

BUSINESS AIR NEWS

Magazine readership and circulation statement

SEPTEMBER 2020 - NORTH 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 North American business aviation news is published via web and email throughout the year, and the North America printed edition is published twice a year to coincide with the NBAA Convention and the NBAA Schedulers and Dispatchers Conference. 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 the region, as well as other leading business aviation professionals.

We also publish editions for Europe, South and Central 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	32,166
Other recipients	5,754
FBO copies	0
Exhibition copies	0
Total copies	37,920
Total readership	61,363

Total readership figure is based on:

Readers per printed copy	5.8
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	4,496	20,835	0	0	25,331	66.8
Other business aviation professionals	388	6,447	0	4,497	11,332	29.8
Other recipients	0	0	0	1,257	1,257	3.3
Total	4,884	27,282	0	5,754	37,920	

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	133	255	118	151	112	75	844
Company Requests	7	155	8	149	1	9	329
Aircraft Registries & Directories	2,811	21,812	1,342	3,908	352	768	30,993
Total	2,951	22,222	1,468	4,208	465	852	32,166

QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	29,967	93.1
Individuals by name only	1,270	3.9
Individuals by job title only	926	2.8
Individuals by company name only	3	0.0
Total	32,166	

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	1	374	0	375	380					
ASIA										
Total	2	733	0	735	745					
CENTRAL AMERICA										
Total	2	166	0	168	178					
EUROPE										
Total	188	4,023	0	4,211	5,113					
MIDDLE EAST										
Total	14	316	0	330	397					
NORTH AMERICA										
Canada	188	2,358	0	2,546	3,448	662	1,106	230	1,887	3,885
Mexico	170	880	0	1,050	1,866	743	264	48	527	1,582
Saint Pierre and Miquelon (France)	0	1	0	1	1	0	0	0	0	0
U.S.A.	4,315	22,180	0	26,495	47,207	15,483	8,992	4,200	6,374	35,049
Total	4,673	25,419	0	30,092	52,522					
OCEANIA										
Total	0	368	0	368	368					
SOUTH AMERICA										
Total	4	377	0	381	400					
Unknown location	0	1,257	0	1,257	1,257					
TOTAL	4,884	33,033	0	37,917	61,360					

Publisher's affidavit

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

David Wright, Managing Director

Date: 15/09/2020

Janet Edwards, Database Manager

Bishop's Stortford, U.K.