

BUSINESS AIR NEWS

Magazine readership and circulation statement

AUGUST 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	23,098
Other recipients	3,500
FBO copies	936
Exhibition copies	0
Total copies	27,534
Total readership	65,320

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	4,779	8,107	0	0	12,886	48.4
Other business aviation professionals	363	9,849	0	2,296	12,508	47.0
Other recipients	0	0	0	1,204	1,204	4.5
Total	5,142	17,956	0	3,500	26,598	

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	375	420	156	422	193	352	1,918
Company Requests	77	226	52	174	79	103	711
Aircraft Registries & Directories	1,825	14,745	905	759	1,480	755	20,469
Total	2,277	15,391	1,113	1,355	1,752	1,210	23,098

QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	20,608	89.2
Individuals by name only	1,282	5.5
Individuals by job title only	1,208	5.2
Total	23,098	

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	24	28	0	52	167	25	54	6	62	147
Benin	3	1	2	6	48	0	1	0	3	4
Botswana	28	31	0	59	193	6	61	6	13	86
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	3	3	0	6	20	3	3	4	2	12
Congo, Democratic Republic	15	13	0	28	100	0	0	0	0	0
Djibouti	0	3	0	3	3	2	1	0	1	4
Egypt	17	97	2	116	226	39	11	0	43	93
Equatorial Guinea	2	7	2	11	49	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	78	126	0	204	578	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	21	49
Madagascar	11	15	0	26	79	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	23	0	29	58	1	7	0	4	12
Mayotte	0	2	0	2	2	0	0	0	0	0
Morocco	18	32	0	50	136	41	32	5	34	112
Mozambique	10	10	0	20	68	3	7	3	25	38

	<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>
Namibia	23	37	0	60	170	13	33	6	16	68
Niger	1	5	0	6	11	1	8	0	0	9
Nigeria	60	125	0	185	473	65	28	3	134	230
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	7	13	0	20	54	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	401	558	0	959	2,884	155	387	150	466	1,158
South Sudan	1	3	0	4	9	0	0	0	0	0
Sudan	9	16	0	25	68	6	7	1	12	26
Tanzania	38	60	0	98	280	4	104	15	6	129
Togo	1	6	0	7	12	2	3	0	2	7
Tunisia	5	35	0	40	64	12	2	1	11	26
Uganda	11	22	0	33	86	2	28	2	10	42
Zambia	16	27	0	43	120	3	24	12	7	46
Zimbabwe	13	20	0	33	95	1	10	13	7	31
Total	883	1,526	6	2,415	6,737					
ASIA										
Total	2	739	0	741	751					
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	132	343	30	505	1,559	224	34	34	180	472
Azerbaijan	7	18	0	25	59	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	89	198	15	302	939	52	34	25	74	185
Bosnia-Herzegovina	4	4	0	8	27	3	2	2	3	10
Bulgaria	25	65	5	95	285	17	16	3	15	51
Canary Islands	0	4	0	4	4	0	0	0	0	0
Croatia	17	54	0	71	153	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	113	227	0	340	882	71	65	43	88	267
Denmark	73	202	6	281	715	88	54	49	71	262
Estonia	14	46	0	60	127	14	23	4	7	48
Faroe Islands	0	14	0	14	14	0	0	0	0	0
Finland	41	125	10	176	513	16	33	14	48	111
France	371	1,036	26	1,433	3,578	234	277	203	814	1,528
Georgia	10	31	0	41	89	3	1	0	25	29
Germany	534	1,246	106	1,886	5,933	552	354	168	652	1,726
Gibraltar	3	4	0	7	21	0	0	0	0	0
Greece	51	200	20	271	796	23	20	11	66	120
Greenland	2	26	0	28	38	0	0	0	0	0
Guernsey	19	40	3	62	195	53	16	15	17	101
Hungary	24	55	0	79	194	16	19	16	56	107
Iceland	15	59	0	74	146	2	15	9	11	37
Isle of Man	18	63	10	91	317	256	39	1	46	342
Italy	188	517	48	753	2,327	92	62	35	576	765
Jersey	11	26	20	57	390	3	0	1	0	4

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Latvia	10	45	0	55	103	4	7	7	16	34
Liechtenstein	8	9	0	17	55	0	0	0	0	0
Lithuania	11	81	0	92	145	30	6	1	7	44
Luxembourg	41	81	0	122	319	68	26	1	12	107
Madeira	2	2	0	4	14	0	0	0	0	0
Malta	36	141	5	182	425	233	20	9	17	279
Moldova	6	11	0	17	46	9	1	0	21	31
Monaco	12	35	0	47	105	2	0	0	18	20
Montenegro	8	17	0	25	63	4	1	1	3	9
Netherlands	65	191	40	296	1,168	50	46	26	60	182
North Macedonia	1	5	0	6	11	0	0	0	0	0
Norway	62	174	0	236	534	19	53	14	217	303
Poland	101	203	0	304	789	40	45	36	123	244
Portugal	51	196	16	263	732	165	14	21	58	258
Republic of Ireland	55	203	20	278	822	43	5	11	40	99
Romania	26	111	0	137	262	16	7	6	34	63
Russia	177	440	0	617	1,467	179	55	30	693	957
San Marino	2	12	0	14	24	181	16	7	7	211
Serbia	25	60	0	85	205	26	5	8	26	65
Slovakia	24	49	0	73	188	18	7	5	42	72
Slovenia	17	70	0	87	169	14	10	5	25	54
Spain	156	381	82	619	2,516	106	70	87	498	761
Sweden	88	306	2	396	846	49	60	38	171	318
Switzerland	289	722	65	1,076	3,373	126	97	41	272	536
Turkey	125	305	10	440	1,180	126	33	23	105	287
U.K.	666	3,142	330	4,138	11,955	247	193	322	856	1,618
Ukraine	46	95	0	141	362	31	38	3	100	172
Total	3,914	11,771	869	16,554	47,507					
MIDDLE EAST										
Bahrain	4	30	15	49	278	12	0	0	8	20
Iraq	1	16	0	17	22	5	14	0	87	106
Israel	29	142	0	171	310	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	10	48	26	84	496	12	2	1	1	16
Oman	3	19	0	22	36	13	0	0	23	36
Qatar	16	48	0	64	141	34	0	4	63	101
Saudi Arabia	60	136	5	201	559	84	18	3	68	173
Syria	0	8	0	8	8	8	0	0	0	8
United Arab Emirates	77	389	15	481	1,061	65	30	0	205	300
Yemen	0	5	0	5	5	0	3	0	0	3
Total	207	950	61	1,218	3,066					
NORTH AMERICA										
Total	133	4,580	0	4,713	5,351					
OCEANIA										
Total	1	353	0	354	359					
SOUTH AMERICA										
Total	1	244	0	245	250					
Unknown location	0	1,204	0	1,204	1,204					
TOTAL	5,142	21,451	936	27,529	65,315					

Publisher's affidavit

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

David Wright, Managing Director

Date: 13/08/2021

Janet Edwards, Database Manager

Bishop's Stortford, U.K.