

BUSINESS AIR NEWS

Magazine readership and circulation statement

AUGUST 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 of 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	27,600
Other recipients	3,795
FBO copies	910
Exhibition copies	0
Total copies	32,305
Total readership	66,468

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	3,978	10,365	0	0	14,343	45.6
Other business aviation professionals	394	12,863	0	2,903	16,160	51.4
Other recipients	0	0	0	892	892	2.8
Total	4,372	23,228	0	3,795	31,395	

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	188	297	158	352	164	320	1,479
Company Requests	173	531	47	369	31	182	1,333
Aircraft Registries & Directories	3,064	20,310	467	690	80	177	24,788
Total	3,425	21,138	672	1,411	275	679	27,600

QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	24,512	88.8
Individuals by name only	1,745	6.3
Individuals by job title only	1,343	4.8
Total	27,600	

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	9	27	0	36	80	10	57	0	44	111
Angola	23	35	0	58	171	24	45	7	64	140
Benin	1	3	2	6	39	0	1	0	2	3
Botswana	28	44	0	72	209	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	0	8	0	8	8	7	6	1	0	14
Comoros	2	3	0	5	15	0	4	0	0	4
Congo	2	5	0	7	17	6	4	4	2	16
Congo, Democratic Republic	11	13	0	24	78	0	0	0	0	0
Djibouti	0	4	0	4	4	1	1	0	1	3
Egypt	16	110	1	127	219	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	6	49	0	55	84	1	9	3	5	18
Gabon	6	11	0	17	46	4	7	7	8	26
Gambia	1	4	0	5	10	3	0	0	0	3
Ghana	3	30	0	33	48	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	174	0	235	534	15	196	9	72	292
Lesotho	1	3	0	4	9	0	0	0	5	5
Liberia	0	4	0	4	4	0	0	0	0	0
Libya	0	27	0	27	27	13	10	5	14	42
Madagascar	10	15	0	25	74	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	19	36	0	55	148	40	28	5	29	102
Mozambique	6	15	0	21	50	2	7	3	15	27

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Namibia	15	54	0	69	142	12	29	4	15	60
Niger	3	3	0	6	21	1	10	0	0	11
Nigeria	60	169	0	229	523	74	24	3	128	229
Reunion	0	15	0	15	15	0	0	0	3	3
Rwanda	1	4	0	5	10	0	2	1	4	7
Senegal	5	13	0	18	42	5	8	3	7	23
Seychelles	12	20	0	32	91	0	0	0	0	0
Sierra Leone	0	6	0	6	6	0	0	0	2	2
Somalia	0	7	0	7	7	0	0	0	3	3
South Africa	324	613	0	937	2,525	137	374	130	445	1,086
South Sudan	0	4	0	4	4	0	0	0	0	0
Sudan	8	18	0	26	65	5	7	1	12	25
Tanzania	18	87	0	105	193	3	86	14	7	110
Togo	0	8	0	8	8	1	3	0	2	6
Tunisia	6	36	0	42	71	12	2	1	9	24
Uganda	8	26	0	34	73	2	26	2	15	45
Zambia	15	31	0	46	120	3	27	13	10	53
Zimbabwe	11	31	0	42	96	0	8	11	10	29
Total	727	1,876	5	2,608	6,240					
ASIA										
Total	2	878	0	880	890					
CENTRAL AMERICA										
Total	1	81	0	82	87					
EUROPE										
Albania	0	13	5	18	88	0	0	0	5	5
Alderney	0	4	0	4	4	0	0	0	0	0
Andorra	1	4	0	5	10	0	0	0	0	0
Armenia	3	8	0	11	26	3	1	0	5	9
Austria	128	450	40	618	1,805	215	39	42	178	474
Azerbaijan	5	28	0	33	58	19	1	0	24	44
Azores	0	3	0	3	3	0	0	0	0	0
Belarus	0	13	0	13	13	20	5	0	13	38
Belgium	91	261	15	367	1,023	54	35	24	60	173
Bosnia-Herzegovina	5	7	5	17	112	3	2	2	5	12
Bulgaria	19	78	10	107	340	21	15	3	16	55
Canary Islands	0	5	0	5	5	0	0	0	0	0
Croatia	12	53	15	80	349	13	7	1	15	36
Cyprus	29	63	0	92	234	1	2	6	18	27
Cyprus (Northern)	0	2	0	2	2	0	0	0	0	0
Czech Republic	108	310	5	423	1,022	78	70	44	90	282
Denmark	60	243	6	309	687	84	65	59	58	266
Estonia	19	50	0	69	162	7	29	8	8	52
Faroe Islands	2	11	0	13	23	0	0	0	0	0
Finland	37	148	10	195	516	20	46	14	50	130
France	407	1,331	31	1,769	4,197	235	290	192	728	1,445
Georgia	8	32	0	40	79	4	1	0	26	31
Germany	499	1,515	73	2,087	5,554	525	351	153	608	1,637
Gibraltar	0	7	0	7	7	0	0	0	0	0
Greece	46	249	20	315	820	28	25	11	68	132
Greenland	2	22	0	24	34	0	0	0	0	0
Guernsey	11	61	3	75	171	65	12	11	21	109
Hungary	21	55	0	76	179	24	16	15	77	132
Iceland	14	76	0	90	159	3	17	9	11	40
Isle of Man	11	74	10	95	289	198	28	2	39	267
Italy	180	592	53	825	2,449	92	63	36	589	780
Jersey	14	41	20	75	424	3	0	1	0	4
Kosovo	0	2	5	7	77	0	0	0	0	0
Latvia	12	58	0	70	129	10	9	6	16	41

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Liechtenstein	7	12	0	19	53	0	0	0	0	0
Lithuania	11	118	0	129	183	28	8	1	7	44
Luxembourg	29	100	0	129	271	72	22	1	14	109
Madeira	0	1	0	1	1	0	0	0	0	0
Malta	30	213	5	248	465	283	32	13	21	349
Moldova	6	11	0	17	46	6	0	0	25	31
Monaco	13	59	0	72	136	2	1	0	15	18
Montenegro	4	12	0	16	36	3	0	0	6	9
Netherlands	54	260	40	354	1,179	49	55	26	70	200
North Macedonia	2	6	0	8	18	0	0	0	0	0
Norway	62	220	0	282	586	11	49	18	198	276
Poland	107	264	5	376	970	56	42	37	145	280
Portugal	39	264	16	319	734	186	14	17	55	272
Republic of Ireland	44	231	20	295	791	38	11	12	44	105
Romania	29	137	10	176	458	24	10	8	49	91
Russia	0	546	0	546	546	225	56	32	766	1,079
San Marino	3	20	0	23	38	253	29	11	23	316
Serbia	22	60	5	87	265	35	4	11	26	76
Slovakia	27	50	0	77	209	17	7	6	48	78
Slovenia	15	81	0	96	170	18	9	5	26	58
Spain	88	474	65	627	1,968	90	70	84	503	747
Sweden	95	379	2	476	970	48	50	35	171	304
Switzerland	205	930	20	1,155	2,440	132	114	31	258	535
Turkey	117	420	10	547	1,260	154	38	23	97	312
U.K.	608	4,235	329	5,172	12,757	175	193	270	712	1,350
Ukraine	0	134	0	134	134	29	38	4	112	183
Total	3,361	15,106	853	19,320	47,731					
MIDDLE EAST										
Bahrain	4	40	0	44	64	12	0	0	11	23
Iraq	3	16	0	19	34	5	15	0	80	100
Israel	26	179	0	205	332	36	39	24	54	153
Jordan	3	83	0	86	101	17	8	0	10	35
Kuwait	0	29	0	29	29	13	0	0	14	27
Lebanon	8	54	26	88	491	8	2	1	7	18
Oman	4	30	0	34	54	12	0	0	31	43
Qatar	13	65	0	78	142	35	2	3	71	111
Saudi Arabia	43	172	5	220	501	78	24	4	111	217
Syria	0	8	0	8	8	8	0	0	0	8
United Arab Emirates	56	531	15	602	1,086	61	22	0	194	277
Yemen	1	5	0	6	11	0	3	0	0	3
Total	161	1,212	46	1,419	2,852					
NORTH AMERICA										
Total	118	6,309	6	6,433	7,095					
OCEANIA										
Total	0	355	0	355	355					
SOUTH AMERICA										
Total	1	306	0	307	312					
Unknown location	0	892	0	892	892					
TOTAL	4,371	27,015	910	32,296	66,454					

Publisher's affidavit

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

David Wright, Managing Director

Date: 05/08/2024

Janet Edwards, Database Manager

Bishop's Stortford, U.K.