

# BUSINESS AIR NEWS

## Magazine readership and circulation statement

### DECEMBER 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	22,541
Other recipients	3,437
FBO copies	930
Exhibition copies	0
Total copies	26,908
Total readership	65,301

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	4,927	7,671	0	0	12,598	48.4
Other business aviation professionals	359	9,584	0	2,210	12,153	46.7
Other recipients	0	0	0	1,227	1,227	4.7
<b>Total</b>	<b>5,286</b>	<b>17,255</b>	<b>0</b>	<b>3,437</b>	<b>25,978</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	297	444	126	331	334	531	2,063
Company Requests	71	173	82	121	3	75	525
Aircraft Registries & Directories	2,615	14,598	1,706	819	52	163	19,953
<b>Total</b>	<b>2,983</b>	<b>15,215</b>	<b>1,914</b>	<b>1,271</b>	<b>389</b>	<b>769</b>	<b>22,541</b>

## QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	20,062	89.0
Individuals by name only	1,281	5.6
Individuals by job title only	1,198	5.3
<b>Total</b>	<b>22,541</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	20	0	26	55	11	56	0	47	114
Angola	26	26	0	52	177	26	56	6	63	151
Benin	2	1	2	5	43	0	1	0	3	4
Botswana	29	32	0	61	200	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	19	93	2	114	233	39	11	0	43	93
Equatorial Guinea	2	7	2	11	49	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	4	11	0	15	34	6	3	4	5	18
Gambia	2	3	0	5	15	5	0	0	0	5
Ghana	8	20	0	28	66	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	77	126	0	203	573	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	13	0	26	88	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	22	0	28	57	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	10	10	0	20	68	3	7	3	22	35

	<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>
Namibia	24	36	0	60	<b>175</b>	10	31	6	16	63
Niger	2	4	0	6	<b>16</b>	1	8	0	0	9
Nigeria	66	117	0	183	<b>500</b>	61	26	3	114	204
Reunion	4	9	0	13	<b>32</b>	0	0	0	0	0
Rwanda	1	4	0	5	<b>10</b>	0	0	1	4	5
Saint Helena	0	2	0	2	<b>2</b>	0	0	0	0	0
Sao Tome & Principe	2	0	0	2	<b>12</b>	0	0	0	0	0
Senegal	4	6	0	10	<b>29</b>	3	10	3	3	19
Seychelles	7	12	0	19	<b>53</b>	0	0	0	0	0
Sierra Leone	0	4	0	4	<b>4</b>	0	0	0	2	2
Somalia	0	6	0	6	<b>6</b>	0	0	0	0	0
South Africa	446	512	0	958	<b>3,099</b>	156	378	148	466	1,148
South Sudan	2	2	0	4	<b>14</b>	0	0	0	0	0
Sudan	9	16	0	25	<b>68</b>	6	7	1	12	26
Tanzania	38	54	0	92	<b>274</b>	4	104	15	6	129
Togo	1	6	0	7	<b>12</b>	2	4	0	2	8
Tunisia	5	36	0	41	<b>65</b>	12	2	1	11	26
Uganda	11	20	0	31	<b>84</b>	2	28	2	11	43
Zambia	14	29	0	43	<b>110</b>	2	24	12	7	45
Zimbabwe	12	19	0	31	<b>89</b>	1	10	13	5	29
<b>Total</b>	<b>934</b>	<b>1,450</b>	<b>6</b>	<b>2,390</b>	<b>6,957</b>					
<b>ASIA</b>										
<b>Total</b>	<b>2</b>	<b>707</b>	<b>0</b>	<b>709</b>	<b>719</b>					
<b>CENTRAL AMERICA</b>										
<b>Total</b>	<b>0</b>	<b>85</b>	<b>0</b>	<b>85</b>	<b>85</b>					
<b>EUROPE</b>										
Albania	0	4	0	4	<b>4</b>	1	0	0	5	6
Alderney	1	2	0	3	<b>8</b>	0	0	0	0	0
Andorra	0	3	0	3	<b>3</b>	0	0	0	0	0
Armenia	2	8	0	10	<b>20</b>	2	1	0	4	7
Austria	142	329	30	501	<b>1,603</b>	223	32	33	179	467
Azerbaijan	9	17	0	26	<b>69</b>	16	1	0	24	41
Azores	0	3	0	3	<b>3</b>	0	0	0	0	0
Belarus	3	13	0	16	<b>30</b>	20	6	0	13	39
Belgium	85	197	15	297	<b>915</b>	50	35	26	73	184
Bosnia-Herzegovina	4	4	0	8	<b>27</b>	3	2	2	3	10
Bulgaria	25	63	5	93	<b>283</b>	16	16	3	14	49
Canary Islands	0	4	0	4	<b>4</b>	0	0	0	0	0
Croatia	16	55	0	71	<b>148</b>	9	7	3	17	36
Cyprus	37	49	0	86	<b>264</b>	2	2	9	16	29
Cyprus (Northern)	0	2	0	2	<b>2</b>	0	0	0	0	0
Czech Republic	114	215	0	329	<b>876</b>	68	63	44	84	259
Denmark	76	203	6	285	<b>734</b>	87	52	50	65	254
Estonia	15	41	0	56	<b>128</b>	14	23	4	5	46
Faroe Islands	2	12	0	14	<b>24</b>	0	0	0	0	0
Finland	34	122	10	166	<b>469</b>	16	32	13	49	110
France	386	1,004	26	1,416	<b>3,633</b>	240	268	202	803	1,513
Georgia	11	24	0	35	<b>88</b>	3	1	0	25	29
Germany	547	1,205	106	1,858	<b>5,968</b>	542	346	166	629	1,683
Gibraltar	4	2	0	6	<b>25</b>	0	0	0	0	0
Greece	54	190	20	264	<b>803</b>	22	20	10	63	115
Greenland	2	26	0	28	<b>38</b>	0	0	0	0	0
Guernsey	17	38	3	58	<b>182</b>	43	16	16	16	91
Hungary	26	53	0	79	<b>204</b>	13	16	15	56	100
Iceland	18	57	0	75	<b>161</b>	2	14	9	11	36
Isle of Man	14	61	10	85	<b>292</b>	269	39	1	49	358
Italy	183	500	48	731	<b>2,281</b>	92	62	35	570	759
Jersey	11	27	20	58	<b>391</b>	3	0	1	0	4

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Latvia	9	48	0	57	100	4	7	7	17	35
Liechtenstein	10	9	0	19	67	0	0	0	0	0
Lithuania	11	73	0	84	137	28	6	1	7	42
Luxembourg	45	78	0	123	339	71	24	1	12	108
Madeira	2	2	0	4	14	0	0	0	0	0
Malta	39	131	5	175	432	213	18	9	16	256
Moldova	7	10	0	17	51	9	1	0	21	31
Monaco	13	36	0	49	111	3	0	1	21	25
Montenegro	8	17	0	25	63	4	2	0	3	9
Netherlands	72	192	40	304	1,210	47	47	27	60	181
North Macedonia	1	5	0	6	11	0	0	0	0	0
Norway	66	176	0	242	559	19	55	14	212	300
Poland	99	201	0	300	775	36	42	34	120	232
Portugal	49	197	16	262	721	166	14	21	57	258
Republic of Ireland	56	189	20	265	814	41	3	11	40	95
Romania	27	102	0	129	259	16	7	6	34	63
Russia	165	417	0	582	1,374	173	54	29	686	942
San Marino	1	11	0	12	17	163	12	8	7	190
Serbia	23	61	0	84	194	27	7	8	25	67
Slovakia	26	42	0	68	193	18	6	5	43	72
Slovenia	16	71	0	87	164	13	10	5	25	53
Spain	167	356	82	605	2,555	104	68	87	493	752
Sweden	92	288	2	382	852	47	61	38	169	315
Switzerland	292	701	71	1,064	3,460	126	111	42	270	549
Turkey	143	293	10	446	1,272	125	33	23	107	288
U.K.	694	3,074	318	4,086	11,869	248	188	331	849	1,616
Ukraine	45	94	0	139	355	32	39	3	95	169
<b>Total</b>	<b>4,016</b>	<b>11,407</b>	<b>863</b>	<b>16,286</b>	<b>47,645</b>					
<b>MIDDLE EAST</b>										
Bahrain	5	28	15	48	282	12	0	0	8	20
Iraq	3	12	0	15	29	5	14	0	87	106
Israel	31	93	0	124	273	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	8	47	26	81	483	12	2	1	1	16
Oman	3	19	0	22	36	13	0	0	23	36
Qatar	10	50	0	60	108	34	0	4	61	99
Saudi Arabia	60	133	5	198	556	86	18	3	63	170
Syria	0	8	0	8	8	8	0	0	0	8
United Arab Emirates	81	372	15	468	1,067	63	30	0	200	293
Yemen	1	4	0	5	10	0	3	0	0	3
<b>Total</b>	<b>208</b>	<b>873</b>	<b>61</b>	<b>1,142</b>	<b>2,994</b>					
<b>NORTH AMERICA</b>										
<b>Total</b>	<b>125</b>	<b>4,369</b>	<b>0</b>	<b>4,494</b>	<b>5,094</b>					
<b>OCEANIA</b>										
<b>Total</b>	<b>1</b>	<b>332</b>	<b>0</b>	<b>333</b>	<b>338</b>					
<b>SOUTH AMERICA</b>										
<b>Total</b>	<b>0</b>	<b>238</b>	<b>0</b>	<b>238</b>	<b>238</b>					
Unknown location	0	1,227	0	1,227	1,227					
<b>TOTAL</b>	<b>5,286</b>	<b>20,688</b>	<b>930</b>	<b>26,904</b>	<b>65,297</b>					

## Publisher's affidavit

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

David Wright, Managing Director

Date: 15/12/2020

Janet Edwards, Database Manager

Bishop's Stortford, U.K.