

BUSINESS AIR NEWS

Magazine readership and circulation statement

JANUARY 2024 - NORTH AMERICAN EDITION

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

Its unique blend of North American business aviation news is published via web and email throughout the year, and the North America printed edition is published four times a year. It 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 eight editions a year for Europe, the Middle East and Africa, 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	39,633
Other recipients	5,773
FBO copies	360
Exhibition copies	0
Total copies	45,766
Total readership	72,449

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	4,134	25,705	0	0	29,839	65.7
Other business aviation professionals	375	9,419	0	4,687	14,481	31.8
Other recipients	0	0	0	1,086	1,086	2.3
Total	4,509	35,124	0	5,773	45,406	

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	180	199	537	212	87	169	1,384
Company Requests	15	477	85	617	32	161	1,387
Aircraft Registries & Directories	2,208	25,842	1,221	6,857	144	590	36,862
Total	2,403	26,518	1,843	7,686	263	920	39,633

QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	36,947	93.2
Individuals by name only	1,559	3.9
Individuals by job title only	1,126	2.8
Individuals by company name only	1	0.0
Total	39,633	

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										
Total	3	451	0	454	468					
ASIA										
Total	4	905	0	909	928					
CENTRAL AMERICA										
Total	1	215	0	216	221					
EUROPE										
Total	188	5,247	10	5,445	6,487					
MIDDLE EAST										
Total	14	395	0	409	476					
NORTH AMERICA										
Canada	222	2,803	38	3,063	4,661	620	1,132	234	1,874	3,860
Mexico	162	1,095	15	1,272	2,260	743	289	59	551	1,642
Saint Pierre and Miquelon (France)	0	1	0	1	1	0	0	0	0	0
U.S.A.	3,909	27,772	297	31,978	54,899	16,911	9,625	4,123	7,068	37,727
Total	4,293	31,671	350	36,314	61,820					
OCEANIA										
Total	1	436	0	437	442					
SOUTH AMERICA										
Total	5	482	0	487	511					
Unknown location	0	1,086	0	1,086	1,086					
TOTAL	4,509	40,888	360	45,757	72,440					

Publisher's affidavit

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

David Wright, Managing Director

Date: 08/01/2024

Janet Edwards, Database Manager

Bishop's Stortford, U.K.