

BUSINESS AIR NEWS

Magazine readership and circulation statement

APRIL 2021 - ASIA PACIFIC 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 Asia Pacific business aviation news is published via web and email throughout the year, and the Asia Pacific printed edition is published once a year to coincide with the Asian Business Aviation Conference & Exhibition (ABACE). It is distributed to our own proprietary and exclusive database of owners and operators of 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, North America and South America 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	12,878
Other recipients	5,703
FBO copies	134
Exhibition copies	0
Total copies	18,715
Total readership	37,247

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	2,821	3,610	0	1	6,432	34.6
Other business aviation professionals	649	5,798	0	4,461	10,908	58.7
Other recipients	0	0	0	1,241	1,241	6.6
Total	3,470	9,408	0	5,703	18,581	

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	71	115	42	129	74	127	558
Company Requests	16	60	65	84	11	40	276
Aircraft Registries & Directories	1,554	7,978	1,578	789	59	86	12,044
Total	1,641	8,153	1,685	1,002	144	253	12,878

QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	11,082	86.0
Individuals by name only	767	5.9
Individuals by job title only	1,029	7.9
Total	12,878	

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	3	365	0	368	382					
ASIA										
Afghanistan	5	4	0	9	33	1	45	0	29	75
Bangladesh	19	22	0	41	132	1	9	0	52	62
Bhutan	3	6	0	9	23	0	0	0	2	2
Brunei	5	2	0	7	31	5	0	0	8	13
Cambodia	7	5	0	12	46	0	0	0	12	12
China	408	426	5	839	2,867	428	194	16	637	1,275
East Timor	2	0	0	2	12	0	0	0	0	0
Hong Kong	0	1	0	1	1	0	0	0	0	0
India	9	832	5	846	959	157	88	17	230	492
Indonesia	120	125	5	250	896	39	159	24	231	453
Iran	24	48	0	72	187	45	17	0	43	105
Japan	249	185	10	444	1,779	86	144	49	680	959
Kazakhstan	35	42	0	77	245	37	10	1	70	118
Kyrgyzstan	6	8	0	14	43	0	0	0	2	2
Laos	5	3	0	8	32	0	2	0	8	10
Macau	13	26	5	44	176	2	0	0	4	6
Malaysia	107	122	5	234	818	19	33	4	138	194
Maldives	19	19	0	38	129	0	44	1	0	45
Mongolia	10	12	0	22	70	1	6	0	2	9
Myanmar	10	10	0	20	68	1	4	0	0	5
Nepal	25	29	0	54	174	2	34	0	37	73
Pakistan	32	50	0	82	236	38	21	15	59	133
Philippines	3	271	0	274	288	53	67	29	165	314
Singapore	94	128	10	232	823	5	1	0	7	13
South Korea	62	70	0	132	430	35	18	0	152	205
Sri Lanka	20	40	0	60	156	0	10	3	34	47
Taiwan	48	46	0	94	324	17	10	2	19	48
Tajikistan	3	5	0	8	22	4	0	0	7	11
Thailand	68	93	0	161	487	39	48	4	194	285
Turkmenistan	2	2	0	4	14	5	0	0	25	30
Uzbekistan	7	8	0	15	49	3	0	0	7	10
Vietnam	21	38	0	59	160	2	6	0	19	27
Total	1,441	2,678	45	4,164	11,711					

	<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>
CENTRAL AMERICA										
Total	0	83	0	83	83					
EUROPE										
Total	202	4,343	12	4,557	5,695					
MIDDLE EAST										
Total	25	426	0	451	571					
NORTH AMERICA										
Total	120	4,550	0	4,670	5,246					
OCEANIA										
American Samoa	2	3	0	5	15	0	0	0	0	0
Australia	1,198	834	55	2,087	8,607	245	561	799	812	2,417
Cook Islands	3	7	0	10	24	1	4	0	0	5
Easter Island (Chile)	1	0	0	1	6	0	0	0	0	0
Fiji	17	12	0	29	111	0	13	9	10	32
French Polynesia	9	21	0	30	73	0	0	0	0	0
Guam	10	5	0	15	63	0	0	0	0	0
Kiribati	2	2	0	4	14	0	1	0	0	1
Marshall Islands	3	1	0	4	18	0	0	0	0	0
Micronesia	0	1	0	1	1	0	0	2	0	2
Nauru	1	0	0	1	6	0	0	0	0	0
New Caledonia	20	9	0	29	125	0	0	0	0	0
New Zealand	354	280	22	656	2,663	14	92	69	526	701
Niue	1	1	0	2	7	0	0	0	0	0
Northern Marianas	4	1	0	5	24	0	0	0	0	0
Papua New Guinea	36	43	0	79	252	14	68	5	107	194
Samoa	5	2	0	7	31	0	6	1	0	7
Solomon Islands	3	1	0	4	18	2	6	5	0	13
Tonga	2	2	0	4	14	0	0	0	0	0
Vanuatu	6	1	0	7	36	0	1	8	2	11
Total	1,677	1,226	77	2,980	12,108					
SOUTH AMERICA										
Total	2	198	0	200	210					
Unknown location	0	1,241	0	1,241	1,241					
TOTAL	3,470	15,110	134	18,714	37,246					

Publisher's affidavit

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

David Wright, Managing Director

Date: 09/04/2021

Janet Edwards, Database Manager

Bishop's Stortford, U.K.