

BUSINESS AIR NEWS

Magazine readership and circulation statement

OCTOBER 2022 - 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 twice a year to coincide with the NBAA Convention and the NBAA Schedulers and Dispatchers Conference. 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 editions for Europe, South and Central America and the Asia Pacific 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	36,506
Other recipients	5,765
FBO copies	18
Exhibition copies	300
Total copies	42,589
Total readership	69,687

Total readership figure is based on:

Readers per printed copy	5.8
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	4,316	23,616	0	0	27,932	66.0
Other business aviation professionals	402	8,172	0	4,560	13,134	31.0
Other recipients	0	0	0	1,205	1,205	2.8
Total	4,718	31,788	0	5,765	42,271	

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	118	207	100	194	91	209	919
Company Requests	121	606	64	221	7	92	1,111
Aircraft Registries & Directories	3,497	27,267	531	2,005	189	986	34,476
Total	3,736	28,080	695	2,420	287	1,287	36,506

QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	34,067	93.3
Individuals by name only	1,487	4.0
Individuals by job title only	951	2.6
Individuals by company name only	1	0.0
Total	36,506	

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	2	423	0	425	435					
ASIA										
Total	5	816	0	821	845					
CENTRAL AMERICA										
Total	3	216	0	219	233					
EUROPE										
Total	196	4,643	12	4,851	5,960					
MIDDLE EAST										
Total	13	340	0	353	415					
NORTH AMERICA										
Canada	177	2,586	0	2,763	3,613	714	1,118	246	1,844	3,922
Mexico	154	1,043	0	1,197	1,936	761	283	57	545	1,646
Saint Pierre and Miquelon (France)	0	1	0	1	1	0	0	0	0	0
U.S.A.	4,161	25,410	6	29,577	49,634	16,125	9,353	4,038	6,626	36,142
Total	4,492	29,040	6	33,538	55,184					
OCEANIA										
Total	1	402	0	403	408					
SOUTH AMERICA										
Total	6	457	0	463	492					
Unknown location	0	1,205	300	1,505	1,505					
TOTAL	4,718	37,542	318	42,578	69,676					

Publisher's affidavit

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

David Wright, Managing Director

Date: 30/09/2022

Janet Edwards, Database Manager

Bishop's Stortford, U.K.