

BUSINESS AIR NEWS

Magazine readership and circulation statement

JUNE 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	22,967
Other recipients	3,494
FBO copies	936
Exhibition copies	0
Total copies	27,397
Total readership	67,491

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	5,240	7,552	0	0	12,792	48.3
Other business aviation professionals	380	9,795	3	2,291	12,469	47.1
Other recipients	0	0	0	1,200	1,200	4.5
Total	5,620	17,347	3	3,491	26,461	

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	311	425	152	427	278	376	1,969
Company Requests	82	170	118	195	25	86	676
Aircraft Registries & Directories	2,010	14,371	1,408	776	1,236	521	20,322
Total	2,403	14,966	1,678	1,398	1,539	983	22,967

QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	20,482	89.1
Individuals by name only	1,279	5.5
Individuals by job title only	1,206	5.2
Total	22,967	

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	8	19	0	27	65	11	56	0	47	114
Angola	28	24	0	52	186	25	54	6	62	147
Benin	3	1	2	6	48	0	1	0	3	4
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	5	0	12	20
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	12	0	28	105	0	0	0	0	0
Djibouti	0	3	0	3	3	2	1	0	1	4
Egypt	20	95	2	117	241	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	6	10	0	16	45	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	0	3
Ivory Coast	7	13	0	20	54	4	10	6	25	45
Kenya	88	116	0	204	626	16	186	9	65	276
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	13	33	6	16	68
Niger	2	4	0	6	16	1	8	0	0	9
Nigeria	70	115	0	185	521	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	12	0	20	58	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	467	492	0	959	3,201	155	387	150	466	1,158
South Sudan	3	1	0	4	18	0	0	0	0	0
Sudan	10	15	0	25	73	6	7	1	12	26
Tanzania	41	57	0	98	295	4	104	15	6	129
Togo	1	6	0	7	12	2	3	0	2	7
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	19	0	33	100	1	10	13	6	30
Total	1,002	1,406	6	2,414	7,308					
ASIA										
Total	2	741	0	743	753					
CENTRAL AMERICA										
Total	1	84	0	85	90					
EUROPE										
Albania	1	6	0	7	12	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	153	322	30	505	1,659	227	32	34	181	474
Azerbaijan	10	15	0	25	73	17	1	0	24	42
Azores	0	3	0	3	3	0	0	0	0	0
Belarus	5	10	0	15	39	21	6	0	13	40
Belgium	96	191	15	302	973	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	35	47	0	82	250	2	2	8	16	28
Cyprus (Northern)	0	2	0	2	2	0	0	0	0	0
Czech Republic	126	210	0	336	941	70	65	43	87	265
Denmark	79	195	6	280	743	88	54	49	69	260
Estonia	16	42	0	58	135	14	23	4	6	47
Faroe Islands	2	12	0	14	24	0	0	0	0	0
Finland	44	121	10	175	526	16	34	14	50	114
France	396	1,000	26	1,422	3,687	234	275	202	812	1,523
Georgia	11	30	0	41	94	3	1	0	25	29
Germany	579	1,192	106	1,877	6,140	548	356	173	650	1,727
Gibraltar	3	3	0	6	20	0	0	0	0	0
Greece	58	192	20	270	828	23	20	11	66	120
Greenland	2	26	0	28	38	0	0	0	0	0
Guernsey	19	38	3	60	193	50	17	15	17	99
Hungary	28	50	0	78	212	16	18	16	56	106
Iceland	16	57	0	73	150	2	15	9	11	37
Isle of Man	17	62	10	89	311	258	40	1	46	345
Italy	200	500	48	748	2,380	93	61	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	77	0	89	147	30	6	1	7	44
Luxembourg	42	80	0	122	324	67	25	1	12	105
Madeira	2	2	0	4	14	0	0	0	0	0
Malta	40	136	5	181	443	232	20	9	17	278
Moldova	7	10	0	17	51	9	1	0	21	31
Monaco	12	35	0	47	105	2	0	0	19	21
Montenegro	8	17	0	25	63	4	2	0	3	9
Netherlands	71	185	40	296	1,197	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	114	191	0	305	852	40	46	36	124	246
Portugal	52	195	16	263	737	167	14	21	58	260
Republic of Ireland	60	195	20	275	843	43	5	11	40	99
Romania	29	107	0	136	275	16	7	6	34	63
Russia	184	430	0	614	1,497	177	55	30	690	952
San Marino	2	12	0	14	24	179	15	7	7	208
Serbia	27	55	0	82	212	26	5	8	26	65
Slovakia	26	46	0	72	197	18	7	5	42	72
Slovenia	18	69	0	87	173	14	10	5	25	54
Spain	174	359	82	615	2,598	106	70	87	498	761
Sweden	101	289	2	392	905	49	59	38	170	316
Switzerland	319	691	65	1,075	3,516	130	98	41	273	542
Turkey	147	284	10	441	1,287	126	32	23	105	286
U.K.	708	3,083	330	4,121	12,139	246	191	323	850	1,610
Ukraine	51	90	0	141	386	31	39	3	100	173
Total	4,254	11,350	869	16,473	49,058					
MIDDLE EAST										
Bahrain	5	29	15	49	283	12	0	0	8	20
Iraq	3	13	0	16	30	5	14	0	87	106
Israel	31	138	0	169	318	40	37	21	55	153
Jordan	7	79	0	86	120	18	8	0	5	31
Kuwait	0	30	0	30	30	13	0	0	14	27
Lebanon	12	46	26	84	506	12	2	1	1	16
Oman	3	19	0	22	36	13	0	0	23	36
Qatar	16	47	0	63	140	34	0	4	63	101
Saudi Arabia	65	131	5	201	583	85	18	3	70	176
Syria	0	8	0	8	8	8	0	0	0	8
United Arab Emirates	82	385	15	482	1,086	65	30	0	205	300
Yemen	1	4	0	5	10	0	3	0	0	3
Total	225	929	61	1,215	3,149					
NORTH AMERICA										
Total	137	4,540	0	4,677	5,335					
OCEANIA										
Total	1	340	0	341	346					
SOUTH AMERICA										
Total	1	243	0	244	249					
Unknown location	0	1,200	0	1,200	1,200					
TOTAL	5,623	20,833	936	27,392	67,486					

Publisher's affidavit

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

David Wright, Managing Director

Date: 04/06/2021

Janet Edwards, Database Manager

Bishop's Stortford, U.K.