

BUSINESS AIR NEWS

Magazine readership and circulation statement

DECEMBER 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 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 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	24,254
Other recipients	3,544
FBO copies	921
Exhibition copies	0
Total copies	28,719
Total readership	64,595

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	4,409	8,916	0	0	13,325	47.9
Other business aviation professionals	379	10,550	0	2,367	13,296	47.8
Other recipients	0	0	0	1,177	1,177	4.2
Total	4,788	19,466	0	3,544	27,798	

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	351	364	191	411	92	315	1,724
Company Requests	77	344	53	133	79	96	782
Aircraft Registries & Directories	2,195	16,672	634	478	1,116	653	21,748
Total	2,623	17,380	878	1,022	1,287	1,064	24,254

QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	21,597	89.0
Individuals by name only	1,434	5.9
Individuals by job title only	1,223	5.0
Total	24,254	

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	6	19	0	25	54	11	58	0	47	116
Angola	23	30	0	53	163	25	51	6	61	143
Benin	3	1	2	6	48	0	1	0	3	4
Botswana	26	34	0	60	185	6	62	6	14	88
Burkina Faso	4	4	0	8	27	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	13	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	6	5	1	0	12
Comoros	2	1	0	3	13	0	4	0	0	4
Congo	4	2	0	6	25	3	3	4	2	12
Congo, Democratic Republic	14	14	0	28	95	0	0	0	0	0
Djibouti	0	4	0	4	4	2	1	0	1	4
Egypt	16	105	2	123	228	39	12	0	44	95
Equatorial Guinea	2	7	2	11	49	5	3	0	2	10
Eswatini	0	4	0	4	4	1	1	0	2	4
Ethiopia	6	42	0	48	77	2	11	2	2	17
Gabon	6	9	0	15	44	5	3	4	6	18
Gambia	2	3	0	5	15	5	0	0	0	5
Ghana	7	24	0	31	65	6	8	0	8	22
Guinea	1	4	0	5	10	0	3	1	3	7
Guinea-Bissau	0	2	0	2	2	0	2	1	0	3
Ivory Coast	7	13	0	20	54	4	10	6	24	44
Kenya	65	151	0	216	528	15	187	9	65	276
Lesotho	2	2	0	4	14	0	0	0	4	4
Liberia	0	6	0	6	6	0	0	0	0	0
Libya	0	30	0	30	30	15	9	5	21	50
Madagascar	9	15	0	24	67	3	20	3	8	34
Malawi	1	0	0	1	6	1	4	2	2	9
Mali	5	4	0	9	33	2	8	1	1	12
Mauritania	0	1	0	1	1	1	7	1	2	11
Mauritius	10	22	0	32	80	2	7	0	3	12
Mayotte	0	3	0	3	3	0	0	0	0	0
Morocco	19	29	0	48	139	41	32	5	34	112
Mozambique	8	13	0	21	59	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	19	43	0	62	153	13	33	6	15	67
Niger	2	3	0	5	15	1	10	0	0	11
Nigeria	49	145	0	194	429	69	28	3	131	231
Reunion	4	9	0	13	32	0	0	0	0	0
Rwanda	1	4	0	5	10	0	0	1	5	6
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	4	10	3	3	20
Seychelles	7	15	0	22	56	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	364	604	0	968	2,715	152	391	144	469	1,156
South Sudan	1	3	0	4	9	0	0	0	0	0
Sudan	8	17	0	25	63	6	7	1	12	26
Tanzania	25	76	0	101	221	4	91	15	6	116
Togo	0	6	0	6	6	2	3	0	2	7
Tunisia	4	39	0	43	62	12	2	1	11	26
Uganda	6	24	0	30	59	2	29	2	10	43
Zambia	13	33	0	46	108	3	25	12	7	47
Zimbabwe	14	20	0	34	101	1	10	13	7	31
Total	784	1,676	6	2,466	6,313					
ASIA										
Total	2	780	0	782	792					
CENTRAL AMERICA										
Total	1	86	0	87	92					
EUROPE										
Albania	1	9	0	10	15	1	0	0	5	6
Alderney	0	5	0	5	5	0	0	0	0	0
Andorra	0	3	0	3	3	0	0	0	0	0
Armenia	2	6	0	8	18	2	1	0	4	7
Austria	124	363	30	517	1,532	226	33	35	178	472
Azerbaijan	5	22	0	27	51	17	1	0	24	42
Azores	0	3	0	3	3	0	0	0	0	0
Belarus	5	11	0	16	40	21	6	0	13	40
Belgium	80	213	15	308	902	57	36	23	76	192
Bosnia-Herzegovina	4	4	0	8	27	3	2	2	4	11
Bulgaria	21	69	5	95	266	17	17	3	15	52
Canary Islands	0	4	0	4	4	0	0	0	0	0
Croatia	15	56	0	71	143	11	7	2	17	37
Cyprus	27	57	0	84	214	2	2	8	17	29
Cyprus (Northern)	0	2	0	2	2	0	0	0	0	0
Czech Republic	105	260	0	365	869	74	68	44	87	273
Denmark	72	211	6	289	719	86	57	50	72	265
Estonia	15	50	0	65	137	13	23	5	8	49
Faroe Islands	2	11	0	13	23	0	0	0	0	0
Finland	33	137	10	180	478	18	32	14	48	112
France	355	1,117	31	1,503	3,641	241	285	198	813	1,537
Georgia	8	35	0	43	81	3	1	0	25	29
Germany	492	1,347	106	1,945	5,791	564	382	155	661	1,762
Gibraltar	3	4	0	7	21	0	0	0	0	0
Greece	54	202	20	276	815	23	20	11	66	120
Greenland	2	22	0	24	34	0	0	0	0	0
Guernsey	16	44	3	63	182	62	21	14	19	116
Hungary	26	53	0	79	204	19	19	16	56	110
Iceland	12	62	0	74	132	2	15	9	11	37
Isle of Man	15	69	10	94	306	244	38	1	46	329
Italy	174	543	48	765	2,272	93	61	35	583	772
Jersey	13	29	20	62	404	3	0	1	0	4

	<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>
Latvia	12	46	0	58	116	4	7	6	16	33
Liechtenstein	11	10	0	21	74	0	0	0	0	0
Lithuania	7	91	0	98	132	29	7	1	7	44
Luxembourg	41	89	0	130	327	65	23	1	12	101
Madeira	0	1	0	1	1	0	0	0	0	0
Malta	31	152	5	188	407	234	23	8	17	282
Moldova	5	12	0	17	41	9	1	0	21	31
Monaco	10	37	0	47	95	2	1	0	17	20
Montenegro	8	17	0	25	63	4	1	1	3	9
Netherlands	66	205	40	311	1,188	52	45	25	64	186
North Macedonia	1	5	0	6	11	0	0	0	0	0
Norway	60	182	0	242	530	18	56	16	219	309
Poland	101	221	0	322	807	42	48	37	133	260
Portugal	45	207	16	268	708	165	14	21	56	256
Republic of Ireland	55	209	20	284	828	42	6	11	40	99
Romania	25	117	0	142	262	16	6	7	35	64
Russia	158	488	0	646	1,404	185	59	31	739	1,014
San Marino	2	15	0	17	27	191	20	6	10	227
Serbia	26	59	0	85	210	28	5	9	26	68
Slovakia	23	52	0	75	185	19	7	5	45	76
Slovenia	13	74	0	87	149	14	10	5	25	54
Spain	146	401	82	629	2,478	105	70	86	500	761
Sweden	94	313	2	409	888	51	63	38	178	330
Switzerland	271	770	45	1,086	3,017	130	106	35	277	548
Turkey	118	312	10	440	1,146	130	36	23	104	293
U.K.	640	3,492	330	4,462	12,154	234	197	319	839	1,589
Ukraine	45	105	0	150	366	32	38	3	104	177
Total	3,695	12,705	854	17,254	46,946					
MIDDLE EAST										
Bahrain	4	33	15	52	281	12	0	0	10	22
Iraq	3	13	0	16	30	5	16	0	87	108
Israel	26	107	0	133	258	38	37	22	55	152
Jordan	5	80	0	85	109	18	8	0	5	31
Kuwait	0	30	0	30	30	13	0	0	15	28
Lebanon	10	48	26	84	496	11	2	1	1	15
Oman	3	24	0	27	41	12	0	0	25	37
Qatar	12	53	0	65	123	31	0	4	64	99
Saudi Arabia	44	156	5	205	486	81	18	4	71	174
Syria	0	8	0	8	8	8	0	0	0	8
United Arab Emirates	66	425	15	506	1,033	65	24	0	202	291
Yemen	1	4	0	5	10	0	3	0	0	3
Total	174	981	61	1,216	2,905					
NORTH AMERICA										
Total	130	5,005	0	5,135	5,759					
OCEANIA										
Total	1	350	0	351	356					
SOUTH AMERICA										
Total	1	245	0	246	251					
Unknown location	0	1,177	0	1,177	1,177					
TOTAL	4,788	23,005	921	28,714	64,590					

Publisher's affidavit

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

David Wright, Managing Director

Date: 06/12/2021

Janet Edwards, Database Manager

Bishop's Stortford, U.K.