

BUSINESS AIR NEWS

Magazine readership and circulation statement

SEPTEMBER / OCTOBER 2026

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	65,199
Other recipients	1,155
FBO copies	739
Bulk copies	7
Exhibition copies	1,500
Total copies	68,600
Total readership	101,947

Total readership figure is based on:

Readers per printed copy	5.6
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	5,074	40,601	0	0	45,675	68.0
Other business aviation professionals	644	19,619	0	1,115	21,378	31.8
Other recipients	0	0	0	40	40	0.0
Total	5,718	60,220	0	1,155	67,093	

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	863	294	496	221	370	180	2,424
Company Requests	66	1,246	28	829	8	246	2,423
Aircraft Registries & Directories	3,057	47,663	774	8,956	56	585	61,091
Total	3,986	49,203	1,298	10,006	434	1,011	65,938

QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	60,897	92.3
Individuals by name only	2,859	4.3
Individuals by job title only	2,182	3.3
Total	65,938	

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	30	0	36	64	10	64	0	44	118
Angola	10	32	3	45	133	25	45	7	61	138
Benin	0	4	0	4	4	0	2	0	3	5
Botswana	11	42	0	53	104	6	58	5	19	88
Burkina Faso	2	11	0	13	22	4	5	0	11	20
Burundi	0	1	0	1	1	0	0	0	1	1
Cameroon	1	12	0	13	18	4	5	0	17	26
Cape Verde	0	5	0	5	5	0	1	0	0	1
Central African Republic	1	11	0	12	17	0	6	9	0	15
Chad	0	9	0	9	9	6	11	1	0	18
Comoros	1	2	0	3	8	0	3	0	0	3
Congo	0	4	0	4	4	7	4	4	3	18
Congo, Democratic Republic	4	12	0	16	34	0	0	0	0	0
Djibouti	0	3	0	3	3	1	1	0	1	3
Egypt	6	115	2	123	179	37	12	1	65	115
Equatorial Guinea	1	4	0	5	10	7	3	0	2	12
Eswatini	0	2	0	2	2	0	1	0	1	2
Ethiopia	4	38	0	42	60	2	10	3	5	20
Gabon	1	10	0	11	16	3	7	7	9	26
Gambia	0	4	0	4	4	3	0	0	0	3
Ghana	1	31	0	32	37	5	8	0	5	18
Guinea	0	5	0	5	5	0	2	1	3	6
Guinea-Bissau	0	2	0	2	2	0	2	1	0	3
Ivory Coast	2	10	0	12	21	5	12	3	21	41
Kenya	32	151	1	184	345	22	206	9	71	308
Lesotho	0	2	0	2	2	0	0	0	4	4
Liberia	0	3	0	3	3	0	0	0	0	0
Libya	3	19	0	22	36	15	10	5	16	46
Madagascar	8	19	0	27	64	3	23	2	11	39
Malawi	1	0	0	1	6	1	3	3	4	11
Mali	4	6	0	10	28	2	7	1	2	12
Mauritania	0	3	0	3	3	3	7	1	2	13
Mauritius	1	31	0	32	37	3	10	0	5	18
Mayotte	0	1	0	1	1	0	0	0	0	0
Morocco	13	40	2	55	143	43	28	5	32	108
Mozambique	5	11	0	16	39	2	7	3	15	27

	<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	8	34	0	42	79	12	30	4	15	61
Niger	0	5	0	5	5	1	9	0	0	10
Nigeria	29	166	2	197	358	89	26	3	116	234
Reunion	1	13	0	14	19	0	0	0	3	3
Rwanda	1	4	0	5	10	0	1	1	4	6
Saint Helena	0	1	0	1	1	0	0	0	0	0
Sao Tome and Principe	0	6	0	6	6	2	1	0	0	3
Senegal	2	13	0	15	24	6	8	3	6	23
Seychelles	4	11	0	15	33	0	0	0	0	0
Sierra Leone	0	3	0	3	3	0	0	0	2	2
Somalia	0	5	0	5	5	0	1	0	2	3
South Africa	143	525	6	674	1,416	136	368	127	447	1,078
South Sudan	0	2	0	2	2	1	0	0	0	1
Sudan	4	12	0	16	34	7	8	1	12	28
Tanzania	12	74	0	86	141	3	102	13	10	128
Togo	0	2	0	2	2	1	3	0	2	6
Tunisia	2	31	0	33	42	12	4	1	10	27
Uganda	4	30	0	34	52	3	26	2	14	45
Zambia	9	27	0	36	77	4	29	14	14	61
Zimbabwe	6	21	0	27	55	0	11	12	11	34
Total	343	1,670	16	2,029	3,831					

ASIA

Afghanistan	0	8	0	8	8	3	37	0	57	97
Bangladesh	1	41	0	42	47	1	9	0	44	54
Bhutan	0	14	0	14	14	1	0	0	2	3
Brunei	0	5	0	5	5	3	0	0	6	9
Cambodia	1	19	0	20	25	0	0	0	13	13
China	19	536	3	558	687	370	206	20	702	1,298
East Timor	1	2	0	3	8	0	0	0	0	0
Hong Kong	1	3	0	4	9	0	0	0	0	0
India	32	858	3	893	1,082	217	93	17	275	602
Indonesia	10	176	1	187	247	40	182	24	240	486
Iran	0	15	0	15	15	45	15	0	43	103
Japan	11	282	2	295	374	112	115	44	673	944
Kazakhstan	1	78	0	79	84	48	15	1	69	133
Kyrgyzstan	0	7	0	7	7	1	1	1	4	7
Laos	0	8	0	8	8	0	2	0	5	7
Macau	2	15	0	17	26	1	0	0	1	2
Malaysia	6	196	6	208	320	17	37	4	141	199
Maldives	1	51	0	52	57	0	88	1	0	89
Mongolia	0	23	0	23	23	1	5	0	15	21
Myanmar	0	14	0	14	14	0	3	0	3	6
Nepal	2	52	0	54	63	2	54	0	35	91
Pakistan	4	76	0	80	98	46	35	12	79	172
Philippines	10	177	4	191	293	55	83	28	192	358
Singapore	5	197	6	208	315	6	0	0	7	13
South Korea	6	113	2	121	177	34	20	0	157	211
Sri Lanka	2	52	0	54	63	1	10	4	25	40
Taiwan	4	72	1	77	109	4	12	2	14	32
Tajikistan	0	4	0	4	4	5	0	0	7	12
Thailand	4	143	1	148	180	44	54	4	217	319
Turkmenistan	0	4	0	4	4	7	0	0	29	36
Uzbekistan	0	20	0	20	20	5	0	0	10	15
Vietnam	2	55	0	57	66	12	6	0	19	37
Total	125	3,316	29	3,470	4,451					

CENTRAL AMERICA

Anguilla	0	7	0	7	7	0	0	5	0	5
Antigua	1	15	0	16	21	0	0	3	2	5

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Aruba	0	10	0	10	10	78	0	0	7	85
Bahamas	0	92	2	94	122	15	52	43	0	110
Barbados	1	22	0	23	28	2	4	1	0	7
Belize	1	18	0	19	24	0	25	2	4	31
Bermuda	0	17	0	17	17	65	4	0	2	71
Bonaire (Netherlands)	0	2	0	2	2	0	0	0	0	0
British Virgin Islands	1	18	0	19	24	0	1	1	0	2
Cayman	1	15	0	16	21	139	0	0	19	158
Costa Rica	5	70	0	75	98	2	36	11	27	76
Curacao	0	17	0	17	17	0	10	8	0	18
Dominica	0	2	0	2	2	0	0	0	0	0
Dominican Republic	2	134	1	137	160	28	24	4	28	84
El Salvador	1	22	0	23	28	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	1	122	4	127	188	9	58	18	156	241
Haiti	0	5	0	5	5	0	4	3	0	7
Honduras	1	37	0	38	43	2	25	2	18	47
Jamaica	1	21	0	22	27	0	1	3	9	13
Martinique	0	7	0	7	7	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	13	0	13	13	0	6	0	3	9
Panama	4	121	2	127	173	9	37	7	77	130
Puerto Rico	6	115	4	125	209	0	0	0	0	0
Saba (NL)	0	1	0	1	1	0	0	0	0	0
Saint Barthelemy (France)	0	16	0	16	16	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	14	0	14	14	0	5	4	0	9
St Kitts and Nevis	0	10	0	10	10	0	0	0	0	0
St Lucia	0	13	0	13	13	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	2	18	0	20	29	0	0	0	0	0
Virgin Islands (U.S.)	0	31	0	31	31	0	0	0	0	0
West Indies	1	2	0	3	8	0	0	0	0	0
Total	30	1,061	13	1,104	1,424					
EUROPE										
Albania	1	9	0	10	15	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	2	8	0	10	19	3	2	1	4	10
Austria	65	456	4	525	880	207	45	56	199	507
Azerbaijan	5	19	0	24	47	19	1	0	25	45
Azores	0	2	0	2	2	0	0	0	0	0
Belarus	0	12	1	13	27	21	5	0	13	39
Belgium	46	248	4	298	566	48	31	23	56	158
Bosnia-Herzegovina	2	8	0	10	19	3	2	2	5	12
Bulgaria	12	95	0	107	162	25	14	3	19	61
Canary Islands	0	4	0	4	4	0	0	0	0	0
Croatia	4	63	0	67	85	15	7	1	17	40
Cyprus	15	74	0	89	158	1	2	4	19	26
Cyprus (Northern)	0	2	0	2	2	0	0	0	0	0
Czech Republic	67	314	3	384	734	90	77	49	91	307
Denmark	29	212	3	244	419	86	70	62	53	271
Estonia	13	55	0	68	128	8	26	8	7	49

	<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>
Faroe Islands	1	16	0	17	22	0	0	0	0	0
Finland	14	139	2	155	247	17	45	15	51	128
France	166	1,336	11	1,513	2,431	216	302	201	723	1,442
Georgia	2	40	0	42	51	4	1	0	25	30
Germany	245	1,624	14	1,883	3,206	506	358	170	613	1,647
Gibraltar	0	3	0	3	3	0	0	0	0	0
Greece	26	244	2	272	420	27	24	11	75	137
Greenland	0	22	0	22	22	0	0	0	0	0
Guernsey	7	56	1	64	110	66	15	11	18	110
Hungary	6	66	0	72	100	24	17	15	77	133
Iceland	4	71	0	75	93	3	17	9	9	38
Isle of Man	11	47	0	58	109	192	29	2	46	269
Italy	82	657	9	748	1,251	95	64	37	586	782
Jersey	3	36	0	39	53	2	0	1	1	4
Kosovo	0	2	0	2	2	0	0	0	0	0
Latvia	9	87	2	98	167	17	8	6	16	47
Liechtenstein	4	10	0	14	32	0	0	0	0	0
Lithuania	10	98	0	108	154	26	9	1	7	43
Luxembourg	12	95	1	108	177	84	25	1	17	127
Madeira	0	1	0	1	1	0	0	0	0	0
Malta	32	189	3	224	413	338	35	14	23	410
Moldova	2	16	0	18	27	7	0	0	25	32
Monaco	5	59	0	64	87	2	1	0	18	21
Montenegro	1	8	0	9	14	3	0	0	6	9
Netherlands	29	240	3	272	447	50	54	33	70	207
North Macedonia	0	7	0	7	7	0	0	0	0	0
Norway	24	201	0	225	335	9	50	15	172	246
Poland	51	285	0	336	571	64	41	46	150	301
Portugal	25	263	5	293	478	198	13	17	52	280
Republic of Ireland	18	233	0	251	334	42	12	11	47	112
Romania	9	138	0	147	188	32	11	8	50	101
Russia	0	366	4	370	426	250	55	31	768	1,104
San Marino	1	22	0	23	28	333	35	7	28	403
Serbia	11	80	0	91	142	40	4	12	26	82
Slovakia	7	47	1	55	101	17	7	5	52	81
Slovenia	6	68	0	74	102	23	9	5	27	64
Spain	47	457	3	507	765	99	69	83	503	754
Sweden	35	390	0	425	586	52	51	34	177	314
Switzerland	130	844	13	985	1,767	126	121	35	286	568
Turkey	63	412	2	477	795	203	36	26	101	366
U.K.	360	4,145	12	4,517	6,341	180	193	276	737	1,386
Ukraine	0	90	0	90	90	29	38	4	106	177
Total	1,720	14,796	103	16,619	25,973					

MIDDLE EAST

Bahrain	3	30	1	34	62	18	0	0	13	31
Iraq	0	17	0	17	17	5	15	0	81	101
Israel	0	170	3	173	215	42	37	22	58	159
Jordan	4	68	0	72	90	16	12	0	11	39
Kuwait	5	28	1	34	71	13	0	0	13	26
Lebanon	0	44	3	47	89	8	2	1	7	18
Oman	1	26	0	27	32	12	0	0	33	45
Qatar	8	51	1	60	111	40	2	3	72	117
Saudi Arabia	23	160	4	187	349	83	25	4	115	227
Syria	0	1	0	1	1	8	0	0	0	8
United Arab Emirates	37	493	6	536	790	67	26	2	194	289
Yemen	0	5	0	5	5	0	3	0	0	3
Total	81	1,093	19	1,193	1,832					

NORTH AMERICA

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Canada	188	2,723	27	2,938	4,181	651	1,257	245	1,959	4,112
Mexico	78	1,029	25	1,132	1,841	775	321	73	567	1,736
Saint Pierre and Miquelon (France)	0	1	0	1	1	0	0	0	0	0
U.S.A.	2,135	29,211	451	31,792	47,932	17,870	9,733	4,378	7,623	39,604
Total	2,401	32,964	503	35,868	53,955					
OCEANIA										
American Samoa	0	4	0	4	4	0	0	0	0	0
Australia	67	1,361	12	1,440	1,916	315	689	832	972	2,808
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	2	37	0	39	48	0	21	13	10	44
French Polynesia	0	25	0	25	25	0	1	0	0	1
Guam	1	13	0	14	19	0	1	1	0	2
Kiribati	0	4	0	4	4	0	2	0	0	2
Marshall Islands	0	4	0	4	4	0	2	0	0	2
Micronesia	0	4	0	4	4	0	0	2	0	2
Nauru	0	2	0	2	2	0	0	0	0	0
New Caledonia	2	23	0	25	34	0	0	0	0	0
New Zealand	30	459	0	489	627	19	124	58	544	745
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	3	0	3	3	0	0	1	0	1
Papua New Guinea	2	63	0	65	74	13	86	4	87	190
Samoa	0	9	0	9	9	0	5	1	0	6
Solomon Islands	0	4	0	4	4	2	7	5	0	14
Tahiti	0	4	0	4	4	0	0	0	0	0
Tonga	0	2	0	2	2	0	0	0	0	0
Vanuatu	1	5	0	6	11	0	2	10	0	12
Total	105	2,045	12	2,162	2,813					
SOUTH AMERICA										
Argentina	18	355	5	378	531	212	210	55	192	669
Bolivia	1	24	0	25	30	11	36	7	13	67
Brazil	121	2,970	38	3,129	4,218	1,232	1,516	555	1,468	4,771
Chile	6	263	3	272	342	45	67	10	248	370
Colombia	8	196	4	208	301	37	281	56	160	534
Ecuador	5	86	0	91	114	8	21	21	55	105
Falkland Islands	0	3	0	3	3	0	0	6	0	6
French Guiana	0	9	0	9	9	0	0	0	0	0
Guyana	3	24	0	27	41	0	25	8	7	40
Paraguay	3	81	0	84	98	8	60	61	7	136
Peru	2	88	0	90	99	19	40	5	47	111
Suriname	1	22	0	23	28	7	16	3	7	33
Uruguay	0	33	0	33	33	10	10	14	11	45
Venezuela	6	236	1	243	285	249	349	52	209	859
Total	174	4,390	51	4,615	6,129					
Unknown location	0	40	1,500	1,540	1,540					
TOTAL	4,979	61,375	2,246	68,600	122,947					

Publisher's affidavit

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

David Wright, Managing Director

Date: 26/08/2026

Janet Edwards, Database Manager

Bishop's Stortford, U.K.