	1	3	0	4	9	3	4	0	2	9
Tunisia	6	33	0	39	67	11	2	0	11	24
Uganda	13	15	0	28	88	2	28	3	11	44
Zambia	18	21	0	39	122	2	21	12	7	42
Zimbabwe	11	19	0	30	81	0	8	14	4	26
Total	1,075	1,188	6	2,269	7,298					
ASIA										
Total	2	612	0	614	623					
CENTRAL AMERICA										
Total	0	74	0	74	74					
EUROPE										
Albania	2	3	0	5	14	1	0	0	5	6
Armenia	3	7	0	10	24	2	1	0	5	8
Austria	167	279	30	476	1,664	218	38	34	154	444
Azerbaijan	14	9	0	23	87	19	0	0	22	41
Azores	0	3	0	3	3	0	0	0	0	0
Belarus	4	13	0	17	35	22	5	0	12	39
Belgium	108	186	15	309	1,016	45	40	25	82	192
Bosnia-Herzegovina	4	5	0	9	27	2	3	2	3	10
Bulgaria	26	51	5	82	272	17	19	2	20	58
Canary Islands	0	2	0	2	2	0	0	0	0	0
Channel Islands	0	2	0	2	2	0	0	0	0	0
Croatia	19	45	0	64	151	9	9	4	18	40
Cyprus	30	41	0	71	209	2	2	9	14	27
Czech Republic	126	176	0	302	882	63	61	37	73	234
Denmark	92	187	6	285	792	81	50	49	61	241
Estonia	15	26	0	41	110	11	23	3	7	44
Faroe Islands	2	12	0	14	23	0	0	0	0	0
Finland	44	97	10	151	493	13	24	13	48	98
France	405	896	120	1,421	4,964	249	259	200	837	1,545
Georgia	11	20	0	31	82	3	1	0	21	25
Germany	531	1,058	106	1,695	5,622	502	320	148	577	1,547
Gibraltar	5	3	0	8	31	0	0	0	0	0
Greece	60	180	20	260	816	20	21	10	62	113
Greenland	2	23	0	25	34	0	0	0	0	0
Guernsey	20	36	3	59	193	41	15	13	16	85
Hungary	30	48	0	78	216	13	21	13	58	105
Iceland	23	57	0	80	186	3	15	9	10	37
Isle of Man	19	56	10	85	312	286	43	2	47	378
Italy	198	434	48	680	2,263	91	71	25	551	738
Jersey	12	23	20	55	390	1	0	0	0	1
Latvia	10	46	0	56	102	3	7	2	15	27
Liechtenstein	10	9	0	19	65	0	0	0	0	0
Lithuania	10	61	0	71	117	24	6	0	9	39

	<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	50	73	0	123	353	70	27	1	12	110
Madeira	2	2	0	4	13	0	0	0	0	0
Malta	48	114	5	167	458	191	16	9	14	230
Moldova	4	10	0	14	32	9	2	0	22	33
Monaco	14	31	0	45	109	2	1	0	21	24
Montenegro	7	14	0	21	53	4	1	0	4	9
Netherlands	74	180	40	294	1,194	39	40	27	59	165
North Macedonia	1	4	0	5	10	0	0	0	0	0
Norway	70	167	0	237	559	15	61	13	209	298
Poland	119	169	0	288	835	34	44	29	127	234
Portugal	52	172	16	240	703	157	7	20	59	243
Principality of Andorra	0	3	0	3	3	0	0	0	0	0
Republic of Ireland	72	164	20	256	867	40	3	11	37	91
Romania	31	89	0	120	263	15	7	8	37	67
Russia	172	344	0	516	1,307	182	51	21	708	962
San Marino	1	8	0	9	14	128	9	5	5	147
Serbia	26	48	0	74	194	23	7	9	20	59
Slovakia	23	36	0	59	165	17	5	4	40	66
Slovenia	21	72	0	93	190	13	10	6	24	53
Spain	181	302	82	565	2,546	106	71	83	484	745
Sweden	106	257	2	365	881	47	62	42	176	327
Switzerland	333	624	65	1,022	3,464	113	93	42	257	505
Turkey	149	241	10	400	1,225	132	31	24	116	303
U.K.	828	2,644	316	3,788	12,021	252	172	330	850	1,604
Ukraine	50	85	0	135	365	47	47	4	101	199
Total	4,436	9,947	949	15,332	49,024					
MIDDLE EAST										
Bahrain	3	26	15	44	268	13	0	0	8	21
Iraq	3	7	0	10	24	5	14	0	55	74
Israel	38	83	0	121	296	37	40	23	50	150
Jordan	7	67	0	74	106	17	8	0	5	30
Kuwait	7	19	0	26	58	13	0	0	14	27
Lebanon	14	46	26	86	514	13	3	1	0	17
Oman	3	17	0	20	34	13	0	0	22	35
Qatar	13	31	0	44	104	32	0	5	64	101
Saudi Arabia	72	115	5	192	593	95	18	1	58	172
Syria	0	4	0	4	4	8	0	0	0	8
United Arab Emirates	88	331	15	434	1,049	71	26	1	188	286
Yemen	0	6	0	6	6	0	3	0	0	3
Total	248	752	61	1,061	3,056					
NORTH AMERICA										
Total	140	3,473	0	3,613	4,257					
OCEANIA										
Total	1	349	0	350	355					
SOUTH AMERICA										
Total	1	205	0	206	211					
Unknown location	0	1,322	0	1,322	1,322					
TOTAL	5,903	17,922	1,016	24,841	66,219					

Publisher's affidavit

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

David Wright, Managing Director

Date: 04/06/2019

Janet Edwards, Database Manager

Bishop's Stortford, U.K.