

BUSINESS AIR NEWS

Magazine readership and circulation statement

MAY 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 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	24,662
Other recipients	3,615
FBO copies	962
Exhibition copies	300
Total copies	29,539
Total readership	70,185

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	4,373	8,975	1	1	13,350	47.2
Other business aviation professionals	412	10,902	1	2,443	13,758	48.6
Other recipients	0	0	0	1,169	1,169	4.1
Total	4,785	19,877	2	3,613	28,277	

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	328	362	192	398	108	382	1,770
Company Requests	284	450	42	121	89	158	1,144
Aircraft Registries & Directories	3,030	17,491	141	119	571	396	21,748
Total	3,642	18,303	375	638	768	936	24,662

QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	21,959	89.0
Individuals by name only	1,474	5.9
Individuals by job title only	1,229	4.9
Total	24,662	

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	9	17	0	26	69	11	61	0	44	116
Angola	28	28	0	56	190	24	48	6	61	139
Benin	3	2	2	7	49	0	1	0	3	4
Botswana	28	33	0	61	195	5	60	6	13	84
Burkina Faso	5	4	0	9	33	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	10	18
Cape Verde	1	3	0	4	9	0	1	0	0	1
Central African Republic	4	2	0	6	25	0	4	9	0	13
Chad	1	4	0	5	10	5	5	2	0	12
Comoros	2	1	0	3	13	0	4	0	0	4
Congo	4	2	0	6	25	6	3	4	2	15
Congo, Democratic Republic	15	10	0	25	97	0	0	0	0	0
Djibouti	0	4	0	4	4	1	1	0	1	3
Egypt	17	104	2	123	233	39	12	0	43	94
Equatorial Guinea	2	7	2	11	49	5	3	0	2	10
Eswatini	0	4	0	4	4	0	1	0	2	3
Ethiopia	7	41	0	48	82	2	12	2	2	18
Gabon	6	10	0	16	45	5	3	7	6	21
Gambia	2	3	0	5	15	4	0	0	0	4
Ghana	6	26	0	32	61	5	8	0	6	19
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	5	14	0	19	43	3	11	5	24	43
Kenya	67	150	0	217	539	16	187	10	66	279
Lesotho	2	2	0	4	14	0	0	0	4	4
Liberia	0	7	0	7	7	0	0	0	0	0
Libya	0	30	0	30	30	14	10	5	21	50
Madagascar	11	15	0	26	79	2	19	3	8	32
Malawi	1	0	0	1	6	1	4	3	3	11
Mali	5	6	0	11	35	2	8	1	1	12
Mauritania	0	1	0	1	1	1	7	1	2	11
Mauritius	9	24	0	33	76	2	7	0	3	12
Mayotte	0	3	0	3	3	0	0	0	0	0
Morocco	20	30	0	50	146	42	32	6	38	118
Mozambique	9	14	0	23	66	3	7	3	26	39

	<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	18	45	0	63	149	13	33	5	15	66
Niger	3	3	0	6	20	1	10	0	0	11
Nigeria	56	138	0	194	463	68	27	3	128	226
Reunion	4	8	0	12	31	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	5	8	0	13	37	5	9	3	3	20
Seychelles	11	14	0	25	78	0	0	0	0	0
Sierra Leone	0	5	0	5	5	0	0	0	2	2
Somalia	0	7	0	7	7	0	0	0	0	0
South Africa	388	568	0	956	2,818	146	393	141	469	1,149
South Sudan	1	5	0	6	11	0	0	0	0	0
Sudan	9	17	0	26	69	6	7	1	12	26
Tanzania	29	71	0	100	239	4	90	15	6	115
Togo	0	8	0	8	8	2	3	0	2	7
Tunisia	5	40	0	45	69	12	2	1	11	26
Uganda	9	21	0	30	73	2	29	1	10	42
Zambia	16	31	0	47	124	3	25	14	8	50
Zimbabwe	12	23	0	35	93	1	8	14	7	30
Total	846	1,634	6	2,486	6,631					
ASIA										
Total	2	801	0	803	813					
CENTRAL AMERICA										
Total	0	89	0	89	89					
EUROPE										
Albania	1	10	0	11	16	0	0	0	5	5
Alderney	0	5	0	5	5	0	0	0	0	0
Andorra	0	3	0	3	3	0	0	0	0	0
Armenia	2	7	0	9	19	2	0	0	4	6
Austria	130	385	30	545	1,589	222	36	36	177	471
Azerbaijan	6	25	0	31	60	18	1	0	24	43
Azores	0	3	0	3	3	0	0	0	0	0
Belarus	0	15	0	15	15	21	6	0	13	40
Belgium	90	206	15	311	953	54	34	25	70	183
Bosnia-Herzegovina	4	5	0	9	28	3	2	2	4	11
Bulgaria	25	72	5	102	292	19	17	3	15	54
Canary Islands	0	5	0	5	5	0	0	0	0	0
Channel Islands	0	1	0	1	1	0	0	0	0	0
Croatia	13	57	0	70	132	13	7	2	15	37
Cyprus	29	59	0	88	227	1	2	8	17	28
Cyprus (Northern)	0	2	0	2	2	0	0	0	0	0
Czech Republic	109	274	0	383	906	70	66	44	90	270
Denmark	66	214	6	286	687	85	58	50	74	267
Estonia	17	48	0	65	147	11	23	5	8	47
Faroe Islands	2	11	0	13	23	0	0	0	0	0
Finland	34	140	10	184	487	20	38	14	47	119
France	385	1,114	31	1,530	3,812	238	289	194	823	1,544
Georgia	9	35	0	44	87	4	1	0	26	31
Germany	515	1,333	131	1,979	6,285	565	378	162	669	1,774
Gibraltar	2	4	0	6	16	0	0	0	0	0
Greece	51	211	20	282	807	24	23	11	62	120
Greenland	2	22	0	24	34	0	0	0	0	0
Guernsey	16	48	3	67	186	64	20	12	23	119
Hungary	28	53	0	81	215	19	18	17	61	115
Iceland	14	58	0	72	139	3	14	9	10	36
Isle of Man	17	69	10	96	318	238	37	2	42	319
Italy	180	538	53	771	2,377	92	61	35	576	764

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Jersey	13	28	20	61	403	3	0	1	0	4
Kosovo	0	1	0	1	1	0	0	0	0	0
Latvia	12	50	0	62	120	5	8	6	17	36
Liechtenstein	13	8	0	21	83	0	0	0	0	0
Lithuania	9	94	0	103	146	27	7	1	6	41
Luxembourg	37	90	0	127	305	67	25	1	11	104
Madeira	0	1	0	1	1	0	0	0	0	0
Malta	30	154	5	189	403	246	25	10	16	297
Moldova	7	11	0	18	52	9	1	0	25	35
Monaco	9	38	0	47	90	2	1	0	17	20
Montenegro	8	16	0	24	62	4	1	0	3	8
Netherlands	65	213	40	318	1,190	54	46	23	63	186
North Macedonia	1	6	0	7	12	0	0	0	0	0
Norway	66	175	0	241	558	19	50	16	209	294
Poland	108	223	0	331	849	46	48	37	135	266
Portugal	45	212	16	273	713	166	14	21	56	257
Republic of Ireland	56	204	20	280	829	41	9	11	41	102
Romania	29	118	0	147	286	16	7	7	40	70
Russia	0	566	0	566	566	192	59	33	753	1,037
San Marino	2	15	0	17	27	187	20	7	14	228
Serbia	24	66	0	90	205	29	5	10	30	74
Slovakia	27	53	0	80	210	17	8	5	46	76
Slovenia	17	74	0	91	173	13	9	5	27	54
Spain	149	393	82	624	2,487	99	69	85	500	753
Sweden	93	307	2	402	876	54	61	38	176	329
Switzerland	282	795	45	1,122	3,106	122	102	37	274	535
Turkey	120	315	10	445	1,161	129	38	23	96	286
U.K.	651	3,481	335	4,467	12,282	218	199	315	813	1,545
Ukraine	0	135	0	135	135	32	37	4	110	183
Total	3,620	12,874	889	17,383	47,205					
MIDDLE EAST										
Bahrain	4	36	15	55	284	11	0	0	10	21
Iraq	3	14	0	17	31	5	14	0	85	104
Israel	27	108	0	135	265	38	41	22	52	153
Jordan	5	79	0	84	108	18	8	0	11	37
Kuwait	0	30	0	30	30	13	0	0	14	27
Lebanon	11	48	26	85	502	10	2	1	1	14
Oman	3	25	0	28	42	12	0	0	25	37
Qatar	13	55	0	68	130	32	0	4	64	100
Saudi Arabia	44	151	5	200	481	74	18	4	72	168
Syria	0	8	0	8	8	8	0	0	0	8
United Arab Emirates	68	423	15	506	1,042	61	23	0	199	283
Yemen	1	4	0	5	10	0	3	0	0	3
Total	179	981	61	1,221	2,934					
NORTH AMERICA										
Total	137	5,317	6	5,460	6,202					
OCEANIA										
Total	1	368	0	369	374					
SOUTH AMERICA										
Total	2	251	0	253	263					
Unknown location	0	1,169	300	1,469	1,469					
TOTAL	4,787	23,484	1,262	29,533	70,179					

Publisher's affidavit

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

David Wright, Managing Director

Date: 09/05/2022

Janet Edwards, Database Manager

Bishop's Stortford, U.K.