

BUSINESS AIR NEWS

Magazine readership and circulation statement

JUNE 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	22,303
Other recipients	3,389
FBO copies	929
Exhibition copies	0
Total copies	26,621
Total readership	64,608

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	4,908	7,594	0	0	12,502	48.6
Other business aviation professionals	407	9,394	0	2,115	11,916	46.3
Other recipients	0	0	0	1,274	1,274	4.9
Total	5,315	16,988	0	3,389	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	234	432	364	372	253	430	2,085
Company Requests	97	203	60	94	3	33	490
Aircraft Registries & Directories	2,650	14,489	1,614	829	40	106	19,728
Total	2,981	15,124	2,038	1,295	296	569	22,303

QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	19,857	89.0
Individuals by name only	1,265	5.6
Individuals by job title only	1,181	5.2
Total	22,303	

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	18	0	25	58	11	56	0	47	114
Angola	25	27	0	52	170	25	56	6	62	149
Benin	2	1	2	5	42	0	1	0	3	4
Botswana	27	34	0	61	188	6	61	6	14	87
Burkina Faso	4	4	0	8	27	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	0	4	0	4	4	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	10	0	25	96	0	0	0	0	0
Djibouti	0	3	0	3	3	2	1	0	1	4
Egypt	20	93	2	115	237	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	5	41	0	46	70	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	9	20	0	29	71	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	6	14	0	20	48	4	10	6	25	45
Kenya	81	123	0	204	585	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	13	0	25	81	3	19	3	7	32
Malawi	2	0	0	2	11	0	4	2	2	8
Mali	5	4	0	9	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	19	26	0	45	134	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	24	36	0	60	173	10	31	6	16	63
Niger	0	6	0	6	6	1	8	0	0	9
Nigeria	63	120	0	183	479	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	7	13	0	20	53	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	434	544	0	978	3,018	156	379	148	469	1,152
South Sudan	2	2	0	4	13	0	0	0	0	0
Sudan	10	15	0	25	72	6	7	1	12	26
Tanzania	35	58	0	93	258	4	105	16	6	131
Togo	1	6	0	7	12	2	4	0	2	8
Tunisia	5	35	0	40	64	13	2	1	11	27
Uganda	10	22	0	32	79	2	28	2	11	43
Zambia	14	30	0	44	110	2	24	12	7	45
Zimbabwe	13	18	0	31	92	1	10	13	4	28
Total	916	1,483	6	2,405	6,794					
ASIA										
Total	2	692	0	694	703					
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	148	316	30	494	1,610	216	33	31	177	457
Azerbaijan	9	16	0	25	67	15	0	0	23	38
Azores	0	3	0	3	3	0	0	0	0	0
Belarus	4	11	0	15	34	20	5	0	13	38
Belgium	90	197	15	302	935	46	35	26	71	178
Bosnia-Herzegovina	4	5	0	9	28	2	2	2	3	9
Bulgaria	22	67	5	94	267	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	106	221	0	327	825	64	61	40	82	247
Denmark	75	205	6	286	722	86	53	50	62	251
Estonia	14	36	0	50	116	12	23	4	5	44
Faroe Islands	2	13	0	15	24	0	0	0	0	0
Finland	39	113	10	162	485	15	27	13	49	104
France	383	992	26	1,401	3,565	236	267	201	802	1,506
Georgia	12	22	0	34	90	3	1	0	24	28
Germany	543	1,188	106	1,837	5,873	532	345	170	623	1,670
Gibraltar	5	1	0	6	30	0	0	0	0	0
Greece	51	192	20	263	783	20	21	10	63	114
Greenland	2	26	0	28	37	0	0	0	0	0
Guernsey	20	34	3	57	193	42	17	15	15	89
Hungary	31	49	0	80	226	12	17	15	51	95
Iceland	18	59	0	77	162	2	15	8	11	36
Isle of Man	17	59	10	86	306	269	40	2	52	363
Italy	188	499	48	735	2,291	94	62	36	565	757
Jersey	11	26	20	57	389	3	0	0	0	3

	<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>
Latvia	12	45	0	57	113	4	7	7	17	35
Liechtenstein	11	9	0	20	72	0	0	0	0	0
Lithuania	9	70	0	79	121	27	6	1	7	41
Luxembourg	42	78	0	120	317	72	24	1	12	109
Madeira	1	3	0	4	9	0	0	0	0	0
Malta	39	126	5	170	423	208	17	9	16	250
Moldova	6	10	0	16	44	9	1	0	21	31
Monaco	12	38	0	50	106	2	1	1	20	24
Montenegro	8	17	0	25	63	4	2	0	3	9
Netherlands	71	197	40	308	1,202	42	42	27	58	169
North Macedonia	1	5	0	6	11	0	0	0	0	0
Norway	62	180	0	242	533	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	59	180	20	259	816	38	3	11	40	92
Romania	28	103	0	131	263	17	7	6	34	64
Russia	163	402	0	565	1,331	167	52	29	677	925
San Marino	1	10	0	11	16	148	11	8	6	173
Serbia	27	57	0	84	211	24	6	8	21	59
Slovakia	27	41	0	68	195	19	6	5	41	71
Slovenia	17	71	0	88	168	14	9	5	25	53
Spain	158	365	82	605	2,496	104	68	86	487	745
Sweden	88	292	2	382	824	46	63	39	173	321
Switzerland	289	681	65	1,035	3,303	112	107	46	262	527
Turkey	144	287	10	441	1,258	124	34	23	106	287
U.K.	718	3,029	323	4,070	11,967	247	182	327	843	1,599
Ukraine	50	89	0	139	374	32	39	3	93	167
Total	4,056	11,229	862	16,147	47,278					
MIDDLE EAST										
Bahrain	4	29	15	48	277	12	0	0	8	20
Iraq	2	13	0	15	24	5	14	0	87	106
Israel	31	97	0	128	274	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	80	368	15	463	1,049	65	29	0	193	287
Yemen	0	5	0	5	5	0	3	0	0	3
Total	212	873	61	1,146	2,996					
NORTH AMERICA										
Total	129	4,174	0	4,303	4,909					
OCEANIA										
Total	0	341	0	341	341					
SOUTH AMERICA										
Total	0	224	0	224	224					
Unknown location	0	1,274	0	1,274	1,274					
TOTAL	5,315	20,374	929	26,618	64,604					

Publisher's affidavit

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

David Wright, Managing Director

Date: 18/06/2020

Janet Edwards, Database Manager

Bishop's Stortford, U.K.