

BUSINESS AIR NEWS

Magazine readership and circulation statement

MARCH / APRIL 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	61,198
Other recipients	2,000
FBO copies	774
Bulk copies	5
Total copies	63,977
Total readership	98,270

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	5,024	39,024	0	0	44,048	68.8
Other business aviation professionals	726	17,198	0	1,083	19,007	29.7
Other recipients	0	0	0	917	917	1.4
Total	5,750	56,222	0	2,000	63,972	

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	418	439	327	339	531	394	2,448
Company Requests	83	1,382	57	408	12	209	2,151
Aircraft Registries & Directories	4,034	49,839	221	2,578	67	634	57,373
Total	4,535	51,660	605	3,325	610	1,237	61,972

QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	56,949	91.8
Individuals by name only	2,932	4.7
Individuals by job title only	2,091	3.3
Total	61,972	

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	23	0	29	57	9	58	0	44	111
Angola	10	34	3	47	136	24	44	7	64	139
Benin	0	3	0	3	3	0	0	0	3	3
Botswana	11	49	0	60	112	6	57	5	17	85
Burkina Faso	2	7	0	9	18	1	4	0	11	16
Burundi	0	1	0	1	1	0	0	0	1	1
Cameroon	1	12	0	13	18	3	5	0	16	24
Cape Verde	0	5	0	5	5	0	1	0	0	1
Central African Republic	4	12	0	16	35	0	6	9	0	15
Chad	1	7	0	8	13	7	11	1	0	19
Comoros	0	5	0	5	5	0	3	0	0	3
Congo	0	3	0	3	3	6	4	4	2	16
Congo, Democratic Republic	5	12	0	17	40	0	0	0	0	0
Djibouti	0	5	0	5	5	1	1	0	1	3
Egypt	9	101	2	112	182	38	12	1	65	116
Equatorial Guinea	1	4	0	5	10	7	3	0	2	12
Eswatini	0	3	0	3	3	0	1	0	1	2
Ethiopia	3	41	0	44	58	1	9	3	5	18
Gabon	4	9	0	13	32	4	7	7	8	26
Gambia	1	4	0	5	10	1	0	0	0	1
Ghana	1	23	0	24	29	5	9	0	5	19
Guinea	1	4	0	5	10	0	2	1	3	6
Guinea-Bissau	0	2	0	2	2	0	2	1	0	3
Ivory Coast	1	8	0	9	14	4	12	3	18	37
Kenya	33	155	1	189	358	17	200	9	68	294
Lesotho	2	1	0	3	12	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	15	45
Madagascar	6	20	0	26	54	3	21	2	10	36
Mali	5	9	0	14	38	2	7	1	1	11
Mauritania	0	4	0	4	4	2	8	1	2	13
Mauritius	5	27	0	32	56	3	10	0	3	16
Mayotte	0	1	0	1	1	0	0	0	0	0
Morocco	9	45	2	56	126	40	28	5	29	102
Mozambique	3	11	0	14	28	2	7	3	14	26
Namibia	8	44	0	52	90	12	30	4	15	61

	<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>
Niger	3	2	0	5	19	1	9	0	0	10
Nigeria	31	154	2	187	361	76	26	3	118	223
Reunion	0	13	0	13	13	0	0	0	3	3
Rwanda	1	4	0	5	10	0	2	1	4	7
Sao Tome and Principe	1	1	0	2	7	2	1	0	0	3
Senegal	3	14	0	17	31	6	8	3	7	24
Seychelles	5	14	0	19	42	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	170	585	7	762	1,659	134	375	129	438	1,076
South Sudan	0	2	0	2	2	1	0	0	0	1
Sudan	2	13	0	15	24	6	8	1	12	27
Tanzania	8	88	0	96	134	4	96	14	10	124
Togo	0	5	0	5	5	1	3	0	2	6
Tunisia	2	31	0	33	42	12	2	1	10	25
Uganda	5	25	0	30	54	2	24	2	14	42
Zambia	8	35	0	43	81	4	26	13	12	55
Zimbabwe	10	19	0	29	76	0	8	12	9	29
Total	381	1,726	17	2,124	4,153					

ASIA

Afghanistan	0	8	0	8	8	3	37	0	57	97
Bangladesh	5	42	0	47	70	1	9	0	46	56
Bhutan	1	18	0	19	24	0	0	0	1	1
Brunei	1	4	0	5	10	3	0	0	7	10
Cambodia	1	17	0	18	23	0	0	0	14	14
China	42	527	3	572	811	374	205	20	714	1,313
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	6	775	3	784	854	189	91	16	256	552
Indonesia	8	156	1	165	217	37	174	24	236	471
Iran	2	53	0	55	64	45	16	0	43	104
Japan	31	260	2	293	467	107	114	45	683	949
Kazakhstan	6	62	0	68	96	43	14	1	71	129
Kyrgyzstan	2	6	0	8	17	1	1	1	4	7
Laos	0	8	0	8	8	0	2	0	5	7
Macau	2	17	0	19	28	1	0	0	1	2
Malaysia	15	175	7	197	366	17	39	4	140	200
Maldives	5	32	0	37	60	0	69	1	0	70
Mongolia	0	13	0	13	13	1	5	0	13	19
Myanmar	2	10	0	12	21	0	3	0	3	6
Nepal	2	52	0	54	63	2	54	0	33	89
Pakistan	10	63	0	73	120	43	35	12	79	169
Philippines	4	163	4	171	246	54	83	26	188	351
Singapore	10	177	6	193	324	6	0	0	7	13
South Korea	15	104	2	121	220	34	19	0	154	207
Sri Lanka	4	53	0	57	76	1	10	4	25	40
Taiwan	8	74	1	83	135	7	12	2	13	34
Tajikistan	2	2	0	4	13	5	0	0	7	12
Thailand	7	125	1	133	180	42	50	3	219	314
Turkmenistan	1	2	0	3	8	7	0	0	29	36
Uzbekistan	0	17	0	17	17	5	0	0	10	15
Vietnam	3	45	0	48	62	11	6	0	19	36
Total	195	3,065	30	3,290	4,626					

CENTRAL AMERICA

Anguilla	0	5	0	5	5	0	0	5	0	5
Antigua	1	15	0	16	21	0	0	3	2	5
Aruba	0	9	0	9	9	68	0	0	7	75
Bahamas	4	86	2	92	139	16	50	41	0	107

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Barbados	1	23	0	24	29	2	3	1	0	6
Belize	1	21	0	22	27	0	24	2	4	30
Bermuda	0	18	0	18	18	70	4	0	2	76
Bonaire (Netherlands)	0	1	0	1	1	0	0	0	0	0
British Virgin Islands	2	16	0	18	27	0	1	1	0	2
Cayman	1	14	0	15	20	143	0	0	19	162
Costa Rica	4	74	0	78	97	1	36	10	27	74
Curacao	1	19	0	20	25	0	10	8	0	18
Dominica	0	2	0	2	2	0	0	0	0	0
Dominican Republic	10	138	1	149	210	26	24	4	28	82
El Salvador	3	23	0	26	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	13	0	14	19	0	0	0	0	0
Guatemala	16	107	4	127	258	8	56	15	149	228
Haiti	0	4	0	4	4	0	4	3	0	7
Honduras	4	37	0	41	60	2	26	2	18	48
Jamaica	2	20	0	22	31	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	1	0	0	1	6	0	0	0	0	0
Nicaragua	0	7	0	7	7	0	4	0	3	7
Panama	6	115	2	123	179	9	35	7	73	124
Puerto Rico	2	111	4	117	182	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	12	0	12	12	0	5	1	0	6
St Kitts and Nevis	0	9	0	9	9	0	0	0	0	0
St Lucia	1	6	0	7	12	0	0	0	0	0
St Vincent	0	16	0	16	16	0	0	0	0	0
Trinidad and Tobago	0	18	0	18	18	0	0	0	0	0
Turks and Caicos	0	19	0	19	19	0	0	0	0	0
Virgin Islands (U.S.)	1	31	0	32	37	0	0	0	0	0
West Indies	1	2	0	3	8	0	0	0	0	0
Total	63	1,017	13	1,093	1,571					
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	4	0	5	10	0	0	0	0	0
Armenia	1	10	0	11	16	3	1	0	5	9
Austria	70	439	5	514	913	211	40	47	185	483
Azerbaijan	1	19	0	20	25	20	1	0	24	45
Azores	0	2	0	2	2	0	0	0	0	0
Belarus	0	9	1	10	24	20	5	0	13	38
Belgium	42	255	4	301	554	50	31	24	56	161
Bosnia-Herzegovina	2	10	0	12	21	3	2	2	5	12
Bulgaria	8	91	0	99	137	23	14	3	16	56
Canary Islands	0	4	0	4	4	0	0	0	0	0
Croatia	7	57	0	64	97	14	7	1	16	38
Cyprus	17	62	0	79	159	1	2	6	19	28
Cyprus (Northern)	0	2	0	2	2	0	0	0	0	0
Czech Republic	52	340	3	395	681	77	74	47	92	290
Denmark	31	223	3	257	445	86	65	61	54	266
Estonia	10	60	0	70	117	7	29	8	8	52
Faroe Islands	0	13	0	13	13	0	0	0	0	0
Finland	14	137	2	153	247	18	41	15	52	126

	<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>
France	192	1,252	11	1,455	2,511	230	290	200	714	1,434
Georgia	2	36	0	38	47	4	1	0	27	32
Germany	272	1,588	16	1,876	3,378	524	353	160	605	1,642
Gibraltar	0	5	0	5	5	0	0	0	0	0
Greece	32	231	2	265	443	28	24	11	75	138
Greenland	2	23	0	25	34	0	0	0	0	0
Guernsey	9	45	2	56	126	65	11	12	16	104
Hungary	11	63	0	74	126	27	16	15	80	138
Iceland	5	62	0	67	90	3	17	9	8	37
Isle of Man	7	55	0	62	95	197	29	2	45	273
Italy	85	571	9	665	1,190	93	64	37	598	792
Jersey	7	39	0	46	79	3	0	1	1	5
Kosovo	0	2	0	2	2	0	0	0	0	0
Latvia	6	68	2	76	132	11	9	6	16	42
Liechtenstein	3	13	0	16	30	0	0	0	0	0
Lithuania	6	85	0	91	119	27	9	1	7	44
Luxembourg	12	92	1	105	175	77	24	1	15	117
Madeira	0	1	0	1	1	0	0	0	0	0
Malta	20	186	3	209	345	292	34	13	21	360
Moldova	3	16	0	19	33	6	0	0	25	31
Monaco	8	52	0	60	98	1	1	0	18	20
Montenegro	2	8	0	10	19	3	0	0	6	9
Netherlands	32	250	3	285	477	51	55	29	71	206
North Macedonia	1	6	0	7	12	0	0	0	0	0
Norway	31	188	0	219	365	11	49	18	182	260
Poland	54	281	0	335	589	61	43	43	151	298
Portugal	24	231	5	260	443	194	14	17	54	279
Republic of Ireland	30	216	0	246	387	42	10	11	49	112
Romania	17	124	0	141	221	28	10	8	49	95
Russia	0	421	4	425	481	241	55	31	765	1,092
San Marino	1	21	0	22	27	283	33	10	22	348
Serbia	15	63	0	78	148	41	4	11	26	82
Slovakia	19	45	1	65	168	17	7	5	49	78
Slovenia	8	71	0	79	117	18	9	5	27	59
Spain	54	438	3	495	791	93	70	84	498	745
Sweden	46	378	0	424	640	48	49	34	169	300
Switzerland	116	789	10	915	1,600	109	102	33	266	510
Turkey	71	380	2	453	815	167	37	25	99	328
U.K.	357	3,908	13	4,278	6,138	174	192	274	710	1,350
Ukraine	1	97	0	98	103	29	38	4	109	180
Total	1,818	14,148	105	16,071	26,086					
MIDDLE EAST										
Bahrain	2	32	1	35	58	13	0	0	13	26
Iraq	1	14	0	15	20	5	15	0	80	100
Israel	19	148	3	170	301	39	39	23	56	157
Jordan	2	65	0	67	76	17	12	0	11	40
Kuwait	0	19	1	20	34	13	0	0	13	26
Lebanon	1	53	3	57	104	8	2	1	7	18
Oman	3	28	0	31	45	12	0	0	32	44
Qatar	8	55	1	64	116	38	2	3	71	114
Saudi Arabia	19	157	4	180	325	78	25	4	114	221
Syria	0	6	0	6	6	8	0	0	0	8
United Arab Emirates	35	474	6	515	764	62	26	1	198	287
Yemen	0	5	0	5	5	0	3	0	0	3
Total	90	1,056	19	1,165	1,854					
NORTH AMERICA										
Canada	129	2,524	28	2,681	3,679	641	1,179	239	1,898	3,957
Mexico	80	987	25	1,092	1,818	743	306	65	561	1,675

	<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>
Saint Pierre and Miquelon (France)	0	1	0	1	1	0	0	0	0	0
U.S.A.	1,597	26,628	477	28,697	42,886	17,236	9,612	4,287	7,386	38,521
Total	1,806	30,140	530	32,476	48,384					
OCEANIA										
American Samoa	1	4	0	5	10	0	0	0	0	0
Australia	131	1,224	13	1,368	2,166	313	650	825	951	2,739
Cook Islands	0	9	0	9	9	1	4	0	0	5
Easter Island (Chile)	0	1	0	1	1	0	0	0	0	0
Fiji	0	24	0	24	24	0	18	13	11	42
French Polynesia	1	26	0	27	32	0	1	0	0	1
Guam	1	17	0	18	23	0	1	1	0	2
Kiribati	0	4	0	4	4	0	2	0	0	2
Marshall Islands	1	7	0	8	13	0	1	0	0	1
Micronesia	0	2	0	2	2	0	0	2	0	2
New Caledonia	0	25	0	25	25	0	0	0	0	0
New Zealand	40	443	0	483	671	19	121	65	549	754
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	3	53	0	56	70	13	78	4	85	180
Samoa	0	8	0	8	8	0	5	1	0	6
Solomon Islands	1	4	0	5	10	2	7	5	0	14
Tahiti	0	2	0	2	2	0	0	0	0	0
Tonga	1	2	0	3	8	0	0	0	0	0
Vanuatu	0	6	0	6	6	0	2	9	0	11
Total	180	1,871	13	2,064	3,092					
SOUTH AMERICA										
Argentina	36	359	5	400	639	206	204	55	190	655
Bolivia	2	21	0	23	32	11	37	7	13	68
Brazil	313	2,883	39	3,235	5,252	1,063	1,390	530	1,426	4,409
Chile	16	263	3	282	399	47	70	10	252	379
Colombia	23	196	4	223	387	37	278	56	160	531
Ecuador	9	79	0	88	130	8	20	21	53	102
Falkland Islands	0	2	0	2	2	0	0	6	0	6
French Guiana	0	8	0	8	8	0	0	0	0	0
Guyana	0	29	0	29	29	0	24	6	7	37
Paraguay	7	77	0	84	117	7	57	58	8	130
Peru	1	82	0	83	88	19	42	5	53	119
Suriname	2	17	0	19	28	5	16	3	7	31
Uruguay	1	34	0	35	40	7	9	14	11	41
Venezuela	33	232	1	266	435	247	344	49	214	854
Total	443	4,282	52	4,777	7,587					
Unknown location	0	917	0	917	917					
TOTAL	4,976	58,222	779	63,977	98,270					

Publisher's affidavit

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

David Wright, Managing Director

Date: 03/03/2025

Janet Edwards, Database Manager

Bishop's Stortford, U.K.