

# BUSINESS AIR NEWS

## Magazine readership and circulation statement

### DECEMBER 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	27,320
Other recipients	3,893
FBO copies	937
Exhibition copies	0
Total copies	32,150
Total readership	66,931

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	4,002	10,301	0	0	14,303	45.8
Other business aviation professionals	419	12,598	0	2,788	15,805	50.6
Other recipients	0	0	0	1,105	1,105	3.5
<b>Total</b>	<b>4,421</b>	<b>22,899</b>	<b>0</b>	<b>3,893</b>	<b>31,213</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	217	374	169	371	210	318	1,659
Company Requests	68	488	166	322	20	183	1,247
Aircraft Registries & Directories	3,060	20,278	452	429	59	136	24,414
<b>Total</b>	<b>3,345</b>	<b>21,140</b>	<b>787</b>	<b>1,122</b>	<b>289</b>	<b>637</b>	<b>27,320</b>

## QUALIFIED MAILING ADDRESS BREAKOUT

	Count	Per cent
Individuals by name and job title	24,281	88.8
Individuals by name only	1,720	6.2
Individuals by job title only	1,319	4.8
<b>Total</b>	<b>27,320</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	28	0	36	75	10	57	0	44	111
Angola	26	31	0	57	184	24	43	7	65	139
Benin	2	3	2	7	45	0	1	0	2	3
Botswana	23	43	0	66	179	7	56	6	13	82
Burkina Faso	5	4	0	9	34	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	2	0	6	26	0	4	9	0	13
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	3	4	2	15
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	106	1	123	215	38	12	1	65	116
Equatorial Guinea	1	8	2	11	44	5	3	0	2	10
Eswatini	0	4	0	4	4	0	1	0	1	2
Ethiopia	7	47	0	54	88	1	9	3	5	18
Gabon	6	10	0	16	45	4	3	7	8	22
Gambia	1	4	0	5	10	3	0	0	0	3
Ghana	6	27	0	33	62	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	4	12	3	23	42
Kenya	60	170	0	230	524	14	187	9	68	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	28	0	28	28	14	10	5	22	51
Madagascar	9	17	0	26	70	3	18	2	8	31
Mali	5	9	0	14	38	2	9	1	1	13
Mauritania	0	4	0	4	4	2	8	1	2	13
Mauritius	8	27	0	35	74	3	9	0	3	15
Mayotte	0	3	0	3	3	0	0	0	0	0
Morocco	17	35	0	52	135	41	29	5	30	105
Mozambique	7	15	0	22	56	2	7	3	17	29
Namibia	19	50	0	69	162	12	31	4	15	62

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Niger	3	3	0	6	21	1	10	0	0	11
Nigeria	58	159	0	217	501	75	23	3	126	227
Reunion	0	15	0	15	15	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	8	3	7	24
Seychelles	13	17	0	30	94	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	2	2
South Africa	328	624	0	952	2,559	137	382	132	452	1,103
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	78	0	102	220	3	81	14	6	104
Togo	0	8	0	8	8	1	3	0	2	6
Tunisia	4	42	0	46	66	12	2	1	9	24
Uganda	6	29	0	35	64	2	26	2	15	45
Zambia	14	33	0	47	116	3	24	13	8	48
Zimbabwe	11	29	0	40	94	0	8	10	8	26
<b>Total</b>	<b>739</b>	<b>1,841</b>	<b>5</b>	<b>2,585</b>	<b>6,276</b>					
<b>ASIA</b>										
<b>Total</b>	<b>1</b>	<b>903</b>	<b>0</b>	<b>904</b>	<b>909</b>					
<b>CENTRAL AMERICA</b>										
<b>Total</b>	<b>1</b>	<b>85</b>	<b>0</b>	<b>86</b>	<b>91</b>					
<b>EUROPE</b>										
Albania	0	12	5	17	87	0	0	0	5	5
Alderney	0	4	0	4	4	0	0	0	0	0
Andorra	0	3	0	3	3	0	0	0	0	0
Armenia	4	7	0	11	31	3	1	0	4	8
Austria	126	445	30	601	1,638	216	40	39	172	467
Azerbaijan	5	27	0	32	56	18	1	0	24	43
Azores	0	3	0	3	3	0	0	0	0	0
Belarus	0	15	0	15	15	20	5	0	13	38
Belgium	89	253	15	357	1,003	51	35	24	59	169
Bosnia-Herzegovina	4	7	5	16	106	3	2	2	4	11
Bulgaria	19	76	10	105	338	18	15	3	14	50
Canary Islands	0	5	0	5	5	0	0	0	0	0
Croatia	13	54	15	82	356	13	7	1	15	36
Cyprus	24	63	0	87	205	1	2	6	18	27
Cyprus (Northern)	0	2	0	2	2	0	0	0	0	0
Czech Republic	111	303	5	419	1,033	71	67	44	89	271
Denmark	58	246	6	310	678	81	65	60	60	266
Estonia	19	50	0	69	162	6	28	8	10	52
Faroe Islands	2	11	0	13	23	0	0	0	0	0
Finland	33	152	10	195	497	19	43	14	50	126
France	393	1,277	31	1,701	4,061	243	284	192	732	1,451
Georgia	6	34	0	40	69	4	1	0	28	33
Germany	491	1,466	83	2,040	5,608	529	352	151	623	1,655
Gibraltar	1	5	0	6	11	0	0	0	0	0
Greece	48	244	20	312	827	25	23	11	67	126
Greenland	2	22	0	24	34	0	0	0	0	0
Guernsey	12	58	3	73	174	63	15	11	17	106
Hungary	24	55	0	79	197	24	16	15	77	132
Iceland	16	71	0	87	165	3	17	9	12	41
Isle of Man	12	71	10	93	292	197	28	2	40	267
Italy	167	578	53	798	2,358	86	63	35	597	781
Jersey	16	40	20	76	434	2	0	1	0	3
Kosovo	0	2	5	7	77	0	0	0	0	0
Latvia	13	51	0	64	128	8	9	6	16	39

	Printed	Digital	FBO/Exhib	Total	Readership	Jets	Turboprops	Twins	Helicopters	Fleet
Liechtenstein	7	14	0	21	55	0	0	0	0	0
Lithuania	11	112	0	123	177	27	8	1	7	43
Luxembourg	30	103	0	133	280	68	23	1	13	105
Madeira	0	1	0	1	1	0	0	0	0	0
Malta	33	203	5	241	473	268	29	13	20	330
Moldova	6	13	0	19	48	6	1	0	25	32
Monaco	9	55	0	64	108	2	1	0	16	19
Montenegro	5	11	0	16	40	3	0	0	6	9
Netherlands	65	267	40	372	1,250	50	55	25	66	196
North Macedonia	1	7	0	8	13	0	0	0	0	0
Norway	63	212	0	275	584	13	50	18	204	285
Poland	107	258	5	370	964	53	42	38	144	277
Portugal	42	230	16	288	718	189	14	17	55	275
Republic of Ireland	57	222	20	299	858	39	11	11	44	105
Romania	28	130	10	168	445	20	9	8	49	86
Russia	0	548	0	548	548	209	56	31	769	1,065
San Marino	3	17	0	20	35	216	28	10	18	272
Serbia	25	66	5	96	288	34	4	11	27	76
Slovakia	31	52	0	83	235	18	7	6	48	79
Slovenia	18	73	0	91	179	17	9	5	27	58
Spain	100	466	90	656	2,406	88	66	85	507	746
Sweden	93	375	2	470	954	48	50	35	170	303
Switzerland	216	910	20	1,146	2,484	108	111	31	256	506
Turkey	110	377	10	497	1,176	146	35	23	95	299
U.K.	635	4,221	331	5,187	12,932	171	175	270	707	1,323
Ukraine	0	139	0	139	139	29	37	4	111	181
<b>Total</b>	<b>3,403</b>	<b>14,794</b>	<b>880</b>	<b>19,077</b>	<b>48,072</b>					
<b>MIDDLE EAST</b>										
Bahrain	4	37	0	41	61	10	0	0	10	20
Iraq	2	17	0	19	29	5	15	0	80	100
Israel	28	175	0	203	340	37	39	23	51	150
Jordan	4	81	0	85	105	17	8	0	10	35
Kuwait	0	29	0	29	29	13	0	0	14	27
Lebanon	10	52	26	88	501	9	2	1	7	19
Oman	4	28	0	32	52	12	0	0	30	42
Qatar	11	64	0	75	129	34	0	3	71	108
Saudi Arabia	44	171	5	220	506	74	21	4	110	209
Syria	0	8	0	8	8	8	0	0	0	8
United Arab Emirates	51	516	15	582	1,042	62	23	0	191	276
Yemen	1	5	0	6	11	0	3	0	0	3
<b>Total</b>	<b>159</b>	<b>1,183</b>	<b>46</b>	<b>1,388</b>	<b>2,811</b>					
<b>NORTH AMERICA</b>										
<b>Total</b>	<b>116</b>	<b>6,216</b>	<b>6</b>	<b>6,338</b>	<b>6,990</b>					
<b>OCEANIA</b>										
<b>Total</b>	<b>0</b>	<b>361</b>	<b>0</b>	<b>361</b>	<b>361</b>					
<b>SOUTH AMERICA</b>										
<b>Total</b>	<b>1</b>	<b>297</b>	<b>0</b>	<b>298</b>	<b>303</b>					
Unknown location	0	1,105	0	1,105	1,105					
<b>TOTAL</b>	<b>4,420</b>	<b>26,785</b>	<b>937</b>	<b>32,142</b>	<b>66,918</b>					

## Publisher's affidavit

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

David Wright, Managing Director

Date: 07/12/2023

Janet Edwards, Database Manager

Bishop's Stortford, U.K.