

BUSINESS AIR NEWS

Magazine readership and circulation statement

JANUARY 2022 - 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	24,389
Other recipients	3,558
FBO copies	946
Exhibition copies	0
Total copies	28,893
Total readership	64,851

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	4,343	9,090	0	0	13,433	48.0
Other business aviation professionals	389	10,567	0	2,380	13,336	47.7
Other recipients	0	0	0	1,178	1,178	4.2
Total	4,732	19,657	0	3,558	27,947	

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	346	365	199	424	92	292	1,718
Company Requests	74	350	34	71	93	168	790
Aircraft Registries & Directories	2,269	16,974	523	375	1,102	638	21,881
Total	2,689	17,689	756	870	1,287	1,098	24,389

QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	21,718	89.0
Individuals by name only	1,451	5.9
Individuals by job title only	1,220	5.0
Total	24,389	

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	17	0	25	63	11	58	0	47	116
Angola	25	28	0	53	173	25	52	6	61	144
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	5	5	1	0	11
Comoros	2	1	0	3	13	0	4	0	0	4
Congo	3	3	0	6	20	3	3	4	2	12
Congo, Democratic Republic	13	13	0	26	88	0	0	0	0	0
Djibouti	0	4	0	4	4	2	1	0	1	4
Egypt	18	104	2	124	238	39	12	0	44	95
Equatorial Guinea	1	8	2	11	44	5	3	0	2	10
Eswatini	0	4	0	4	4	1	1	0	2	4
Ethiopia	4	44	0	48	67	2	11	2	2	17
Gabon	5	10	0	15	39	5	3	4	6	18
Gambia	2	3	0	5	15	5	0	0	0	5
Ghana	9	23	0	32	75	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	11	6	24	45
Kenya	66	151	0	217	534	15	188	9	66	278
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	30	0	49	140	41	32	5	39	117
Mozambique	9	13	0	22	65	3	7	3	26	39

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Namibia	18	44	0	62	148	13	32	6	15	66
Niger	1	4	0	5	10	1	10	0	0	11
Nigeria	48	145	0	193	423	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	9	15	0	24	67	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	350	622	0	972	2,652	152	391	144	471	1,158
South Sudan	1	3	0	4	9	0	0	0	0	0
Sudan	7	18	0	25	59	6	7	1	12	26
Tanzania	26	75	0	101	226	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	10	20	0	30	78	2	29	2	10	43
Zambia	14	32	0	46	113	3	25	12	7	47
Zimbabwe	12	22	0	34	92	1	9	13	7	30
Total	776	1,692	6	2,474	6,283					
ASIA										
Total	2	784	0	786	796					
CENTRAL AMERICA										
Total	1	85	0	86	91					
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	127	366	30	523	1,553	226	34	35	177	472
Azerbaijan	6	21	0	27	56	17	1	0	24	42
Azores	0	3	0	3	3	0	0	0	0	0
Belarus	4	13	0	17	36	21	6	0	13	40
Belgium	84	208	15	307	920	54	36	23	75	188
Bosnia-Herzegovina	2	6	0	8	18	3	2	2	4	11
Bulgaria	22	70	5	97	273	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	28	57	0	85	219	2	2	8	17	29
Cyprus (Northern)	0	2	0	2	2	0	0	0	0	0
Czech Republic	98	270	0	368	838	73	67	44	88	272
Denmark	67	217	6	290	696	85	57	50	73	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	35	134	10	179	487	18	36	14	48	116
France	360	1,122	31	1,513	3,675	232	289	198	824	1,543
Georgia	7	36	0	43	77	3	1	0	25	29
Germany	485	1,354	131	1,970	6,132	568	381	155	673	1,777
Gibraltar	3	4	0	7	21	0	0	0	0	0
Greece	50	209	20	279	799	23	20	11	66	120
Greenland	2	22	0	24	34	0	0	0	0	0
Guernsey	13	47	3	63	167	63	21	14	19	117
Hungary	27	55	0	82	212	19	19	16	65	119
Iceland	12	62	0	74	132	2	14	9	11	36
Isle of Man	17	67	10	94	316	243	37	1	45	326
Italy	177	539	48	764	2,286	92	61	35	585	773
Jersey	14	28	20	62	409	3	0	1	0	4

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Latvia	10	48	0	58	106	4	7	6	16	33
Liechtenstein	13	9	0	22	84	0	0	0	0	0
Lithuania	9	89	0	98	141	29	7	1	6	43
Luxembourg	35	94	0	129	297	65	22	1	13	101
Madeira	0	1	0	1	1	0	0	0	0	0
Malta	30	151	5	186	400	234	23	8	17	282
Moldova	7	10	0	17	51	9	1	0	21	31
Monaco	10	37	0	47	95	2	1	0	17	20
Montenegro	8	16	0	24	62	4	1	1	3	9
Netherlands	69	208	40	317	1,208	53	45	25	63	186
North Macedonia	1	5	0	6	11	0	0	0	0	0
Norway	61	183	0	244	537	18	56	16	219	309
Poland	95	230	0	325	781	42	47	37	134	260
Portugal	48	213	16	277	731	164	14	21	56	255
Republic of Ireland	56	208	20	284	833	41	10	11	40	102
Romania	24	119	0	143	258	16	6	7	35	64
Russia	151	499	0	650	1,375	188	59	31	741	1,019
San Marino	2	15	0	17	27	189	19	6	12	226
Serbia	22	64	0	86	192	28	5	9	29	71
Slovakia	24	51	0	75	190	18	7	5	45	75
Slovenia	12	75	0	87	145	12	10	5	26	53
Spain	139	406	82	627	2,442	105	70	86	500	761
Sweden	84	325	2	411	842	53	63	38	180	334
Switzerland	273	778	45	1,096	3,036	129	104	35	273	541
Turkey	110	320	10	440	1,108	130	36	23	103	292
U.K.	628	3,497	330	4,455	12,089	231	197	319	840	1,587
Ukraine	49	101	0	150	385	32	38	3	107	180
Total	3,645	12,808	879	17,332	47,134					
MIDDLE EAST										
Bahrain	4	33	15	52	281	11	0	0	10	21
Iraq	3	13	0	16	30	5	16	0	87	108
Israel	27	106	0	133	263	38	37	22	56	153
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	2	25	0	27	37	12	0	0	25	37
Qatar	11	55	0	66	119	31	0	4	64	99
Saudi Arabia	40	160	5	205	467	80	18	4	71	173
Syria	0	8	0	8	8	8	0	0	0	8
United Arab Emirates	67	424	15	506	1,038	65	23	0	202	290
Yemen	1	4	0	5	10	0	3	0	0	3
Total	170	986	61	1,217	2,887					
NORTH AMERICA										
Total	135	5,078	0	5,213	5,861					
OCEANIA										
Total	1	351	0	352	357					
SOUTH AMERICA										
Total	2	248	0	250	260					
Unknown location	0	1,178	0	1,178	1,178					
TOTAL	4,732	23,210	946	28,888	64,846					

Publisher's affidavit

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

David Wright, Managing Director

Date: 12/01/2022

Janet Edwards, Database Manager

Bishop's Stortford, U.K.