

BUSINESS AIR NEWS

Magazine readership and circulation statement

SEPTEMBER 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	27,813
Other recipients	3,808
FBO copies	910
Exhibition copies	150
Total copies	32,681
Total readership	68,792

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	3,955	10,459	0	0	14,414	45.5
Other business aviation professionals	386	13,013	0	2,911	16,310	51.5
Other recipients	0	0	0	897	897	2.8
Total	4,341	23,472	0	3,808	31,621	

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	183	297	164	348	159	319	1,470
Company Requests	172	536	35	341	45	200	1,329
Aircraft Registries & Directories	3,005	20,593	499	655	79	183	25,014
Total	3,360	21,426	698	1,344	283	702	27,813

QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	24,691	88.7
Individuals by name only	1,776	6.3
Individuals by job title only	1,346	4.8
Total	27,813	

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	8	27	0	35	74	10	57	0	44	111
Angola	24	34	0	58	176	24	44	7	64	139
Benin	1	3	2	6	39	0	1	0	2	3
Botswana	25	45	0	70	192	6	57	5	15	83
Burkina Faso	4	7	0	11	31	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	0	5	0	5	5	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	1	4	0	5	10	0	4	0	0	4
Congo	3	4	0	7	22	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	17	110	1	128	225	38	12	1	65	116
Equatorial Guinea	2	9	2	13	51	7	3	0	2	12
Eswatini	0	4	0	4	4	0	1	0	1	2
Ethiopia	6	49	0	55	84	1	9	3	5	18
Gabon	5	12	0	17	42	4	7	7	8	26
Gambia	1	4	0	5	10	3	0	0	0	3
Ghana	4	28	0	32	52	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	16	0	21	46	4	12	3	18	37
Kenya	62	171	0	233	537	17	193	9	72	291
Lesotho	2	2	0	4	14	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	8	18	0	26	65	3	19	2	9	33
Malawi	0	1	0	1	1	0	2	3	4	9
Mali	5	11	0	16	40	2	9	1	1	13
Mauritania	0	4	0	4	4	2	8	1	2	13
Mauritius	9	26	0	35	79	3	9	0	3	15
Mayotte	0	3	0	3	3	0	0	0	0	0
Morocco	19	36	0	55	148	38	28	5	29	100
Mozambique	7	14	0	21	55	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	63	166	0	229	538	73	25	3	125	226
Reunion	1	14	0	15	20	0	0	0	3	3
Rwanda	0	5	0	5	5	0	2	1	4	7
Senegal	6	15	0	21	50	6	8	3	7	24
Seychelles	12	21	0	33	92	0	0	0	0	0
Sierra Leone	0	6	0	6	6	0	0	0	2	2
Somalia	0	8	0	8	8	0	0	0	3	3
South Africa	316	614	0	930	2,478	136	374	129	443	1,082
South Sudan	0	4	0	4	4	0	0	0	0	0
Sudan	7	17	0	24	58	5	7	1	12	25
Tanzania	19	86	0	105	198	3	86	14	7	110
Togo	0	8	0	8	8	1	3	0	2	6
Tunisia	5	37	0	42	66	12	2	1	9	24
Uganda	8	26	0	34	73	2	26	2	14	44
Zambia	14	32	0	46	115	3	27	13	10	53
Zimbabwe	11	31	0	42	96	0	8	11	10	29
Total	724	1,877	5	2,606	6,224					
ASIA										
Total	2	883	0	885	895					
CENTRAL AMERICA										
Total	0	82	0	82	82					
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	9	0	12	27	3	1	0	5	9
Austria	129	458	40	627	1,819	215	40	41	180	476
Azerbaijan	6	27	0	33	62	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	81	272	15	368	975	52	35	23	58	168
Bosnia-Herzegovina	5	7	5	17	112	3	2	2	5	12
Bulgaria	17	80	10	107	330	21	15	3	16	55
Canary Islands	0	5	0	5	5	0	0	0	0	0
Croatia	14	51	15	80	359	13	7	1	15	36
Cyprus	29	63	0	92	234	1	2	6	19	28
Cyprus (Northern)	0	2	0	2	2	0	0	0	0	0
Czech Republic	105	318	5	428	1,012	75	71	44	89	279
Denmark	59	246	6	311	684	84	65	59	55	263
Estonia	18	51	0	69	157	8	29	8	8	53
Faroe Islands	2	11	0	13	23	0	0	0	0	0
Finland	34	156	10	200	507	20	46	14	50	130
France	403	1,335	31	1,769	4,178	234	290	191	716	1,431
Georgia	7	33	0	40	74	4	1	0	27	32
Germany	497	1,520	73	2,090	5,547	524	350	154	603	1,631
Gibraltar	1	6	0	7	12	0	0	0	0	0
Greece	50	245	20	315	840	28	24	11	70	133
Greenland	2	22	0	24	34	0	0	0	0	0
Guernsey	12	60	3	75	176	62	12	11	17	102
Hungary	24	53	0	77	195	24	16	15	76	131
Iceland	13	79	0	92	156	3	17	9	11	40
Isle of Man	11	74	10	95	289	195	28	2	44	269
Italy	176	604	53	833	2,437	94	63	36	593	786
Jersey	14	44	20	78	427	3	0	1	0	4
Kosovo	0	2	5	7	77	0	0	0	0	0
Latvia	14	59	0	73	142	10	9	6	16	41

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Liechtenstein	6	12	0	18	47	0	0	0	0	0
Lithuania	10	120	0	130	179	28	8	1	7	44
Luxembourg	28	102	0	130	267	69	21	1	14	105
Madeira	0	1	0	1	1	0	0	0	0	0
Malta	33	209	5	247	479	286	32	13	21	352
Moldova	6	11	0	17	46	6	0	0	25	31
Monaco	15	62	0	77	150	2	1	0	16	19
Montenegro	4	12	0	16	36	3	0	0	6	9
Netherlands	61	252	40	353	1,212	51	55	26	70	202
North Macedonia	2	6	0	8	18	0	0	0	0	0
Norway	56	226	0	282	556	11	49	18	196	274
Poland	104	268	5	377	957	56	44	37	147	284
Portugal	41	264	16	321	746	185	14	17	54	270
Republic of Ireland	50	233	20	303	828	38	10	11	44	103
Romania	28	136	10	174	451	24	10	8	50	92
Russia	0	548	0	548	548	225	56	31	767	1,079
San Marino	2	21	0	23	33	254	31	10	22	317
Serbia	25	57	5	87	280	39	4	11	25	79
Slovakia	25	51	0	76	198	18	7	5	50	80
Slovenia	14	80	0	94	163	18	9	5	27	59
Spain	96	467	65	628	2,008	91	70	83	499	743
Sweden	88	390	2	480	939	48	51	34	169	302
Switzerland	202	935	20	1,157	2,427	128	119	33	258	538
Turkey	107	433	10	550	1,214	156	38	24	99	317
U.K.	608	4,358	329	5,295	12,880	174	191	271	705	1,341
Ukraine	0	133	0	133	133	29	38	4	110	181
Total	3,338	15,316	853	19,507	47,805					
MIDDLE EAST										
Bahrain	4	40	0	44	64	12	0	0	10	22
Iraq	3	16	0	19	34	5	15	0	80	100
Israel	28	179	0	207	344	36	39	23	56	154
Jordan	3	82	0	85	100	17	8	0	10	35
Kuwait	0	30	0	30	30	13	0	0	14	27
Lebanon	9	54	26	89	497	8	2	1	7	18
Oman	4	30	0	34	54	12	0	0	31	43
Qatar	12	75	0	87	146	35	2	3	71	111
Saudi Arabia	45	169	5	219	510	77	24	4	110	215
Syria	0	9	0	9	9	8	0	0	0	8
United Arab Emirates	53	535	15	603	1,073	61	26	0	195	282
Yemen	1	5	0	6	11	0	3	0	0	3
Total	162	1,224	46	1,432	2,870					
NORTH AMERICA										
Total	111	6,328	6	6,445	7,073					
OCEANIA										
Total	1	356	0	357	362					
SOUTH AMERICA										
Total	1	308	0	309	314					
Unknown location	0	897	150	1,047	1,047					
TOTAL	4,339	27,271	1,060	32,670	68,771					

Publisher's affidavit

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

David Wright, Managing Director

Date: 30/08/2024

Janet Edwards, Database Manager

Bishop's Stortford, U.K.