

BUSINESS AIR NEWS

Magazine readership and circulation statement

APRIL 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	22,333
Other recipients	3,359
FBO copies	929
Exhibition copies	0
Total copies	26,621
Total readership	66,995

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	5,407	7,167	1	0	12,575	48.9
Other business aviation professionals	415	9,344	0	2,099	11,858	46.1
Other recipients	0	0	0	1,259	1,259	4.9
Total	5,822	16,511	1	3,358	25,692	

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	236	458	380	363	292	442	2,172
Company Requests	145	219	22	90	3	17	496
Aircraft Registries & Directories	3,953	14,448	753	379	38	93	19,665
Total	4,334	15,125	1,155	832	333	552	22,333

QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	19,887	89.0
Individuals by name only	1,262	5.6
Individuals by job title only	1,184	5.3
Total	22,333	

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	63	11	56	0	47	114
Angola	28	24	0	52	184	25	56	6	62	149
Benin	2	1	2	5	42	0	1	0	3	4
Botswana	33	29	0	62	217	6	61	6	14	87
Burkina Faso	5	3	0	8	32	1	4	0	6	11
Burundi	0	1	0	1	1	1	0	0	1	2
Cameroon	6	7	0	13	41	3	6	0	12	21
Cape Verde	1	3	0	4	9	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	4	3	0	7	26	3	3	4	2	12
Congo, Democratic Republic	15	11	0	26	96	0	0	0	0	0
Djibouti	0	3	0	3	3	2	1	0	1	4
Egypt	21	92	2	115	242	39	11	0	43	93
Equatorial Guinea	3	6	2	11	53	5	3	0	2	10
Eswatini	1	3	0	4	9	1	1	0	2	4
Ethiopia	7	39	0	46	79	2	11	2	1	16
Gabon	5	10	0	15	38	6	3	4	5	18
Gambia	2	3	0	5	14	5	0	0	0	5
Ghana	10	19	0	29	76	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	7	13	0	20	53	4	10	6	25	45
Kenya	90	114	0	204	627	15	187	10	68	280
Lesotho	2	2	0	4	13	0	0	0	4	4
Liberia	0	5	0	5	5	0	1	0	0	1
Libya	0	29	0	29	29	15	9	4	22	50
Madagascar	13	13	0	26	87	3	19	3	7	32
Malawi	2	0	0	2	11	0	4	2	2	8
Mali	5	3	0	8	32	2	7	1	1	11
Mauritania	0	1	0	1	1	1	7	1	2	11
Mauritius	7	20	0	27	60	1	3	0	4	8
Mayotte	0	2	0	2	2	0	0	0	0	0
Morocco	21	24	0	45	144	40	32	5	35	112
Mozambique	10	10	0	20	67	3	7	3	22	35

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Namibia	25	35	0	60	178	10	31	6	16	63
Niger	2	4	0	6	15	1	8	0	0	9
Nigeria	69	114	0	183	507	57	25	3	114	199
Reunion	5	8	0	13	36	0	0	0	0	0
Rwanda	1	4	0	5	10	0	0	1	4	5
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	4	6	0	10	29	3	11	3	3	20
Seychelles	8	12	0	20	58	0	0	0	0	0
Sierra Leone	0	4	0	4	4	0	0	0	2	2
Somalia	0	5	0	5	5	0	0	0	0	0
South Africa	487	493	0	980	3,269	156	379	148	469	1,152
South Sudan	3	1	0	4	18	0	0	0	0	0
Sudan	10	15	0	25	72	6	7	1	12	26
Tanzania	42	52	0	94	291	4	105	16	6	131
Togo	1	6	0	7	12	2	4	0	2	8
Tunisia	6	34	0	40	68	13	2	1	11	27
Uganda	13	19	0	32	93	2	28	2	11	43
Zambia	16	29	0	45	120	2	24	12	7	45
Zimbabwe	15	18	0	33	104	1	10	13	4	28
Total	1,025	1,382	6	2,413	7,314					
ASIA										
Total	2	691	0	693	702					
CENTRAL AMERICA										
Total	0	84	0	84	84					
EUROPE										
Albania	1	3	0	4	9	1	0	0	5	6
Alderney	1	1	0	2	7	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	163	307	30	500	1,686	216	33	31	177	457
Azerbaijan	10	15	0	25	72	15	0	0	23	38
Azores	0	3	0	3	3	0	0	0	0	0
Belarus	4	12	0	16	35	20	5	0	13	38
Belgium	99	189	15	303	978	46	35	26	71	178
Bosnia-Herzegovina	4	5	0	9	28	2	2	2	3	9
Bulgaria	27	62	5	94	291	18	16	3	16	53
Canary Islands	0	4	0	4	4	0	0	0	0	0
Croatia	19	48	0	67	156	9	7	3	17	36
Cyprus	36	48	0	84	253	2	2	9	15	28
Cyprus (Northern)	0	2	0	2	2	0	0	0	0	0
Czech Republic	129	194	0	323	929	64	61	40	82	247
Denmark	86	198	6	290	778	86	53	50	62	251
Estonia	16	34	0	50	125	12	23	4	5	44
Faroe Islands	2	13	0	15	24	0	0	0	0	0
Finland	43	108	10	161	503	15	27	13	49	104
France	419	956	26	1,401	3,734	236	267	201	802	1,506
Georgia	12	22	0	34	90	3	1	0	24	28
Germany	592	1,143	106	1,841	6,107	532	345	170	623	1,670
Gibraltar	5	1	0	6	30	0	0	0	0	0
Greece	57	184	20	261	809	20	21	10	63	114
Greenland	2	27	0	29	38	0	0	0	0	0
Guernsey	20	34	3	57	193	42	17	15	15	89
Hungary	31	48	0	79	225	12	17	15	51	95
Iceland	21	56	0	77	176	2	15	8	11	36
Isle of Man	17	60	10	87	307	269	40	2	52	363
Italy	200	486	48	734	2,346	94	62	36	565	757
Jersey	12	25	20	57	393	3	0	0	0	3

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Latvia	12	45	0	57	113	4	7	7	17	35
Liechtenstein	11	9	0	20	72	0	0	0	0	0
Lithuania	11	69	0	80	132	27	6	1	7	41
Luxembourg	46	74	0	120	336	72	24	1	12	109
Madeira	2	2	0	4	13	0	0	0	0	0
Malta	44	120	5	169	446	208	17	9	16	250
Moldova	6	10	0	16	44	9	1	0	21	31
Monaco	14	37	0	51	117	2	1	1	20	24
Montenegro	8	17	0	25	63	4	2	0	3	9
Netherlands	78	185	40	303	1,230	42	42	27	58	169
North Macedonia	1	5	0	6	11	0	0	0	0	0
Norway	71	169	0	240	574	21	55	13	219	308
Poland	119	177	0	296	855	36	42	35	118	231
Portugal	53	188	16	257	730	165	6	21	59	251
Republic of Ireland	66	170	20	256	846	38	3	11	40	92
Romania	30	101	0	131	272	17	7	6	34	64
Russia	178	383	0	561	1,398	167	52	29	677	925
San Marino	1	9	0	10	15	148	11	8	6	173
Serbia	28	55	0	83	215	24	6	8	21	59
Slovakia	28	39	0	67	199	19	6	5	41	71
Slovenia	19	69	0	88	177	14	9	5	25	53
Spain	185	338	82	605	2,622	104	68	86	487	745
Sweden	103	280	2	385	897	46	63	39	173	321
Switzerland	315	659	65	1,039	3,430	112	107	46	262	527
Turkey	155	277	10	442	1,310	124	34	23	106	287
U.K.	765	2,982	323	4,070	12,188	247	182	325	843	1,597
Ukraine	51	88	0	139	379	32	39	3	93	167
Total	4,430	10,856	862	16,148	49,037					
MIDDLE EAST										
Bahrain	4	27	15	46	275	12	0	0	8	20
Iraq	3	11	0	14	28	5	14	0	87	106
Israel	34	94	0	128	288	39	38	22	54	153
Jordan	7	77	0	84	117	19	8	0	5	32
Kuwait	0	29	0	29	29	13	0	0	14	27
Lebanon	11	43	26	80	496	12	2	1	1	16
Oman	3	19	0	22	36	13	0	0	23	36
Qatar	15	48	0	63	134	34	0	4	61	99
Saudi Arabia	68	128	5	201	591	86	18	3	61	168
Syria	0	8	0	8	8	8	0	0	0	8
United Arab Emirates	87	361	15	463	1,082	65	29	0	193	287
Yemen	2	4	0	6	15	0	3	0	0	3
Total	234	849	61	1,144	3,098					
NORTH AMERICA										
Total	131	4,182	0	4,313	4,929					
OCEANIA										
Total	1	338	0	339	344					
SOUTH AMERICA										
Total	0	225	0	225	225					
Unknown location	0	1,259	0	1,259	1,259					
TOTAL	5,823	19,866	929	26,618	66,992					

Publisher's affidavit

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

David Wright, Managing Director

Date: 14/04/2020

Janet Edwards, Database Manager

Bishop's Stortford, U.K.