

# BUSINESS AIR NEWS

## Magazine readership and circulation statement

### FEBRUARY 2024 - EMEA EDITION

**B**usiness 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](http://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	27,210
Other recipients	3,900
FBO copies	900
Exhibition copies	0
Total copies	32,010
Total readership	66,361

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	4,027	10,109	0	0	14,136	45.4
Other business aviation professionals	412	12,662	0	2,814	15,888	51.0
Other recipients	0	0	0	1,086	1,086	3.4
<b>Total</b>	<b>4,439</b>	<b>22,771</b>	<b>0</b>	<b>3,900</b>	<b>31,110</b>	

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	223	360	143	370	224	329	1,649
Company Requests	166	514	60	293	13	144	1,190
Aircraft Registries & Directories	3,248	20,202	326	416	36	143	24,371
<b>Total</b>	<b>3,637</b>	<b>21,076</b>	<b>529</b>	<b>1,079</b>	<b>273</b>	<b>616</b>	<b>27,210</b>

## QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	24,200	88.9
Individuals by name only	1,697	6.2
Individuals by job title only	1,313	4.8
<b>Total</b>	<b>27,210</b>	

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
<b>AFRICA</b>										
Algeria	9	27	0	36	<b>80</b>	10	57	0	44	111
Angola	26	31	0	57	<b>184</b>	24	45	7	65	141
Benin	2	2	2	6	<b>44</b>	0	1	0	2	3
Botswana	24	43	0	67	<b>185</b>	7	55	6	15	83
Burkina Faso	3	6	0	9	<b>24</b>	1	4	0	11	16
Burundi	0	1	0	1	<b>1</b>	0	0	0	1	1
Cameroon	5	11	0	16	<b>40</b>	3	5	0	16	24
Cape Verde	1	4	0	5	<b>10</b>	0	1	0	0	1
Central African Republic	4	15	0	19	<b>39</b>	0	6	9	0	15
Chad	1	7	0	8	<b>13</b>	7	6	1	0	14
Comoros	2	3	0	5	<b>15</b>	0	4	0	0	4
Congo	2	4	0	6	<b>16</b>	6	3	4	2	15
Congo, Democratic Republic	12	12	0	24	<b>83</b>	0	0	0	0	0
Djibouti	0	4	0	4	<b>4</b>	1	1	0	1	3
Egypt	15	110	1	126	<b>214</b>	38	12	1	65	116
Equatorial Guinea	2	7	2	11	<b>49</b>	5	3	0	2	10
Eswatini	0	4	0	4	<b>4</b>	0	1	0	1	2
Ethiopia	8	46	0	54	<b>93</b>	1	9	3	5	18
Gabon	6	10	0	16	<b>45</b>	4	3	7	8	22
Gambia	1	4	0	5	<b>10</b>	3	0	0	0	3
Ghana	5	28	0	33	<b>58</b>	5	9	0	6	20
Guinea	1	5	0	6	<b>11</b>	0	2	1	2	5
Guinea-Bissau	0	2	0	2	<b>2</b>	0	2	1	0	3
Ivory Coast	5	15	0	20	<b>44</b>	4	12	3	18	37
Kenya	63	167	0	230	<b>539</b>	14	188	9	69	280
Lesotho	2	2	0	4	<b>14</b>	0	0	0	5	5
Liberia	0	7	0	7	<b>7</b>	0	0	0	0	0
Libya	0	28	0	28	<b>28</b>	13	10	5	14	42
Madagascar	10	16	0	26	<b>75</b>	3	18	2	8	31
Malawi	0	1	0	1	<b>1</b>	0	2	3	4	9
Mali	4	10	0	14	<b>34</b>	2	9	1	1	13
Mauritania	0	4	0	4	<b>4</b>	2	8	1	2	13
Mauritius	7	28	0	35	<b>69</b>	3	9	0	3	15
Mayotte	0	3	0	3	<b>3</b>	0	0	0	0	0
Morocco	18	36	0	54	<b>142</b>	41	28	5	31	105
Mozambique	7	15	0	22	<b>56</b>	2	7	3	15	27

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Namibia	19	52	0	71	164	12	30	4	15	61
Niger	3	3	0	6	21	1	10	0	0	11
Nigeria	64	160	0	224	538	72	23	3	126	224
Reunion	2	13	0	15	25	0	0	0	3	3
Rwanda	1	4	0	5	10	0	2	1	4	7
Saint Helena	0	2	0	2	2	0	0	0	0	0
Senegal	6	12	0	18	47	5	8	3	7	23
Seychelles	11	18	0	29	83	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	3	3
South Africa	330	610	0	940	2,557	137	378	130	446	1,091
South Sudan	0	4	0	4	4	0	0	0	0	0
Sudan	7	19	0	26	60	4	7	1	12	24
Tanzania	21	82	0	103	206	3	82	14	6	105
Togo	0	8	0	8	8	1	3	0	2	6
Tunisia	5	39	0	44	68	12	2	1	9	24
Uganda	9	25	0	34	78	2	27	2	15	46
Zambia	16	30	0	46	124	3	25	13	8	49
Zimbabwe	10	31	0	41	90	0	8	11	9	28
<b>Total</b>	<b>749</b>	<b>1,842</b>	<b>5</b>	<b>2,596</b>	<b>6,336</b>					
<b>ASIA</b>										
<b>Total</b>	<b>2</b>	<b>861</b>	<b>0</b>	<b>863</b>	<b>873</b>					
<b>CENTRAL AMERICA</b>										
<b>Total</b>	<b>1</b>	<b>77</b>	<b>0</b>	<b>78</b>	<b>83</b>					
<b>EUROPE</b>										
Albania	0	12	5	17	87	0	0	0	5	5
Alderney	0	4	0	4	4	0	0	0	0	0
Andorra	0	4	0	4	4	0	0	0	0	0
Armenia	4	7	0	11	31	3	1	0	5	9
Austria	130	440	30	600	1,657	213	40	39	172	464
Azerbaijan	6	26	0	32	61	18	1	0	24	43
Azores	0	3	0	3	3	0	0	0	0	0
Belarus	0	15	0	15	15	20	5	0	13	38
Belgium	90	250	15	355	1,006	52	35	24	60	171
Bosnia-Herzegovina	3	8	5	16	101	3	2	2	4	11
Bulgaria	17	79	10	106	329	18	15	3	16	52
Canary Islands	0	5	0	5	5	0	0	0	0	0
Croatia	13	53	15	81	355	13	7	1	15	36
Cyprus	27	61	0	88	220	1	2	6	18	27
Cyprus (Northern)	0	2	0	2	2	0	0	0	0	0
Czech Republic	105	308	5	418	1,002	72	68	44	90	274
Denmark	57	244	6	307	670	82	65	60	58	265
Estonia	20	49	0	69	167	6	28	8	10	52
Faroe Islands	2	11	0	13	23	0	0	0	0	0
Finland	31	153	10	194	486	19	44	14	51	128
France	398	1,284	31	1,713	4,097	239	284	191	730	1,444
Georgia	7	33	0	40	74	4	1	0	27	32
Germany	492	1,475	73	2,040	5,473	523	351	150	614	1,638
Gibraltar	1	5	0	6	11	0	0	0	0	0
Greece	51	241	20	312	842	25	23	11	67	126
Greenland	2	22	0	24	34	0	0	0	0	0
Guernsey	13	58	3	74	180	63	14	11	17	105
Hungary	24	55	0	79	197	24	16	15	77	132
Iceland	18	70	0	88	176	3	16	9	11	39
Isle of Man	15	68	10	93	306	194	28	2	37	261
Italy	174	574	53	801	2,396	90	63	35	589	777
Jersey	16	38	20	74	432	2	0	1	0	3
Kosovo	0	2	5	7	77	0	0	0	0	0

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Latvia	10	56	0	66	115	12	9	6	16	43
Liechtenstein	9	13	0	22	66	0	0	0	0	0
Lithuania	12	112	0	124	183	27	8	1	7	43
Luxembourg	31	103	0	134	286	70	23	1	13	107
Madeira	0	1	0	1	1	0	0	0	0	0
Malta	34	199	5	238	475	269	29	13	20	331
Moldova	6	13	0	19	48	6	0	0	25	31
Monaco	12	57	0	69	128	2	1	0	15	18
Montenegro	4	12	0	16	36	3	0	0	6	9
Netherlands	65	256	40	361	1,240	49	55	25	69	198
North Macedonia	2	6	0	8	18	0	0	0	0	0
Norway	61	219	0	280	579	13	50	18	201	282
Poland	109	263	5	377	981	54	42	39	144	279
Portugal	43	228	16	287	722	187	14	17	55	273
Republic of Ireland	52	222	20	294	829	38	11	11	44	104
Romania	28	138	10	176	453	22	10	8	50	90
Russia	0	552	0	552	552	217	56	32	768	1,073
San Marino	3	17	0	20	35	222	28	11	18	279
Serbia	21	70	5	96	269	34	4	11	27	76
Slovakia	27	53	0	80	212	18	7	6	47	78
Slovenia	15	80	0	95	168	17	9	5	27	58
Spain	100	466	65	631	2,031	87	66	85	501	739
Sweden	95	377	2	474	968	48	52	35	171	306
Switzerland	213	912	20	1,145	2,469	100	99	31	256	486
Turkey	110	403	10	523	1,202	144	36	23	95	298
U.K.	621	4,221	329	5,171	12,820	170	178	271	711	1,330
Ukraine	0	137	0	137	137	29	37	4	111	181
<b>Total</b>	<b>3,399</b>	<b>14,845</b>	<b>843</b>	<b>19,087</b>	<b>47,544</b>					
<b>MIDDLE EAST</b>										
Bahrain	4	39	0	43	63	11	0	0	10	21
Iraq	3	15	0	18	33	5	15	0	80	100
Israel	33	172	0	205	367	36	39	24	51	150
Jordan	4	83	0	87	107	17	8	0	10	35
Kuwait	0	30	0	30	30	13	0	0	14	27
Lebanon	9	53	26	88	496	8	2	1	7	18
Oman	4	27	0	31	51	12	0	0	30	42
Qatar	9	67	0	76	120	33	1	3	71	108
Saudi Arabia	44	173	5	222	508	77	23	4	111	215
Syria	0	8	0	8	8	8	0	0	0	8
United Arab Emirates	52	512	15	579	1,044	62	22	0	190	274
Yemen	0	6	0	6	6	0	3	0	0	3
<b>Total</b>	<b>162</b>	<b>1,185</b>	<b>46</b>	<b>1,393</b>	<b>2,831</b>					
<b>NORTH AMERICA</b>										
<b>Total</b>	<b>122</b>	<b>6,118</b>	<b>6</b>	<b>6,246</b>	<b>6,928</b>					
<b>OCEANIA</b>										
<b>Total</b>	<b>1</b>	<b>353</b>	<b>0</b>	<b>354</b>	<b>359</b>					
<b>SOUTH AMERICA</b>										
<b>Total</b>	<b>1</b>	<b>299</b>	<b>0</b>	<b>300</b>	<b>305</b>					
Unknown location	0	1,086	0	1,086	1,086					
<b>TOTAL</b>	<b>4,437</b>	<b>26,666</b>	<b>900</b>	<b>32,003</b>	<b>66,344</b>					

## Publisher's affidavit

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

David Wright, Managing Director

Date: 05/02/2024

Janet Edwards, Database Manager

Bishop's Stortford, U.K.