

BUSINESS AIR NEWS

Magazine readership and circulation statement

JULY 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	41,412
Other recipients	5,585
FBO copies	359
Exhibition copies	0
Total copies	47,356
Total readership	72,992

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	3,975	27,413	0	0	31,388	66.7
Other business aviation professionals	410	9,614	0	4,702	14,726	31.3
Other recipients	0	0	0	883	883	1.8
Total	4,385	37,027	0	5,585	46,997	

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	212	194	480	212	92	206	1,396
Company Requests	20	549	26	418	18	313	1,344
Aircraft Registries & Directories	2,524	30,951	893	3,527	120	656	38,671
Total	2,756	31,694	1,399	4,157	230	1,175	41,411

QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	38,562	93.1
Individuals by name only	1,587	3.8
Individuals by job title only	1,263	3.0
Total	41,412	

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	452	0	457	480					
ASIA										
Total	4	887	0	891	910					
CENTRAL AMERICA										
Total	1	210	0	211	216					
EUROPE										
Total	189	5,312	10	5,511	6,539					
MIDDLE EAST										
Total	13	398	0	411	472					
NORTH AMERICA										
Canada	210	2,878	38	3,126	4,645	638	1,124	231	1,856	3,849
Mexico	164	1,117	15	1,296	2,277	739	300	64	555	1,658
Saint Pierre and Miquelon (France)	0	1	0	1	1	0	0	0	0	0
U.S.A.	3,794	29,557	296	33,647	55,623	16,873	9,538	4,104	7,186	37,701
Total	4,168	33,553	349	38,070	62,546					
OCEANIA										
Total	1	434	0	435	440					
SOUTH AMERICA										
Total	4	476	0	480	499					
Unknown location	0	883	0	883	883					
TOTAL	4,385	42,605	359	47,349	72,984					

Publisher's affidavit

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

David Wright, Managing Director

Date: 26/06/2024

Janet Edwards, Database Manager

Bishop's Stortford, U.K.