

BUSINESS AIR NEWS

Magazine readership and circulation statement

DECEMBER 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	21,785
Other recipients	3,317
FBO copies	914
Exhibition copies	0
Total copies	26,016
Total readership	71,757

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	5,446	6,973	0	0	12,419	49.4
Other business aviation professionals	437	8,929	0	2,019	11,385	45.3
Other recipients	0	0	0	1,298	1,298	5.1
Total	5,883	15,902	0	3,317	25,102	

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

Advertising Manager
Mark Ranger
Tel: +44 (0)1279 714509
Email: mark@businessairnews.com

Circulation/Subscriptions
Janet Edwards
Tel: +44 (0)1279 714515
Email: 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	212	334	428	534	235	377	2,120
Company Requests	138	140	5	87	4	69	443
Aircraft Registries & Directories	4,728	14,035	100	193	33	133	19,222
Total	5,078	14,509	533	814	272	579	21,785

QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	19,446	89.2
Individuals by name only	1,210	5.5
Individuals by job title only	1,129	5.1
Total	21,785	

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
Total	0	2	0	2	2	0	0	0	0	0
AFRICA										
Algeria	8	17	0	25	70	11	51	0	47	109
Angola	30	18	0	48	216	24	56	6	59	145
Benin	2	1	2	5	44	0	1	0	3	4
Botswana	30	24	0	54	222	4	61	6	13	84
Burkina Faso	5	3	0	8	36	1	4	0	8	13
Burundi	0	1	0	1	1	1	0	0	1	2
Cameroon	6	7	0	13	47	4	6	0	13	23
Cape Verde	1	2	0	3	9	0	1	0	0	1
Central African Republic	3	2	0	5	22	0	3	5	0	8
Chad	1	4	0	5	11	5	7	1	0	13
Comoros	2	1	0	3	14	0	6	0	0	6
Congo	5	5	0	10	38	3	3	3	2	11
Djibouti	0	2	0	2	2	2	1	0	1	4
Egypt	21	88	2	111	257	38	11	0	41	90
Equatorial Guinea	3	6	2	11	56	5	3	0	2	10
Ethiopia	8	36	0	44	89	2	11	2	2	17
Gabon	8	8	0	16	61	9	3	3	4	19
Gambia	2	3	0	5	16	6	0	0	0	6
Ghana	11	18	0	29	91	6	8	0	7	21
Guinea	1	3	0	4	10	0	3	1	3	7
Guinea-Bissau	0	1	0	1	1	0	2	1	1	4
Ivory Coast	8	13	0	21	66	4	9	5	25	43
Kenya	89	102	0	191	689	14	180	7	64	265
Lesotho	2	2	0	4	15	0	0	0	3	3
Liberia	0	5	0	5	5	0	1	0	0	1
Libya	3	20	0	23	40	13	9	5	22	49
Madagascar	12	13	0	25	92	3	19	4	7	33
Malawi	1	0	0	1	7	0	2	0	2	4
Mali	5	4	0	9	37	2	7	1	2	12
Mauritania	0	1	0	1	1	1	7	1	0	9
Mauritius	8	19	0	27	72	1	3	0	4	8
Mayotte	0	2	0	2	2	0	0	0	0	0
Morocco	23	25	0	48	177	38	31	5	33	107
Mozambique	10	7	0	17	73	3	7	5	21	36

	<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	26	33	0	59	205	12	32	6	17	67
Niger	2	4	0	6	17	2	8	0	0	10
Nigeria	70	107	0	177	569	58	25	3	106	192
Reunion	7	8	0	15	54	0	0	0	0	0
Rwanda	1	4	0	5	11	0	0	1	5	6
Saint Helena	0	2	0	2	2	0	0	0	0	0
Sao Tome & Principe	2	0	0	2	13	0	0	0	0	0
Senegal	5	6	0	11	39	3	11	3	4	21
Seychelles	9	11	0	20	70	0	0	0	0	0
Sierra Leone	0	4	0	4	4	0	0	0	2	2
South Africa	484	469	0	953	3,663	160	388	145	467	1,160
South Sudan	3	1	0	4	21	0	0	0	0	0
Sudan	10	15	0	25	81	6	7	1	12	26
Swaziland	2	1	0	3	14	1	1	0	1	3
Tanzania	43	50	0	93	334	4	101	16	8	129
Togo	1	6	0	7	13	3	4	0	2	9
Tunisia	6	34	0	40	74	13	2	0	11	26
Uganda	13	19	0	32	105	2	28	2	11	43
Zambia	16	25	0	41	131	2	21	11	7	41
Zimbabwe	11	20	0	31	93	0	8	14	4	26
Total	1,019	1,282	6	2,307	8,097					
ASIA										
Total	2	643	0	645	656					
CENTRAL AMERICA										
Total	0	80	0	80	80					
EUROPE										
Albania	1	3	0	4	10	1	1	0	5	7
Alderney	1	0	0	1	7	0	0	0	0	0
Andorra	0	3	0	3	3	0	0	0	0	0
Armenia	2	8	0	10	21	2	1	0	3	6
Austria	165	285	30	480	1,824	221	36	34	164	455
Azerbaijan	11	14	0	25	87	18	0	0	23	41
Azores	0	3	0	3	3	0	0	0	0	0
Belarus	5	10	0	15	43	20	5	0	12	37
Belgium	100	188	15	303	1,073	45	35	23	79	182
Bosnia-Herzegovina	4	5	0	9	31	2	2	2	3	9
Bulgaria	28	60	5	93	320	16	16	2	17	51
Canary Islands	0	3	0	3	3	0	0	0	0	0
Channel Islands	0	2	0	2	2	0	0	0	0	0
Croatia	19	49	0	68	174	9	8	2	17	36
Cyprus	33	47	0	80	265	2	2	9	14	27
Czech Republic	130	189	0	319	1,047	65	60	36	79	240
Denmark	90	194	6	290	878	83	51	50	63	247
Estonia	16	29	0	45	135	11	23	3	5	42
Faroe Islands	2	13	0	15	26	0	0	0	0	0
Finland	43	105	10	158	539	14	27	13	48	102
France	444	916	26	1,386	4,236	242	268	200	806	1,516
Georgia	11	21	0	32	94	3	1	0	24	28
Germany	599	1,108	106	1,813	6,651	509	336	158	624	1,627
Gibraltar	5	2	0	7	35	0	0	0	0	0
Greece	57	181	20	258	857	19	21	9	62	111
Greenland	2	22	0	24	35	0	0	0	0	0
Guernsey	18	34	3	55	198	39	15	14	15	83
Hungary	31	47	0	78	252	12	17	14	56	99
Iceland	21	59	0	80	198	2	15	8	11	36
Isle of Man	16	59	10	85	315	268	41	2	48	359
Italy	201	474	48	723	2,521	94	64	27	567	752
Jersey	11	24	20	55	397	1	0	0	0	1

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Latvia	12	47	0	59	126	3	5	2	14	24
Liechtenstein	10	8	0	18	74	0	0	0	0	0
Lithuania	11	58	0	69	131	27	6	0	7	40
Luxembourg	47	73	0	120	383	71	23	1	11	106
Madeira	2	2	0	4	15	0	0	0	0	0
Malta	45	115	5	165	487	199	17	8	14	238
Moldova	6	10	0	16	50	9	1	0	22	32
Monaco	13	35	0	48	121	2	1	0	20	23
Montenegro	8	15	0	23	68	4	1	0	4	9
Netherlands	76	186	40	302	1,288	41	40	25	59	165
North Macedonia	1	5	0	6	12	0	0	0	0	0
Norway	72	169	0	241	644	17	60	13	220	310
Poland	118	176	0	294	955	36	43	27	118	224
Portugal	53	176	16	245	766	167	6	19	59	251
Republic of Ireland	68	161	20	249	910	38	3	11	39	91
Romania	30	98	0	128	296	16	7	5	34	62
Russia	176	366	0	542	1,528	160	49	21	677	907
San Marino	1	8	0	9	15	143	10	5	6	164
Serbia	28	51	0	79	236	24	6	9	22	61
Slovakia	26	33	0	59	205	17	5	4	39	65
Slovenia	20	67	0	87	199	14	9	5	24	52
Spain	183	338	82	603	2,776	105	68	78	480	731
Sweden	105	269	2	376	992	48	61	37	174	320
Switzerland	316	635	65	1,016	3,696	115	100	42	258	515
Turkey	154	260	10	424	1,426	128	38	21	112	299
U.K.	777	2,935	308	4,020	12,683	252	178	331	842	1,603
Ukraine	53	86	0	139	436	32	39	2	95	168
Total	4,477	10,539	847	15,863	52,792					
MIDDLE EAST										
Bahrain	4	27	15	46	278	12	0	0	8	20
Iraq	3	8	0	11	28	5	14	0	62	81
Israel	38	91	0	129	342	36	40	23	50	149
Jordan	7	75	0	82	121	19	8	0	5	32
Kuwait	6	21	0	27	61	13	0	0	14	27
Lebanon	12	45	26	83	514	12	3	1	0	16
Oman	3	18	0	21	38	13	0	0	22	35
Qatar	14	46	0	60	138	34	0	3	61	98
Saudi Arabia	63	125	5	193	616	88	18	1	59	166
Syria	0	8	0	8	8	8	0	0	0	8
United Arab Emirates	86	354	15	455	1,147	69	25	0	190	284
Yemen	1	5	0	6	12	0	3	0	0	3
Total	237	823	61	1,121	3,302					
NORTH AMERICA										
Total	132	3,978	0	4,110	4,849					
OCEANIA										
Total	1	340	0	341	347					
SOUTH AMERICA										
Total	0	223	0	223	223					
Unknown location	0	1,298	0	1,298	1,298					
TOTAL	5,868	19,208	914	25,990	71,647					

Publisher's affidavit

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

David Wright, Managing Director

Date: 02/12/2019

Janet Edwards, Database Manager

Bishop's Stortford, U.K.