

# BUSINESS AIR NEWS

## Magazine readership and circulation statement

### DECEMBER 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	23,397
Other recipients	3,291
FBO copies	870
Exhibition copies	0
Total copies	27,558
Total readership	61,381

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	3,968	8,185	0	0	12,153	45.5
Other business aviation professionals	449	10,795	0	2,400	13,644	51.1
Other recipients	0	0	0	891	891	3.3
<b>Total</b>	<b>4,417</b>	<b>18,980</b>	<b>0</b>	<b>3,291</b>	<b>26,688</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	186	275	174	309	141	269	1,354
Company Requests	166	416	29	234	51	165	1,061
Aircraft Registries & Directories	2,850	16,714	735	484	85	114	20,982
<b>Total</b>	<b>3,202</b>	<b>17,405</b>	<b>938</b>	<b>1,027</b>	<b>277</b>	<b>548</b>	<b>23,397</b>

## QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	20,686	88.4
Individuals by name only	1,486	6.3
Individuals by job title only	1,225	5.2
<b>Total</b>	<b>23,397</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	8	23	0	31	<b>70</b>	9	57	0	44	110
Angola	23	35	0	58	<b>171</b>	24	44	7	64	139
Benin	0	3	2	5	<b>33</b>	0	0	0	3	3
Botswana	20	39	0	59	<b>157</b>	6	58	5	15	84
Burkina Faso	4	5	0	9	<b>29</b>	1	4	0	11	16
Burundi	0	1	0	1	<b>1</b>	0	0	0	1	1
Cameroon	6	10	0	16	<b>45</b>	3	5	0	16	24
Cape Verde	1	4	0	5	<b>10</b>	0	1	0	0	1
Central African Republic	4	12	0	16	<b>36</b>	0	6	9	0	15
Chad	1	7	0	8	<b>13</b>	7	9	1	0	17
Comoros	2	3	0	5	<b>15</b>	0	4	0	0	4
Congo	3	3	0	6	<b>21</b>	6	4	4	2	16
Congo, Democratic Republic	12	10	0	22	<b>81</b>	0	0	0	0	0
Djibouti	0	5	0	5	<b>5</b>	1	1	0	1	3
Egypt	17	96	1	114	<b>211</b>	38	12	1	65	116
Equatorial Guinea	2	4	2	8	<b>46</b>	7	3	0	2	12
Eswatini	0	3	0	3	<b>3</b>	0	1	0	1	2
Ethiopia	7	37	0	44	<b>78</b>	1	9	3	5	18
Gabon	6	9	0	15	<b>44</b>	4	7	7	8	26
Gambia	1	3	0	4	<b>9</b>	3	0	0	0	3
Ghana	5	21	0	26	<b>50</b>	5	9	0	5	19
Guinea	2	4	0	6	<b>16</b>	0	2	1	3	6
Guinea-Bissau	0	2	0	2	<b>2</b>	0	2	1	0	3
Ivory Coast	5	7	0	12	<b>36</b>	4	12	3	18	37
Kenya	60	142	0	202	<b>496</b>	17	201	9	70	297
Lesotho	2	1	0	3	<b>13</b>	0	0	0	5	5
Liberia	0	3	0	3	<b>3</b>	0	0	0	0	0
Libya	0	6	0	6	<b>6</b>	14	10	5	14	43
Madagascar	12	14	0	26	<b>85</b>	3	21	2	10	36
Mali	5	8	0	13	<b>38</b>	2	9	1	1	13
Mauritania	0	4	0	4	<b>4</b>	2	8	1	2	13
Mauritius	8	25	0	33	<b>72</b>	3	10	0	3	16
Mayotte	0	1	0	1	<b>1</b>	0	0	0	0	0
Morocco	19	39	0	58	<b>151</b>	40	28	5	29	102
Mozambique	7	9	0	16	<b>50</b>	2	7	3	14	26
Namibia	16	42	0	58	<b>136</b>	12	30	4	15	61

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Niger	3	2	0	5	20	1	9	0	0	10
Nigeria	63	128	0	191	500	73	25	3	124	225
Reunion	1	10	0	11	16	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	10	15	0	25	74	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	324	478	0	802	2,390	138	370	129	443	1,080
South Sudan	0	2	0	2	2	0	0	0	0	0
Sudan	8	11	0	19	58	6	8	1	12	27
Tanzania	25	76	0	101	224	4	92	14	7	117
Togo	0	5	0	5	5	1	3	0	2	6
Tunisia	6	29	0	35	64	12	2	1	9	24
Uganda	8	22	0	30	69	2	24	2	14	42
Zambia	15	29	0	44	118	4	27	13	11	55
Zimbabwe	11	20	0	31	85	0	8	12	9	29
<b>Total</b>	<b>739</b>	<b>1,492</b>	<b>5</b>	<b>2,236</b>	<b>5,927</b>					
<b>ASIA</b>										
<b>Total</b>	<b>3</b>	<b>689</b>	<b>0</b>	<b>692</b>	<b>707</b>					
<b>CENTRAL AMERICA</b>										
<b>Total</b>	<b>1</b>	<b>64</b>	<b>0</b>	<b>65</b>	<b>70</b>					
<b>EUROPE</b>										
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	125	396	40	561	1,734	218	41	45	185	489
Azerbaijan	5	17	0	22	46	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	86	221	15	322	953	50	34	24	58	166
Bosnia-Herzegovina	5	8	5	18	112	3	2	2	5	12
Bulgaria	20	73	10	103	341	22	15	3	16	56
Canary Islands	0	4	0	4	4	0	0	0	0	0
Croatia	11	51	15	77	341	14	7	1	15	37
Cyprus	26	59	0	85	212	1	2	6	19	28
Cyprus (Northern)	0	2	0	2	2	0	0	0	0	0
Czech Republic	111	291	5	407	1,021	78	73	45	93	289
Denmark	62	206	6	274	662	87	65	61	55	268
Estonia	19	47	0	66	159	7	29	8	8	52
Faroe Islands	2	11	0	13	23	0	0	0	0	0
Finland	36	125	10	171	487	19	45	15	52	131
France	412	1,117	31	1,560	4,013	236	290	198	718	1,442
Georgia	8	30	0	38	77	4	1	0	27	32
Germany	499	1,310	48	1,857	4,974	532	352	159	606	1,649
Gibraltar	1	5	0	6	11	0	0	0	0	0
Greece	47	217	20	284	794	27	24	11	74	136
Greenland	2	22	0	24	34	0	0	0	0	0
Guernsey	14	44	3	61	172	64	13	12	17	106
Hungary	21	52	0	73	176	25	16	15	77	133
Iceland	13	54	0	67	131	3	17	9	10	39
Isle of Man	11	54	10	75	269	191	27	2	45	265
Italy	179	511	53	743	2,362	95	64	37	600	796
Jersey	10	34	20	64	393	3	0	1	1	5
Kosovo	0	2	0	2	2	0	0	0	0	0
Latvia	12	64	0	76	135	10	9	6	16	41
Liechtenstein	6	11	0	17	46	0	0	0	0	0

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Lithuania	11	84	0	95	149	28	9	1	7	45
Luxembourg	25	86	0	111	234	76	23	1	14	114
Madeira	0	1	0	1	1	0	0	0	0	0
Malta	33	174	5	212	444	297	34	13	21	365
Moldova	6	13	0	19	48	6	0	0	25	31
Monaco	15	47	0	62	136	1	1	0	17	19
Montenegro	4	7	0	11	31	3	0	0	6	9
Netherlands	55	223	40	318	1,148	50	54	29	71	204
North Macedonia	2	6	0	8	18	0	0	0	0	0
Norway	58	167	0	225	509	11	49	18	189	267
Poland	107	227	5	339	933	59	45	42	151	297
Portugal	40	226	16	282	702	195	14	17	54	280
Republic of Ireland	48	200	20	268	783	42	10	11	47	110
Romania	30	121	10	161	448	28	10	8	50	96
Russia	0	416	0	416	416	234	55	31	765	1,085
San Marino	3	19	0	22	37	267	33	10	22	332
Serbia	21	58	5	84	257	40	4	11	26	81
Slovakia	26	40	0	66	193	17	7	5	50	79
Slovenia	18	55	0	73	161	18	9	5	27	59
Spain	94	406	65	565	1,936	93	70	84	495	742
Sweden	92	351	2	445	924	49	51	34	170	304
Switzerland	194	705	20	919	2,150	123	108	33	258	522
Turkey	110	345	10	465	1,144	159	38	25	99	321
U.K.	633	3,669	329	4,631	12,339	173	190	274	711	1,348
Ukraine	1	96	0	97	102	29	38	4	111	182
<b>Total</b>	<b>3,376</b>	<b>12,813</b>	<b>823</b>	<b>17,012</b>	<b>45,076</b>					
<b>MIDDLE EAST</b>										
Bahrain	3	32	0	35	50	12	0	0	12	24
Iraq	3	12	0	15	30	5	15	0	80	100
Israel	25	139	0	164	286	37	39	23	56	155
Jordan	4	62	0	66	86	17	12	0	11	40
Kuwait	0	19	0	19	19	13	0	0	14	27
Lebanon	0	54	16	70	294	8	2	1	7	18
Oman	4	27	0	31	51	12	0	0	32	44
Qatar	14	53	0	67	136	37	2	3	72	114
Saudi Arabia	46	131	5	182	477	77	25	4	114	220
Syria	0	6	0	6	6	8	0	0	0	8
United Arab Emirates	55	423	15	493	972	64	26	1	196	287
Yemen	1	3	0	4	9	0	3	0	0	3
<b>Total</b>	<b>155</b>	<b>961</b>	<b>36</b>	<b>1,152</b>	<b>2,416</b>					
<b>NORTH AMERICA</b>										
<b>Total</b>	<b>139</b>	<b>4,855</b>	<b>6</b>	<b>5,000</b>	<b>5,765</b>					
<b>OCEANIA</b>										
<b>Total</b>	<b>2</b>	<b>270</b>	<b>0</b>	<b>272</b>	<b>282</b>					
<b>SOUTH AMERICA</b>										
<b>Total</b>	<b>0</b>	<b>229</b>	<b>0</b>	<b>229</b>	<b>229</b>					
Unknown location	0	891	0	891	891					
<b>TOTAL</b>	<b>4,415</b>	<b>22,264</b>	<b>870</b>	<b>27,549</b>	<b>61,362</b>					

## Publisher's affidavit

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

David Wright, Managing Director

Date: 03/12/2024

Janet Edwards, Database Manager

Bishop's Stortford, U.K.