

BUSINESS AIR NEWS

Magazine readership and circulation statement

SEPTEMBER 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	21,273
Other recipients	3,271
FBO copies	914
Exhibition copies	100
Total copies	25,558
Total readership	67,083

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	5,474	6,701	0	0	12,175	49.6
Other business aviation professionals	467	8,631	0	1,965	11,063	45.0
Other recipients	0	0	0	1,306	1,306	5.3
Total	5,941	15,332	0	3,271	24,544	

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	323	347	398	502	172	359	2,101
Company Requests	138	140	6	122	2	14	422
Aircraft Registries & Directories	4,779	13,552	113	227	10	69	18,750
Total	5,240	14,039	517	851	184	442	21,273

QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	18,991	89.2
Individuals by name only	1,184	5.5
Individuals by job title only	1,098	5.1
Total	21,273	

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	17	0	25	62	11	49	0	47	107
Angola	31	17	0	48	191	24	56	6	59	145
Benin	2	1	2	5	42	0	1	0	3	4
Botswana	29	23	0	52	185	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	6	8	0	14	42	4	6	0	13	23
Cape Verde	1	2	0	3	8	0	1	0	0	1
Central African Republic	3	2	0	5	19	0	3	5	0	8
Chad	1	4	0	5	10	5	7	1	0	13
Comoros	2	1	0	3	12	0	6	0	0	6
Congo	5	5	0	10	33	3	3	3	2	11
Djibouti	0	2	0	2	2	2	1	0	1	4
Egypt	21	83	2	106	231	32	11	0	42	85
Equatorial Guinea	3	6	2	11	53	5	3	0	2	10
Ethiopia	8	36	0	44	81	2	11	2	2	17
Gabon	8	7	0	15	52	10	3	3	4	20
Gambia	2	3	0	5	14	6	0	0	0	6
Ghana	11	18	0	29	80	6	8	0	7	21
Guinea	1	3	0	4	9	0	3	1	3	7
Guinea-Bissau	0	1	0	1	1	0	2	1	1	4
Ivory Coast	8	13	0	21	58	4	9	5	25	43
Kenya	89	100	0	189	598	13	179	7	63	262
Lesotho	2	2	0	4	13	0	0	0	3	3
Liberia	0	5	0	5	5	0	1	0	0	1
Libya	3	20	0	23	37	13	9	5	22	49
Madagascar	12	13	0	25	80	3	19	4	6	32
Malawi	1	0	0	1	6	0	2	0	2	4
Mali	5	5	0	10	33	2	7	1	2	12
Mauritania	0	1	0	1	1	1	7	1	0	9
Mauritius	8	19	0	27	64	1	3	0	4	8
Mayotte	0	2	0	2	2	0	0	0	0	0
Morocco	23	25	0	48	154	37	30	5	33	105
Mozambique	10	7	0	17	63	3	7	5	20	35
Namibia	26	30	0	56	176	13	33	6	17	69
Niger	2	4	0	6	15	2	8	0	0	10

	<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>
Nigeria	70	109	0	179	501	57	25	3	110	195
Reunion	7	8	0	15	47	0	0	0	0	0
Rwanda	1	4	0	5	10	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	6	0	11	34	3	11	3	5	22
Seychelles	9	8	0	17	58	0	0	0	0	0
Sierra Leone	0	3	0	3	3	0	0	0	2	2
South Africa	497	455	0	952	3,238	158	390	145	468	1,161
South Sudan	3	1	0	4	18	0	0	0	0	0
Sudan	10	14	0	24	70	6	7	1	12	26
Swaziland	2	1	0	3	12	1	1	0	1	3
Tanzania	44	52	0	96	298	4	100	17	8	129
Togo	1	5	0	6	11	3	4	0	2	9
Tunisia	6	34	0	40	68	11	2	0	11	24
Uganda	13	18	0	31	91	2	28	2	11	43
Zambia	17	21	0	38	116	2	21	11	7	41
Zimbabwe	11	20	0	31	82	0	8	14	4	26
Total	1,034	1,251	6	2,291	7,131					
ASIA										
Total	2	635	0	637	646					
CENTRAL AMERICA										
Total	0	74	0	74	74					
EUROPE										
Albania	2	3	0	5	14	1	0	0	5	6
Andorra	0	4	0	4	4	0	0	0	0	0
Armenia	2	8	0	10	19	2	1	0	3	6
Austria	165	280	30	475	1,654	220	35	34	159	448
Azerbaijan	11	15	0	26	77	18	0	0	23	41
Azores	0	3	0	3	3	0	0	0	0	0
Belarus	5	10	0	15	38	21	5	0	12	38
Belgium	104	188	15	307	995	46	35	24	81	186
Bosnia-Herzegovina	4	5	0	9	27	2	2	2	3	9
Bulgaria	26	66	5	97	287	18	16	2	17	53
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	47	0	66	153	9	8	3	17	37
Cyprus	29	44	0	73	206	2	2	9	14	27
Czech Republic	129	185	0	314	907	64	59	36	73	232
Denmark	90	189	6	285	783	82	51	50	61	244
Estonia	16	30	0	46	120	11	23	3	5	42
Faroe Islands	2	12	0	14	23	0	0	0	0	0
Finland	43	107	10	160	498	13	25	13	47	98
France	449	913	26	1,388	3,817	237	266	198	809	1,510
Georgia	12	22	0	34	89	3	1	0	20	24
Germany	600	1,093	106	1,799	6,043	500	335	153	614	1,602
Gibraltar	5	3	0	8	31	0	0	0	0	0
Greece	58	180	20	258	805	19	21	9	61	110
Greenland	2	22	0	24	33	0	0	0	0	0
Guernsey	20	33	3	56	190	37	14	13	15	79
Hungary	30	47	0	77	215	12	17	13	56	98
Iceland	21	58	0	79	176	2	15	8	10	35
Isle of Man	16	57	10	83	297	276	42	2	49	369
Italy	200	473	48	721	2,313	91	68	26	557	742
Jersey	11	23	20	54	385	1	0	0	0	1
Latvia	11	49	0	60	111	3	5	2	14	24
Liechtenstein	10	9	0	19	65	0	0	0	0	0
Lithuania	10	61	0	71	117	25	6	0	7	38

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Luxembourg	49	73	0	122	347	70	24	1	12	107
Madeira	2	2	0	4	13	0	0	0	0	0
Malta	46	112	5	163	445	197	15	8	14	234
Moldova	6	10	0	16	44	9	1	0	22	32
Monaco	14	33	0	47	111	2	1	0	22	25
Montenegro	7	14	0	21	53	4	1	0	4	9
Netherlands	75	188	40	303	1,208	38	41	25	59	163
North Macedonia	1	4	0	5	10	0	0	0	0	0
Norway	71	164	0	235	562	17	60	13	213	303
Poland	119	170	0	289	836	35	43	27	119	224
Portugal	53	178	16	247	715	159	6	19	58	242
Republic of Ireland	70	165	20	255	857	38	3	11	37	89
Romania	29	95	0	124	257	15	7	5	34	61
Russia	176	363	0	539	1,349	160	49	21	667	897
San Marino	1	8	0	9	14	135	9	5	6	155
Serbia	27	50	0	77	201	24	7	8	21	60
Slovakia	24	34	0	58	168	17	5	4	39	65
Slovenia	20	76	0	96	188	13	9	5	24	51
Spain	184	319	82	585	2,579	106	68	78	481	733
Sweden	107	262	2	371	891	48	62	37	172	319
Switzerland	323	640	65	1,028	3,424	110	93	42	257	502
Turkey	153	250	10	413	1,257	130	36	21	115	302
U.K.	799	2,775	308	3,882	11,869	251	175	330	851	1,607
Ukraine	52	86	0	138	377	32	39	2	92	165
Total	4,510	10,314	847	15,671	48,275					
MIDDLE EAST										
Bahrain	4	24	15	43	271	13	0	0	8	21
Iraq	3	8	0	11	25	5	14	0	55	74
Israel	38	90	0	128	303	37	40	23	49	149
Jordan	7	70	0	77	109	17	8	0	5	30
Kuwait	7	21	0	28	60	13	0	0	14	27
Lebanon	14	47	26	87	515	13	3	1	0	17
Oman	3	17	0	20	34	13	0	0	22	35
Qatar	14	34	0	48	112	32	0	4	64	100
Saudi Arabia	66	117	5	188	562	92	18	1	58	169
Syria	0	9	0	9	9	8	0	0	0	8
United Arab Emirates	87	343	15	445	1,055	69	25	0	188	282
Yemen	1	5	0	6	11	0	3	0	0	3
Total	244	785	61	1,090	3,066					
NORTH AMERICA										
Total	135	3,670	0	3,805	4,426					
OCEANIA										
Total	1	346	0	347	352					
SOUTH AMERICA										
Total	0	211	0	211	211					
Unknown location	0	1,306	100	1,406	1,406					
TOTAL	5,926	18,592	1,014	25,532	66,988					

Publisher's affidavit

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

David Wright, Managing Director

Date: 02/09/2019

Janet Edwards, Database Manager

Bishop's Stortford, U.K.