

# BUSINESS AIR NEWS

## Magazine readership and circulation statement

**OCTOBER 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	22,512
Other recipients	3,431
FBO copies	930
Exhibition copies	0
Total copies	26,873
Total readership	65,069

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	4,889	7,769	0	0	12,658	48.7
Other business aviation professionals	355	9,499	1	2,175	12,030	46.3
Other recipients	0	0	0	1,255	1,255	4.8
<b>Total</b>	<b>5,244</b>	<b>17,268</b>	<b>1</b>	<b>3,430</b>	<b>25,943</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 Printed	One Year Digital	Two Years Printed	Two Years Digital	Three Years Printed	Three Years Digital	Total
Direct Personal Requests	269	411	141	379	367	505	2,072
Company Requests	70	192	86	99	4	73	524
Aircraft Registries & Directories	2,573	14,594	1,693	847	41	168	19,916
<b>Total</b>	<b>2,912</b>	<b>15,197</b>	<b>1,920</b>	<b>1,325</b>	<b>412</b>	<b>746</b>	<b>22,512</b>

## QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	20,035	88.9
Individuals by name only	1,272	5.6
Individuals by job title only	1,205	5.3
<b>Total</b>	<b>22,512</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	6	19	0	25	54	11	56	0	47	114
Angola	26	26	0	52	177	26	56	6	62	150
Benin	1	2	2	5	38	0	1	0	3	4
Botswana	28	33	0	61	195	6	62	6	14	88
Burkina Faso	4	4	0	8	27	1	4	0	8	13
Burundi	1	1	0	2	7	1	0	0	1	2
Cameroon	6	7	0	13	42	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	1	4	0	5	10	5	5	1	0	11
Comoros	2	1	0	3	13	0	5	0	0	5
Congo	4	3	0	7	26	3	3	4	2	12
Congo, Democratic Republic	12	13	0	25	83	0	0	0	0	0
Djibouti	0	3	0	3	3	2	1	0	1	4
Egypt	17	96	2	115	225	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	6	40	0	46	75	2	12	2	1	17
Gabon	3	12	0	15	29	6	3	4	5	18
Gambia	2	3	0	5	15	5	0	0	0	5
Ghana	9	19	0	28	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	7	13	0	20	54	4	10	6	25	45
Kenya	82	120	0	202	596	15	186	10	67	278
Lesotho	2	2	0	4	14	0	0	0	4	4
Liberia	0	6	0	6	6	0	1	0	0	1
Libya	0	29	0	29	29	14	9	4	22	49
Madagascar	13	12	0	25	87	3	19	3	7	32
Malawi	1	1	0	2	7	0	4	2	2	8
Mali	4	5	0	9	28	2	7	1	1	11
Mauritania	0	1	0	1	1	1	7	1	2	11
Mauritius	6	21	0	27	56	1	3	0	4	8
Mayotte	0	2	0	2	2	0	0	0	0	0
Morocco	19	30	0	49	140	40	32	5	34	111
Mozambique	9	11	0	20	63	3	7	3	22	35

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Namibia	22	38	0	60	166	10	31	6	16	63
Niger	2	4	0	6	16	1	8	0	0	9
Nigeria	60	123	0	183	471	61	26	3	114	204
Reunion	5	8	0	13	37	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	12	0	0	0	0	0
Senegal	3	7	0	10	24	3	10	3	3	19
Seychelles	7	12	0	19	53	0	0	0	0	0
Sierra Leone	0	4	0	4	4	0	0	0	2	2
Somalia	0	6	0	6	6	0	0	0	0	0
South Africa	425	537	0	962	3,002	155	378	148	466	1,147
South Sudan	3	1	0	4	18	0	0	0	0	0
Sudan	9	16	0	25	68	6	7	1	12	26
Tanzania	37	55	0	92	270	4	105	16	6	131
Togo	1	6	0	7	12	2	4	0	2	8
Tunisia	4	37	0	41	60	12	2	1	11	26
Uganda	11	20	0	31	84	2	28	2	11	43
Zambia	14	29	0	43	110	2	24	12	7	45
Zimbabwe	12	19	0	31	89	1	10	13	4	28
<b>Total</b>	<b>899</b>	<b>1,485</b>	<b>6</b>	<b>2,390</b>	<b>6,789</b>					
<b>ASIA</b>										
<b>Total</b>	<b>2</b>	<b>704</b>	<b>0</b>	<b>706</b>	<b>716</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	1	2	0	3	8	0	0	0	0	0
Andorra	0	3	0	3	3	0	0	0	0	0
Armenia	2	8	0	10	20	2	1	0	3	6
Austria	144	325	30	499	1,610	222	32	32	178	464
Azerbaijan	8	17	0	25	63	15	0	0	23	38
Azores	0	3	0	3	3	0	0	0	0	0
Belarus	3	12	0	15	29	20	6	0	13	39
Belgium	86	195	15	296	919	50	35	26	73	184
Bosnia-Herzegovina	4	4	0	8	27	2	2	2	3	9
Bulgaria	24	65	5	94	279	16	15	3	15	49
Canary Islands	0	4	0	4	4	0	0	0	0	0
Croatia	19	52	0	71	162	9	7	3	17	36
Cyprus	33	55	0	88	246	2	2	9	15	28
Cyprus (Northern)	0	2	0	2	2	0	0	0	0	0
Czech Republic	111	216	0	327	860	65	62	44	85	256
Denmark	76	204	6	286	735	85	53	50	64	252
Estonia	13	38	0	51	113	14	23	4	5	46
Faroe Islands	2	12	0	14	24	0	0	0	0	0
Finland	36	118	10	164	477	16	27	13	49	105
France	389	1,000	29	1,418	3,691	242	267	202	807	1,518
Georgia	9	26	0	35	78	3	1	0	25	29
Germany	545	1,205	106	1,856	5,956	540	349	166	627	1,682
Gibraltar	3	2	0	5	19	0	0	0	0	0
Greece	51	194	20	265	790	22	20	10	62	114
Greenland	2	26	0	28	38	0	0	0	0	0
Guernsey	16	37	3	56	175	41	17	16	15	89
Hungary	28	50	0	78	212	13	16	15	56	100
Iceland	20	55	0	75	171	2	14	9	11	36
Isle of Man	15	60	10	85	297	274	40	1	49	364
Italy	180	509	48	737	2,273	92	62	35	572	761
Jersey	11	27	20	58	391	3	0	0	0	3

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Latvia	10	47	0	57	105	4	7	7	17	35
Liechtenstein	10	10	0	20	68	0	0	0	0	0
Lithuania	10	73	0	83	131	28	6	1	7	42
Luxembourg	42	79	0	121	323	71	23	1	12	107
Madeira	2	2	0	4	14	0	0	0	0	0
Malta	40	128	5	173	435	210	18	9	16	253
Moldova	6	11	0	17	46	9	1	0	21	31
Monaco	13	37	0	50	112	3	1	1	20	25
Montenegro	8	17	0	25	63	4	2	0	3	9
Netherlands	75	193	40	308	1,228	45	44	27	60	176
North Macedonia	1	5	0	6	11	0	0	0	0	0
Norway	65	177	0	242	554	20	56	14	212	302
Poland	107	190	0	297	811	36	42	34	119	231
Portugal	50	195	16	261	725	163	6	21	57	247
Republic of Ireland	57	183	20	260	814	40	3	11	40	94
Romania	28	103	0	131	265	16	7	6	34	63
Russia	155	418	0	573	1,317	170	54	29	684	937
San Marino	2	10	0	12	22	150	10	8	7	175
Serbia	23	60	0	83	193	27	7	8	23	65
Slovakia	25	43	0	68	188	18	6	5	42	71
Slovenia	16	73	0	89	166	13	10	5	25	53
Spain	161	361	82	604	2,525	104	68	87	492	751
Sweden	94	285	2	381	860	47	63	38	170	318
Switzerland	293	690	68	1,051	3,409	124	111	44	268	547
Turkey	138	296	10	444	1,246	125	33	23	107	288
U.K.	697	3,059	318	4,074	11,872	250	185	330	849	1,614
Ukraine	49	90	0	139	374	32	39	3	94	168
<b>Total</b>	<b>4,009</b>	<b>11,364</b>	<b>863</b>	<b>16,236</b>	<b>47,561</b>					
<b>MIDDLE EAST</b>										
Bahrain	5	27	15	47	281	12	0	0	8	20
Iraq	3	12	0	15	29	5	14	0	87	106
Israel	31	135	0	166	315	40	39	22	54	155
Jordan	7	77	0	84	118	18	8	0	5	31
Kuwait	0	29	0	29	29	13	0	0	14	27
Lebanon	11	42	26	79	496	12	2	1	1	16
Oman	3	19	0	22	36	13	0	0	23	36
Qatar	11	50	0	61	114	34	0	4	61	99
Saudi Arabia	62	132	5	199	567	86	18	3	61	168
Syria	0	8	0	8	8	8	0	0	0	8
United Arab Emirates	74	376	15	465	1,030	63	30	0	197	290
Yemen	1	4	0	5	10	0	3	0	0	3
<b>Total</b>	<b>208</b>	<b>911</b>	<b>61</b>	<b>1,180</b>	<b>3,032</b>					
<b>NORTH AMERICA</b>										
<b>Total</b>	<b>126</b>	<b>4,323</b>	<b>0</b>	<b>4,449</b>	<b>5,054</b>					
<b>OCEANIA</b>										
<b>Total</b>	<b>1</b>	<b>334</b>	<b>0</b>	<b>335</b>	<b>340</b>					
<b>SOUTH AMERICA</b>										
<b>Total</b>	<b>0</b>	<b>235</b>	<b>0</b>	<b>235</b>	<b>235</b>					
Unknown location	0	1,255	0	1,255	1,255					
<b>TOTAL</b>	<b>5,245</b>	<b>20,694</b>	<b>930</b>	<b>26,869</b>	<b>65,065</b>					

## Publisher's affidavit

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

David Wright, Managing Director

Date: 13/10/2020

Janet Edwards, Database Manager

Bishop's Stortford, U.K.