

BUSINESS AIR NEWS

Magazine readership and circulation statement

MAY 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 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	22,336
Other recipients	3,375
FBO copies	929
Exhibition copies	0
Total copies	26,640
Total readership	64,688

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	4,932	7,624	0	0	12,556	48.8
Other business aviation professionals	396	9,384	0	2,109	11,889	46.2
Other recipients	0	0	0	1,266	1,266	4.9
Total	5,328	17,008	0	3,375	25,711	

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	237	445	376	370	294	442	2,164
Company Requests	127	226	21	92	3	24	493
Aircraft Registries & Directories	3,057	14,684	1,180	621	33	104	19,679
Total	3,421	15,355	1,577	1,083	330	570	22,336

QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	19,888	89.0
Individuals by name only	1,267	5.6
Individuals by job title only	1,181	5.2
Total	22,336	

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	5	20	0	25	48	11	56	0	47	114
Angola	26	26	0	52	174	25	56	6	62	149
Benin	2	1	2	5	42	0	1	0	3	4
Botswana	32	30	0	62	212	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	1	2	0	3	8	0	5	0	0	5
Congo	4	3	0	7	26	3	3	4	2	12
Congo, Democratic Republic	12	13	0	25	81	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	3	12	0	15	29	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	77	127	0	204	566	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	12	14	0	26	82	3	19	3	7	32
Malawi	2	0	0	2	11	0	4	2	2	8
Mali	4	5	0	9	28	2	7	1	1	11
Mauritania	0	1	0	1	1	1	7	1	2	11
Mauritius	6	21	0	27	55	1	3	0	4	8
Mayotte	0	2	0	2	2	0	0	0	0	0
Morocco	18	27	0	45	130	40	32	5	35	112
Mozambique	9	11	0	20	62	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	62	121	0	183	474	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	431	548	0	979	3,005	156	379	148	469	1,152
South Sudan	3	1	0	4	18	0	0	0	0	0
Sudan	8	17	0	25	63	6	7	1	12	26
Tanzania	35	59	0	94	258	4	105	16	6	131
Togo	0	7	0	7	7	2	4	0	2	8
Tunisia	5	35	0	40	64	13	2	1	11	27
Uganda	11	21	0	32	84	2	28	2	11	43
Zambia	15	30	0	45	116	2	24	12	7	45
Zimbabwe	14	18	0	32	98	1	10	13	4	28
Total	915	1,490	6	2,411	6,796					
ASIA										
Total	2	690	0	692	701					
CENTRAL AMERICA										
Total	0	84	0	84	84					
EUROPE										
Albania	1	3	0	4	9	1	0	0	5	6
Alderney	2	1	0	3	12	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	145	324	30	499	1,600	216	33	31	177	457
Azerbaijan	7	18	0	25	58	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	89	198	15	302	930	46	35	26	71	178
Bosnia-Herzegovina	4	5	0	9	28	2	2	2	3	9
Bulgaria	23	66	5	94	272	18	16	3	16	53
Canary Islands	0	4	0	4	4	0	0	0	0	0
Croatia	18	49	0	67	152	9	7	3	17	36
Cyprus	35	49	0	84	248	2	2	9	15	28
Cyprus (Northern)	0	2	0	2	2	0	0	0	0	0
Czech Republic	114	208	0	322	858	64	61	40	82	247
Denmark	80	201	6	287	747	86	53	50	62	251
Estonia	13	37	0	50	111	12	23	4	5	44
Faroe Islands	1	14	0	15	20	0	0	0	0	0
Finland	40	111	10	161	489	15	27	13	49	104
France	387	984	26	1,397	3,580	236	267	201	802	1,506
Georgia	11	23	0	34	86	3	1	0	24	28
Germany	549	1,182	106	1,837	5,901	532	345	170	623	1,670
Gibraltar	4	2	0	6	25	0	0	0	0	0
Greece	51	191	20	262	782	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	30	49	0	79	220	12	17	15	51	95
Iceland	19	57	0	76	165	2	15	8	11	36
Isle of Man	17	60	10	87	307	269	40	2	52	363
Italy	188	499	48	735	2,291	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	11	46	0	57	109	4	7	7	17	35
Liechtenstein	11	9	0	20	72	0	0	0	0	0
Lithuania	10	70	0	80	127	27	6	1	7	41
Luxembourg	43	77	0	120	322	72	24	1	12	109
Madeira	1	3	0	4	9	0	0	0	0	0
Malta	39	125	5	169	422	208	17	9	16	250
Moldova	5	11	0	16	40	9	1	0	21	31
Monaco	11	39	0	50	102	2	1	1	20	24
Montenegro	8	17	0	25	63	4	2	0	3	9
Netherlands	73	196	40	309	1,212	42	42	27	58	169
North Macedonia	1	5	0	6	11	0	0	0	0	0
Norway	59	183	0	242	519	21	55	13	219	308
Poland	109	185	0	294	806	36	42	35	118	231
Portugal	50	192	16	258	717	165	6	21	59	251
Republic of Ireland	63	173	20	256	832	38	3	11	40	92
Romania	23	108	0	131	239	17	7	6	34	64
Russia	160	405	0	565	1,317	167	52	29	677	925
San Marino	1	9	0	10	15	148	11	8	6	173
Serbia	24	59	0	83	196	24	6	8	21	59
Slovakia	27	40	0	67	194	19	6	5	41	71
Slovenia	17	71	0	88	168	14	9	5	25	53
Spain	165	358	82	605	2,528	104	68	86	487	745
Sweden	94	288	2	384	854	46	63	39	173	321
Switzerland	299	673	65	1,037	3,352	112	107	46	262	527
Turkey	134	297	10	441	1,211	124	34	23	106	287
U.K.	720	3,029	323	4,072	11,978	247	182	325	843	1,597
Ukraine	46	93	0	139	355	32	39	3	93	167
Total	4,072	11,210	862	16,144	47,350					
MIDDLE EAST										
Bahrain	4	29	15	48	277	12	0	0	8	20
Iraq	3	11	0	14	28	5	14	0	87	106
Israel	29	99	0	128	264	39	38	22	54	153
Jordan	5	79	0	84	108	19	8	0	5	32
Kuwait	0	29	0	29	29	13	0	0	14	27
Lebanon	10	44	26	80	491	12	2	1	1	16
Oman	3	19	0	22	36	13	0	0	23	36
Qatar	12	51	0	63	119	34	0	4	61	99
Saudi Arabia	65	131	5	201	576	86	18	3	61	168
Syria	0	8	0	8	8	8	0	0	0	8
United Arab Emirates	78	371	15	464	1,041	65	29	0	193	287
Yemen	1	4	0	5	10	0	3	0	0	3
Total	210	875	61	1,146	2,987					
NORTH AMERICA										
Total	128	4,198	0	4,326	4,928					
OCEANIA										
Total	1	342	0	343	348					
SOUTH AMERICA										
Total	0	225	0	225	225					
Unknown location	0	1,266	0	1,266	1,266					
TOTAL	5,328	20,380	929	26,637	64,685					

Publisher's affidavit

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

David Wright, Managing Director

Date: 09/05/2020

Janet Edwards, Database Manager

Bishop's Stortford, U.K.