

# BUSINESS AIR NEWS

## Magazine readership and circulation statement

### AUGUST 2020 - EMEA EDITION

**B**usiness 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](http://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 | 22,365 |
| Other recipients     | 3,407  |
| FBO copies           | 935    |
| Exhibition copies    | 0      |
| Total copies         | 26,707 |
| Total readership     | 64,585 |

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 | 4,879             | 7,655             | 0                     | 0                     | 12,534        | 48.6     |
| Other business aviation professionals | 395               | 9,436             | 0                     | 2,154                 | 11,985        | 46.5     |
| Other recipients                      | 0                 | 0                 | 0                     | 1,253                 | 1,253         | 4.8      |
| <b>Total</b>                          | <b>5,274</b>      | <b>17,091</b>     | <b>0</b>              | <b>3,407</b>          | <b>25,772</b> |          |

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<br>Printed | One Year<br>Digital | Two Years<br>Printed | Two Years<br>Digital | Three Years<br>Printed | Three Years<br>Digital | Total         |
|-----------------------------------|---------------------|---------------------|----------------------|----------------------|------------------------|------------------------|---------------|
| Direct Personal Requests          | 254                 | 453                 | 231                  | 367                  | 343                    | 449                    | 2,097         |
| Company Requests                  | 66                  | 198                 | 92                   | 97                   | 3                      | 46                     | 502           |
| Aircraft Registries & Directories | 2,605               | 14,508              | 1,640                | 839                  | 40                     | 134                    | 19,766        |
| <b>Total</b>                      | <b>2,925</b>        | <b>15,159</b>       | <b>1,963</b>         | <b>1,303</b>         | <b>386</b>             | <b>629</b>             | <b>22,365</b> |

## QUALIFIED MAILING ADDRESS BREAKOUT

|                                   | Count         | Per cent |
|-----------------------------------|---------------|----------|
| Individuals by name and job title | 19,926        | 89.0     |
| Individuals by name only          | 1,264         | 5.6      |
| Individuals by job title only     | 1,175         | 5.2      |
| <b>Total</b>                      | <b>22,365</b> |          |

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 |
|----------------------------|---------|---------|-----------|-------|------------|------|------------|-------|-------------|-------|
| <b>AFRICA</b>              |         |         |           |       |            |      |            |       |             |       |
| Algeria                    | 7       | 18      | 0         | 25    | 58         | 11   | 56         | 0     | 47          | 114   |
| Angola                     | 27      | 25      | 0         | 52    | 179        | 25   | 56         | 6     | 62          | 149   |
| Benin                      | 1       | 2       | 2         | 5     | 38         | 0    | 1          | 0     | 3           | 4     |
| Botswana                   | 28      | 33      | 0         | 61    | 193        | 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                       | 0       | 5       | 0         | 5     | 5          | 5    | 5          | 1     | 0           | 11    |
| Comoros                    | 1       | 2       | 0         | 3     | 8          | 0    | 5          | 0     | 0           | 5     |
| Congo                      | 2       | 5       | 0         | 7     | 16         | 3    | 3          | 4     | 2           | 12    |
| Congo, Democratic Republic | 13      | 12      | 0         | 25    | 86         | 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                      | 7       | 22      | 0         | 29    | 62         | 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                      | 83      | 120     | 0         | 203   | 593        | 15   | 186        | 10    | 67          | 278   |
| 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         | 14   | 9          | 4     | 22          | 49    |
| Madagascar                 | 11      | 14      | 0         | 25    | 77         | 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                  | 5       | 21      | 0         | 26    | 50         | 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                 | 8       | 12      | 0         | 20    | 58         | 3    | 7          | 3     | 22          | 35    |

|                        | Printed    | Digital      | FBO/Exhib | Total        | Readership   | Jets | Turboprops | Twins | Helicopters | Fleet |
|------------------------|------------|--------------|-----------|--------------|--------------|------|------------|-------|-------------|-------|
| Namibia                | 22         | 38           | 0         | 60           | 163          | 10   | 31         | 6     | 16          | 63    |
| Niger                  | 2          | 4            | 0         | 6            | 15           | 1    | 8          | 0     | 0           | 9     |
| Nigeria                | 62         | 122          | 0         | 184          | 475          | 57   | 25         | 3     | 114         | 199   |
| Reunion                | 5          | 8            | 0         | 13           | 36           | 0    | 0          | 0     | 0           | 0     |
| Rwanda                 | 0          | 5            | 0         | 5            | 5            | 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           | 437        | 532          | 0         | 969          | 3,023        | 155  | 379        | 148   | 469         | 1,151 |
| South Sudan            | 2          | 2            | 0         | 4            | 13           | 0    | 0          | 0     | 0           | 0     |
| Sudan                  | 10         | 15           | 0         | 25           | 72           | 6    | 7          | 1     | 12          | 26    |
| Tanzania               | 38         | 55           | 0         | 93           | 272          | 4    | 105        | 16    | 6           | 131   |
| Togo                   | 1          | 6            | 0         | 7            | 12           | 2    | 4          | 0     | 2           | 8     |
| Tunisia                | 6          | 35           | 0         | 41           | 69           | 13   | 2          | 1     | 11          | 27    |
| Uganda                 | 12         | 20           | 0         | 32           | 88           | 2    | 28         | 2     | 11          | 43    |
| Zambia                 | 14         | 29           | 0         | 43           | 109          | 2    | 24         | 12    | 7           | 45    |
| Zimbabwe               | 12         | 19           | 0         | 31           | 87           | 1    | 10         | 13    | 4           | 28    |
| <b>Total</b>           | <b>920</b> | <b>1,469</b> | <b>6</b>  | <b>2,395</b> | <b>6,803</b> |      |            |       |             |       |
| <b>ASIA</b>            |            |              |           |              |              |      |            |       |             |       |
| <b>Total</b>           | <b>2</b>   | <b>700</b>   | <b>0</b>  | <b>702</b>   | <b>711</b>   |      |            |       |             |       |
| <b>CENTRAL AMERICA</b> |            |              |           |              |              |      |            |       |             |       |
| <b>Total</b>           | <b>0</b>   | <b>83</b>    | <b>0</b>  | <b>83</b>    | <b>83</b>    |      |            |       |             |       |
| <b>EUROPE</b>          |            |              |           |              |              |      |            |       |             |       |
| 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                | 144        | 320          | 30        | 494          | 1,591        | 217  | 33         | 31    | 177         | 458   |
| Azerbaijan             | 8          | 17           | 0         | 25           | 63           | 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                | 85         | 202          | 15        | 302          | 912          | 45   | 35         | 26    | 71          | 177   |
| Bosnia-Herzegovina     | 4          | 5            | 0         | 9            | 28           | 2    | 2          | 2     | 3           | 9     |
| Bulgaria               | 26         | 63           | 5         | 94           | 286          | 18   | 16         | 3     | 15          | 52    |
| Canary Islands         | 0          | 4            | 0         | 4            | 4            | 0    | 0          | 0     | 0           | 0     |
| Croatia                | 18         | 52           | 0         | 70           | 155          | 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         | 115        | 215          | 0         | 330          | 870          | 64   | 61         | 42    | 82          | 249   |
| Denmark                | 75         | 207          | 6         | 288          | 724          | 86   | 53         | 50    | 64          | 253   |
| Estonia                | 15         | 35           | 0         | 50           | 120          | 12   | 23         | 4     | 5           | 44    |
| Faroe Islands          | 2          | 13           | 0         | 15           | 24           | 0    | 0          | 0     | 0           | 0     |
| Finland                | 39         | 115          | 10        | 164          | 487          | 15   | 27         | 13    | 49          | 104   |
| France                 | 372        | 1,000        | 29        | 1,401        | 3,555        | 237  | 267        | 201   | 802         | 1,507 |
| Georgia                | 10         | 25           | 0         | 35           | 82           | 3    | 1          | 0     | 24          | 28    |
| Germany                | 542        | 1,196        | 106       | 1,844        | 5,875        | 533  | 346        | 169   | 623         | 1,671 |
| Gibraltar              | 5          | 1            | 0         | 6            | 30           | 0    | 0          | 0     | 0           | 0     |
| Greece                 | 52         | 193          | 20        | 265          | 789          | 21   | 21         | 10    | 63          | 115   |
| Greenland              | 2          | 26           | 0         | 28           | 37           | 0    | 0          | 0     | 0           | 0     |
| Guernsey               | 17         | 35           | 3         | 55           | 177          | 41   | 17         | 15    | 15          | 88    |
| Hungary                | 29         | 51           | 0         | 80           | 216          | 12   | 17         | 15    | 51          | 95    |
| Iceland                | 20         | 57           | 0         | 77           | 171          | 2    | 15         | 9     | 11          | 37    |
| Isle of Man            | 16         | 60           | 10        | 86           | 301          | 269  | 40         | 2     | 52          | 363   |
| Italy                  | 189        | 498          | 48        | 735          | 2,295        | 94   | 62         | 36    | 565         | 757   |
| Jersey                 | 11         | 26           | 20        | 57           | 389          | 3    | 0          | 0     | 0           | 3     |

|                      | Printed      | Digital       | FBO/Exhib  | Total         | Readership    | Jets | Turboprops | Twins | Helicopters | Fleet |
|----------------------|--------------|---------------|------------|---------------|---------------|------|------------|-------|-------------|-------|
| Latvia               | 12           | 44            | 0          | 56            | 112           | 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           | 44           | 77            | 0          | 121           | 328           | 74   | 24         | 1     | 12          | 111   |
| Madeira              | 2            | 2             | 0          | 4             | 13            | 0    | 0          | 0     | 0           | 0     |
| Malta                | 38           | 130           | 5          | 173           | 422           | 211  | 17         | 9     | 16          | 253   |
| Moldova              | 6            | 10            | 0          | 16            | 44            | 9    | 1          | 0     | 21          | 31    |
| Monaco               | 13           | 36            | 0          | 49            | 110           | 2    | 1          | 1     | 20          | 24    |
| Montenegro           | 8            | 17            | 0          | 25            | 63            | 4    | 2          | 0     | 3           | 9     |
| Netherlands          | 73           | 194           | 40         | 307           | 1,210         | 41   | 42         | 27    | 59          | 169   |
| North Macedonia      | 0            | 6             | 0          | 6             | 6             | 0    | 0          | 0     | 0           | 0     |
| Norway               | 60           | 181           | 0          | 241           | 523           | 21   | 56         | 13    | 218         | 308   |
| Poland               | 104          | 190           | 0          | 294           | 783           | 36   | 42         | 35    | 118         | 231   |
| Portugal             | 49           | 197           | 16         | 262           | 716           | 165  | 6          | 21    | 59          | 251   |
| Republic of Ireland  | 59           | 180           | 20         | 259           | 816           | 37   | 3          | 11    | 40          | 91    |
| Romania              | 28           | 104           | 0          | 132           | 264           | 17   | 7          | 6     | 34          | 64    |
| Russia               | 162          | 409           | 0          | 571           | 1,332         | 167  | 53         | 29    | 680         | 929   |
| San Marino           | 1            | 10            | 0          | 11            | 16            | 148  | 11         | 8     | 6           | 173   |
| Serbia               | 27           | 57            | 0          | 84            | 211           | 24   | 6          | 8     | 21          | 59    |
| Slovakia             | 26           | 42            | 0          | 68            | 190           | 19   | 6          | 5     | 41          | 71    |
| Slovenia             | 15           | 73            | 0          | 88            | 158           | 14   | 9          | 5     | 25          | 53    |
| Spain                | 165          | 357           | 82         | 604           | 2,528         | 104  | 68         | 86    | 486         | 744   |
| Sweden               | 91           | 289           | 2          | 382           | 838           | 46   | 63         | 39    | 173         | 321   |
| Switzerland          | 286          | 687           | 68         | 1,041         | 3,337         | 113  | 117        | 46    | 262         | 538   |
| Turkey               | 136          | 297           | 10         | 443           | 1,222         | 124  | 33         | 23    | 107         | 287   |
| U.K.                 | 706          | 3,040         | 323        | 4,069         | 11,909        | 251  | 185        | 328   | 843         | 1,607 |
| Ukraine              | 46           | 91            | 0          | 137           | 353           | 32   | 39         | 3     | 93          | 167   |
| <b>Total</b>         | <b>4,019</b> | <b>11,294</b> | <b>868</b> | <b>16,181</b> | <b>47,222</b> |      |            |       |             |       |
| <b>MIDDLE EAST</b>   |              |               |            |               |               |      |            |       |             |       |
| Bahrain              | 5            | 27            | 15         | 47            | 280           | 12   | 0          | 0     | 8           | 20    |
| Iraq                 | 1            | 14            | 0          | 15            | 20            | 5    | 14         | 0     | 87          | 106   |
| Israel               | 32           | 96            | 0          | 128           | 278           | 39   | 38         | 22    | 54          | 153   |
| Jordan               | 5            | 80            | 0          | 85            | 108           | 18   | 8          | 0     | 5           | 31    |
| Kuwait               | 0            | 29            | 0          | 29            | 29            | 13   | 0          | 0     | 14          | 27    |
| Lebanon              | 10           | 43            | 26         | 79            | 490           | 12   | 2          | 1     | 1           | 16    |
| Oman                 | 2            | 20            | 0          | 22            | 31            | 13   | 0          | 0     | 23          | 36    |
| Qatar                | 15           | 47            | 0          | 62            | 132           | 34   | 0          | 4     | 61          | 99    |
| Saudi Arabia         | 60           | 135           | 5          | 200           | 552           | 86   | 18         | 3     | 61          | 168   |
| Syria                | 0            | 8             | 0          | 8             | 8             | 8    | 0          | 0     | 0           | 8     |
| United Arab Emirates | 76           | 373           | 15         | 464           | 1,031         | 65   | 29         | 0     | 193         | 287   |
| Yemen                | 1            | 4             | 0          | 5             | 10            | 0    | 3          | 0     | 0           | 3     |
| <b>Total</b>         | <b>207</b>   | <b>876</b>    | <b>61</b>  | <b>1,144</b>  | <b>2,971</b>  |      |            |       |             |       |
| <b>NORTH AMERICA</b> |              |               |            |               |               |      |            |       |             |       |
| <b>Total</b>         | <b>125</b>   | <b>4,247</b>  | <b>0</b>   | <b>4,372</b>  | <b>4,960</b>  |      |            |       |             |       |
| <b>OCEANIA</b>       |              |               |            |               |               |      |            |       |             |       |
| <b>Total</b>         | <b>1</b>     | <b>341</b>    | <b>0</b>   | <b>342</b>    | <b>347</b>    |      |            |       |             |       |
| <b>SOUTH AMERICA</b> |              |               |            |               |               |      |            |       |             |       |
| <b>Total</b>         | <b>0</b>     | <b>231</b>    | <b>0</b>   | <b>231</b>    | <b>231</b>    |      |            |       |             |       |
| Unknown location     | 0            | 1,253         | 0          | 1,253         | 1,253         |      |            |       |             |       |
| <b>TOTAL</b>         | <b>5,274</b> | <b>20,494</b> | <b>935</b> | <b>26,703</b> | <b>64,581</b> |      |            |       |             |       |

## Publisher's affidavit

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

David Wright, Managing Director

Date: 18/08/2020

Janet Edwards, Database Manager

Bishop's Stortford, U.K.