

BUSINESS AIR NEWS

Magazine readership and circulation statement

FEBRUARY 2023 - 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 or 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	26,190
Other recipients	3,714
FBO copies	947
Exhibition copies	0
Total copies	30,851
Total readership	66,301

Total readership figure is based on:

Readers per printed copy	5.9
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	4,093	9,738	0	0	13,831	46.2
Other business aviation professionals	436	11,923	0	2,578	14,937	49.9
Other recipients	0	0	0	1,136	1,136	3.7
Total	4,529	21,661	0	3,714	29,904	

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	196	372	288	363	155	319	1,693
Company Requests	315	658	27	246	8	54	1,308
Aircraft Registries & Directories	2,984	18,738	547	830	9	81	23,189
Total	3,495	19,768	862	1,439	172	454	26,190

QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	23,197	88.5
Individuals by name only	1,690	6.4
Individuals by job title only	1,303	4.9
Total	26,190	

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	11	19	0	30	84	10	60	0	44	114
Angola	26	30	0	56	183	24	46	7	61	138
Benin	3	2	2	7	50	0	1	0	3	4
Botswana	25	37	0	62	184	6	55	6	13	80
Burkina Faso	5	4	0	9	34	1	4	0	8	13
Burundi	1	1	0	2	7	0	0	0	1	1
Cameroon	6	9	0	15	44	3	5	0	15	23
Cape Verde	1	4	0	5	10	0	1	0	0	1
Central African Republic	4	2	0	6	26	0	4	9	0	13
Chad	1	5	0	6	11	6	5	2	0	13
Comoros	2	2	0	4	14	0	4	0	0	4
Congo	3	3	0	6	21	6	2	4	2	14
Congo, Democratic Republic	13	12	0	25	89	0	0	0	0	0
Djibouti	0	4	0	4	4	1	1	0	1	3
Egypt	16	107	2	125	231	38	12	1	63	114
Equatorial Guinea	2	7	2	11	49	5	3	0	2	10
Eswatini	0	4	0	4	4	0	1	0	1	2
Ethiopia	7	41	0	48	82	2	12	3	5	22
Gabon	6	10	0	16	45	5	3	7	5	20
Gambia	1	3	0	4	9	3	0	0	0	3
Ghana	5	28	0	33	58	5	8	0	7	20
Guinea	1	5	0	6	11	0	2	1	2	5
Guinea-Bissau	0	2	0	2	2	0	2	1	0	3
Ivory Coast	5	14	0	19	44	5	11	3	21	40
Kenya	65	160	0	225	544	14	183	10	71	278
Lesotho	2	2	0	4	14	0	0	0	5	5
Liberia	0	7	0	7	7	0	0	0	0	0
Libya	0	27	0	27	27	15	10	5	21	51
Madagascar	9	16	0	25	69	2	20	2	8	32
Mali	5	9	0	14	38	2	8	1	1	12
Mauritania	0	4	0	4	4	1	8	1	2	12
Mauritius	9	25	0	34	78	2	8	0	3	13
Mayotte	0	3	0	3	3	0	0	0	0	0
Morocco	19	34	0	53	146	43	30	5	34	112
Mozambique	6	16	0	22	51	2	7	3	16	28
Namibia	16	51	0	67	145	13	33	4	15	65

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Niger	2	4	0	6	16	1	10	0	0	11
Nigeria	56	151	0	207	481	71	24	3	134	232
Reunion	3	13	0	16	31	0	0	0	3	3
Rwanda	1	4	0	5	10	0	1	1	4	6
Saint Helena	0	2	0	2	2	0	0	0	0	0
Senegal	6	11	0	17	46	6	9	3	6	24
Seychelles	12	18	0	30	89	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	323	640	0	963	2,546	138	382	135	466	1,121
South Sudan	0	5	0	5	5	0	0	0	0	0
Sudan	8	19	0	27	66	6	7	1	12	26
Tanzania	26	74	0	100	227	4	86	14	7	111
Togo	0	8	0	8	8	1	3	0	2	6
Tunisia	5	42	0	47	72	12	2	1	9	24
Uganda	8	26	0	34	73	2	28	2	14	46
Zambia	14	32	0	46	115	3	25	14	8	50
Zimbabwe	11	30	0	41	95	0	8	13	7	28
Total	750	1,800	6	2,556	6,315					
ASIA										
Total	3	846	0	849	864					
CENTRAL AMERICA										
Total	1	86	0	87	92					
EUROPE										
Albania	0	11	0	11	11	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	1	0	2	5
Austria	127	413	30	570	1,612	227	40	38	177	482
Azerbaijan	6	25	0	31	60	17	1	0	25	43
Azores	0	3	0	3	3	0	0	0	0	0
Belarus	0	15	0	15	15	20	6	0	13	39
Belgium	87	225	15	327	963	53	35	24	66	178
Bosnia-Herzegovina	4	7	0	11	31	3	2	2	4	11
Bulgaria	20	75	5	100	268	20	16	3	14	53
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	12	56	0	68	127	12	6	1	15	34
Cyprus	31	61	0	92	244	2	2	6	18	28
Cyprus (Northern)	0	2	0	2	2	0	0	0	0	0
Czech Republic	106	296	0	402	921	70	72	44	90	276
Denmark	60	231	6	297	675	81	59	50	66	256
Estonia	18	56	0	74	162	9	26	7	8	50
Faroe Islands	2	11	0	13	23	0	0	0	0	0
Finland	31	144	10	185	477	20	38	14	48	120
France	387	1,222	31	1,640	3,970	245	288	191	745	1,469
Georgia	7	33	0	40	74	4	1	0	27	32
Germany	501	1,426	131	2,058	6,347	534	358	152	633	1,677
Gibraltar	1	5	0	6	11	0	0	0	0	0
Greece	49	227	20	296	816	24	21	10	64	119
Greenland	2	22	0	24	34	0	0	0	0	0
Guernsey	15	48	3	66	182	57	17	12	19	105
Hungary	26	56	0	82	209	20	18	15	66	119
Iceland	14	64	0	78	147	3	14	9	10	36
Isle of Man	15	69	10	94	308	217	32	2	41	292
Italy	174	551	53	778	2,373	90	61	36	618	805
Jersey	14	38	20	72	421	3	0	1	0	4
Kosovo	0	1	0	1	1	0	0	0	0	0

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Latvia	11	52	0	63	117	10	9	6	17	42
Liechtenstein	10	8	0	18	67	0	0	0	0	0
Lithuania	10	105	0	115	164	27	8	1	6	42
Luxembourg	36	96	0	132	308	59	23	1	10	93
Madeira	0	1	0	1	1	0	0	0	0	0
Malta	32	182	5	219	446	266	25	12	15	318
Moldova	5	14	0	19	44	8	1	0	25	34
Monaco	8	41	0	49	88	2	1	0	14	17
Montenegro	6	10	0	16	45	3	0	0	7	10
Netherlands	62	235	40	337	1,201	52	43	24	65	184
North Macedonia	1	7	0	8	13	0	0	0	0	0
Norway	59	200	0	259	548	17	51	18	205	291
Poland	101	262	0	363	858	53	46	38	145	282
Portugal	37	218	16	271	676	171	14	17	54	256
Republic of Ireland	60	209	20	289	863	41	11	11	42	105
Romania	28	126	0	154	291	18	9	8	46	81
Russia	0	550	0	550	550	202	57	33	765	1,057
San Marino	3	15	0	18	33	204	26	9	16	255
Serbia	18	69	0	87	175	29	4	11	27	71
Slovakia	27	59	0	86	218	17	7	6	46	76
Slovenia	15	73	0	88	162	15	9	5	27	56
Spain	142	423	82	647	2,491	90	71	85	504	750
Sweden	94	340	2	436	925	49	55	34	174	312
Switzerland	285	849	45	1,179	3,206	102	95	31	250	478
Turkey	106	357	10	473	1,132	136	36	23	98	293
U.K.	603	3,894	335	4,832	12,477	184	184	300	754	1,422
Ukraine	0	141	0	141	141	31	37	4	115	187
Total	3,470	13,950	889	18,309	47,758					
MIDDLE EAST										
Bahrain	4	35	0	39	59	12	0	0	10	22
Iraq	3	16	0	19	34	5	13	0	79	97
Israel	27	166	0	193	325	34	39	23	53	149
Jordan	5	84	0	89	114	18	8	0	10	36
Kuwait	0	29	0	29	29	13	0	0	15	28
Lebanon	9	52	26	87	495	9	2	1	7	19
Oman	2	27	0	29	39	12	0	0	30	42
Qatar	12	57	0	69	128	32	0	3	69	104
Saudi Arabia	43	157	5	205	486	74	20	4	87	185
Syria	0	8	0	8	8	8	0	0	0	8
United Arab Emirates	66	461	15	542	1,075	63	21	0	195	279
Yemen	1	5	0	6	11	0	3	0	0	3
Total	172	1,097	46	1,315	2,802					
NORTH AMERICA										
Total	129	5,826	6	5,961	6,677					
OCEANIA										
Total	0	365	0	365	365					
SOUTH AMERICA										
Total	2	264	0	266	276					
Unknown location	0	1,136	0	1,136	1,136					
TOTAL	4,527	25,370	947	30,844	66,284					

Publisher's affidavit

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

David Wright, Managing Director

Date: 08/02/2023

Janet Edwards, Database Manager

Bishop's Stortford, U.K.