

# BUSINESS AIR NEWS

## Magazine readership and circulation statement

**JUNE 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	27,387
Other recipients	3,779
FBO copies	910
Exhibition copies	0
Total copies	32,076
Total readership	66,459

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	4,018	10,242	0	0	14,260	45.7
Other business aviation professionals	399	12,728	0	2,877	16,004	51.3
Other recipients	0	0	0	902	902	2.8
<b>Total</b>	<b>4,417</b>	<b>22,970</b>	<b>0</b>	<b>3,779</b>	<b>31,166</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	201	290	153	377	223	320	1,564
Company Requests	159	466	40	368	34	199	1,266
Aircraft Registries & Directories	3,008	20,045	534	732	65	173	24,557
<b>Total</b>	<b>3,368</b>	<b>20,801</b>	<b>727</b>	<b>1,477</b>	<b>322</b>	<b>692</b>	<b>27,387</b>

## QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	24,347	88.8
Individuals by name only	1,711	6.2
Individuals by job title only	1,329	4.8
<b>Total</b>	<b>27,387</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	1	3	2	6	39	0	1	0	2	3
Botswana	23	48	0	71	184	6	57	6	15	84
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	9	0	15	44	3	5	0	16	24
Cape Verde	1	4	0	5	10	0	1	0	0	1
Central African Republic	4	13	0	17	37	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	2	5	0	7	17	6	3	4	2	15
Congo, Democratic Republic	12	12	0	24	83	0	0	0	0	0
Djibouti	0	4	0	4	4	1	1	0	1	3
Egypt	14	111	1	126	209	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	7	48	0	55	89	1	9	3	5	18
Gabon	5	11	0	16	40	4	7	7	8	26
Gambia	1	4	0	5	10	3	0	0	0	3
Ghana	6	27	0	33	62	5	9	0	5	19
Guinea	2	5	0	7	17	0	2	1	3	6
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	61	178	0	239	538	15	198	9	71	293
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	16	0	25	69	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	8	28	0	36	75	3	9	0	3	15
Mayotte	0	3	0	3	3	0	0	0	0	0
Morocco	17	37	0	54	137	40	28	5	31	104
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	29	4	15	60
Niger	3	3	0	6	21	1	10	0	0	11
Nigeria	60	167	0	227	521	73	24	3	128	228
Reunion	2	12	0	14	24	0	0	0	3	3
Rwanda	1	4	0	5	10	0	2	1	4	7
Senegal	6	12	0	18	47	5	8	3	7	23
Seychelles	13	17	0	30	94	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	319	625	0	944	2,507	137	376	130	445	1,088
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	84	0	105	208	3	85	14	7	109
Togo	0	8	0	8	8	1	3	0	2	6
Tunisia	6	38	0	44	73	12	2	1	9	24
Uganda	10	24	0	34	83	2	26	2	15	45
Zambia	16	32	0	48	126	3	26	13	8	50
Zimbabwe	12	30	0	42	101	0	8	11	9	28
<b>Total</b>	<b>733</b>	<b>1,879</b>	<b>5</b>	<b>2,617</b>	<b>6,279</b>					
<b>ASIA</b>										
<b>Total</b>	<b>2</b>	<b>866</b>	<b>0</b>	<b>868</b>	<b>878</b>					
<b>CENTRAL AMERICA</b>										
<b>Total</b>	<b>1</b>	<b>80</b>	<b>0</b>	<b>81</b>	<b>86</b>					
<b>EUROPE</b>										
Albania	0	13	5	18	88	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	129	446	40	615	1,807	213	40	40	173	466
Azerbaijan	5	28	0	33	58	19	1	0	24	44
Azores	0	3	0	3	3	0	0	0	0	0
Belarus	0	14	0	14	14	20	5	0	13	38
Belgium	86	264	15	365	996	53	35	24	61	173
Bosnia-Herzegovina	4	8	5	17	107	3	2	2	5	12
Bulgaria	18	82	10	110	338	18	15	3	16	52
Canary Islands	0	5	0	5	5	0	0	0	0	0
Croatia	12	53	15	80	349	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	111	306	5	422	1,036	76	70	44	91	281
Denmark	56	243	6	305	663	86	65	59	58	268
Estonia	20	49	0	69	167	8	29	8	9	54
Faroe Islands	2	11	0	13	23	0	0	0	0	0
Finland	36	148	10	194	510	20	45	14	50	129
France	398	1,325	31	1,754	4,138	235	290	191	730	1,446
Georgia	7	33	0	40	74	4	1	0	27	32
Germany	508	1,493	73	2,074	5,585	526	352	151	611	1,640
Gibraltar	1	6	0	7	12	0	0	0	0	0
Greece	51	244	20	315	845	28	25	11	69	133
Greenland	2	22	0	24	34	0	0	0	0	0
Guernsey	12	60	3	75	176	63	14	11	21	109
Hungary	23	53	0	76	189	24	16	15	77	132
Iceland	17	72	0	89	172	3	17	9	11	40
Isle of Man	12	73	10	95	294	201	28	2	39	270
Italy	173	584	53	810	2,400	91	63	36	591	781
Jersey	14	42	20	76	425	3	0	1	0	4
Kosovo	0	2	5	7	77	0	0	0	0	0
Latvia	13	55	0	68	132	11	9	6	16	42

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Liechtenstein	6	13	0	19	48	0	0	0	0	0
Lithuania	11	117	0	128	182	28	8	1	7	44
Luxembourg	28	103	0	131	268	73	24	1	14	112
Madeira	0	1	0	1	1	0	0	0	0	0
Malta	34	204	5	243	480	281	32	13	21	347
Moldova	5	13	0	18	42	6	0	0	25	31
Monaco	12	58	0	70	129	2	1	0	15	18
Montenegro	4	12	0	16	36	3	0	0	6	9
Netherlands	60	259	40	359	1,213	51	55	26	69	201
North Macedonia	2	6	0	8	18	0	0	0	0	0
Norway	66	215	0	281	604	11	49	18	201	279
Poland	112	259	5	376	995	55	42	39	145	281
Portugal	42	248	16	306	736	186	14	17	55	272
Republic of Ireland	52	227	20	299	834	38	11	12	44	105
Romania	31	135	10	176	468	26	10	8	50	94
Russia	0	547	0	547	547	218	56	32	768	1,074
San Marino	3	20	0	23	38	237	29	11	21	298
Serbia	23	66	5	94	277	33	4	11	26	74
Slovakia	25	51	0	76	198	18	7	6	48	79
Slovenia	17	79	0	96	179	19	9	5	26	59
Spain	89	472	65	626	1,972	89	66	85	501	741
Sweden	93	379	2	474	958	47	52	35	173	307
Switzerland	209	920	20	1,149	2,453	128	107	31	256	522
Turkey	109	414	10	533	1,207	147	36	23	97	303
U.K.	619	4,150	329	5,098	12,737	173	191	270	708	1,342
Ukraine	0	130	0	130	130	29	38	4	111	182
<b>Total</b>	<b>3,391</b>	<b>14,917</b>	<b>853</b>	<b>19,161</b>	<b>47,719</b>					
<b>MIDDLE EAST</b>										
Bahrain	4	39	0	43	63	12	0	0	11	23
Iraq	2	17	0	19	29	5	15	0	80	100
Israel	30	176	0	206	353	36	39	24	53	152
Jordan	3	84	0	87	102	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	4	31	0	35	55	12	0	0	31	43
Qatar	12	64	0	76	135	35	1	3	71	110
Saudi Arabia	47	174	5	226	526	77	24	4	111	216
Syria	0	8	0	8	8	8	0	0	0	8
United Arab Emirates	55	520	15	590	1,070	60	22	0	194	276
Yemen	0	6	0	6	6	0	3	0	0	3
<b>Total</b>	<b>166</b>	<b>1,202</b>	<b>46</b>	<b>1,414</b>	<b>2,871</b>					
<b>NORTH AMERICA</b>										
<b>Total</b>	<b>120</b>	<b>6,244</b>	<b>6</b>	<b>6,370</b>	<b>7,042</b>					
<b>OCEANIA</b>										
<b>Total</b>	<b>1</b>	<b>348</b>	<b>0</b>	<b>349</b>	<b>354</b>					
<b>SOUTH AMERICA</b>										
<b>Total</b>	<b>1</b>	<b>305</b>	<b>0</b>	<b>306</b>	<b>311</b>					
Unknown location	0	902	0	902	902					
<b>TOTAL</b>	<b>4,415</b>	<b>26,743</b>	<b>910</b>	<b>32,068</b>	<b>66,442</b>					

## Publisher's affidavit

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

David Wright, Managing Director

Date: 04/06/2024

Janet Edwards, Database Manager

Bishop's Stortford, U.K.