

BUSINESS AIR NEWS

Magazine readership and circulation statement

NOVEMBER 2020 - EMEA EDITION

Business 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.

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	3,436
FBO copies	930
Exhibition copies	0
Total copies	26,878
Total readership	64,997

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	4,868	7,733	3	3	12,607	48.5
Other business aviation professionals	358	9,553	0	2,196	12,107	46.6
Other recipients	0	0	0	1,234	1,234	4.7
Total	5,226	17,286	3	3,433	25,948	

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	275	428	145	354	351	516	2,069
Company Requests	70	169	89	113	3	75	519
Aircraft Registries & Directories	2,536	14,620	1,714	853	43	158	19,924
Total	2,881	15,217	1,948	1,320	397	749	22,512

QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	20,035	88.9
Individuals by name only	1,275	5.6
Individuals by job title only	1,202	5.3
Total	22,512	

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										
Algeria	8	18	0	26	64	11	56	0	47	114
Angola	24	28	0	52	167	26	56	6	63	151
Benin	2	1	2	5	43	0	1	0	3	4
Botswana	28	33	0	61	195	6	62	6	14	88
Burkina Faso	5	3	0	8	32	1	4	0	8	13
Burundi	1	1	0	2	7	1	0	0	1	2
Cameroon	6	8	0	14	43	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	14	11	0	25	92	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	7	39	0	46	80	2	12	2	1	17
Gabon	5	10	0	15	39	6	3	4	5	18
Gambia	1	4	0	5	10	5	0	0	0	5
Ghana	10	18	0	28	76	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	73	130	0	203	553	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	11	15	0	26	79	3	19	3	7	32
Malawi	1	1	0	2	7	0	4	2	2	8
Mali	5	4	0	9	33	2	7	1	1	11
Mauritania	0	1	0	1	1	1	7	1	2	11
Mauritius	5	22	0	27	51	1	3	0	4	8
Mayotte	0	2	0	2	2	0	0	0	0	0
Morocco	21	28	0	49	150	40	32	5	34	111
Mozambique	8	12	0	20	58	3	7	3	22	35

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Namibia	25	35	0	60	180	10	31	6	16	63
Niger	1	5	0	6	11	1	8	0	0	9
Nigeria	59	124	0	183	466	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	4	6	0	10	29	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	427	532	0	959	3,009	156	379	148	467	1,150
South Sudan	1	3	0	4	9	0	0	0	0	0
Sudan	9	16	0	25	68	6	7	1	12	26
Tanzania	35	57	0	92	260	4	105	16	6	131
Togo	1	6	0	7	12	2	4	0	2	8
Tunisia	5	36	0	41	65	12	2	1	11	26
Uganda	10	21	0	31	79	2	28	2	11	43
Zambia	15	28	0	43	115	2	24	12	7	45
Zimbabwe	13	18	0	31	93	1	10	13	5	29
Total	898	1,487	6	2,391	6,785					
ASIA										
Total	2	706	0	708	718					
CENTRAL AMERICA										
Total	0	85	0	85	85					
EUROPE										
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	4	7
Austria	144	326	30	500	1,611	224	32	33	179	468
Azerbaijan	8	18	0	26	64	15	0	0	24	39
Azores	0	3	0	3	3	0	0	0	0	0
Belarus	4	12	0	16	35	20	6	0	13	39
Belgium	93	188	15	296	952	52	35	26	73	186
Bosnia-Herzegovina	4	4	0	8	27	2	2	2	3	9
Bulgaria	20	69	5	94	260	16	15	3	15	49
Canary Islands	0	4	0	4	4	0	0	0	0	0
Croatia	17	54	0	71	153	9	7	3	17	36
Cyprus	37	49	0	86	264	2	2	9	15	28
Cyprus (Northern)	0	2	0	2	2	0	0	0	0	0
Czech Republic	110	218	0	328	856	65	62	44	85	256
Denmark	74	206	6	286	725	87	53	50	64	254
Estonia	15	36	0	51	123	14	23	4	5	46
Faroe Islands	2	12	0	14	24	0	0	0	0	0
Finland	41	112	10	163	500	16	27	13	49	105
France	382	1,004	29	1,415	3,655	238	267	202	806	1,513
Georgia	10	25	0	35	83	3	1	0	25	29
Germany	549	1,204	106	1,859	5,978	540	350	166	629	1,685
Gibraltar	4	2	0	6	25	0	0	0	0	0
Greece	51	193	20	264	789	22	20	10	62	114
Greenland	2	26	0	28	38	0	0	0	0	0
Guernsey	17	36	3	56	180	41	17	16	15	89
Hungary	28	51	0	79	213	13	16	15	56	100
Iceland	18	57	0	75	161	2	14	9	11	36
Isle of Man	14	61	10	85	292	269	40	1	49	359
Italy	185	499	48	732	2,292	92	62	35	570	759
Jersey	10	28	20	58	386	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	9	10	0	19	62	0	0	0	0	0
Lithuania	12	72	0	84	142	28	6	1	7	42
Luxembourg	45	76	0	121	337	72	24	1	12	109
Madeira	2	2	0	4	14	0	0	0	0	0
Malta	39	129	5	173	430	213	18	9	16	256
Moldova	6	11	0	17	46	9	1	0	21	31
Monaco	12	38	0	50	108	3	0	1	20	24
Montenegro	8	17	0	25	63	4	2	0	3	9
Netherlands	69	197	40	306	1,197	47	44	27	60	178
North Macedonia	0	6	0	6	6	0	0	0	0	0
Norway	65	178	0	243	555	20	56	14	214	304
Poland	109	188	0	297	820	36	42	34	120	232
Portugal	48	198	16	262	716	163	6	21	57	247
Republic of Ireland	59	184	20	263	826	40	3	11	40	94
Romania	24	107	0	131	246	16	7	6	34	63
Russia	166	413	0	579	1,376	171	54	29	684	938
San Marino	2	10	0	12	22	155	11	8	7	181
Serbia	23	60	0	83	193	27	7	8	25	67
Slovakia	25	43	0	68	188	17	6	5	43	71
Slovenia	16	73	0	89	166	13	10	5	25	53
Spain	167	355	82	604	2,554	104	68	87	493	752
Sweden	85	297	2	384	820	47	63	38	169	317
Switzerland	293	693	68	1,054	3,412	128	114	43	268	553
Turkey	136	303	10	449	1,242	125	33	23	107	288
U.K.	676	3,084	318	4,078	11,775	248	185	331	850	1,614
Ukraine	48	91	0	139	369	32	39	3	94	168
Total	3,997	11,397	863	16,257	47,525					
MIDDLE EAST										
Bahrain	5	27	15	47	281	12	0	0	8	20
Iraq	3	12	0	15	29	5	14	0	87	106
Israel	32	95	0	127	281	39	39	22	54	154
Jordan	6	78	0	84	113	18	8	0	5	31
Kuwait	0	29	0	29	29	13	0	0	14	27
Lebanon	10	43	26	79	491	12	2	1	1	16
Oman	2	20	0	22	32	13	0	0	23	36
Qatar	11	50	0	61	114	34	0	4	61	99
Saudi Arabia	58	138	5	201	549	86	18	3	63	170
Syria	0	8	0	8	8	8	0	0	0	8
United Arab Emirates	77	374	15	466	1,046	63	30	0	201	294
Yemen	1	4	0	5	10	0	3	0	0	3
Total	205	878	61	1,144	2,982					
NORTH AMERICA										
Total	126	4,359	0	4,485	5,090					
OCEANIA										
Total	1	333	0	334	339					
SOUTH AMERICA										
Total	0	236	0	236	236					
Unknown location	0	1,234	0	1,234	1,234					
TOTAL	5,229	20,715	930	26,874	64,993					

Publisher's affidavit

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

David Wright, Managing Director

Date: 13/11/2020

Janet Edwards, Database Manager

Bishop's Stortford, U.K.