

BUSINESS AIR NEWS

Magazine readership and circulation statement

APRIL 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	40,495
Other recipients	5,785
FBO copies	359
Exhibition copies	0
Total copies	46,639
Total readership	72,608

Total readership figure is based on:

Readers per printed copy	5.7
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	4,051	26,486	0	0	30,537	65.9
Other business aviation professionals	405	9,553	0	4,695	14,653	31.6
Other recipients	0	0	0	1,090	1,090	2.3
Total	4,456	36,039	0	5,785	46,280	

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	202	174	495	213	109	202	1,395
Company Requests	15	524	64	378	23	346	1,350
Aircraft Registries & Directories	1,883	27,957	1,521	5,507	144	738	37,750
Total	2,100	28,655	2,080	6,098	276	1,286	40,495

QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	37,742	93.2
Individuals by name only	1,564	3.8
Individuals by job title only	1,189	2.9
Total	40,495	

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	5	451	0	456	480					
ASIA										
Total	4	900	0	904	923					
CENTRAL AMERICA										
Total	1	208	0	209	214					
EUROPE										
Total	188	5,338	10	5,536	6,560					
MIDDLE EAST										
Total	14	390	0	404	470					
NORTH AMERICA										
Canada	214	2,878	38	3,130	4,668	624	1,119	229	1,853	3,825
Mexico	164	1,118	15	1,297	2,278	732	294	62	555	1,643
Saint Pierre and Miquelon (France)	0	1	0	1	1	0	0	0	0	0
U.S.A.	3,862	28,517	296	32,675	54,970	16,854	9,556	4,112	7,158	37,680
Total	4,240	32,514	349	37,103	61,917					
OCEANIA										
Total	1	432	0	433	438					
SOUTH AMERICA										
Total	3	492	0	495	509					
Unknown location	0	1,090	0	1,090	1,090					
TOTAL	4,456	41,815	359	46,630	72,599					

Publisher's affidavit

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

David Wright, Managing Director

Date: 27/03/2024

Janet Edwards, Database Manager

Bishop's Stortford, U.K.