

BUSINESS AIR NEWS

Magazine readership and circulation statement

JUNE 2023 - 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	26,459
Other recipients	3,825
FBO copies	869
Exhibition copies	0
Total copies	31,153
Total readership	65,148

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	4,032	9,869	0	0	13,901	45.9
Other business aviation professionals	423	12,135	0	2,675	15,233	50.3
Other recipients	0	0	0	1,150	1,150	3.7
Total	4,455	22,004	0	3,825	30,284	

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.

Stansted News Ltd
134 South Street, Bishop's Stortford
Hertfordshire, CM23 3BQ
United Kingdom
Tel: +44 (0)1279 714505
www.businessairnews.com

Advertising Manager
Brad Wright
Tel: +44 (0)1279 714521
Email: brad@businessairnews.com

Circulation/Subscriptions
Janet Edwards
Tel: +44 (0)1279 714515
Email: janet@businessairnews.com

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	198	404	275	344	154	355	1,730
Company Requests	169	504	152	365	18	109	1,317
Aircraft Registries & Directories	2,459	19,006	996	819	34	98	23,412
Total	2,826	19,914	1,423	1,528	206	562	26,459

QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	23,498	88.8
Individuals by name only	1,664	6.2
Individuals by job title only	1,297	4.9
Total	26,459	

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	11	22	0	33	87	10	57	0	44	111
Angola	24	33	0	57	175	24	46	7	62	139
Benin	3	2	2	7	50	0	1	0	3	4
Botswana	25	41	0	66	188	7	57	6	14	84
Burkina Faso	5	4	0	9	34	1	4	0	8	13
Burundi	1	1	0	2	7	0	0	0	1	1
Cameroon	5	11	0	16	40	3	5	0	17	25
Cape Verde	1	4	0	5	10	0	1	0	0	1
Central African Republic	4	2	0	6	26	0	4	9	0	13
Chad	1	7	0	8	13	7	6	1	0	14
Comoros	2	2	0	4	14	0	4	0	0	4
Congo	3	3	0	6	21	6	2	4	2	14
Congo, Democratic Republic	14	11	0	25	94	0	0	0	0	0
Djibouti	0	4	0	4	4	1	1	0	1	3
Egypt	16	107	1	124	216	38	12	1	63	114
Equatorial Guinea	2	7	2	11	49	5	3	0	2	10
Eswatini	0	4	0	4	4	0	1	0	1	2
Ethiopia	5	46	0	51	76	2	9	3	5	19
Gabon	5	11	0	16	40	5	3	7	7	22
Gambia	1	3	0	4	9	3	0	0	0	3
Ghana	4	29	0	33	53	5	9	0	7	21
Guinea	1	5	0	6	11	0	2	1	2	5
Guinea-Bissau	0	2	0	2	2	0	2	1	0	3
Ivory Coast	5	15	0	20	44	5	11	3	21	40
Kenya	63	166	0	229	538	14	185	9	70	278
Lesotho	2	2	0	4	14	0	0	0	5	5
Liberia	0	7	0	7	7	0	0	0	0	0
Libya	0	26	0	26	26	14	10	5	21	50
Madagascar	9	17	0	26	70	2	20	2	8	32
Mali	5	9	0	14	38	2	9	1	1	13
Mauritania	0	4	0	4	4	1	8	1	2	12
Mauritius	8	25	0	33	72	2	9	0	3	14
Mayotte	0	3	0	3	3	0	0	0	0	0
Morocco	18	32	0	50	138	43	30	5	34	112
Mozambique	5	18	0	23	48	2	7	3	16	28
Namibia	16	53	0	69	147	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	147	0	213	536	71	24	3	134	232
Reunion	3	14	0	17	32	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	47	6	9	3	6	24
Seychelles	12	18	0	30	89	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	327	636	0	963	2,565	136	376	135	464	1,111
South Sudan	0	5	0	5	5	0	0	0	0	0
Sudan	7	19	0	26	60	4	7	1	12	24
Tanzania	24	79	0	103	221	4	81	14	6	105
Togo	0	8	0	8	8	1	3	0	2	6
Tunisia	4	43	0	47	67	12	2	1	9	24
Uganda	9	24	0	33	77	2	26	2	15	45
Zambia	15	32	0	47	120	3	24	13	8	48
Zimbabwe	9	32	0	41	85	0	8	10	7	25
Total	750	1,828	5	2,583	6,328					
ASIA										
Total	2	873	0	875	885					
CENTRAL AMERICA										
Total	1	86	0	87	92					
EUROPE										
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	134	420	30	584	1,661	225	44	38	175	482
Azerbaijan	6	25	0	31	60	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	86	229	15	330	961	55	34	24	63	176
Bosnia-Herzegovina	4	7	0	11	31	3	2	2	4	11
Bulgaria	18	77	5	100	258	17	15	3	14	49
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	142	13	6	1	15	35
Cyprus	32	61	0	93	250	1	2	6	19	28
Cyprus (Northern)	0	2	0	2	2	0	0	0	0	0
Czech Republic	107	294	0	401	925	71	69	44	90	274
Denmark	57	237	6	300	663	81	60	50	63	254
Estonia	16	54	0	70	148	8	26	7	10	51
Faroe Islands	2	11	0	13	23	0	0	0	0	0
Finland	32	146	10	188	485	19	37	14	49	119
France	375	1,251	31	1,657	3,928	233	289	191	752	1,465
Georgia	8	32	0	40	79	4	1	0	26	31
Germany	500	1,460	83	2,043	5,655	533	357	150	632	1,672
Gibraltar	2	4	0	6	16	0	0	0	0	0
Greece	51	229	20	300	830	23	21	10	66	120
Greenland	2	21	0	23	33	0	0	0	0	0
Guernsey	12	50	3	65	166	60	16	12	18	106
Hungary	25	56	0	81	204	21	17	15	66	119
Iceland	16	64	0	80	158	3	14	9	11	37
Isle of Man	14	68	10	92	301	212	31	2	42	287
Italy	172	559	53	784	2,369	88	62	36	596	782
Jersey	13	38	20	71	415	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	9	53	0	62	106	10	9	6	16	41
Liechtenstein	9	13	0	22	66	0	0	0	0	0
Lithuania	11	104	0	115	169	27	8	1	6	42
Luxembourg	34	98	0	132	299	64	23	1	11	99
Madeira	0	1	0	1	1	0	0	0	0	0
Malta	32	192	5	229	456	265	26	13	18	322
Moldova	4	15	0	19	39	7	1	0	25	33
Monaco	9	44	0	53	97	2	1	0	14	17
Montenegro	5	11	0	16	40	3	0	0	6	9
Netherlands	62	253	40	355	1,219	50	48	26	65	189
North Macedonia	1	7	0	8	13	0	0	0	0	0
Norway	65	199	0	264	582	16	51	18	209	294
Poland	105	261	0	366	880	52	45	38	145	280
Portugal	38	223	16	277	687	174	14	17	53	258
Republic of Ireland	58	213	20	291	855	42	11	11	46	110
Romania	29	129	0	158	300	18	9	8	47	82
Russia	0	541	0	541	541	202	57	33	770	1,062
San Marino	2	16	0	18	28	209	25	9	14	257
Serbia	22	67	0	89	197	33	4	11	28	76
Slovakia	29	55	0	84	226	19	7	6	45	77
Slovenia	12	74	0	86	145	17	9	5	27	58
Spain	133	436	82	651	2,451	89	67	85	504	745
Sweden	94	350	2	446	935	49	53	35	173	310
Switzerland	250	874	20	1,144	2,649	109	109	31	249	498
Turkey	109	366	10	485	1,159	134	35	23	98	290
U.K.	596	3,952	331	4,879	12,433	176	187	300	746	1,409
Ukraine	0	142	0	142	142	29	37	4	114	184
Total	3,421	14,189	812	18,422	46,553					
MIDDLE EAST										
Bahrain	4	36	0	40	60	12	0	0	10	22
Iraq	1	18	0	19	24	5	13	0	79	97
Israel	26	170	0	196	323	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	14	27
Lebanon	9	53	26	88	496	9	2	1	7	19
Oman	4	27	0	31	51	12	0	0	30	42
Qatar	12	59	0	71	130	33	0	3	69	105
Saudi Arabia	43	161	5	209	490	74	20	4	106	204
Syria	0	8	0	8	8	8	0	0	0	8
United Arab Emirates	54	479	15	548	1,023	61	21	0	195	277
Yemen	1	5	0	6	11	0	3	0	0	3
Total	158	1,127	46	1,331	2,749					
NORTH AMERICA										
Total	119	5,943	6	6,068	6,735					
OCEANIA										
Total	1	356	0	357	362					
SOUTH AMERICA										
Total	1	272	0	273	278					
Unknown location	0	1,150	0	1,150	1,150					
TOTAL	4,453	25,824	869	31,146	65,132					

Publisher's affidavit

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

David Wright, Managing Director

Date: 09/06/2023

Janet Edwards, Database Manager

Bishop's Stortford, U.K.