

# BUSINESS AIR NEWS

## Magazine readership and circulation statement

### MAY 2023 - 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	26,461
Other recipients	3,795
FBO copies	914
Exhibition copies	300
Total copies	31,470
Total readership	72,936

Total readership figure is based on:

Readers per printed copy	6.0
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	4,448	9,596	1	0	14,045	46.4
Other business aviation professionals	445	11,972	0	2,643	15,060	49.7
Other recipients	0	0	0	1,151	1,151	3.8
<b>Total</b>	<b>4,893</b>	<b>21,568</b>	<b>1</b>	<b>3,794</b>	<b>30,256</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	203	395	263	331	158	356	1,706
Company Requests	242	517	127	343	15	72	1,316
Aircraft Registries & Directories	2,953	18,775	905	725	27	54	23,439
<b>Total</b>	<b>3,398</b>	<b>19,687</b>	<b>1,295</b>	<b>1,399</b>	<b>200</b>	<b>482</b>	<b>26,461</b>

## QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	23,491	88.7
Individuals by name only	1,677	6.3
Individuals by job title only	1,293	4.8
<b>Total</b>	<b>26,461</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	11	22	0	33	<b>88</b>	10	57	0	44	111
Angola	26	30	0	56	<b>186</b>	24	46	7	62	139
Benin	3	2	2	7	<b>50</b>	0	1	0	3	4
Botswana	28	38	0	66	<b>206</b>	7	57	6	14	84
Burkina Faso	5	4	0	9	<b>34</b>	1	4	0	8	13
Burundi	1	1	0	2	<b>7</b>	0	0	0	1	1
Cameroon	6	10	0	16	<b>46</b>	3	5	0	17	25
Cape Verde	1	4	0	5	<b>10</b>	0	1	0	0	1
Central African Republic	4	2	0	6	<b>26</b>	0	4	9	0	13
Chad	1	7	0	8	<b>13</b>	7	6	1	0	14
Comoros	2	2	0	4	<b>14</b>	0	4	0	0	4
Congo	3	3	0	6	<b>21</b>	6	2	4	2	14
Congo, Democratic Republic	15	10	0	25	<b>100</b>	0	0	0	0	0
Djibouti	0	4	0	4	<b>4</b>	1	1	0	1	3
Egypt	17	106	1	124	<b>223</b>	38	12	1	63	114
Equatorial Guinea	2	7	2	11	<b>49</b>	5	3	0	2	10
Eswatini	0	4	0	4	<b>4</b>	0	1	0	1	2
Ethiopia	8	43	0	51	<b>91</b>	2	9	3	5	19
Gabon	6	10	0	16	<b>46</b>	5	3	7	5	20
Gambia	1	3	0	4	<b>9</b>	3	0	0	0	3
Ghana	6	27	0	33	<b>63</b>	5	8	0	7	20
Guinea	1	5	0	6	<b>11</b>	0	2	1	2	5
Guinea-Bissau	0	2	0	2	<b>2</b>	0	2	1	0	3
Ivory Coast	5	14	0	19	<b>44</b>	5	11	3	21	40
Kenya	69	160	0	229	<b>574</b>	14	185	9	71	279
Lesotho	2	2	0	4	<b>14</b>	0	0	0	5	5
Liberia	0	7	0	7	<b>7</b>	0	0	0	0	0
Libya	0	26	0	26	<b>26</b>	14	10	5	21	50
Madagascar	10	16	0	26	<b>76</b>	2	20	2	8	32
Mali	5	9	0	14	<b>39</b>	2	9	1	1	13
Mauritania	0	4	0	4	<b>4</b>	1	8	1	2	12
Mauritius	8	25	0	33	<b>73</b>	2	9	0	3	14
Mayotte	0	3	0	3	<b>3</b>	0	0	0	0	0
Morocco	19	31	0	50	<b>145</b>	43	30	5	34	112
Mozambique	7	16	0	23	<b>58</b>	2	7	3	16	28
Namibia	20	49	0	69	<b>169</b>	12	34	4	15	65

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Niger	3	3	0	6	21	1	10	0	0	11
Nigeria	66	145	0	211	541	71	24	3	134	232
Reunion	4	13	0	17	37	0	0	0	3	3
Rwanda	1	4	0	5	10	0	2	1	4	7
Saint Helena	0	2	0	2	2	0	0	0	0	0
Senegal	6	12	0	18	48	6	9	3	6	24
Seychelles	13	17	0	30	95	0	0	0	0	0
Sierra Leone	0	5	0	5	5	0	0	0	2	2
Somalia	0	7	0	7	7	0	0	0	1	1
South Africa	369	594	0	963	2,808	136	380	135	465	1,116
South Sudan	0	5	0	5	5	0	0	0	0	0
Sudan	8	18	0	26	66	4	7	1	12	24
Tanzania	26	76	0	102	232	4	81	14	6	105
Togo	0	8	0	8	8	1	3	0	2	6
Tunisia	5	42	0	47	72	12	2	1	9	24
Uganda	10	23	0	33	83	2	26	2	15	45
Zambia	16	31	0	47	127	3	24	13	8	48
Zimbabwe	13	28	0	41	106	0	8	10	7	25
<b>Total</b>	<b>832</b>	<b>1,741</b>	<b>5</b>	<b>2,578</b>	<b>6,808</b>					
<b>ASIA</b>										
<b>Total</b>	<b>2</b>	<b>867</b>	<b>0</b>	<b>869</b>	<b>879</b>					
<b>CENTRAL AMERICA</b>										
<b>Total</b>	<b>1</b>	<b>87</b>	<b>0</b>	<b>88</b>	<b>93</b>					
<b>EUROPE</b>										
Albania	1	10	0	11	16	0	0	0	5	5
Alderney	0	5	0	5	5	0	0	0	0	0
Andorra	0	3	0	3	3	0	0	0	0	0
Armenia	3	7	0	10	25	2	1	0	2	5
Austria	140	412	30	582	1,702	223	44	38	176	481
Azerbaijan	6	25	0	31	61	17	1	0	25	43
Azores	0	3	0	3	3	0	0	0	0	0
Belarus	0	15	0	15	15	20	6	0	13	39
Belgium	95	220	15	330	1,015	53	35	24	65	177
Bosnia-Herzegovina	4	7	0	11	31	3	2	2	4	11
Bulgaria	21	75	5	101	276	18	15	3	14	50
Canary Islands	0	5	0	5	5	0	0	0	0	0
Channel Islands	0	1	0	1	1	0	0	0	0	0
Croatia	15	54	0	69	144	13	6	1	15	35
Cyprus	32	61	0	93	253	1	2	6	18	27
Cyprus (Northern)	0	2	0	2	2	0	0	0	0	0
Czech Republic	117	282	0	399	984	70	70	44	90	274
Denmark	63	229	6	298	697	82	59	50	62	253
Estonia	19	52	0	71	166	9	26	7	9	51
Faroe Islands	2	11	0	13	23	0	0	0	0	0
Finland	33	146	10	189	494	20	37	14	49	120
France	412	1,217	31	1,660	4,154	235	290	191	750	1,466
Georgia	8	32	0	40	80	4	1	0	27	32
Germany	543	1,403	128	2,074	6,581	537	356	150	631	1,674
Gibraltar	2	4	0	6	16	0	0	0	0	0
Greece	54	226	20	300	850	24	21	10	66	121
Greenland	2	22	0	24	34	0	0	0	0	0
Guernsey	14	50	3	67	179	59	17	12	17	105
Hungary	27	55	0	82	217	21	17	15	66	119
Iceland	17	63	0	80	165	3	14	9	11	37
Isle of Man	14	68	10	92	302	216	31	2	42	291
Italy	186	546	53	785	2,457	89	62	36	603	790
Jersey	15	36	20	71	426	3	0	1	0	4
Kosovo	0	2	0	2	2	0	0	0	0	0

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Latvia	12	50	0	62	122	10	9	6	16	41
Liechtenstein	10	13	0	23	73	0	0	0	0	0
Lithuania	11	103	0	114	169	27	8	1	6	42
Luxembourg	36	97	0	133	313	61	22	1	11	95
Madeira	0	1	0	1	1	0	0	0	0	0
Malta	35	188	5	228	473	265	27	13	17	322
Moldova	6	13	0	19	49	7	1	0	25	33
Monaco	11	43	0	54	109	2	1	0	13	16
Montenegro	6	10	0	16	46	3	0	0	7	10
Netherlands	67	246	40	353	1,248	53	47	26	64	190
North Macedonia	2	6	0	8	18	0	0	0	0	0
Norway	72	193	0	265	625	17	51	18	209	295
Poland	119	244	0	363	958	52	46	38	145	281
Portugal	42	219	16	277	711	172	14	17	53	256
Republic of Ireland	63	210	20	293	888	42	11	11	45	109
Romania	30	125	0	155	305	18	9	8	47	82
Russia	0	540	0	540	540	202	57	33	767	1,059
San Marino	3	14	0	17	32	209	26	9	15	259
Serbia	24	65	0	89	209	33	4	11	28	76
Slovakia	32	53	0	85	245	18	7	6	45	76
Slovenia	16	72	0	88	168	17	9	5	27	58
Spain	148	422	82	652	2,540	90	69	85	502	746
Sweden	100	339	2	441	969	48	53	34	172	307
Switzerland	301	831	20	1,152	2,937	105	105	31	251	492
Turkey	121	353	10	484	1,229	133	35	23	97	288
U.K.	639	3,883	331	4,853	12,682	177	185	299	748	1,409
Ukraine	0	144	0	144	144	29	37	4	112	182
<b>Total</b>	<b>3,751</b>	<b>13,826</b>	<b>857</b>	<b>18,434</b>	<b>49,187</b>					
<b>MIDDLE EAST</b>										
Bahrain	4	36	0	40	60	12	0	0	10	22
Iraq	3	16	0	19	34	5	13	0	79	97
Israel	30	166	0	196	346	34	39	23	53	149
Jordan	4	82	0	86	106	17	8	0	10	35
Kuwait	0	29	0	29	29	13	0	0	15	28
Lebanon	10	52	26	88	502	9	2	1	7	19
Oman	4	27	0	31	51	12	0	0	30	42
Qatar	13	58	0	71	136	34	0	3	69	106
Saudi Arabia	49	154	5	208	523	74	20	4	96	194
Syria	0	8	0	8	8	8	0	0	0	8
United Arab Emirates	61	472	15	548	1,063	61	21	0	195	277
Yemen	1	5	0	6	11	0	3	0	0	3
<b>Total</b>	<b>179</b>	<b>1,105</b>	<b>46</b>	<b>1,330</b>	<b>2,869</b>					
<b>NORTH AMERICA</b>										
<b>Total</b>	<b>125</b>	<b>5,949</b>	<b>6</b>	<b>6,080</b>	<b>6,789</b>					
<b>OCEANIA</b>										
<b>Total</b>	<b>1</b>	<b>357</b>	<b>0</b>	<b>358</b>	<b>363</b>					
<b>SOUTH AMERICA</b>										
<b>Total</b>	<b>1</b>	<b>274</b>	<b>0</b>	<b>275</b>	<b>280</b>					
Unknown location	0	1,151	300	1,451	1,451					
<b>TOTAL</b>	<b>4,892</b>	<b>25,357</b>	<b>1,214</b>	<b>31,463</b>	<b>72,919</b>					

## Publisher's affidavit

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

David Wright, Managing Director

Date: 05/05/2023

Janet Edwards, Database Manager

Bishop's Stortford, U.K.