

BUSINESS AIR NEWS

Magazine readership and circulation statement

MAY 2024 - 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	27,325
Other recipients	3,755
FBO copies	910
Exhibition copies	300
Total copies	32,290
Total readership	70,898

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	4,011	10,168	0	0	14,179	45.6
Other business aviation professionals	411	12,735	0	2,861	16,007	51.5
Other recipients	0	0	0	894	894	2.8
Total	4,422	22,903	0	3,755	31,080	

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	241	309	142	369	200	318	1,579
Company Requests	172	460	63	380	15	174	1,264
Aircraft Registries & Directories	3,015	20,032	525	694	49	167	24,482
Total	3,428	20,801	730	1,443	264	659	27,325

QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	24,290	88.8
Individuals by name only	1,707	6.2
Individuals by job title only	1,328	4.8
Total	27,325	

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	10	26	0	36	85	10	57	0	44	111
Angola	25	32	0	57	180	24	45	7	64	140
Benin	1	3	2	6	39	0	1	0	2	3
Botswana	25	42	0	67	190	7	55	6	15	83
Burkina Faso	5	5	0	10	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	15	115	1	131	218	38	12	1	65	116
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	47	0	54	88	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	7	26	0	33	67	5	9	0	6	20
Guinea	2	5	0	7	17	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	62	171	0	233	537	14	192	9	71	286
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	13	10	5	14	42
Madagascar	9	17	0	26	70	3	18	2	8	31
Malawi	0	1	0	1	1	0	2	3	4	9
Mali	4	10	0	14	34	2	9	1	1	13
Mauritania	0	4	0	4	4	2	8	1	2	13
Mauritius	7	28	0	35	69	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	17	52	0	69	152	12	30	4	15	61
Niger	3	3	0	6	21	1	10	0	0	11
Nigeria	61	163	0	224	523	72	23	3	128	226
Reunion	2	13	0	15	25	0	0	0	3	3
Rwanda	1	4	0	5	10	0	2	1	4	7
Senegal	4	14	0	18	38	5	8	3	7	23
Seychelles	10	19	0	29	78	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	328	613	0	941	2,548	138	378	130	445	1,091
South Sudan	0	4	0	4	4	0	0	0	0	0
Sudan	6	20	0	26	55	4	7	1	12	24
Tanzania	22	83	0	105	213	3	84	14	6	107
Togo	0	8	0	8	8	1	3	0	2	6
Tunisia	4	40	0	44	64	12	2	1	9	24
Uganda	9	25	0	34	78	2	26	2	15	45
Zambia	15	33	0	48	122	3	26	13	8	50
Zimbabwe	11	31	0	42	96	0	8	11	9	28
Total	742	1,860	5	2,607	6,313					
ASIA										
Total	2	862	0	864	874					
CENTRAL AMERICA										
Total	0	80	0	80	80					
EUROPE										
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	124	451	40	615	1,783	213	40	39	172	464
Azerbaijan	4	28	0	32	52	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	89	256	15	360	1,006	53	35	24	60	172
Bosnia-Herzegovina	4	8	5	17	107	3	2	2	4	11
Bulgaria	15	80	10	105	318	18	15	3	16	52
Canary Islands	0	5	0	5	5	0	0	0	0	0
Croatia	13	52	15	80	354	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	107	304	5	416	1,010	74	68	44	91	277
Denmark	59	238	6	303	676	86	64	59	57	266
Estonia	17	52	0	69	152	8	29	8	10	55
Faroe Islands	2	11	0	13	23	0	0	0	0	0
Finland	34	151	10	195	502	20	45	14	51	130
France	403	1,296	31	1,730	4,139	237	284	191	732	1,444
Georgia	6	34	0	40	69	4	1	0	27	32
Germany	491	1,498	73	2,062	5,490	527	351	150	612	1,640
Gibraltar	1	6	0	7	12	0	0	0	0	0
Greece	50	241	20	311	836	25	23	11	68	127
Greenland	2	22	0	24	34	0	0	0	0	0
Guernsey	13	59	3	75	181	63	14	11	19	107
Hungary	22	54	0	76	184	24	16	15	77	132
Iceland	16	73	0	89	167	3	17	9	11	40
Isle of Man	13	72	10	95	299	200	28	2	38	268
Italy	176	575	53	804	2,408	91	63	35	591	780
Jersey	15	41	20	76	430	3	0	1	0	4
Kosovo	0	2	5	7	77	0	0	0	0	0
Latvia	11	56	0	67	121	11	9	6	16	42

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Liechtenstein	7	12	0	19	53	0	0	0	0	0
Lithuania	12	115	0	127	186	27	8	1	7	43
Luxembourg	28	105	0	133	270	70	24	1	14	109
Madeira	0	1	0	1	1	0	0	0	0	0
Malta	33	203	5	241	473	278	32	13	20	343
Moldova	5	14	0	19	44	6	0	0	25	31
Monaco	13	55	0	68	132	2	1	0	15	18
Montenegro	4	12	0	16	36	3	0	0	6	9
Netherlands	64	256	40	360	1,234	50	55	26	69	200
North Macedonia	2	6	0	8	18	0	0	0	0	0
Norway	67	213	0	280	608	11	50	18	200	279
Poland	107	262	5	374	968	55	42	39	145	281
Portugal	41	245	16	302	727	187	14	17	55	273
Republic of Ireland	54	224	20	298	843	38	11	12	44	105
Romania	32	134	10	176	473	24	10	8	50	92
Russia	0	548	0	548	548	217	56	32	768	1,073
San Marino	3	20	0	23	38	229	27	11	21	288
Serbia	20	70	5	95	263	33	4	11	27	75
Slovakia	29	47	0	76	218	18	7	6	48	79
Slovenia	17	78	0	95	178	19	9	5	27	60
Spain	94	471	65	630	2,001	89	66	85	502	742
Sweden	94	374	2	470	959	47	52	35	174	308
Switzerland	204	923	20	1,147	2,427	123	101	31	255	510
Turkey	116	400	10	526	1,234	147	36	23	97	303
U.K.	627	4,212	329	5,168	12,846	173	192	270	712	1,347
Ukraine	0	134	0	134	134	29	38	4	111	182
Total	3,389	14,911	853	19,153	47,701					
MIDDLE EAST										
Bahrain	4	39	0	43	63	11	0	0	11	22
Iraq	3	16	0	19	34	5	15	0	80	100
Israel	33	173	0	206	368	36	39	24	53	152
Jordan	2	84	0	86	96	17	8	0	10	35
Kuwait	0	29	0	29	29	13	0	0	14	27
Lebanon	9	54	26	89	497	8	2	1	7	18
Oman	3	32	0	35	50	12	0	0	31	43
Qatar	11	65	0	76	130	33	1	3	71	108
Saudi Arabia	48	171	5	224	529	77	24	4	111	216
Syria	0	8	0	8	8	8	0	0	0	8
United Arab Emirates	54	514	15	583	1,058	60	22	0	194	276
Yemen	0	6	0	6	6	0	3	0	0	3
Total	167	1,191	46	1,404	2,866					
NORTH AMERICA										
Total	118	6,203	6	6,327	6,989					
OCEANIA										
Total	1	348	0	349	354					
SOUTH AMERICA										
Total	1	303	0	304	309					
Unknown location	0	894	300	1,194	5,394					
TOTAL	4,420	26,652	1,210	32,282	70,880					

Publisher's affidavit

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

David Wright, Managing Director

Date: 30/04/2024

Janet Edwards, Database Manager

Bishop's Stortford, U.K.