BUSINESS AIR NEWS

Magazine readership and circulation statement

JULY 2020 - SOUTH AMERICAN EDITION

B usiness 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 South American business aviation news is published via web and email throughout the year, and the South America printed edition is published once a year to coincide with the Latin American Business Aviation Conference & Exhibition (LABACE). 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 South and Central America and the Caribbean.

We also publish editions for Europe, North America and the Asia Pacific 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	11,829
Other recipients	6,128
FBO copies	125
Exhibition copies	0
Total copies	18,082
Total readership	37,866

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	3,527	3,227	0	0	6,754	37.6
Other business aviation professionals	310	4,765	0	4,852	9,927	55.2
Other recipients	0	0	0	1,276	1,276	7.1
Total	3,837	7,992	0	6,128	17,957	

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	59	125	51	101	27	106	469
Company Requests	25	28	14	22	1	2	93
Aircraft Registries & Directories	1,089	6,477	2,547	1,108	24	22	11,267
Total	1,173	6,630	2,612	1,231	52	130	11,829

QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	10,637	89.9
Individuals by name only	415	3.5
Individuals by job title only	777	6.5
Total	11,829	

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	2	343	0	345	354					
ASIA										
Total	2	620	0	622	631					
CENTRAL AMERICA										
Anguilla	1	1	0	2	7	1	0	10	0	11
Antigua	1	7	0	8	13	0	0	3	3	6
Aruba	0	5	0	5	5	51	2	0	4	57
Bahamas	36	46	5	87	326	5	27	10	0	42
Barbados	5	8	0	13	36	2	2	0	0	4
Belize	9	16	5	30	142	0	23	2	2	27
Bermuda	10	20	0	30	77	116	5	0	2	123
Bonaire (Netherlands)	0	5	0	5	5	0	0	0	0	0
British Virgin Islands	18	8	0	26	111	0	2	1	1	4
Cayman	9	8	5	22	134	166	1	0	26	193
Costa Rica	31	44	0	75	221	1	36	7	25	69
Cuba	0	1	0	1	1	0	0	0	0	0
Curacao	5	10	0	15	38	2	8	7	0	17
Dominica	0	2	0	2	2	0	0	0	0	0
Dominican Republic	57	83	5	145	483	18	21	7	38	84
El Salvador	13	12	0	25	86	0	3	1	18	22
Grenada	0	4	0	4	4	0	0	0	0	0
Guadeloupe	5	8	0	13	36	0	0	0	0	0
Guatemala	101	60	0	161	636	6	56	15	163	240
Haiti	1	7	0	8	13	0	5	3	0	8
Honduras	27	26	0	53	180	2	21	2	16	41
Jamaica	10	15	5	30	147	0	0	3	11	14
Martinique	2	4	0	6	15	0	0	0	0	0
Montserrat	0	1	0	1	1	0	0	3	0	3
Netherlands Antilles	1	1	0	2	7	0	0	0	0	0
Nicaragua	4	5	0	9	28	0	5	0	2	7
Panama	113	74	30	217	1,168	6	29	9	63	107
Puerto Rico	51	75	5	131	441	0	1	2	0	3
Saba (NL)	0	2	0	2	2	0	0	0	0	0
Saint Barthelemy (France)	5	7	0	12	36	0	0	0	0	0
Saint Martin (France)	0	2	0	2	2	0	0	0	0	0
Sint Eustatius (NL)	0	1	0	1	1	0	0	0	0	0

Sint Maarten 3		Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
St Lucia 2 3 0 5 14 0 0 0 0 St Vincent 6 12 0 18 46 0 0 0 0 0 Timidad & Tobago 4 9 0 13 32 0 2 1 25 28 Wingin Islands (U.S.) 13 15 5 33 164 0 0 0 0 0 West Indies 5 0 0 5 28 0 0 0 0 0 West Indies 5 0 0 5 28 0 0 0 0 Total 191 4,045 0 4,236 5,134 9 0	Sint Maarten	3	11	0	14	28	0	0	0	0	0
St Vincent 6 12 0 18 46 0 0 0 0 Tiriidad & Tobago 4 9 0 13 32 0 2 1 25 28 Turks & Caicos 5 10 5 20 114 0 11 1 0 12 Wirgin Islands (U.S.) 13 15 5 33 164 0 0 0 0 0 West Indies 5 0 0 5 28 0 0 0 0 0 Current 5 0 0 4,236 5,134 5 5 28 0	St Kitts & Nevis	1	6	5	12	87	0	0	0	0	0
Trinidad & Tobago	St Lucia	2	3	0	5	14	0	0	0	0	0
Turks & Caicos 5 10 5 20 114 0 11 1 0 12 Virgin Islands (U.S.) 13 15 5 33 164 0 0 0 0 0 West Indies 5 0 0 5 28 0 0 0 0 0 Total 191 4,045 0 4,236 5,134 5 5 10 4,266 5,134 5 5 10 4,266 5,134 5 10 4,266 10 4,266 5,134 5 10 4,266 11 4,266 0 4,371 4,864 4,864 4 4,864 4 4,864 4 4,864 4 4,864 4 4,864 4 4,864 4 4,864 4 4,864 4 4,864 4 4,864 4 4,864 4 4,864 4 4,864 4 4,864 4 4,86	St Vincent	6	12	0	18	46	0	0	0	0	0
Virgin Islands (U.S.) 13 15 5 33 164 0 0 0 0 0 Total 55 0 0 5 28 0 0 0 0 0 EUROPE Total 191 4,045 0 4,236 5,134 5 5 10 10 10 10 10 10 4,266 5,134 5 10 4,266 5,134 5 10 4,266 10 4,371 4,864 6 7 4,371 4,864 7 4,864 7 4,864 8 9 2 2 4 8 9 1 1 8 9 1 1	Trinidad & Tobago	4	9	0	13	32	0	2	1	25	28
West Indies 5	Turks & Caicos	5	10	5	20	114	0	11	1	0	12
Total 554 634 75 1,263 4,917 EUROPE Total 191 4,045 0 4,236 5,134 MIDDLE EAST Total 105 4,266 0 4371 4,864 OCEANIA Total 0 316 0 316 316 SOUTH AMERICA Total 230 242 10 482 1,703 185 190 35 166 576 Bolivia 16 28 0 44 119 10 32 5 20 67 Brazil 1,845 1,272 5 3,122 11,864 823 829 495 1,262 3,409 Chile 165 178 20 363 1,418 50 78 9 234 371 Colombia 135 141 5 281 986 34 299 48 177 558 Ecuador 55 36 0 91 350 9 22 21 41 93 Elikland Islands 0 3 6 0 9 23 0 0 0 0 0 Guyana 8 16 0 9 23 0 0 0 0 0 Guyana 8 16 0 9 23 0 0 0 0 0 Guyana 8 16 0 9 23 0 0 0 0 0 Guyana 8 16 0 24 62 0 21 6 7 34 Paragulay 70 35 0 105 434 11 43 45 4 103 Peru 27 92 5 124 321 17 45 5 63 130 Suriname 10 7 0 17 64 5 11 3 7 26 Uruguay 11 16 5 32 154 5 9 11 9 34 Venezuela 394 152 0 546 2,398 285 388 47 208 928 Total 2,969 2,224 50 5,243 19,897	Virgin Islands (U.S.)	13	15	5	33	164	0	0	0	0	0
EUROPE Total 191 4,045 0 4,236 5,134 MIDDLE EAST Total 14 396 0 410 476 NORTH AMERICA Total 105 4,266 0 4,371 4,864 OCEANIA Total 0 316 0 316 316 SOUTH AMERICA Total 230 242 10 482 1,703 185 190 35 166 576 Bolivia 16 28 0 44 119 10 32 5 20 67 Brazil 1,845 1,272 5 3,122 11,864 823 829 495 1,262 3,409 Chile 165 178 20 363 1,418 50 78 9 234 371 Colombia 135 141 5 281 986 34 299 48 177 558 Ecuador 55 36 0 91 350 9 22 21 41 93 Falkland Islands 0 3 6 0 9 1350 9 22 21 41 93 Falkland Islands 0 3 6 0 9 23 0 0 0 0 0 Guyana 8 16 0 9 23 0 0 0 0 0 Guyana 8 16 0 24 62 0 21 6 7 34 Paraguay 70 35 0 105 434 11 43 45 4 103 Peru 27 92 5 124 321 17 45 5 63 130 Suriname 10 7 0 17 64 5 11 3 7 26 Uruguay 11 16 5 32 154 5 9 11 9 34 Venezuela 394 152 0 546 2,398 285 388 47 208 928 Total 2,969 2,224 50 5,243 19,897	West Indies	5	0	0	5	28	0	0	0	0	0
Total 4,045 0 4,236 5,134 MIDDLE EAST Total 14 396 0 410 476 NORTH AMERICA Total 105 4,266 0 4,371 4,864 Section 19 OCEANIA Total 0 316 0 316 316 316 SECUTH AMERICA SOUTH AMERICA Argentina 230 242 10 482 1,703 185 190 35 166 576 BOUTH AMERICA Argentina 230 242 10 482 1,703 185 190 35 166 576 BOUTH AMERICA Argentina 230 242 10 482 1,703 185 190 35 166 576 BOUTH AMERICA Argentina 230 242 11,708 20 36	Total	554	634	75	1,263	4,917					
MIDDLE EAST Total 14 396 0 410 476	EUROPE										
Total 14 396 0 410 476	Total	191	4,045	0	4,236	5,134					
NORTH AMERICA Total 105 4,266 0 4,371 4,864	MIDDLE EAST										
Total 105 4,266 0 4,371 4,864 OCEANIA Total 0 316 0 316 316 SOUTH AMERICA Argentina 230 242 10 482 1,703 185 190 35 166 576 Bolivia 16 28 0 44 119 10 32 5 20 67 Brazil 1,845 1,272 5 3,122 11,864 823 829 495 1,262 3,409 Chile 165 178 20 363 1,418 50 78 9 234 371 Colombia 135 141 5 281 986 34 299 48 177 558 Ecuador 55 36 0 91 350 9 22 21 41 93 Elkalad Island Islands 0 3 3 3	Total	14	396	0	410	476					
OCEANIA Total 0 316 0 316 376 316 </td <td>NORTH AMERICA</td> <td></td>	NORTH AMERICA										
Total 0 316 0 316 316 SOUTH AMERICA Argentina 230 242 10 482 1,703 185 190 35 166 576 Bolivia 16 28 0 44 119 10 32 5 20 67 Brazil 1,845 1,272 5 3,122 11,864 823 829 495 1,262 3,409 Chile 165 178 20 363 1,418 50 78 9 234 371 Colombia 135 141 5 281 986 34 299 48 177 558 Ecuador 55 36 0 91 350 9 22 21 41 93 Falkland Islands 0 3 0 3 0 0 0 0 0 0 0 0 0 0 0	Total	105	4,266	0	4,371	4,864					
SOUTH AMERICA Argentina 230 242 10 482 1,703 185 190 35 166 576	OCEANIA										
Argentina 230 242 10 482 1,703 185 190 35 166 576 Bolivia 16 28 0 44 119 10 32 5 20 67 Brazil 1,845 1,272 5 3,122 11,864 823 829 495 1,262 3,409 Chile 165 178 20 363 1,418 50 78 9 234 371 Colombia 135 141 5 281 986 34 299 48 177 558 Ecuador 55 36 0 91 350 9 22 21 41 93 Falkland Islands 0 3 0 3 0	Total	0	316	0	316	316					
Bolivia 16 28 0 44 119 10 32 5 20 67											
Brazil		230	242	10			185		35	166	
Chile 165 178 20 363 1,418 50 78 9 234 371 Colombia 135 141 5 281 986 34 299 48 177 558 Ecuador 55 36 0 91 350 9 22 21 41 93 Falkland Islands 0 3 0 3 3 0	Bolivia	16	28	0		119	10	32	5	20	67
Colombia 135 141 5 281 986 34 299 48 177 558 Ecuador 55 36 0 91 350 9 22 21 41 93 Falkland Islands 0 3 0 3 0		1,845	1,272	5	3,122		823	829	495	1,262	3,409
Ecuador 55 36 0 91 350 9 22 21 41 93 Falkland Islands 0 3 0 3 3 0 <t< td=""><td></td><td>165</td><td>178</td><td>20</td><td>363</td><td>1,418</td><td>50</td><td>78</td><td>9</td><td>234</td><td>371</td></t<>		165	178	20	363	1,418	50	78	9	234	371
Falkland Islands 0 3 0 3 3 0 0 0 0 0 French Guiana 3 6 0 9 23 0 0 0 0 0 Guyana 8 16 0 24 62 0 21 6 7 34 Paraguay 70 35 0 105 434 11 43 45 4 103 Peru 27 92 5 124 321 17 45 5 63 130 Suriname 10 7 0 17 64 5 11 3 7 26 Uruguay 11 16 5 32 154 5 9 11 9 34 Venezuela 394 152 0 546 2,398 285 388 47 208 928 Total 2,969 2,224 50	Colombia	135	141	5	281	986	34	299	48	177	558
French Guiana 3 6 0 9 23 0 0 0 0 0 Guyana 8 16 0 24 62 0 21 6 7 34 Paraguay 70 35 0 105 434 11 43 45 4 103 Peru 27 92 5 124 321 17 45 5 63 130 Suriname 10 7 0 17 64 5 11 3 7 26 Uruguay 11 16 5 32 154 5 9 11 9 34 Venezuela 394 152 0 546 2,398 285 388 47 208 928 Total 2,969 2,224 50 5,243 19,897 Unknown location 0 1,276 0 1,276 1,276	Ecuador	55	36	0	91		9	22	21	41	93
Guyana 8 16 0 24 62 0 21 6 7 34 Paraguay 70 35 0 105 434 11 43 45 4 103 Peru 27 92 5 124 321 17 45 5 63 130 Suriname 10 7 0 17 64 5 11 3 7 26 Uruguay 11 16 5 32 154 5 9 11 9 34 Venezuela 394 152 0 546 2,398 285 388 47 208 928 Total 2,969 2,224 50 5,243 19,897 Unknown location 0 1,276 0 1,276 1,276	Falkland Islands	0	3	0	3	3	0	0	0	0	0
Paraguay 70 35 0 105 434 11 43 45 4 103 Peru 27 92 5 124 321 17 45 5 63 130 Suriname 10 7 0 17 64 5 11 3 7 26 Uruguay 11 16 5 32 154 5 9 11 9 34 Venezuela 394 152 0 546 2,398 285 388 47 208 928 Total 2,969 2,224 50 5,243 19,897 Unknown location 0 1,276 0 1,276 1,276	French Guiana	3	6	0	9	23	0	0	0	0	0
Peru 27 92 5 124 321 17 45 5 63 130 Suriname 10 7 0 17 64 5 11 3 7 26 Uruguay 11 16 5 32 154 5 9 11 9 34 Venezuela 394 152 0 546 2,398 285 388 47 208 928 Total 2,969 2,224 50 5,243 19,897 Unknown location 0 1,276 0 1,276 1,276	Guyana	8	16	0	24	62	0	21	6	7	34
Suriname 10 7 0 17 64 5 11 3 7 26 Uruguay 11 16 5 32 154 5 9 11 9 34 Venezuela 394 152 0 546 2,398 285 388 47 208 928 Total 2,969 2,224 50 5,243 19,897 Unknown location 0 1,276 0 1,276 1,276	Paraguay	70	35	0	105	434	11	43	45	4	103
Uruguay 11 16 5 32 154 5 9 11 9 34 Venezuela 394 152 0 546 2,398 285 388 47 208 928 Total 2,969 2,224 50 5,243 19,897 Unknown location 0 1,276 0 1,276 1,276	Peru	27	92	5	124	321	17	45	5	63	130
Venezuela 394 152 0 546 2,398 285 388 47 208 928 Total 2,969 2,224 50 5,243 19,897 Unknown location 0 1,276 0 1,276	Suriname	10	7	0	17	64	5	11	3	7	26
Total 2,969 2,224 50 5,243 19,897 Unknown location 0 1,276 0 1,276	Uruguay	11	16	5	32	154	5	9	11	9	34
Unknown location 0 1,276 0 1,276 1,276	Venezuela	394	152	0	546	2,398	285	388	47	208	928
	Total	2,969	2,224	50	5,243	19,897					
TOTAL 3,837 14,120 125 18,082 37,866	Unknown location	0	1,276	0	1,276	1,276					
	TOTAL	3,837	14,120	125	18,082	37,866					

Publisher's affidavit

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

David Wright, Managing Director Date: 07/07/2020

Janet Edwards, Database Manager

Bishop's Stortford, U.K.