

# BUSINESS AIR NEWS

## Magazine readership and circulation statement

OCTOBER 2019 - NORTH AMERICAN EDITION

**B**usiness Air News is the world's leading magazine for business aircraft owners, and is published monthly in printed and digital formats.

Its unique blend of North American business aviation news is published via web and email throughout the year, and the North America printed edition is published twice a year to coincide with the NBAA Convention and the NBAA Schedulers and Dispatchers Conference. It is distributed to our own proprietary and exclusive database of owners and operators of 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 Europe, South and Central America and the Asia Pacific and statements for these issues can be downloaded from [www.businessairnews.com](http://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.

**New for  
2019!**

**Business Air News  
for the USA,  
Canada and  
Mexico**

### SUMMARY

Qualified recipients	30,375
Other recipients	5,708
FBO copies	0
Exhibition copies	500
Total copies	36,583
Total readership	74,747

*Total readership figure is based on:*

Readers per printed copy	6.6
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	5,175	19,207	0	0	24,382	67.5
Other business aviation professionals	390	5,603	0	4,401	10,394	28.8
Other recipients	0	0	0	1,307	1,307	3.6
<b>Total</b>	<b>5,565</b>	<b>24,810</b>	<b>0</b>	<b>5,708</b>	<b>36,083</b>	

*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](http://www.businessairnews.com)

#### Advertising Manager

**Mark Ranger**

Tel: +44 (0)1279 714509

Email: [mark@businessairnews.com](mailto:mark@businessairnews.com)

#### Circulation/Subscriptions

**Janet Edwards**

Tel: +44 (0)1279 714515

Email: [janet@businessairnews.com](mailto: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	169	180	128	81	44	46	648
Company Requests	12	119	2	73	0	7	213
Aircraft Registries & Directories	4,003	19,677	1,207	4,559	0	68	29,514
<b>Total</b>	<b>4,184</b>	<b>19,976</b>	<b>1,337</b>	<b>4,713</b>	<b>44</b>	<b>121</b>	<b>30,375</b>

## QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	28,230	92.9
Individuals by name only	1,116	3.6
Individuals by job title only	1,026	3.3
Individuals by company name only	3	0.0
<b>Total</b>	<b>30,375</b>	

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
<b>AFRICA</b>										
<b>Total</b>	<b>2</b>	<b>354</b>	<b>0</b>	<b>356</b>	<b>367</b>					
<b>ASIA</b>										
<b>Total</b>	<b>3</b>	<b>687</b>	<b>0</b>	<b>690</b>	<b>707</b>					
<b>CENTRAL AMERICA</b>										
<b>Total</b>	<b>2</b>	<b>144</b>	<b>0</b>	<b>146</b>	<b>157</b>					
<b>EUROPE</b>										
<b>Total</b>	<b>192</b>	<b>3,873</b>	<b>0</b>	<b>4,065</b>	<b>5,140</b>					
<b>MIDDLE EAST</b>										
<b>Total</b>	<b>14</b>	<b>292</b>	<b>0</b>	<b>306</b>	<b>384</b>					
<b>NORTH AMERICA</b>										
Canada	223	2,171	0	2,394	3,643	669	1,102	204	1,844	3,819
Mexico	194	836	0	1,030	2,116	726	262	46	521	1,555
Saint Pierre and Miquelon (France)	0	1	0	1	1	0	0	0	0	0
U.S.A.	4,930	20,186	0	25,116	52,724	14,985	8,790	4,126	6,210	34,111
<b>Total</b>	<b>5,347</b>	<b>23,194</b>	<b>0</b>	<b>28,541</b>	<b>58,484</b>					
<b>OCEANIA</b>										
<b>Total</b>	<b>1</b>	<b>350</b>	<b>0</b>	<b>351</b>	<b>357</b>					
<b>SOUTH AMERICA</b>										
<b>Total</b>	<b>4</b>	<b>314</b>	<b>0</b>	<b>318</b>	<b>340</b>					
Unknown location	0	1,307	500	1,807	1,807					
<b>TOTAL</b>	<b>5,565</b>	<b>30,515</b>	<b>500</b>	<b>36,580</b>	<b>74,744</b>					

### Publisher's affidavit

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

David Wright, Managing Director

Date: 26/09/2019

Janet Edwards, Database Manager

Bishop's Stortford, U.K.