

BUSINESS AIR NEWS

Magazine readership and circulation statement

JANUARY 2021 - 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	22,568
Other recipients	3,460
FBO copies	930
Exhibition copies	0
Total copies	26,958
Total readership	64,904

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	4,839	7,759	0	0	12,598	48.4
Other business aviation professionals	354	9,616	0	2,226	12,196	46.8
Other recipients	0	0	0	1,234	1,234	4.7
Total	5,193	17,375	0	3,460	26,028	

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	323	458	125	282	318	560	2,066
Company Requests	51	106	119	217	2	73	568
Aircraft Registries & Directories	2,239	14,517	1,972	1,050	44	112	19,934
Total	2,613	15,081	2,216	1,549	364	745	22,568

QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	20,103	89.0
Individuals by name only	1,276	5.6
Individuals by job title only	1,189	5.2
Total	22,568	

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	6	20	0	26	55	11	56	0	47	114
Angola	27	25	0	52	182	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	4	4	0	8	27	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	3	4	0	7	21	3	3	4	2	12
Congo, Democratic Republic	14	12	0	26	93	0	0	0	0	0
Djibouti	0	3	0	3	3	2	1	0	1	4
Egypt	21	92	2	115	244	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	5	10	0	15	39	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	76	127	0	203	568	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	31	0	31	31	14	9	4	22	49
Madagascar	11	15	0	26	79	3	19	3	7	32
Malawi	2	0	0	2	12	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	23	0	28	52	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

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Namibia	23	37	0	60	170	10	31	6	16	63
Niger	1	5	0	6	11	1	8	0	0	9
Nigeria	60	124	0	184	472	61	26	3	114	204
Reunion	2	11	0	13	23	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	1	1	0	2	7	0	0	0	0	0
Senegal	3	7	0	10	24	3	10	3	3	19
Seychelles	8	11	0	19	57	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	438	518	0	956	3,058	157	378	148	465	1,148
South Sudan	3	1	0	4	18	0	0	0	0	0
Sudan	9	16	0	25	68	6	7	1	12	26
Tanzania	39	53	0	92	279	4	104	15	6	129
Togo	1	6	0	7	12	2	4	0	2	8
Tunisia	5	36	0	41	65	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	13	18	0	31	93	1	10	13	5	29
Total	917	1,470	6	2,393	6,879					
ASIA										
Total	2	709	0	711	721					
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	146	324	30	500	1,621	224	32	33	180	469
Azerbaijan	7	19	0	26	60	16	1	0	24	41
Azores	0	3	0	3	3	0	0	0	0	0
Belarus	5	11	0	16	40	20	6	0	13	39
Belgium	81	199	15	295	894	51	35	26	73	185
Bosnia-Herzegovina	3	5	0	8	22	3	2	2	3	10
Bulgaria	21	67	5	93	264	16	16	3	14	49
Canary Islands	0	4	0	4	4	0	0	0	0	0
Croatia	15	56	0	71	143	9	7	3	17	36
Cyprus	36	50	0	86	259	2	2	9	16	29
Cyprus (Northern)	0	2	0	2	2	0	0	0	0	0
Czech Republic	115	215	0	330	882	68	63	44	84	259
Denmark	73	205	6	284	718	87	52	50	65	254
Estonia	12	44	0	56	114	14	23	4	5	46
Faroe Islands	2	12	0	14	24	0	0	0	0	0
Finland	36	121	10	167	480	16	32	13	49	110
France	382	1,006	26	1,414	3,612	240	268	202	806	1,516
Georgia	10	26	0	36	84	3	1	0	25	29
Germany	541	1,212	106	1,859	5,940	541	347	166	633	1,687
Gibraltar	4	2	0	6	25	0	0	0	0	0
Greece	54	189	20	263	802	22	20	10	63	115
Greenland	2	26	0	28	38	0	0	0	0	0
Guernsey	16	40	3	59	178	43	16	16	16	91
Hungary	27	52	0	79	209	13	16	15	56	100
Iceland	19	56	0	75	166	2	14	9	11	36
Isle of Man	15	60	10	85	297	268	39	1	49	357
Italy	179	509	48	736	2,267	92	62	35	574	763
Jersey	10	28	20	58	386	3	0	1	0	4

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Latvia	11	45	0	56	109	4	7	7	17	35
Liechtenstein	9	9	0	18	61	0	0	0	0	0
Lithuania	11	74	0	85	138	28	6	1	7	42
Luxembourg	44	81	0	125	336	72	24	1	12	109
Madeira	2	2	0	4	14	0	0	0	0	0
Malta	36	134	5	175	418	214	18	9	17	258
Moldova	5	12	0	17	41	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	73	191	40	304	1,214	47	47	27	60	181
North Macedonia	1	5	0	6	11	0	0	0	0	0
Norway	60	178	0	238	526	19	55	14	214	302
Poland	103	199	0	302	796	36	42	34	122	234
Portugal	49	197	16	262	721	166	14	21	58	259
Republic of Ireland	53	192	20	265	799	41	3	11	40	95
Romania	26	103	0	129	254	16	7	6	34	63
Russia	167	422	0	589	1,391	173	54	29	685	941
San Marino	2	10	0	12	22	165	12	8	7	192
Serbia	25	58	0	83	203	26	7	8	26	67
Slovakia	24	43	0	67	182	18	6	5	43	72
Slovenia	18	69	0	87	173	14	10	5	25	54
Spain	159	364	82	605	2,516	104	68	87	493	752
Sweden	89	292	2	383	838	47	61	38	169	315
Switzerland	287	702	71	1,060	3,432	126	110	42	270	548
Turkey	140	296	10	446	1,258	127	33	23	107	290
U.K.	665	3,099	318	4,082	11,726	248	188	331	858	1,625
Ukraine	49	89	0	138	373	32	39	3	96	170
Total	3,944	11,478	863	16,285	47,298					
MIDDLE EAST										
Bahrain	5	28	15	48	282	12	0	0	8	20
Iraq	3	12	0	15	29	5	14	0	87	106
Israel	30	95	0	125	269	39	39	22	54	154
Jordan	7	78	0	85	119	18	8	0	5	31
Kuwait	0	30	0	30	30	13	0	0	14	27
Lebanon	9	47	26	82	489	12	2	1	1	16
Oman	2	20	0	22	32	13	0	0	23	36
Qatar	12	47	0	59	117	34	0	4	61	99
Saudi Arabia	58	135	5	198	546	86	18	3	67	174
Syria	0	8	0	8	8	8	0	0	0	8
United Arab Emirates	77	378	15	470	1,050	63	30	0	203	296
Yemen	1	4	0	5	10	0	3	0	0	3
Total	204	882	61	1,147	2,980					
NORTH AMERICA										
Total	125	4,402	0	4,527	5,127					
OCEANIA										
Total	1	333	0	334	339					
SOUTH AMERICA										
Total	0	238	0	238	238					
Unknown location	0	1,234	0	1,234	1,234					
TOTAL	5,193	20,831	930	26,954	64,900					

Publisher's affidavit

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

David Wright, Managing Director

Date: 19/01/2021

Janet Edwards, Database Manager

Bishop's Stortford, U.K.