

BUSINESS AIR NEWS

Magazine readership and circulation statement

JULY 2020 - SOUTH AMERICAN 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 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 of 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

	<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>
Sint Maarten	3	11	0	14	28	0	0	0	0	0
St Kitts & Nevis	1	6	5	12	87	0	0	0	0	0
St Lucia	2	3	0	5	14	0	0	0	0	0
St Vincent	6	12	0	18	46	0	0	0	0	0
Trinidad & Tobago	4	9	0	13	32	0	2	1	25	28
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	554	634	75	1,263	4,917					
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										
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	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	5,243	19,897					
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.