

BUSINESS AIR NEWS

Magazine readership and circulation statement

MARCH 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	22,686
Other recipients	3,479
FBO copies	924
Exhibition copies	0
Total copies	27,089
Total readership	65,019

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	4,826	7,826	0	0	12,652	48.3
Other business aviation professionals	381	9,653	0	2,246	12,280	46.9
Other recipients	0	0	0	1,233	1,233	4.7
Total	5,207	17,479	0	3,479	26,165	

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	288	290	172	432	294	432	1,908
Company Requests	62	136	118	221	17	85	639
Aircraft Registries & Directories	1,844	14,372	2,308	1,341	104	170	20,139
Total	2,194	14,798	2,598	1,994	415	687	22,686

QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	20,217	89.1
Individuals by name only	1,269	5.5
Individuals by job title only	1,200	5.2
Total	22,686	

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	7	20	0	27	61	11	56	0	47	114
Angola	25	27	0	52	172	26	57	6	63	152
Benin	2	1	2	5	43	0	1	0	3	4
Botswana	27	30	0	57	187	6	62	6	13	87
Burkina Faso	4	4	0	8	27	1	4	0	7	12
Burundi	1	1	0	2	7	1	0	0	1	2
Cameroon	5	9	0	14	38	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	4	7	0	11
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	16	11	0	27	104	0	0	0	0	0
Djibouti	0	3	0	3	3	2	1	0	1	4
Egypt	20	93	2	115	239	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	5	3	4	5	17
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	6	14	0	20	49	4	10	6	25	45
Kenya	82	121	0	203	597	15	185	10	65	275
Lesotho	2	2	0	4	14	0	0	0	4	4
Liberia	0	6	0	6	6	0	1	0	0	1
Libya	0	30	0	30	30	15	9	4	22	50
Madagascar	12	14	0	26	84	3	19	3	7	32
Malawi	2	0	0	2	12	1	4	2	2	9
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	20	29	0	49	145	40	32	5	34	111
Mozambique	9	12	0	21	64	3	7	3	25	38

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Namibia	25	35	0	60	180	10	31	6	16	63
Niger	2	4	0	6	16	1	8	0	0	9
Nigeria	65	121	0	186	498	65	26	3	120	214
Reunion	4	9	0	13	32	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	7	0	11	30	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	417	538	0	955	2,957	156	378	148	466	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	38	53	0	91	273	4	105	15	6	130
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	10	42
Zambia	15	28	0	43	115	2	24	12	7	45
Zimbabwe	14	18	0	32	99	1	10	13	6	30
Total	912	1,475	6	2,393	6,855					
ASIA										
Total	2	735	0	737	747					
CENTRAL AMERICA										
Total	1	84	0	85	90					
EUROPE										
Albania	1	4	0	5	10	1	0	0	5	6
Alderney	0	3	0	3	3	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	328	30	502	1,613	226	33	34	181	474
Azerbaijan	7	19	0	26	60	16	1	0	24	41
Azores	0	3	0	3	3	0	0	0	0	0
Belarus	5	10	0	15	39	21	6	0	13	40
Belgium	84	197	15	296	909	52	34	26	73	185
Bosnia-Herzegovina	4	4	0	8	27	3	2	2	3	10
Bulgaria	22	65	5	92	268	17	16	3	15	51
Canary Islands	0	4	0	4	4	0	0	0	0	0
Croatia	17	53	0	70	152	9	7	3	17	36
Cyprus	34	53	0	87	250	2	2	8	16	28
Cyprus (Northern)	0	2	0	2	2	0	0	0	0	0
Czech Republic	114	218	0	332	879	69	64	43	87	263
Denmark	75	202	6	283	727	87	52	50	65	254
Estonia	14	43	0	57	124	14	23	4	6	47
Faroe Islands	1	13	0	14	19	0	0	0	0	0
Finland	37	124	10	171	489	16	33	13	49	111
France	376	1,013	26	1,415	3,584	230	272	202	806	1,510
Georgia	10	27	0	37	85	3	1	0	25	29
Germany	526	1,234	106	1,866	5,875	542	350	166	634	1,692
Gibraltar	4	2	0	6	25	0	0	0	0	0
Greece	51	196	20	267	792	23	20	10	63	116
Greenland	2	26	0	28	38	0	0	0	0	0
Guernsey	18	39	3	60	188	43	16	15	15	89
Hungary	26	52	0	78	203	15	16	15	56	102
Iceland	21	54	0	75	176	2	13	9	11	35
Isle of Man	17	62	10	89	311	264	40	1	46	351
Italy	181	515	48	744	2,285	92	62	35	575	764
Jersey	10	27	20	57	385	3	0	1	0	4

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Latvia	10	46	0	56	104	4	7	7	17	35
Liechtenstein	8	8	0	16	54	0	0	0	0	0
Lithuania	11	74	0	85	138	28	6	1	7	42
Luxembourg	42	80	0	122	324	71	26	1	12	110
Madeira	2	2	0	4	14	0	0	0	0	0
Malta	39	136	5	180	437	218	18	9	17	262
Moldova	7	10	0	17	51	9	1	0	21	31
Monaco	12	37	0	49	107	3	0	0	20	23
Montenegro	8	17	0	25	63	4	2	0	3	9
Netherlands	74	189	40	303	1,218	47	45	26	60	178
North Macedonia	1	5	0	6	11	0	0	0	0	0
Norway	64	172	0	236	543	19	53	14	210	296
Poland	107	195	0	302	816	37	46	35	122	240
Portugal	50	199	16	265	729	163	14	21	57	255
Republic of Ireland	55	189	20	264	808	42	4	11	40	97
Romania	25	105	0	130	250	16	7	6	34	63
Russia	159	427	0	586	1,349	174	55	30	690	949
San Marino	2	10	0	12	22	165	13	7	7	192
Serbia	26	56	0	82	207	26	7	8	26	67
Slovakia	25	43	0	68	188	18	7	5	43	73
Slovenia	15	72	0	87	159	13	10	5	25	53
Spain	163	364	82	609	2,539	105	67	87	495	754
Sweden	95	286	2	383	867	46	60	38	168	312
Switzerland	292	702	65	1,059	3,371	130	97	42	271	540
Turkey	129	302	10	441	1,200	125	33	23	106	287
U.K.	684	3,087	318	4,089	11,824	248	188	330	853	1,619
Ukraine	46	93	0	139	360	32	39	3	99	173
Total	3,954	11,509	857	16,320	47,297					
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	26	100	0	126	251	39	39	22	55	155
Jordan	7	78	0	85	119	18	8	0	5	31
Kuwait	0	30	0	30	30	13	0	0	14	27
Lebanon	10	46	26	82	494	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	61	134	5	200	563	86	18	3	67	174
Syria	0	8	0	8	8	8	0	0	0	8
United Arab Emirates	75	381	15	471	1,041	65	30	0	204	299
Yemen	1	4	0	5	10	0	3	0	0	3
Total	202	888	61	1,151	2,975					
NORTH AMERICA										
Total	134	4,457	0	4,591	5,234					
OCEANIA										
Total	1	334	0	335	340					
SOUTH AMERICA										
Total	1	239	0	240	245					
Unknown location	0	1,233	0	1,233	1,233					
TOTAL	5,207	20,954	924	27,085	65,015					

Publisher's affidavit

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

David Wright, Managing Director

Date: 16/03/2021

Janet Edwards, Database Manager

Bishop's Stortford, U.K.