

# BUSINESS AIR NEWS

## Magazine readership and circulation statement

**MARCH 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	27,229
Other recipients	3,927
FBO copies	900
Exhibition copies	0
Total copies	32,056
Total readership	66,378

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	4,016	10,065	0	0	14,081	45.1
Other business aviation professionals	417	12,731	0	2,839	15,987	51.3
Other recipients	0	0	0	1,088	1,088	3.4
<b>Total</b>	<b>4,433</b>	<b>22,796</b>	<b>0</b>	<b>3,927</b>	<b>31,156</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.

Stansted News Ltd  
134 South Street, Bishop's Stortford  
Hertfordshire, CM23 3BQ  
United Kingdom  
Tel: +44 (0)1279 714505  
[www.businessairnews.com](http://www.businessairnews.com)

Advertising Manager  
**Brad Wright**  
Tel: +44 (0)1279 714521  
Email: [brad@businessairnews.com](mailto:brad@businessairnews.com)

Circulation/Subscriptions  
**Janet Edwards**  
Tel: +44 (0)1279 714515  
Email: [janet@businessairnews.com](mailto: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	240	294	130	402	224	371	1,661
Company Requests	161	429	67	376	12	144	1,189
Aircraft Registries & Directories	3,186	20,142	366	492	47	145	24,378
<b>Total</b>	<b>3,587</b>	<b>20,865</b>	<b>563</b>	<b>1,270</b>	<b>283</b>	<b>660</b>	<b>27,229</b>

## QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	24,207	88.9
Individuals by name only	1,703	6.2
Individuals by job title only	1,318	4.8
Individuals by company name only	1	0.0
<b>Total</b>	<b>27,229</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	10	26	0	36	85	10	57	0	44	111
Angola	24	33	0	57	175	24	45	7	64	140
Benin	2	2	2	6	44	0	1	0	2	3
Botswana	24	43	0	67	185	7	55	6	15	83
Burkina Faso	5	4	0	9	34	1	4	0	11	16
Burundi	0	1	0	1	1	0	0	0	1	1
Cameroon	6	10	0	16	45	3	5	0	16	24
Cape Verde	1	4	0	5	10	0	1	0	0	1
Central African Republic	4	14	0	18	38	0	6	9	0	15
Chad	1	7	0	8	13	7	6	1	0	14
Comoros	2	3	0	5	15	0	4	0	0	4
Congo	3	4	0	7	22	6	3	4	2	15
Congo, Democratic Republic	13	11	0	24	88	0	0	0	0	0
Djibouti	0	4	0	4	4	1	1	0	1	3
Egypt	12	115	1	128	201	38	12	1	65	116
Equatorial Guinea	1	8	2	11	44	5	3	0	2	10
Eswatini	0	4	0	4	4	0	1	0	1	2
Ethiopia	6	48	0	54	83	1	9	3	5	18
Gabon	6	10	0	16	45	4	3	7	8	22
Gambia	1	4	0	5	10	3	0	0	0	3
Ghana	6	27	0	33	62	5	9	0	6	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	15	0	20	44	4	12	3	18	37
Kenya	63	168	0	231	540	14	188	9	70	281
Lesotho	2	2	0	4	14	0	0	0	5	5
Liberia	0	7	0	7	7	0	0	0	0	0
Libya	0	28	0	28	28	13	10	5	14	42
Madagascar	10	16	0	26	75	3	18	2	8	31
Malawi	0	1	0	1	1	0	2	3	4	9
Mali	5	9	0	14	38	2	9	1	1	13
Mauritania	0	4	0	4	4	2	8	1	2	13
Mauritius	6	29	0	35	64	3	9	0	3	15
Mayotte	0	3	0	3	3	0	0	0	0	0
Morocco	17	37	0	54	137	41	28	5	31	105
Mozambique	7	15	0	22	56	2	7	3	15	27

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Namibia	20	51	0	71	169	12	30	4	15	61
Niger	3	3	0	6	21	1	10	0	0	11
Nigeria	59	165	0	224	513	72	23	3	126	224
Reunion	1	14	0	15	20	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	12	17	0	29	88	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	334	608	0	942	2,579	136	378	130	447	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	19	84	0	103	196	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	26	2	15	45
Zambia	14	34	0	48	117	3	26	13	8	50
Zimbabwe	12	29	0	41	100	0	8	11	9	28
<b>Total</b>	<b>745</b>	<b>1,853</b>	<b>5</b>	<b>2,603</b>	<b>6,324</b>					
<b>ASIA</b>										
<b>Total</b>	<b>2</b>	<b>850</b>	<b>0</b>	<b>852</b>	<b>862</b>					
<b>CENTRAL AMERICA</b>										
<b>Total</b>	<b>1</b>	<b>79</b>	<b>0</b>	<b>80</b>	<b>85</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	3	9	0	12	27	3	1	0	5	9
Austria	123	446	30	599	1,622	212	40	39	172	463
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	91	248	15	354	1,010	52	35	24	60	171
Bosnia-Herzegovina	3	9	5	17	102	3	2	2	4	11
Bulgaria	20	76	10	106	344	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	26	63	0	89	216	1	2	6	18	27
Cyprus (Northern)	0	2	0	2	2	0	0	0	0	0
Czech Republic	105	304	5	414	998	74	68	44	91	277
Denmark	56	243	6	305	663	85	65	59	57	266
Estonia	18	50	0	68	156	7	28	8	10	53
Faroe Islands	2	11	0	13	23	0	0	0	0	0
Finland	32	153	10	195	492	20	44	14	51	129
France	407	1,283	31	1,721	4,149	238	284	191	731	1,444
Georgia	7	33	0	40	74	4	1	0	27	32
Germany	492	1,480	73	2,045	5,478	522	350	150	613	1,635
Gibraltar	1	6	0	7	12	0	0	0	0	0
Greece	49	243	20	312	832	25	23	11	67	126
Greenland	1	23	0	24	29	0	0	0	0	0
Guernsey	11	61	3	75	171	63	14	11	17	105
Hungary	25	54	0	79	202	24	16	15	77	132
Iceland	18	70	0	88	176	3	16	9	11	39
Isle of Man	15	68	10	93	306	200	28	2	37	267
Italy	168	582	53	803	2,368	91	63	35	589	778
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	12	54	0	66	125	12	9	6	16	43
Liechtenstein	7	12	0	19	53	0	0	0	0	0
Lithuania	12	111	0	123	182	27	8	1	7	43
Luxembourg	25	109	0	134	256	70	23	1	14	108
Madeira	0	1	0	1	1	0	0	0	0	0
Malta	33	203	5	241	473	273	31	13	20	337
Moldova	6	13	0	19	48	6	0	0	25	31
Monaco	12	58	0	70	129	2	1	0	15	18
Montenegro	4	11	0	15	35	3	0	0	6	9
Netherlands	66	253	40	359	1,242	50	55	26	69	200
North Macedonia	2	6	0	8	18	0	0	0	0	0
Norway	58	224	0	282	566	14	50	18	201	283
Poland	104	270	5	379	959	55	42	39	145	281
Portugal	40	235	16	291	711	187	14	17	55	273
Republic of Ireland	54	222	20	296	841	37	11	11	44	103
Romania	32	133	10	175	472	23	10	8	50	91
Russia	0	551	0	551	551	217	56	32	768	1,073
San Marino	3	17	0	20	35	225	27	11	21	284
Serbia	22	68	5	95	273	34	4	11	27	76
Slovakia	29	51	0	80	222	18	7	6	47	78
Slovenia	14	81	0	95	164	17	9	5	27	58
Spain	97	470	65	632	2,017	87	66	85	502	740
Sweden	93	377	2	472	956	47	52	35	171	305
Switzerland	214	913	20	1,147	2,476	116	99	31	256	502
Turkey	116	396	10	522	1,230	145	36	23	96	300
U.K.	625	4,203	329	5,157	12,826	167	192	271	707	1,337
Ukraine	0	137	0	137	137	29	37	4	111	181
<b>Total</b>	<b>3,388</b>	<b>14,858</b>	<b>843</b>	<b>19,089</b>	<b>47,492</b>					
<b>MIDDLE EAST</b>										
Bahrain	4	39	0	43	63	11	0	0	11	22
Iraq	3	16	0	19	34	5	15	0	80	100
Israel	30	176	0	206	353	36	39	24	53	152
Jordan	4	83	0	87	107	17	8	0	10	35
Kuwait	0	30	0	30	30	13	0	0	14	27
Lebanon	10	53	26	89	502	8	2	1	7	18
Oman	4	31	0	35	55	12	0	0	31	43
Qatar	12	64	0	76	135	33	1	3	71	108
Saudi Arabia	46	173	5	224	519	77	23	4	111	215
Syria	0	8	0	8	8	8	0	0	0	8
United Arab Emirates	55	510	15	580	1,060	62	22	0	190	274
Yemen	1	5	0	6	11	0	3	0	0	3
<b>Total</b>	<b>169</b>	<b>1,188</b>	<b>46</b>	<b>1,403</b>	<b>2,875</b>					
<b>NORTH AMERICA</b>										
<b>Total</b>	<b>124</b>	<b>6,146</b>	<b>6</b>	<b>6,276</b>	<b>6,968</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>303</b>	<b>0</b>	<b>304</b>	<b>309</b>					
Unknown location	0	1,088	0	1,088	1,088					
<b>TOTAL</b>	<b>4,431</b>	<b>26,718</b>	<b>900</b>	<b>32,049</b>	<b>66,361</b>					

## Publisher's affidavit

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

David Wright, Managing Director

Date: 07/03/2024

Janet Edwards, Database Manager

Bishop's Stortford, U.K.