

F.A.Z. and Handelsblatt in Comparison

An Analysis of Data from AWA 2003,
LAE 2003 and IVW

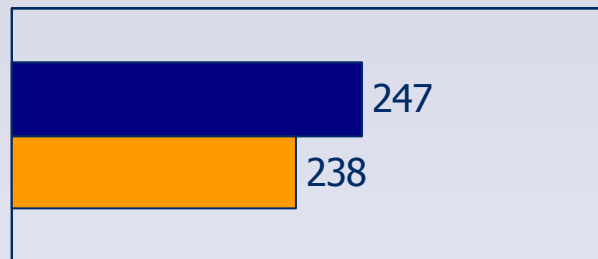
F.A.Z. Media Service

Frankfurter
Allgemeine
Zeitung
für
Aussiedler
und
Emigranten

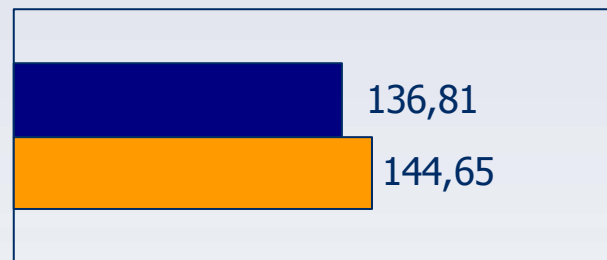
F.A.Z. and Handelsblatt in Comparison

Reach and cost per 1000 readers among decision makers in business and administration

Reach in '000



Cost per '000 readers in €



■ F.A.Z. ■ Handelsblatt

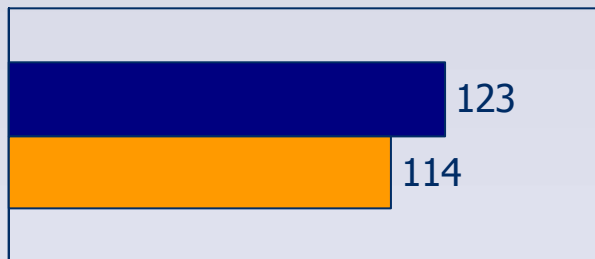
- ▶ Among 2.237 million decision makers in business and administration F.A.Z. reaches 247,000 readers (11,1 %) daily - and this at a cost per 1000 readers of 136,81 Euro (Space size 1/1 page bw).

Source: LAE 2003, Base sample 9.162 = universe 2.24 million.
Cost per 1000 based on 1/1 page bw,
Rates 2003

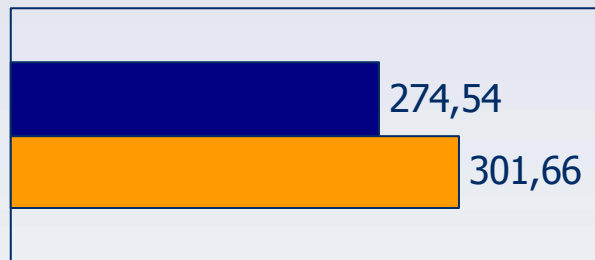
F.A.Z. and Handelsblatt in Comparison

Reach and cost per 1000 readers among decision makers in business and administration with a gross annual income of 80,000 Euro and more

Reach in '000



Cost per 1000 readers in €



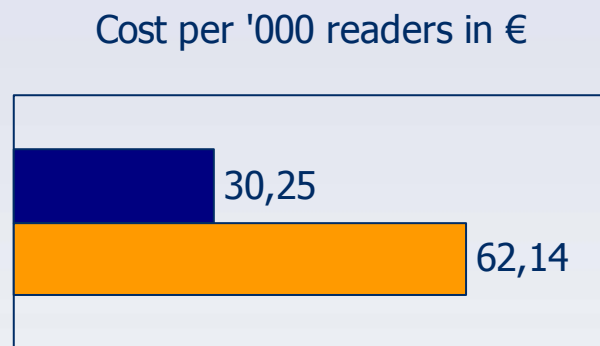
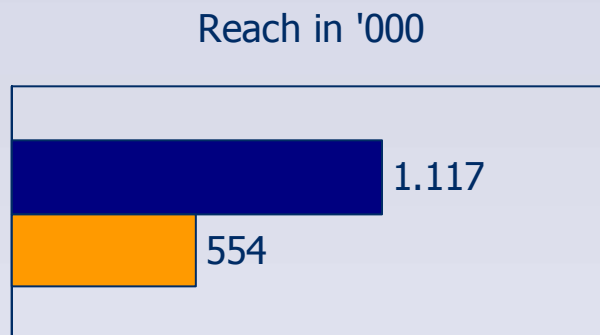
■ F.A.Z. ■ Handelsblatt

- ▶ 123,000 decision makers with a personal gross annual income of 80,000 Euro and more read F.A.Z. This comes to cost per 1000 readers of 274,54 Euro (Space size: 1/1 page bw).

Source: LAE 2003, Base sample 9.162 = universe 2.24 million.
Cost per 1000 based on 1/1 page bw,
Rates 2003

F.A.Z. and Handelsblatt in Comparison

Reach and cost per 1000 readers among the total population



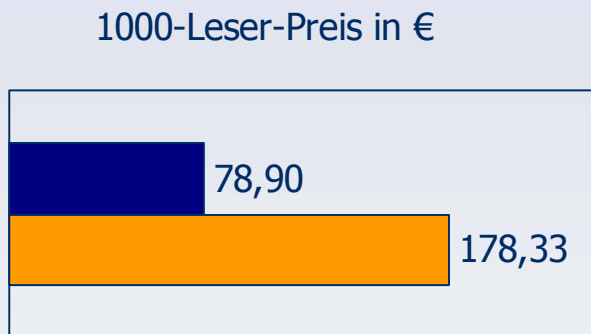
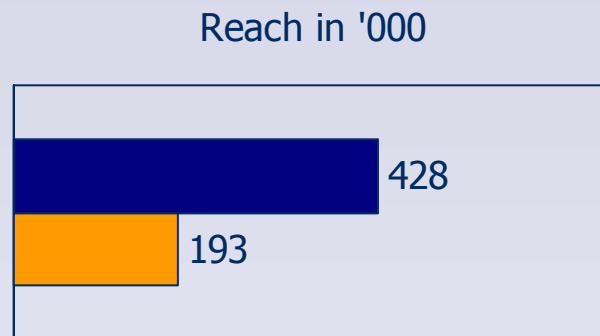
■ F.A.Z. ■ Handelsblatt

- ▶ Among the total population from 14 years and over (64.43 million persons) F.A.Z. reaches over 1.1 million readers daily - and this at a favourable cost per 1000 readers of 28,75 Euro (Space size: 1/1 page bw).

Source: AWA 2003, Base sample 21,107 = universe
64.43 million
cost per 1000 based on 1/1 page bw,
Rates 2003

F.A.Z. and Handelsblatt in Comparison

Reach and cost per 1000 readers among the most affluent and highest educated class*



■ F.A.Z. ■ Handelsblatt

- ▶ Among the most affluent and highest educated class* (6.66 million persons) F.A.Z. reaches 428,000 readers daily - and this at a cost per 1000 readers of 78,90 Euro (Space size: 1/1 page bw).

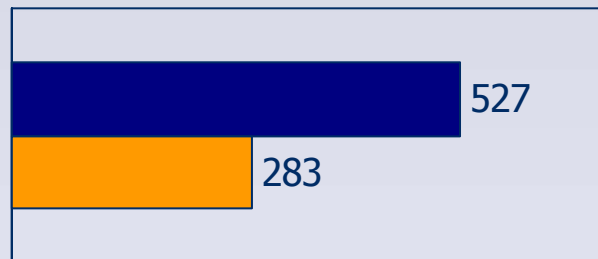
* Explanations see at the end of this presentation

Source: AWA 2003, Base sample 21,107 = universe 64.43 million
cost per 1000 based on 1/1 page bw,
Rates 2003

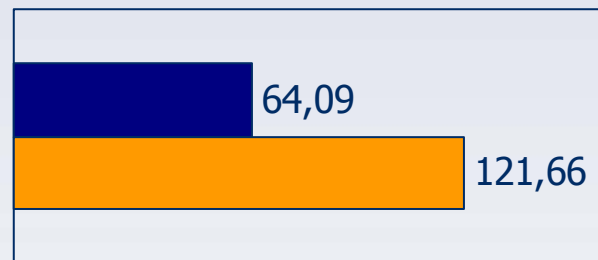
F.A.Z. and Handelsblatt in Comparison

Reach and cost per 1000 readers among opinion formers*

Reach in '000



Cost per '000 readers in €



■ F.A.Z. ■ Handelsblatt

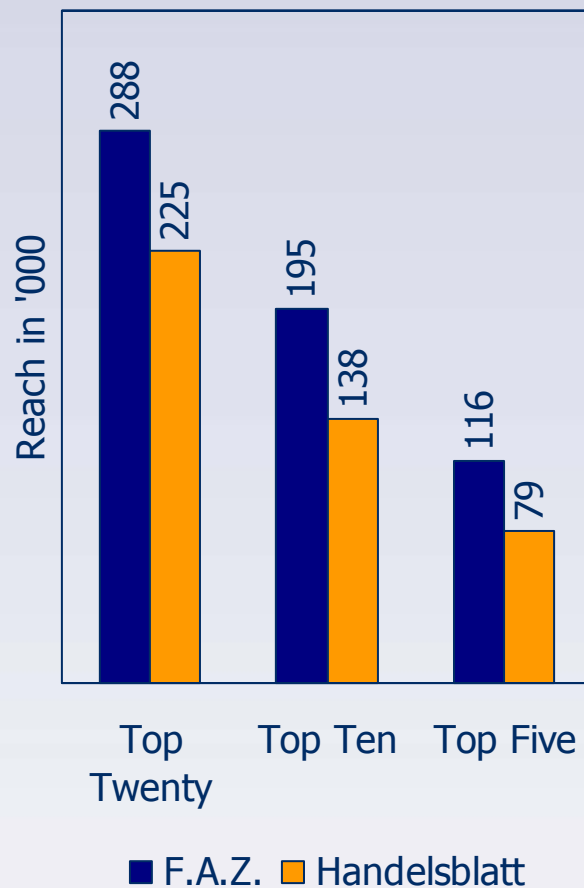
- ▶ Among opinion formers * (17.60 million persons) F.A.Z. reaches 527,000 readers daily - and this at a cost per 1000 readers of 64,09 Euro (Space size: 1/1 page bw).

* Explanations see at the end of this presentation

Source: AWA 2003, Base sample 21,107 = universe 64.43 million
cost per 1000 based on 1/1 page bw,
Rates 2003

F.A.Z. and Handelsblatt in Comparison

Reach among top jobholders*



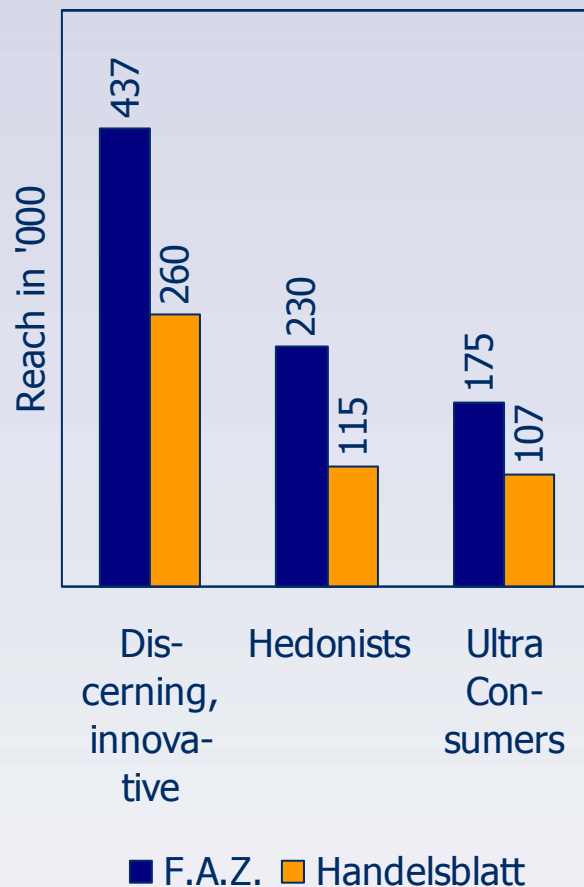
- ▶ Among the important and affluent target groups of the top jobholders* F.A.Z. offers excellent reach - up to 26 percent of the F.A.Z. readers are included in these target groups.

* Explanations see at the end of this presentation

Source: AWA 2003, Base sample 21,107 = universe 64.43 million.

F.A.Z. and Handelsblatt in Comparison

Reach among Consumer target groups*



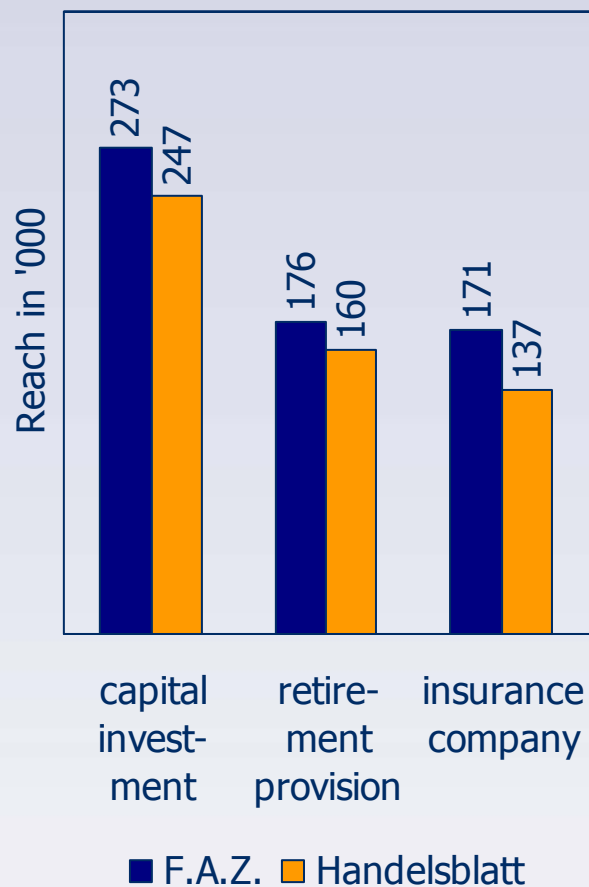
- ▶ Among innovative and consumption-oriented target groups F.A.Z. reaches at least one quarter of a million readers - day after day.

* Explanations see at the end of this presentation

Source: AWA 2003, Base sample 21,107 = universe 64.43 million

F.A.Z. and Handelsblatt in Comparison

Reach among experts in capital investment



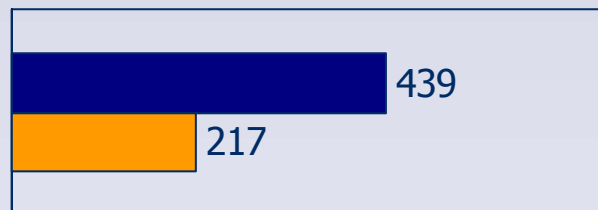
- ▶ F.A.Z. readers are asked above average by friends and relatives when finance matters are concerned - an extremely opinion forming and opinion leading readership.

Source: AWA 2003, Base sample 21,107 = universe 64.43 million.

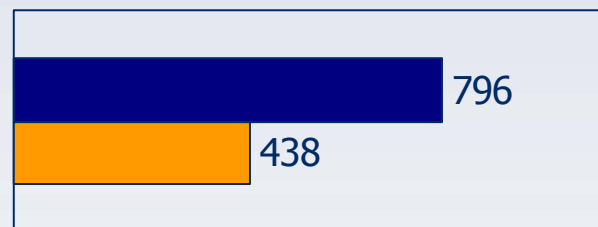
F.A.Z. and Handelsblatt in Comparison

reading frequency, reading typology

readers in '000 who read each issue regularly



readers in '000 who read often and intensively



■ F.A.Z. ■ Handelsblatt

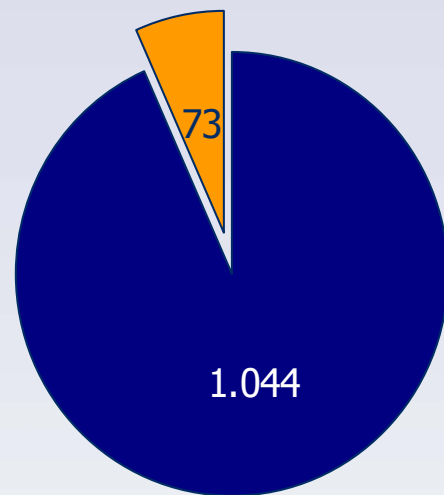
- ▶ F.A.Z. readers are regular and intensive newspaper readers - the best qualification to reflect on your advertisements.

Source: AWA 2003, Base sample 21,107 = universe 64.43 million.

F.A.Z. and Handelsblatt in Comparison

Readers combining F.A.Z. with other publications and reading F.A.Z. exclusively

Readers in '000 reading F.A.Z. exclusively and in combination with other publications



- Reading F.A.Z. exclusively
- Reading F.A.Z./Handelsblatt

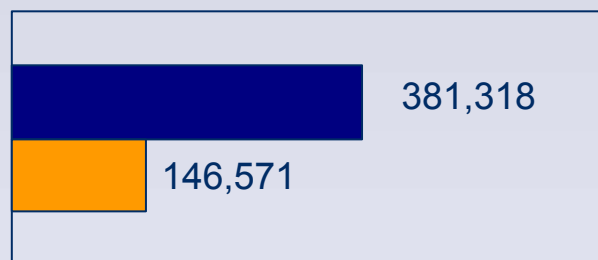
- ▶ Compared with Handelsblatt readers 93.5 percent of the F.A.Z. readers read only F.A.Z. and not Handelsblatt as well - so only 6.5 percent of F.A.Z.-readers read Handelsblatt in addition.

Source: AWA 2003, Base sample 21,107 = universe 64.43 million.

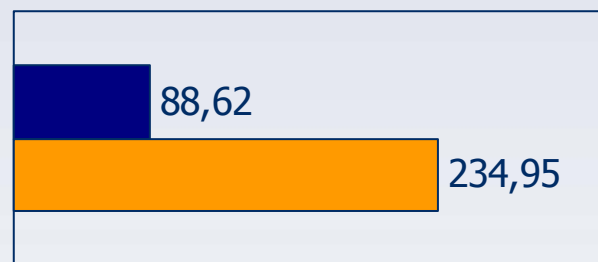
F.A.Z. and Handelsblatt in Comparison

Net sales and cost per 1000 copies

Net Sales 2002



Cost per 1000 copies in €



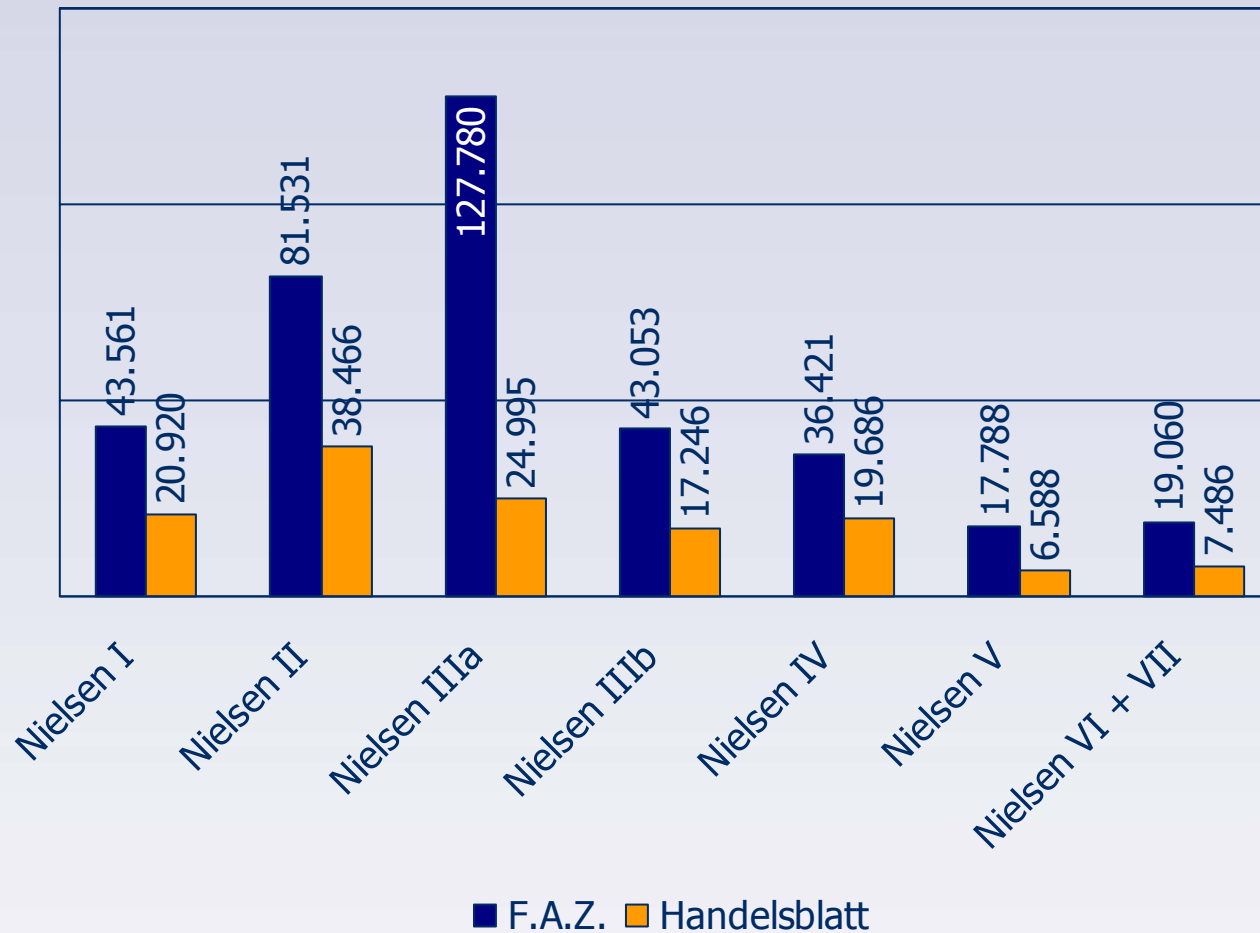
■ F.A.Z. ■ Handelsblatt

- ▶ With net sales of 381,318 copies F.A.Z. offers a very favourable cost per 1000 copies of 88,62 Euro (Space size: 1/1 page bw).

Source: IVW-audited figures average 2003
cost per 1000 based on 1/1 page bw,
Rates 2003

F.A.Z. and Handelsblatt in Comparison

Distribution of net sales according to Nielsen areas



Source: I/VW distribution analysis 2002

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Explanations

- ▶ Hedonists: Agree to the statements „I think one should enjoy life and not save so much“ and and at least one of the following: „It can happen that I spend 50 Euro and more (per person) for a gourmet menu in a top restaurant“or „I like to buy exclusive products such as Etienne Aigner, Armani, Chanel, Dior, Hermès, Valentino a.s.o.“ 5.6 million.
- ▶ Innovative persons: Agree to the statements „I like to try out new things“, „I am often ahead of others“ and „I belong to people with a nose for new things“. 8,5 million.
- ▶ Opinion leaders: Scale of personality grade 1 or grade 2; scale is made up from different statements which are indicators for the personality. 17.7 million.
- ▶ TAPs (Technically advanced persons): Considered as experts in technical fields; planning to buy more technical equipment than the average. 10,9 million.

F.A.Z. and Handelsblatt in Comparison

Explanations

- ▶ Top Five: Jobholders excluding those helping in own company, unemployed or in training. Score of the socio-economic status: 117 and more. 1.5 million.
- ▶ Top Ten: Joabholders excluding those helping in own company, unemployed or in training. Score of the socio-economic status: 108 and more. 3.3 million.
- ▶ Top Twenty: Jobholders excluding those helping in own company, unemployed or in training. Score of the socio-economic status: 96 and more. 6.2 million.
- ▶ Most affluent and highest educated class: Socio-econmic status grade 1 (out of 7). Status made up of education, profession, income and social class. 6.7 million.
- ▶ Ultra Consumers: Courious about new things , well-developed inclination for consumption and brand awareness. 5,8 million.