

BUSINESS AIR NEWS

Magazine readership and circulation statement

FEBRUARY 2022 - NORTH AMERICAN EDITION

Business Air News is the world's leading magazine for business aircraft owners, and is published monthly in printed and digital formats.

Its unique blend of North American business aviation news is published via web and email throughout the year, and the North America printed edition is published twice a year to coincide with the NBAA Convention and the NBAA Schedulers and Dispatchers Conference. It 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 Europe, South and Central America and the Asia Pacific 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	34,660
Other recipients	5,758
FBO copies	12
Exhibition copies	0
Total copies	40,430
Total readership	62,843

Total readership figure is based on:

Readers per printed copy	5.7
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	4,325	22,517	0	1	26,843	66.4
Other business aviation professionals	408	7,410	0	4,578	12,396	30.6
Other recipients	0	0	0	1,179	1,179	2.9
Total	4,733	29,927	0	5,758	40,418	

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	166	195	77	184	84	200	906
Company Requests	114	678	8	85	3	98	986
Aircraft Registries & Directories	3,155	23,413	126	281	1,000	4,793	32,768
Total	3,435	24,286	211	550	1,087	5,091	34,660

QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	32,479	93.7
Individuals by name only	1,372	3.9
Individuals by job title only	807	2.3
Individuals by company name only	2	0.0
Total	34,660	

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										
Total	2	387	0	389	398					
ASIA										
Total	4	768	0	772	791					
CENTRAL AMERICA										
Total	2	186	0	188	197					
EUROPE										
Total	183	4,416	12	4,611	5,639					
MIDDLE EAST										
Total	13	356	0	369	430					
NORTH AMERICA										
Canada	188	2,429	0	2,617	3,501	726	1,119	237	1,919	4,001
Mexico	160	981	0	1,141	1,893	770	273	58	523	1,624
Saint Pierre and Miquelon (France)	0	1	0	1	1	0	0	0	0	0
U.S.A.	4,174	24,189	0	28,363	47,981	15,845	9,441	4,001	6,573	35,860
Total	4,522	27,600	0	32,122	53,375					
OCEANIA										
Total	1	386	0	387	392					
SOUTH AMERICA										
Total	6	404	0	410	438					
Unknown location	0	1,179	0	1,179	1,179					
TOTAL	4,733	35,682	12	40,427	62,840					

Publisher's affidavit

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

David Wright, Managing Director

Date: 10/02/2022

Janet Edwards, Database Manager

Bishop's Stortford, U.K.