

BUSINESS AIR NEWS

Magazine readership and circulation statement

JANUARY / FEBRUARY 2025

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

Each issue 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 world, as well as other leading business aviation professionals.

The magazine can be read online, and these statements downloaded at 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	65,533
Other recipients	2,003
FBO copies	776
Bulk copies	5
Total copies	68,317
Total readership	102,072

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	5,009	43,460	0	0	48,469	70.9
Other business aviation professionals	747	17,093	0	1,100	18,940	27.7
Other recipients	0	0	0	903	903	1.3
Total	5,756	60,553	0	2,003	68,312	

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.

Stansted News Ltd
134 South Street, Bishop's Stortford
Hertfordshire, CM23 3BQ
United Kingdom
Tel: +44 (0)1279 714505
www.businessairnews.com

Advertising Manager

Brad Wright

Tel: +44 (0)1279 714521

Email: brad@businessairnews.com

Circulation/Subscriptions

Janet Edwards

Tel: +44 (0)1279 714515

Email: janet@businessairnews.com

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	412	438	311	386	573	393	2,513
Company Requests	63	982	76	511	29	475	2,136
Aircraft Registries & Directories	3,678	54,316	521	2,023	93	1,029	61,660
Total	4,153	55,736	908	2,920	695	1,897	66,309

QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	60,676	91.5
Individuals by name only	3,021	4.5
Individuals by job title only	2,612	3.9
Total	66,309	

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	25	0	31	60	9	58	0	44	111
Angola	15	43	3	64	175	24	44	7	64	139
Benin	1	2	0	3	8	0	0	0	3	3
Botswana	19	42	0	61	152	6	57	5	15	83
Burkina Faso	3	6	0	9	23	1	4	0	11	16
Burundi	0	1	0	1	1	0	0	0	1	1
Cameroon	1	15	0	16	21	3	5	0	16	24
Cape Verde	1	4	0	5	10	0	1	0	0	1
Central African Republic	0	16	0	16	16	0	6	9	0	15
Chad	0	8	0	8	8	7	9	1	0	17
Comoros	2	3	0	5	15	0	3	0	0	3
Congo	3	3	0	6	20	6	4	4	2	16
Congo, Democratic Republic	9	13	0	22	65	0	0	0	0	0
Djibouti	0	5	0	5	5	1	1	0	1	3
Egypt	8	103	2	115	179	38	12	1	65	116
Equatorial Guinea	1	5	0	6	11	7	3	0	2	12
Eswatini	0	3	0	3	3	0	1	0	1	2
Ethiopia	5	40	0	45	69	1	9	3	5	18
Gabon	2	13	0	15	25	4	7	7	8	26
Gambia	0	5	0	5	5	2	0	0	0	2
Ghana	4	21	0	25	44	5	9	0	5	19
Guinea	1	5	0	6	11	0	2	1	3	6
Guinea-Bissau	0	2	0	2	2	0	2	1	0	3
Ivory Coast	4	8	0	12	31	4	12	3	18	37
Kenya	29	172	1	203	355	17	200	9	70	296
Lesotho	0	3	0	3	3	0	0	0	5	5
Liberia	0	3	0	3	3	0	0	0	0	0
Libya	0	14	0	14	14	15	10	5	16	46
Madagascar	8	20	0	28	66	3	21	2	10	36
Mali	1	12	0	13	18	2	9	1	1	13
Mauritania	0	4	0	4	4	2	8	1	2	13
Mauritius	6	30	0	36	65	3	10	0	3	16
Mayotte	0	1	0	1	1	0	0	0	0	0
Morocco	11	46	2	61	140	40	28	5	29	102
Mozambique	5	11	0	16	40	2	7	3	14	26
Namibia	7	49	0	56	90	12	30	4	15	61

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Niger	1	4	0	5	10	1	9	0	0	10
Nigeria	39	154	2	197	410	71	26	3	123	223
Reunion	1	9	0	10	15	0	0	0	3	3
Rwanda	0	5	0	5	5	0	2	1	4	7
Senegal	3	14	0	17	31	6	8	3	7	24
Seychelles	7	17	0	24	58	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	3	3
South Africa	183	627	7	824	1,793	138	371	129	443	1,081
South Sudan	0	2	0	2	2	0	0	0	0	0
Sudan	5	15	0	20	44	6	8	1	12	27
Tanzania	21	79	0	100	201	4	92	14	7	117
Togo	0	5	0	5	5	1	3	0	2	6
Tunisia	4	31	0	35	54	12	2	1	10	25
Uganda	5	25	0	30	54	2	24	2	14	42
Zambia	8	36	0	44	82	4	27	13	11	55
Zimbabwe	6	25	0	31	60	0	8	12	9	29
Total	435	1,814	17	2,283	4,592					

ASIA

Afghanistan	0	11	0	11	11	3	37	0	57	97
Bangladesh	3	43	0	46	60	1	9	0	46	56
Bhutan	0	19	0	19	19	0	0	0	1	1
Brunei	0	6	0	6	6	4	0	0	7	11
Cambodia	0	19	0	19	19	0	0	0	15	15
China	38	728	3	772	993	378	204	20	716	1,318
East Timor	0	2	0	2	2	0	0	0	0	0
Hong Kong	0	3	0	3	3	0	0	0	0	0
India	5	854	3	865	928	184	91	16	250	541
Indonesia	4	214	1	220	252	37	175	24	237	473
Iran	3	62	0	65	79	45	16	0	43	104
Japan	21	417	2	442	569	107	114	46	685	952
Kazakhstan	3	80	0	83	97	42	14	1	71	128
Kyrgyzstan	0	11	0	11	11	1	1	1	4	7
Laos	0	11	0	11	11	0	2	0	5	7
Macau	2	17	0	19	29	1	0	0	1	2
Malaysia	16	212	7	242	410	17	39	4	140	200
Maldives	1	43	0	44	49	0	69	1	0	70
Mongolia	0	22	0	22	22	1	5	0	13	19
Myanmar	0	13	0	13	13	0	3	0	3	6
Nepal	3	59	0	62	76	2	54	0	33	89
Pakistan	5	78	0	83	107	43	35	12	79	169
Philippines	4	244	4	256	327	54	83	26	188	351
Singapore	12	214	6	238	374	6	0	0	7	13
South Korea	11	125	2	140	219	34	19	0	154	207
Sri Lanka	3	56	0	59	73	1	10	4	25	40
Taiwan	3	93	1	98	125	7	12	2	13	34
Tajikistan	0	6	0	6	6	5	0	0	7	12
Thailand	6	153	1	161	203	42	50	3	219	314
Turkmenistan	1	3	0	4	9	7	0	0	29	36
Uzbekistan	1	16	0	17	22	5	0	0	10	15
Vietnam	3	54	0	57	71	10	6	0	19	35
Total	148	3,888	30	4,096	5,196					

CENTRAL AMERICA

Anguilla	1	4	0	5	10	0	0	5	0	5
Antigua	1	11	0	12	17	0	0	3	2	5
Aruba	0	9	0	9	9	65	0	0	7	72
Bahamas	1	96	2	101	132	16	47	37	0	100
Barbados	2	23	0	25	35	2	4	1	0	7

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Belize	1	23	0	24	29	0	25	2	4	31
Bermuda	1	19	0	20	25	71	4	0	2	77
Bonaire (Netherlands)	0	1	0	1	1	0	0	0	0	0
British Virgin Islands	2	20	0	22	32	0	1	1	0	2
Cayman	1	14	0	15	20	145	0	0	19	164
Costa Rica	3	77	0	80	94	1	36	7	26	70
Curacao	0	15	0	15	15	0	10	8	0	18
Dominica	0	2	0	2	2	0	0	0	0	0
Dominican Republic	4	173	1	179	211	26	24	4	29	83
El Salvador	2	28	0	30	40	0	3	2	15	20
Grand Cayman	0	1	0	1	1	0	0	0	0	0
Grenada	0	2	0	2	2	0	0	0	0	0
Guadeloupe	1	16	0	17	22	0	0	0	0	0
Guatemala	10	157	4	175	275	8	57	15	150	230
Haiti	1	4	0	5	10	0	4	3	0	7
Honduras	2	50	0	52	62	2	26	2	18	48
Jamaica	1	24	0	25	30	0	1	3	9	13
Martinique	0	6	0	6	6	0	0	0	0	0
Montserrat	0	1	0	1	1	0	0	3	0	3
Netherlands Antilles	0	1	0	1	1	0	0	0	0	0
Nicaragua	0	9	0	9	9	0	4	0	3	7
Panama	4	160	2	168	213	9	33	7	73	122
Puerto Rico	10	138	4	156	256	0	0	0	0	0
Saba (NL)	0	1	0	1	1	0	0	0	0	0
Saint Barthelemy (France)	0	13	0	13	13	0	0	0	0	0
Saint Martin (France)	0	1	0	1	1	0	0	0	0	0
Sint Eustatius (NL)	0	1	0	1	1	0	0	0	0	0
Sint Maarten	0	13	0	13	13	0	5	1	0	6
St Kitts and Nevis	1	2	0	3	8	0	0	0	0	0
St Lucia	1	6	0	7	12	0	0	0	0	0
St Vincent	1	18	0	19	24	0	0	0	0	0
Trinidad and Tobago	0	2	0	2	2	0	0	0	0	0
Turks and Caicos	0	2	0	2	2	0	0	0	0	0
Virgin Islands (U.S.)	0	35	0	35	35	0	0	0	0	0
West Indies	0	4	0	4	4	0	0	0	0	0
Total	51	1,182	13	1,259	1,673					
EUROPE										
Albania	1	10	0	11	16	0	0	0	5	5
Alderney	0	1	0	1	1	0	0	0	0	0
Andorra	1	3	0	4	9	0	0	0	0	0
Armenia	3	9	0	12	26	3	2	0	5	10
Austria	79	439	5	528	972	217	41	47	185	490
Azerbaijan	5	17	0	22	46	19	1	0	24	44
Azores	0	2	0	2	2	0	0	0	0	0
Belarus	0	9	1	11	24	20	5	0	13	38
Belgium	62	254	4	324	674	50	33	24	58	165
Bosnia-Herzegovina	3	10	0	13	27	3	2	2	5	12
Bulgaria	10	90	0	100	148	23	14	3	16	56
Canary Islands	0	4	0	4	4	0	0	0	0	0
Croatia	8	57	0	65	103	14	7	1	15	37
Cyprus	15	70	0	85	157	1	2	6	19	28
Cyprus (Northern)	0	2	0	2	2	0	0	0	0	0
Czech Republic	78	319	3	403	816	77	72	45	92	286
Denmark	40	230	3	276	507	87	65	61	55	268
Estonia	13	55	0	68	130	7	29	8	8	52
Faroe Islands	2	11	0	13	23	0	0	0	0	0
Finland	23	137	2	164	300	18	42	15	52	127
France	245	1,301	11	1,568	2,887	236	291	199	715	1,441

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Georgia	6	32	0	38	67	4	1	0	27	32
Germany	302	1,562	16	1,896	3,554	533	350	161	606	1,650
Gibraltar	0	5	0	5	5	0	0	0	0	0
Greece	28	238	2	270	430	28	24	11	74	137
Greenland	0	25	0	25	25	0	0	0	0	0
Guernsey	7	49	2	60	120	67	12	12	16	107
Hungary	16	61	0	77	154	25	15	15	80	135
Iceland	12	55	0	67	125	3	17	9	10	39
Isle of Man	7	57	0	64	98	194	28	2	44	268
Italy	126	569	9	713	1,435	95	64	37	600	796
Jersey	9	40	0	49	92	3	0	1	1	5
Kosovo	0	2	0	2	2	0	0	0	0	0
Latvia	9	69	2	82	151	10	9	6	16	41
Liechtenstein	2	15	0	17	27	0	0	0	0	0
Lithuania	5	89	0	94	118	27	9	1	7	44
Luxembourg	15	96	1	113	198	77	23	1	15	116
Madeira	0	1	0	1	1	0	0	0	0	0
Malta	23	184	3	213	362	297	34	13	21	365
Moldova	3	16	0	19	33	6	0	0	25	31
Monaco	8	52	0	60	98	1	1	0	18	20
Montenegro	0	10	0	10	10	3	0	0	6	9
Netherlands	31	256	3	293	481	50	54	29	71	204
North Macedonia	2	6	0	8	18	0	0	0	0	0
Norway	41	182	0	223	420	11	49	18	188	266
Poland	68	270	0	338	664	59	43	43	151	296
Portugal	25	244	5	279	464	192	14	17	54	277
Republic of Ireland	30	223	0	253	397	43	10	11	49	113
Romania	18	133	0	151	237	29	10	8	49	96
Russia	0	422	4	430	482	237	55	31	765	1,088
San Marino	2	20	0	22	32	276	33	10	22	341
Serbia	12	68	0	80	138	41	4	11	26	82
Slovakia	12	54	1	68	139	17	7	5	50	79
Slovenia	11	61	0	72	125	18	9	5	27	59
Spain	65	436	3	507	858	93	70	84	494	741
Sweden	59	385	0	444	727	49	51	34	170	304
Switzerland	131	783	10	934	1,693	119	106	33	258	516
Turkey	76	382	2	462	853	160	37	25	99	321
U.K.	432	3,968	13	4,426	6,669	174	189	274	711	1,348
Ukraine	1	98	0	99	104	29	38	4	111	182
Total	2,182	14,248	105	16,640	28,479					

MIDDLE EAST

Bahrain	2	32	1	36	59	13	0	0	12	25
Iraq	2	13	0	15	25	5	15	0	80	100
Israel	16	155	3	177	293	38	39	23	55	155
Jordan	3	64	0	67	81	17	12	0	11	40
Kuwait	0	20	1	22	35	13	0	0	14	27
Lebanon	1	52	3	59	103	8	2	1	7	18
Oman	1	30	0	31	36	12	0	0	32	44
Qatar	13	55	1	70	145	37	2	3	72	114
Saudi Arabia	30	154	4	192	388	78	25	4	114	221
Syria	0	6	0	6	6	8	0	0	0	8
United Arab Emirates	40	467	6	519	789	64	26	1	196	287
Yemen	1	3	0	4	9	0	3	0	0	3
Total	109	1,051	19	1,198	1,968					

NORTH AMERICA

Canada	116	2,527	28	2,699	3,620	638	1,180	240	1,886	3,944
Mexico	73	1,026	25	1,149	1,824	746	305	65	562	1,678
Saint Pierre and Miquelon (France)	0	1	0	1	1	0	0	0	0	0

	<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>
U.S.A.	1,466	27,152	480	29,572	42,855	17,214	9,622	4,281	7,344	38,461
Total	1,655	30,706	533	33,421	48,300					
OCEANIA										
American Samoa	0	5	0	5	5	0	0	0	0	0
Australia	85	1,842	13	1,953	2,530	310	649	825	942	2,726
Cook Islands	1	8	0	9	14	1	4	0	0	5
Easter Island (Chile)	0	1	0	1	1	0	0	0	0	0
Fiji	1	35	0	36	41	0	18	13	11	42
French Polynesia	0	29	0	29	29	0	1	0	0	1
Guam	1	21	0	22	27	0	1	1	0	2
Kiribati	0	4	0	4	4	0	2	0	0	2
Marshall Islands	0	10	0	10	10	0	1	0	0	1
Micronesia	0	2	0	2	2	0	0	2	0	2
Nauru	0	1	0	1	1	0	0	0	0	0
New Caledonia	3	29	0	32	46	0	0	0	0	0
New Zealand	34	571	0	605	768	19	122	65	549	755
Niue	0	1	0	1	1	0	0	0	0	0
Northern Marianas	0	8	0	8	8	0	0	0	0	0
Palau	0	1	0	1	1	0	0	1	0	1
Papua New Guinea	6	64	0	70	99	13	79	4	86	182
Samoa	0	11	0	11	11	0	5	1	0	6
Solomon Islands	1	5	0	6	11	2	7	5	0	14
Tahiti	0	2	0	2	2	0	0	0	0	0
Tonga	0	3	0	3	3	0	0	0	0	0
Vanuatu	0	6	0	6	6	0	2	9	0	11
Total	132	2,659	13	2,817	3,620					
SOUTH AMERICA										
Argentina	17	477	5	504	651	205	204	55	190	654
Bolivia	3	30	0	33	47	11	37	7	13	68
Brazil	197	4,136	39	4,411	5,864	1,051	1,360	529	1,423	4,363
Chile	12	337	3	355	452	46	70	10	252	378
Colombia	13	270	4	291	405	36	280	56	160	532
Ecuador	3	107	0	110	124	8	20	22	53	103
Falkland Islands	0	2	0	2	2	0	0	6	0	6
French Guiana	0	10	0	10	10	0	0	0	0	0
Guyana	1	28	0	29	34	0	24	6	7	37
Paraguay	6	104	0	110	139	7	58	57	8	130
Peru	2	101	0	103	113	19	42	5	53	119
Suriname	0	20	0	20	20	5	16	3	7	31
Uruguay	1	41	0	42	47	7	9	14	11	41
Venezuela	12	398	1	412	483	247	344	49	214	854
Total	267	6,061	52	6,432	8,390					
Unknown location	0	903	0	903	903					
TOTAL	4,979	62,556	776	68,312	102,072					

Publisher's affidavit

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

David Wright, Managing Director

Date: 16/01/2025

Janet Edwards, Database Manager

Bishop's Stortford, U.K.