

BUSINESS AIR NEWS

Magazine readership and circulation statement

NOVEMBER 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	23,028
Other recipients	3,276
FBO copies	895
Exhibition copies	0
Total copies	27,199
Total readership	61,460

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	3,982	8,093	0	0	12,075	45.9
Other business aviation professionals	451	10,502	2	2,390	13,345	50.7
Other recipients	0	0	0	884	884	3.3
Total	4,433	18,595	2	3,274	26,304	

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	187	284	168	327	150	253	1,369
Company Requests	165	440	34	270	42	119	1,070
Aircraft Registries & Directories	3,003	16,231	605	548	79	123	20,589
Total	3,355	16,955	807	1,145	271	495	23,028

QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	20,329	88.2
Individuals by name only	1,477	6.4
Individuals by job title only	1,219	5.2
Individuals by company name only	3	0.0
Total	23,028	

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	21	0	29	68	10	57	0	44	111
Angola	23	38	0	61	174	24	44	7	64	139
Benin	1	2	2	5	38	0	0	0	3	3
Botswana	23	34	0	57	170	6	58	5	15	84
Burkina Faso	4	6	0	10	30	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	12	0	16	36	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	4	0	6	16	6	4	4	2	16
Congo, Democratic Republic	12	10	0	22	81	0	0	0	0	0
Djibouti	0	4	0	4	4	1	1	0	1	3
Egypt	15	97	1	113	200	38	12	1	65	116
Equatorial Guinea	2	4	2	8	46	7	3	0	2	12
Eswatini	0	3	0	3	3	0	1	0	1	2
Ethiopia	6	38	0	44	73	1	9	3	5	18
Gabon	6	9	0	15	44	4	7	7	8	26
Gambia	1	3	0	4	9	3	0	0	0	3
Ghana	4	22	0	26	46	5	9	0	5	19
Guinea	2	4	0	6	16	0	2	1	3	6
Guinea-Bissau	0	2	0	2	2	0	2	1	0	3
Ivory Coast	5	7	0	12	36	4	12	3	18	37
Kenya	64	132	0	196	510	17	201	9	72	299
Lesotho	2	1	0	3	13	0	0	0	5	5
Liberia	0	3	0	3	3	0	0	0	0	0
Libya	0	6	0	6	6	13	10	5	14	42
Madagascar	10	15	0	25	74	3	21	2	10	36
Mali	5	8	0	13	38	2	9	1	1	13
Mauritania	0	4	0	4	4	2	8	1	2	13
Mauritius	8	23	0	31	70	3	10	0	3	16
Mayotte	0	1	0	1	1	0	0	0	0	0
Morocco	19	39	0	58	151	39	28	5	29	101
Mozambique	6	10	0	16	45	2	7	3	14	26
Namibia	16	41	0	57	135	12	29	4	15	60

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Niger	3	2	0	5	20	1	10	0	0	11
Nigeria	63	128	0	191	500	74	26	3	127	230
Reunion	2	9	0	11	21	0	0	0	3	3
Rwanda	1	4	0	5	10	0	2	1	4	7
Senegal	6	11	0	17	46	6	8	3	7	24
Seychelles	12	13	0	25	84	0	0	0	0	0
Sierra Leone	0	4	0	4	4	0	0	0	2	2
Somalia	0	6	0	6	6	0	0	0	3	3
South Africa	318	479	0	797	2,355	138	375	129	443	1,085
South Sudan	0	2	0	2	2	0	0	0	0	0
Sudan	7	12	0	19	53	6	8	1	12	27
Tanzania	25	71	0	96	218	4	91	14	7	116
Togo	0	5	0	5	5	1	3	0	2	6
Tunisia	5	30	0	35	60	12	2	1	9	24
Uganda	8	22	0	30	69	2	26	2	14	44
Zambia	15	26	0	41	114	3	27	13	11	54
Zimbabwe	10	19	0	29	78	0	8	12	9	29
Total	733	1,471	5	2,209	5,871					
ASIA										
Total	3	685	0	688	703					
CENTRAL AMERICA										
Total	1	65	0	66	71					
EUROPE										
Albania	1	10	5	16	91	0	0	0	5	5
Alderney	0	1	0	1	1	0	0	0	0	0
Andorra	1	3	0	4	9	0	0	0	0	0
Armenia	5	7	0	12	36	3	2	0	5	10
Austria	135	374	40	549	1,770	219	41	45	185	490
Azerbaijan	4	18	0	22	42	19	1	0	24	44
Azores	0	2	0	2	2	0	0	0	0	0
Belarus	0	10	0	10	10	20	5	0	13	38
Belgium	90	218	15	323	974	54	35	24	58	171
Bosnia-Herzegovina	5	8	5	18	112	3	2	2	5	12
Bulgaria	18	76	10	104	332	22	15	3	16	56
Canary Islands	0	4	0	4	4	0	0	0	0	0
Croatia	14	49	15	78	357	12	7	1	15	35
Cyprus	28	57	0	85	222	1	2	6	19	28
Cyprus (Northern)	0	2	0	2	2	0	0	0	0	0
Czech Republic	106	289	5	400	989	79	74	45	92	290
Denmark	61	204	6	271	654	87	65	61	55	268
Estonia	19	43	0	62	155	9	29	8	8	54
Faroe Islands	1	12	0	13	18	0	0	0	0	0
Finland	32	128	10	170	467	19	46	15	51	131
France	406	1,114	31	1,551	3,974	235	294	196	719	1,444
Georgia	7	24	0	31	65	4	1	0	27	32
Germany	501	1,218	73	1,792	5,269	529	352	159	606	1,646
Gibraltar	0	6	0	6	6	0	0	0	0	0
Greece	46	217	20	283	788	28	24	11	74	137
Greenland	1	23	0	24	29	0	0	0	0	0
Guernsey	15	42	3	60	176	64	13	12	17	106
Hungary	22	49	0	71	179	25	16	15	77	133
Iceland	15	53	0	68	142	3	17	9	10	39
Isle of Man	13	51	10	74	278	191	27	2	45	265
Italy	183	502	53	738	2,377	95	64	37	599	795
Jersey	14	31	20	65	414	3	0	1	1	5
Kosovo	0	2	0	2	2	0	0	0	0	0
Latvia	13	61	0	74	138	9	9	6	16	40
Liechtenstein	6	11	0	17	46	0	0	0	0	0

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Lithuania	11	85	0	96	150	28	9	1	7	45
Luxembourg	25	84	0	109	232	74	23	1	14	112
Madeira	0	1	0	1	1	0	0	0	0	0
Malta	33	163	5	201	433	296	35	13	21	365
Moldova	4	13	0	17	37	6	0	0	25	31
Monaco	13	51	0	64	128	2	1	0	17	20
Montenegro	4	7	0	11	31	3	0	0	6	9
Netherlands	59	201	40	300	1,149	51	55	29	71	206
North Macedonia	1	7	0	8	13	0	0	0	0	0
Norway	57	170	0	227	506	11	49	18	194	272
Poland	105	233	5	343	928	60	45	42	151	298
Portugal	42	219	16	277	707	196	14	17	54	281
Republic of Ireland	44	202	20	266	762	42	10	11	47	110
Romania	27	120	10	157	429	28	10	8	50	96
Russia	0	420	0	420	420	231	55	31	765	1,082
San Marino	3	19	0	22	37	265	32	10	22	329
Serbia	24	55	5	84	272	40	4	11	26	81
Slovakia	26	40	0	66	193	17	8	5	50	80
Slovenia	18	55	0	73	161	18	9	5	27	59
Spain	93	391	65	549	1,915	92	70	84	496	742
Sweden	93	269	2	364	848	49	51	34	171	305
Switzerland	203	675	20	898	2,173	120	103	33	260	516
Turkey	113	339	10	462	1,156	160	38	25	99	322
U.K.	640	3,663	329	4,632	12,374	174	191	274	709	1,348
Ukraine	1	93	0	94	99	29	38	4	111	182
Total	3,401	12,494	848	16,743	45,280					
MIDDLE EAST										
Bahrain	3	33	0	36	51	12	0	0	12	24
Iraq	3	12	0	15	30	5	15	0	80	100
Israel	27	135	0	162	294	37	39	23	56	155
Jordan	3	62	0	65	80	17	12	0	11	40
Kuwait	0	19	0	19	19	13	0	0	14	27
Lebanon	0	52	16	68	292	8	2	1	7	18
Oman	4	28	0	32	52	12	0	0	32	44
Qatar	14	50	0	64	133	37	2	3	72	114
Saudi Arabia	43	133	5	181	462	77	25	4	114	220
Syria	0	6	0	6	6	8	0	0	0	8
United Arab Emirates	56	420	15	491	975	63	26	1	196	286
Yemen	1	3	0	4	9	0	3	0	0	3
Total	154	953	36	1,143	2,402					
NORTH AMERICA										
Total	140	4,811	6	4,957	5,727					
OCEANIA										
Total	2	270	0	272	282					
SOUTH AMERICA										
Total	0	228	0	228	228					
Unknown location	0	884	0	884	884					
TOTAL	4,434	21,861	895	27,190	61,447					

Publisher's affidavit

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

David Wright, Managing Director

Date: 04/11/2024

Janet Edwards, Database Manager

Bishop's Stortford, U.K.