

BUSINESS AIR NEWS

Magazine readership and circulation statement

MARCH 2020 - ASIA PACIFIC EDITION

Business 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 Asia Pacific business aviation news is published via web and email throughout the year, and the Asia Pacific printed edition is published once a year to coincide with the Asian Business Aviation Conference & Exhibition (ABACE). It 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 Europe, North America and South America 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	12,506
Other recipients	5,512
FBO copies	122
Exhibition copies	0
Total copies	18,140
Total readership	40,255

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	3,585	2,854	0	0	6,439	35.7
Other business aviation professionals	757	5,310	0	4,262	10,329	57.3
Other recipients	0	0	0	1,250	1,250	6.9
Total	4,342	8,164	0	5,512	18,018	

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	79	139	77	161	16	91	563
Company Requests	91	77	21	35	0	1	225
Aircraft Registries & Directories	3,968	7,589	88	59	2	12	11,718
Total	4,138	7,805	186	255	18	104	12,506

QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	10,720	85.7
Individuals by name only	758	6.0
Individuals by job title only	1,028	8.2
Total	12,506	

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										
Total	3	366	0	369	383					
ASIA										
Afghanistan	5	4	0	9	32	1	44	0	29	74
Bangladesh	21	20	0	41	140	1	8	0	52	61
Bhutan	4	5	0	9	28	0	0	0	2	2
Brunei	5	2	0	7	30	5	0	0	8	13
Cambodia	9	3	0	12	54	0	0	0	12	12
China	455	365	5	825	3,034	424	179	16	625	1,244
East Timor	2	0	0	2	11	0	0	0	0	0
Hong Kong	0	1	0	1	1	0	0	0	0	0
India	341	484	5	830	2,503	157	89	17	226	489
Indonesia	136	109	5	250	959	38	161	24	229	452
Iran	28	43	0	71	203	45	17	0	43	105
Japan	270	154	10	434	1,843	86	145	49	679	959
Kazakhstan	41	34	0	75	268	37	11	1	70	119
Kyrgyzstan	6	5	0	11	39	0	0	0	2	2
Laos	6	2	0	8	36	0	2	0	8	10
Macau	15	27	5	47	188	2	0	0	4	6
Malaysia	121	106	5	232	871	20	33	4	136	193
Maldives	26	12	0	38	160	0	44	1	0	45
Mongolia	13	9	0	22	83	1	6	0	2	9
Myanmar	12	8	0	20	76	1	4	0	0	5
Nepal	30	24	0	54	195	2	34	0	37	73
Pakistan	40	41	0	81	269	39	20	15	58	132
Philippines	169	96	0	265	1,059	53	67	29	162	311
Singapore	99	105	10	214	819	5	0	0	7	12
South Korea	70	60	0	130	459	35	18	0	150	203
Sri Lanka	20	31	0	51	145	0	9	2	35	46
Taiwan	52	41	0	93	337	17	10	2	20	49
Tajikistan	3	5	0	8	22	5	0	0	7	12
Thailand	78	82	0	160	527	38	49	4	196	287
Turkmenistan	2	2	0	4	13	5	0	0	25	30
Uzbekistan	6	6	0	12	40	3	0	0	7	10
Vietnam	24	32	0	56	169	2	6	0	19	27
Total	2,109	1,918	45	4,072	14,614					

	<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>
CENTRAL AMERICA										
Total	0	80	0	80	80					
EUROPE										
Total	220	4,135	0	4,355	5,389					
MIDDLE EAST										
Total	28	420	0	448	580					
NORTH AMERICA										
Total	124	4,253	0	4,377	4,960					
OCEANIA										
American Samoa	2	3	0	5	14	0	0	0	0	0
Australia	1,318	724	55	2,097	9,062	239	560	805	804	2,408
Cook Islands	3	7	0	10	24	1	4	0	0	5
Easter Island (Chile)	1	0	0	1	6	0	0	0	0	0
Fiji	20	10	0	30	124	0	13	9	10	32
French Polynesia	10	20	0	30	77	0	0	0	0	0
Guam	11	4	0	15	67	0	0	0	0	0
Kiribati	3	1	0	4	18	0	1	0	0	1
Marshall Islands	3	1	0	4	18	0	0	0	0	0
Nauru	1	0	0	1	6	0	0	0	0	0
New Caledonia	22	7	0	29	132	0	0	0	0	0
New Zealand	399	252	22	673	2,856	12	90	69	523	694
Niue	1	1	0	2	7	0	0	0	0	0
Northern Marianas	4	1	0	5	24	0	0	0	0	0
Palau	1	0	0	1	6	0	0	1	0	1
Papua New Guinea	39	41	0	80	263	14	69	5	109	197
Samoa	6	1	0	7	35	0	6	1	0	7
Solomon Islands	3	1	0	4	18	2	6	3	0	11
Tonga	2	1	0	3	12	0	0	0	0	0
Vanuatu	6	2	0	8	36	0	1	8	2	11
Total	1,855	1,077	77	3,009	12,806					
SOUTH AMERICA										
Total	3	177	0	180	194					
Unknown location	0	1,250	0	1,250	1,250					
TOTAL	4,342	13,676	122	18,140	40,255					

Publisher's affidavit

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

David Wright, Managing Director

Date: 09/03/2020

Janet Edwards, Database Manager

Bishop's Stortford, U.K.