

BUSINESS AIR NEWS

Magazine readership and circulation statement

FEBRUARY 2021 - 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 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 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	32,342
Other recipients	5,775
FBO copies	0
Exhibition copies	0
Total copies	38,117
Total readership	61,546

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	4,484	20,823	0	0	25,307	66.3
Other business aviation professionals	397	6,638	0	4,531	11,566	30.3
Other recipients	0	0	0	1,244	1,244	3.2
Total	4,881	27,461	0	5,775	38,117	

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.

Stansted News Ltd
134 South Street, Bishop's Stortford
Hertfordshire, CM23 3BQ
United Kingdom
Tel: +44 (0)1279 714505
www.businessairnews.com

Advertising Manager

Mark Ranger

Tel: +44 (0)1279 714509

Email: mark@businessairnews.com

Circulation/Subscriptions

Janet Edwards

Tel: +44 (0)1279 714515

Email: janet@businessairnews.com

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	117	193	100	216	156	137	919
Company Requests	11	125	4	142	5	88	375
Aircraft Registries & Directories	1,045	15,405	2,854	9,084	589	2,071	31,048
Total	1,173	15,723	2,958	9,442	750	2,296	32,342

QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	30,169	93.2
Individuals by name only	1,263	3.9
Individuals by job title only	907	2.8
Individuals by company name only	3	0.0
Total	32,342	

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	2	376	0	378	388					
ASIA										
Total	3	738	0	741	755					
CENTRAL AMERICA										
Total	1	171	0	172	177					
EUROPE										
Total	191	4,114	0	4,305	5,222					
MIDDLE EAST										
Total	14	317	0	331	398					
NORTH AMERICA										
Canada	191	2,345	0	2,536	3,453	698	1,106	234	1,885	3,923
Mexico	167	891	0	1,058	1,860	743	265	48	527	1,583
Saint Pierre and Miquelon (France)	0	1	0	1	1	0	0	0	0	0
U.S.A.	4,309	22,266	0	26,575	47,258	15,557	9,054	4,198	6,446	35,255
Total	4,667	25,503	0	30,170	52,572					
OCEANIA										
Total	1	380	0	381	386					
SOUTH AMERICA										
Total	2	390	0	392	402					
Unknown location	0	1,244	0	1,244	1,244					
TOTAL	4,881	33,233	0	38,114	61,543					

Publisher's affidavit

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

David Wright, Managing Director

Date: 16/02/2021

Janet Edwards, Database Manager

Bishop's Stortford, U.K.