

BUSINESS AIR NEWS

Magazine readership and circulation statement

JANUARY 2020 - 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 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 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	21,853
Other recipients	3,335
FBO copies	914
Exhibition copies	0
Total copies	26,102
Total readership	65,321

Total readership figure is based on:

Readers per printed copy	5.7
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	5,196	7,130	0	0	12,326	48.9
Other business aviation professionals	426	9,101	0	2,035	11,562	45.9
Other recipients	0	0	0	1,300	1,300	5.1
Total	5,622	16,231	0	3,335	25,188	

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	206	301	415	533	248	380	2,083
Company Requests	158	254	4	80	1	0	497
Aircraft Registries & Directories	4,504	14,480	66	143	20	60	19,273
Total	4,868	15,035	485	756	269	440	21,853

QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	19,476	89.1
Individuals by name only	1,228	5.6
Individuals by job title only	1,149	5.2
Total	21,853	

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	17	0	24	57	11	55	0	47	113
Angola	29	23	0	52	188	25	55	6	61	147
Benin	2	1	2	5	42	0	1	0	3	4
Botswana	30	31	0	61	202	6	60	6	14	86
Burkina Faso	5	3	0	8	32	1	4	0	6	11
Burundi	0	1	0	1	1	1	0	0	1	2
Cameroon	5	8	0	13	36	4	6	0	12	22
Cape Verde	0	3	0	3	3	0	1	0	0	1
Central African Republic	4	2	0	6	25	0	3	7	0	10
Chad	1	4	0	5	10	5	5	1	0	11
Comoros	2	1	0	3	12	0	5	0	0	5
Congo	5	5	0	10	34	3	3	4	2	12
Congo, Democratic Republic	14	13	0	27	93	0	0	0	0	0
Djibouti	0	2	0	2	2	2	1	0	1	4
Egypt	19	93	2	114	231	39	11	0	42	92
Equatorial Guinea	3	6	2	11	53	5	3	0	2	10
Ethiopia	7	37	0	44	77	2	11	2	1	16
Gabon	6	10	0	16	44	6	3	4	5	18
Gambia	2	3	0	5	14	5	0	0	0	5
Ghana	8	21	0	29	67	6	8	0	7	21
Guinea	1	3	0	4	9	0	3	1	3	7
Guinea-Bissau	0	1	0	1	1	0	1	1	1	3
Ivory Coast	8	13	0	21	59	4	10	6	25	45
Kenya	86	113	0	199	603	15	181	10	67	273
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	81	3	19	4	7	33
Malawi	2	0	0	2	11	0	3	2	2	7
Mali	5	4	0	9	32	2	7	1	1	11
Mauritania	0	1	0	1	1	1	7	1	0	9
Mauritius	6	20	0	26	54	1	3	0	4	8
Mayotte	0	2	0	2	2	0	0	0	0	0
Morocco	23	24	0	47	155	39	31	5	33	108
Mozambique	10	7	0	17	64	3	7	5	22	37
Namibia	24	34	0	58	171	11	32	6	16	65

	<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	0	6	0	6	6	2	8	0	0	10
Nigeria	68	109	0	177	497	58	25	3	108	194
Reunion	7	8	0	15	48	0	0	0	0	0
Rwanda	1	4	0	5	10	0	0	1	5	6
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	4	21
Seychelles	9	11	0	20	62	0	0	0	0	0
Sierra Leone	0	4	0	4	4	0	0	0	2	2
South Africa	461	492	0	953	3,120	158	386	148	476	1,168
South Sudan	3	1	0	4	18	0	0	0	0	0
Sudan	9	16	0	25	67	6	7	1	12	26
Swaziland	2	1	0	3	12	1	1	0	1	3
Tanzania	40	52	0	92	280	4	102	16	7	129
Togo	1	6	0	7	12	3	4	0	2	9
Tunisia	6	34	0	40	68	13	2	1	11	27
Uganda	13	19	0	32	93	2	28	2	11	43
Zambia	13	27	0	40	101	2	21	12	7	42
Zimbabwe	12	20	0	32	88	0	9	14	4	27
Total	983	1,364	6	2,353	7,057					
ASIA										
Total	2	641	0	643	652					
CENTRAL AMERICA										
Total	0	82	0	82	82					
EUROPE										
Albania	1	3	0	4	9	1	1	0	5	7
Alderney	1	2	0	3	8	0	0	0	0	0
Andorra	0	3	0	3	3	0	0	0	0	0
Armenia	2	8	0	10	19	2	1	0	3	6
Austria	154	291	30	475	1,619	224	35	34	167	460
Azerbaijan	10	15	0	25	72	18	0	0	23	41
Azores	0	3	0	3	3	0	0	0	0	0
Belarus	5	10	0	15	38	20	5	0	12	37
Belgium	96	190	15	301	962	47	35	26	72	180
Bosnia-Herzegovina	4	5	0	9	28	2	2	2	3	9
Bulgaria	26	62	5	93	285	16	16	3	16	51
Canary Islands	0	4	0	4	4	0	0	0	0	0
Croatia	18	49	0	67	152	9	7	3	17	36
Cyprus	32	48	0	80	230	2	2	9	14	27
Cyprus (Northern)	0	2	0	2	2	0	0	0	0	0
Czech Republic	124	198	0	322	905	65	60	39	82	246
Denmark	81	196	6	283	748	84	53	50	63	250
Estonia	16	33	0	49	124	11	23	4	5	43
Faroe Islands	2	13	0	15	24	0	0	0	0	0
Finland	42	108	10	160	497	14	27	13	49	103
France	417	942	26	1,385	3,709	242	268	203	807	1,520
Georgia	11	23	0	34	86	3	1	0	25	29
Germany	584	1,125	106	1,815	6,044	520	339	169	621	1,649
Gibraltar	5	2	0	7	30	0	0	0	0	0
Greece	56	180	20	256	799	19	21	10	62	112
Greenland	2	26	0	28	37	0	0	0	0	0
Guernsey	18	34	3	55	182	39	16	13	15	83
Hungary	31	47	0	78	224	12	17	15	55	99
Iceland	20	59	0	79	173	2	15	8	11	36
Isle of Man	17	59	10	86	306	270	40	2	51	363
Italy	192	481	48	721	2,295	94	62	36	566	758
Jersey	10	24	20	54	381	1	0	0	0	1
Latvia	13	45	0	58	119	4	7	7	17	35

	<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>
Liechtenstein	11	7	0	18	70	0	0	0	0	0
Lithuania	11	60	0	71	123	27	6	1	7	41
Luxembourg	45	74	0	119	330	73	24	1	12	110
Madeira	2	2	0	4	13	0	0	0	0	0
Malta	45	115	5	165	446	201	18	9	14	242
Moldova	5	11	0	16	40	9	1	0	22	32
Monaco	12	36	0	48	104	2	1	1	21	25
Montenegro	7	16	0	23	56	4	2	0	3	9
Netherlands	73	186	40	299	1,202	42	41	27	61	171
North Macedonia	1	5	0	6	11	0	0	0	0	0
Norway	70	176	0	246	575	20	58	13	220	311
Poland	116	181	0	297	842	37	43	35	117	232
Portugal	53	182	16	251	724	169	6	21	59	255
Republic of Ireland	66	166	20	252	842	38	3	11	40	92
Romania	29	99	0	128	264	16	7	6	34	63
Russia	172	375	0	547	1,355	161	49	29	677	916
San Marino	1	9	0	10	15	143	11	8	6	168
Serbia	28	51	0	79	211	23	6	9	22	60
Slovakia	27	44	0	71	198	19	6	5	41	71
Slovenia	19	68	0	87	176	14	9	5	24	52
Spain	180	342	82	604	2,598	103	68	87	484	742
Sweden	100	278	2	380	878	47	63	39	174	323
Switzerland	300	638	65	1,003	3,323	104	103	46	262	515
Turkey	139	276	10	425	1,218	127	37	23	112	299
U.K.	741	2,954	308	4,003	11,798	250	176	327	844	1,597
Ukraine	48	89	0	137	363	32	39	3	95	169
Total	4,291	10,730	847	15,868	47,894					
MIDDLE EAST										
Bahrain	4	27	15	46	275	12	0	0	8	20
Iraq	2	10	0	12	21	5	14	0	67	86
Israel	36	93	0	129	298	36	40	23	51	150
Jordan	7	76	0	83	116	19	8	0	5	32
Kuwait	5	23	0	28	52	13	0	0	14	27
Lebanon	10	46	26	82	493	12	3	2	0	17
Oman	3	18	0	21	35	13	0	0	22	35
Qatar	14	47	0	61	127	35	0	4	61	100
Saudi Arabia	59	129	5	193	540	88	18	3	61	170
Syria	0	8	0	8	8	8	0	0	0	8
United Arab Emirates	76	360	15	451	1,018	69	26	0	192	287
Yemen	1	5	0	6	11	0	3	0	0	3
Total	217	842	61	1,120	2,994					
NORTH AMERICA										
Total	128	4,050	0	4,178	4,780					
OCEANIA										
Total	1	339	0	340	345					
SOUTH AMERICA										
Total	0	218	0	218	218					
Unknown location	0	1,300	0	1,300	1,300					
TOTAL	5,622	19,566	914	26,102	65,321					

Publisher's affidavit

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

David Wright, Managing Director

Date: 14/01/2020

Janet Edwards, Database Manager

Bishop's Stortford, U.K.