

# BUSINESS AIR NEWS

## Magazine readership and circulation statement

### MAY 2021 - 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	22,826
Other recipients	3,509
FBO copies	936
Exhibition copies	0
Total copies	27,271
Total readership	67,457

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	5,259	7,421	0	0	12,680	48.1
Other business aviation professionals	383	9,763	0	2,277	12,423	47.1
Other recipients	0	0	0	1,232	1,232	4.6
<b>Total</b>	<b>5,642</b>	<b>17,184</b>	<b>0</b>	<b>3,509</b>	<b>26,335</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	316	432	146	420	293	374	1,981
Company Requests	74	148	121	198	23	88	652
Aircraft Registries & Directories	1,992	14,222	1,578	802	1,099	500	20,193
<b>Total</b>	<b>2,382</b>	<b>14,802</b>	<b>1,845</b>	<b>1,420</b>	<b>1,415</b>	<b>962</b>	<b>22,826</b>

## QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	20,350	89.1
Individuals by name only	1,273	5.5
Individuals by job title only	1,203	5.2
<b>Total</b>	<b>22,826</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	8	19	0	27	65	11	56	0	47	114
Angola	28	24	0	52	186	26	56	6	63	151
Benin	3	1	2	6	48	0	2	0	3	5
Botswana	30	29	0	59	203	6	62	6	13	87
Burkina Faso	5	3	0	8	32	1	4	0	7	12
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	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	2	0	6	25	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	21	95	2	118	247	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	7	40	0	47	81	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	10	19	0	29	77	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	89	114	0	203	630	16	188	10	65	279
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	13	13	0	26	88	3	20	3	7	33
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	6	22	0	28	57	1	7	0	4	12
Mayotte	0	2	0	2	2	0	0	0	0	0
Morocco	22	26	0	48	154	41	32	5	34	112
Mozambique	10	11	0	21	69	3	7	3	25	38

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Namibia	25	36	0	61	181	11	31	6	16	64
Niger	2	4	0	6	16	1	8	0	0	9
Nigeria	70	116	0	186	522	64	28	3	134	229
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	5	6	0	11	35	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	470	482	0	952	3,208	158	387	150	465	1,160
South Sudan	3	1	0	4	18	0	0	0	0	0
Sudan	10	15	0	25	73	6	7	1	12	26
Tanzania	40	51	0	91	283	4	105	15	6	130
Togo	1	6	0	7	12	2	4	0	2	8
Tunisia	6	34	0	40	69	12	2	1	11	26
Uganda	13	19	0	32	94	2	28	2	10	42
Zambia	16	27	0	43	120	3	24	12	7	46
Zimbabwe	14	18	0	32	99	1	10	13	6	30
<b>Total</b>	<b>1,005</b>	<b>1,386</b>	<b>6</b>	<b>2,397</b>	<b>7,305</b>					
<b>ASIA</b>										
<b>Total</b>	<b>2</b>	<b>738</b>	<b>0</b>	<b>740</b>	<b>750</b>					
<b>CENTRAL AMERICA</b>										
<b>Total</b>	<b>1</b>	<b>84</b>	<b>0</b>	<b>85</b>	<b>90</b>					
<b>EUROPE</b>										
Albania	1	5	0	6	11	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	7	0	9	19	2	1	0	4	7
Austria	156	322	30	508	1,677	228	32	34	181	475
Azerbaijan	10	15	0	25	73	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	96	188	15	299	970	51	34	26	73	184
Bosnia-Herzegovina	4	4	0	8	27	3	2	2	3	10
Bulgaria	24	64	5	93	278	17	16	3	15	51
Canary Islands	0	4	0	4	4	0	0	0	0	0
Croatia	19	52	0	71	162	10	7	3	17	37
Cyprus	37	49	0	86	264	2	2	8	16	28
Cyprus (Northern)	0	2	0	2	2	0	0	0	0	0
Czech Republic	126	209	0	335	940	70	65	43	87	265
Denmark	80	194	6	280	748	88	53	49	69	259
Estonia	16	42	0	58	135	14	23	4	6	47
Faroe Islands	2	12	0	14	24	0	0	0	0	0
Finland	43	119	10	172	518	16	34	13	50	113
France	399	996	26	1,421	3,700	233	275	201	811	1,520
Georgia	11	30	0	41	94	3	1	0	25	29
Germany	575	1,188	106	1,869	6,113	547	356	173	645	1,721
Gibraltar	4	2	0	6	25	0	0	0	0	0
Greece	58	191	20	269	827	23	20	11	66	120
Greenland	2	26	0	28	38	0	0	0	0	0
Guernsey	19	38	3	60	193	49	16	15	16	96
Hungary	29	49	0	78	217	16	18	16	56	106
Iceland	21	55	0	76	177	2	15	9	11	37
Isle of Man	17	63	10	90	312	259	40	1	46	346
Italy	199	500	48	747	2,374	92	62	35	580	769
Jersey	11	26	20	57	390	3	0	1	0	4

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Latvia	11	44	0	55	108	4	7	7	17	35
Liechtenstein	9	8	0	17	60	0	0	0	0	0
Lithuania	12	75	0	87	145	28	6	1	7	42
Luxembourg	41	80	0	121	318	68	25	1	12	106
Madeira	2	2	0	4	14	0	0	0	0	0
Malta	42	135	5	182	454	231	20	9	17	277
Moldova	7	10	0	17	51	9	1	0	21	31
Monaco	12	36	0	48	106	2	0	0	19	21
Montenegro	8	17	0	25	63	4	2	0	3	9
Netherlands	75	184	40	299	1,219	49	45	26	60	180
North Macedonia	1	5	0	6	11	0	0	0	0	0
Norway	71	166	0	237	578	19	53	14	215	301
Poland	115	188	0	303	855	39	46	36	123	244
Portugal	52	195	16	263	737	166	14	21	58	259
Republic of Ireland	61	185	20	266	839	43	5	10	40	98
Romania	29	109	0	138	277	16	7	6	34	63
Russia	181	413	0	594	1,463	175	55	30	691	951
San Marino	2	12	0	14	24	177	15	7	7	206
Serbia	27	55	0	82	212	26	5	8	26	65
Slovakia	27	44	0	71	201	18	7	5	42	72
Slovenia	17	69	0	86	168	13	10	5	25	53
Spain	175	354	82	611	2,599	105	70	86	498	759
Sweden	101	280	2	383	896	48	59	38	170	315
Switzerland	320	681	65	1,066	3,512	128	98	41	271	538
Turkey	147	284	10	441	1,287	125	33	23	105	286
U.K.	710	3,075	330	4,115	12,143	244	191	323	851	1,609
Ukraine	51	89	0	140	385	31	39	3	100	173
<b>Total</b>	<b>4,272</b>	<b>11,266</b>	<b>869</b>	<b>16,407</b>	<b>49,079</b>					
<b>MIDDLE EAST</b>										
Bahrain	5	29	15	49	283	12	0	0	8	20
Iraq	3	13	0	16	30	5	14	0	87	106
Israel	31	95	0	126	275	39	39	22	55	155
Jordan	7	79	0	86	120	18	8	0	5	31
Kuwait	0	30	0	30	30	13	0	0	14	27
Lebanon	11	45	26	82	499	12	2	1	1	16
Oman	3	19	0	22	36	13	0	0	23	36
Qatar	14	47	0	61	128	34	0	4	63	101
Saudi Arabia	65	130	5	200	582	86	18	3	70	177
Syria	0	8	0	8	8	8	0	0	0	8
United Arab Emirates	84	380	15	479	1,092	65	30	0	205	300
Yemen	1	4	0	5	10	0	3	0	0	3
<b>Total</b>	<b>224</b>	<b>879</b>	<b>61</b>	<b>1,164</b>	<b>3,093</b>					
<b>NORTH AMERICA</b>										
<b>Total</b>	<b>136</b>	<b>4,520</b>	<b>0</b>	<b>4,656</b>	<b>5,309</b>					
<b>OCEANIA</b>										
<b>Total</b>	<b>1</b>	<b>339</b>	<b>0</b>	<b>340</b>	<b>345</b>					
<b>SOUTH AMERICA</b>										
<b>Total</b>	<b>1</b>	<b>244</b>	<b>0</b>	<b>245</b>	<b>250</b>					
Unknown location	0	1,232	0	1,232	1,232					
<b>TOTAL</b>	<b>5,642</b>	<b>20,688</b>	<b>936</b>	<b>27,266</b>	<b>67,452</b>					

## Publisher's affidavit

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

David Wright, Managing Director

Date: 07/05/2021

Janet Edwards, Database Manager

Bishop's Stortford, U.K.