



FINANCIAL TIMES
DEUTSCHLAND

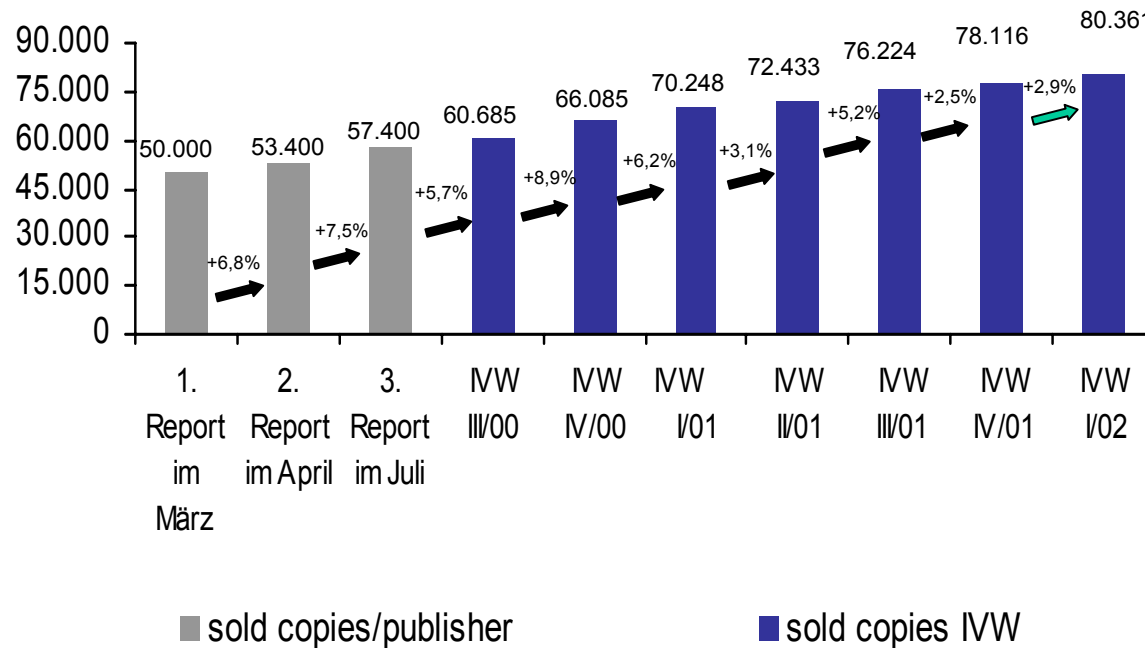
Financial Times Deutschland

May2002

Awards and Prizes

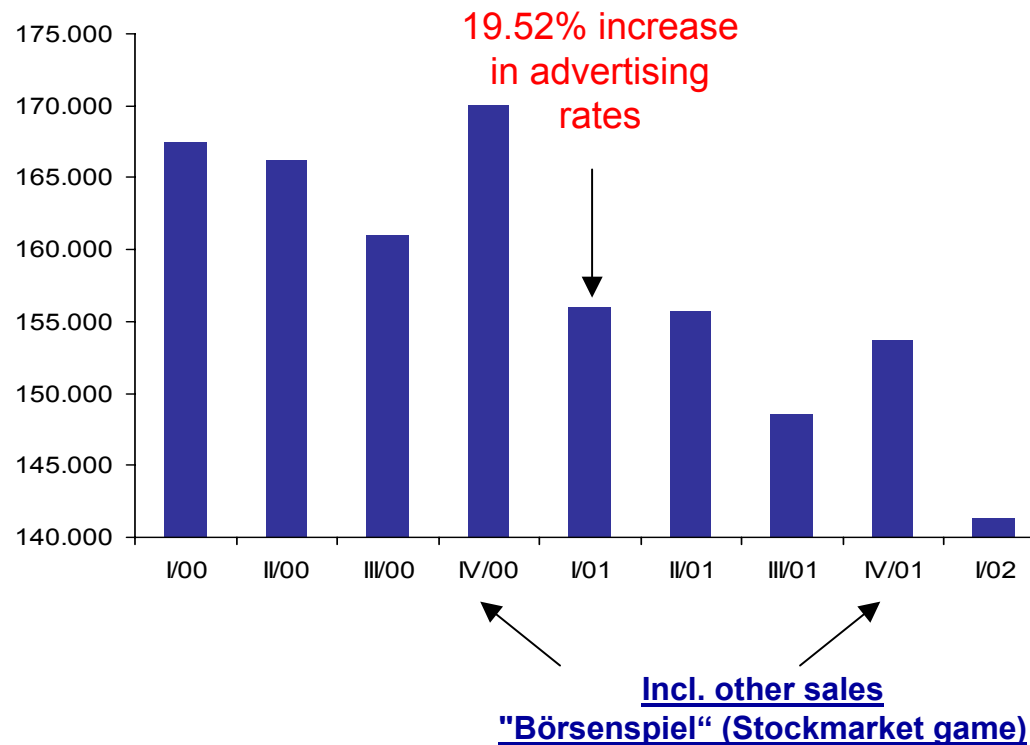
- December 2000: - W&W survey establishes FTD as "Most successful new publication in 2000"
- November 2000: - European Newspaper Award
- Interaction Design Award
- October 2000: - Lead Award Online
- 4th among "Most frequently quoted international and business publications 2001"
Survey by Medien Tenor
- FTD.de: - Tomorrow "Hall of Fame" Category Stocks & Business
- 4th among "Best Internet offers" under Finance,
Computer Bild 19/2000
- ADC 2001 - Interactive Media Award
- November 2001: - European Newspaper Award

Circulation trends since March 2000



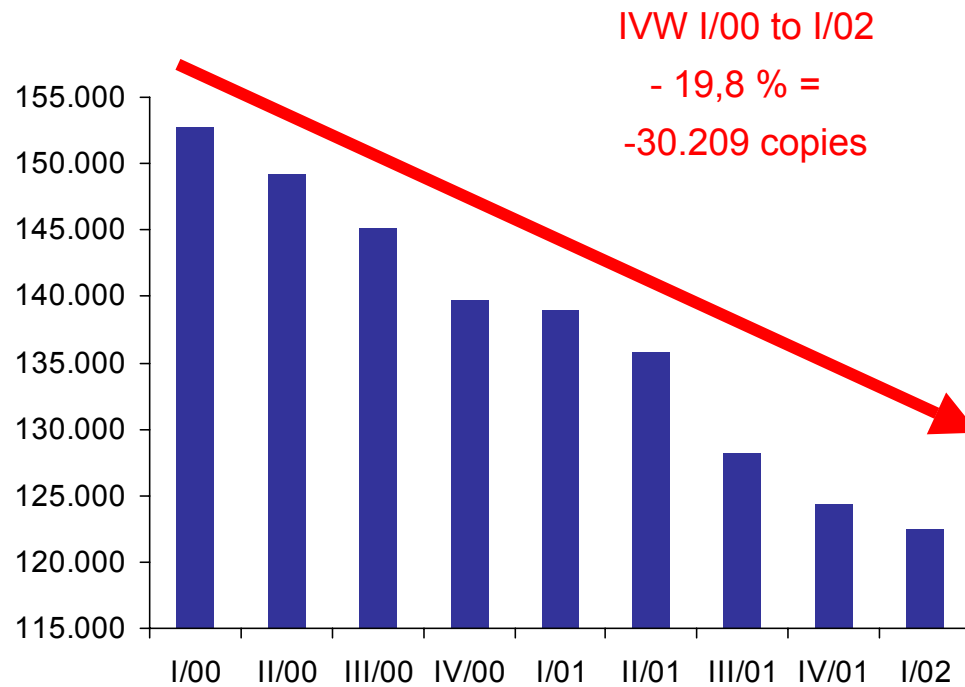
Since its launch in February 2000, FTD has continually increased its circulation (+62%).

Handelsblatt: IVW Circulation sold



From Q I/01 to Q I/02
Handelsblatt lost a total
share of 9.4%
(= 14,683 copies!)

Handelsblatt: IVW Sales excluding Other Sales



Category "Circulation sold excluding Other Sales" declining from quarter to quarter.

Effectiveness & Reach

Effectiveness

	1/1 4c in Euro	Circulation	TAP in Euro
FAZ*	51.110,-	378.086	138,-
Handelsblatt	51.110,-	141.303	362,-
FTD	21.000,-	80.361	261,-

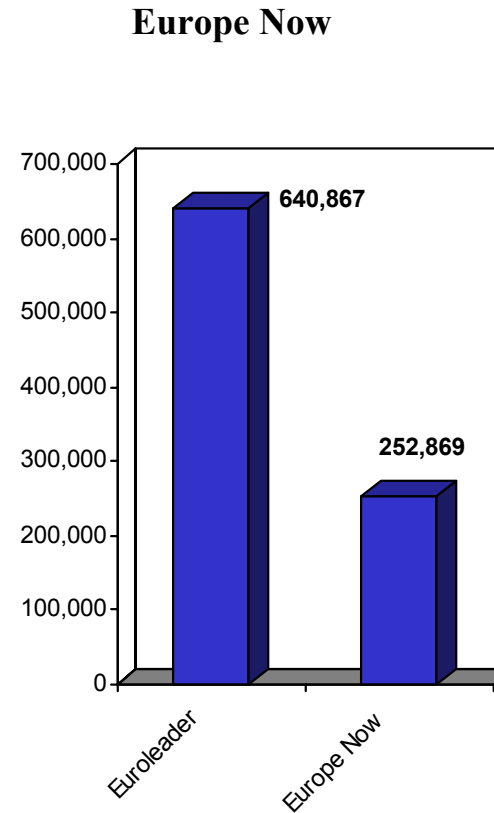
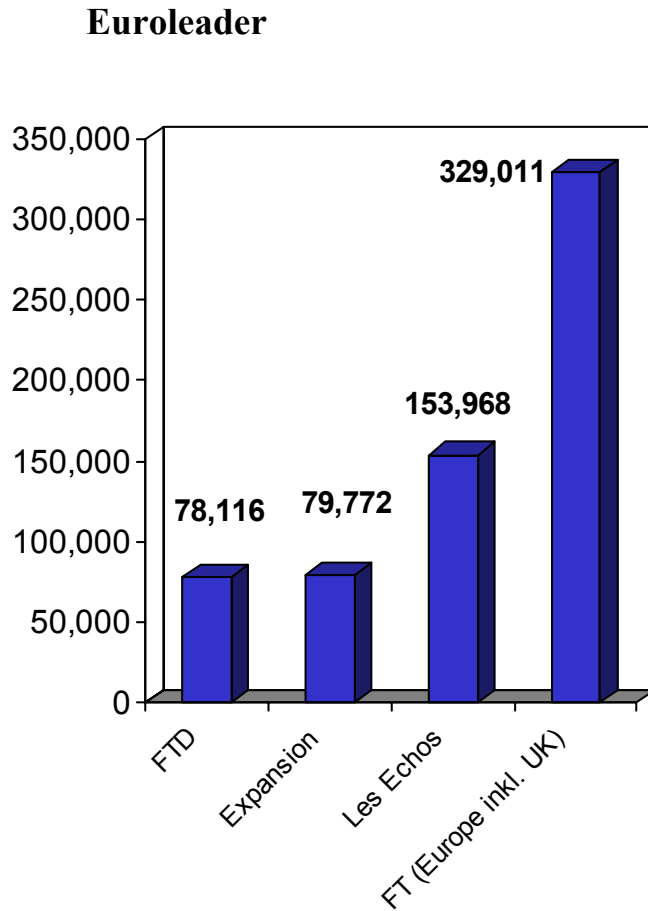


As of: Circulation sold IVW I/2002 - * FAZ Mo. - Fr., prices as of 1 Jan. 2002

Reach

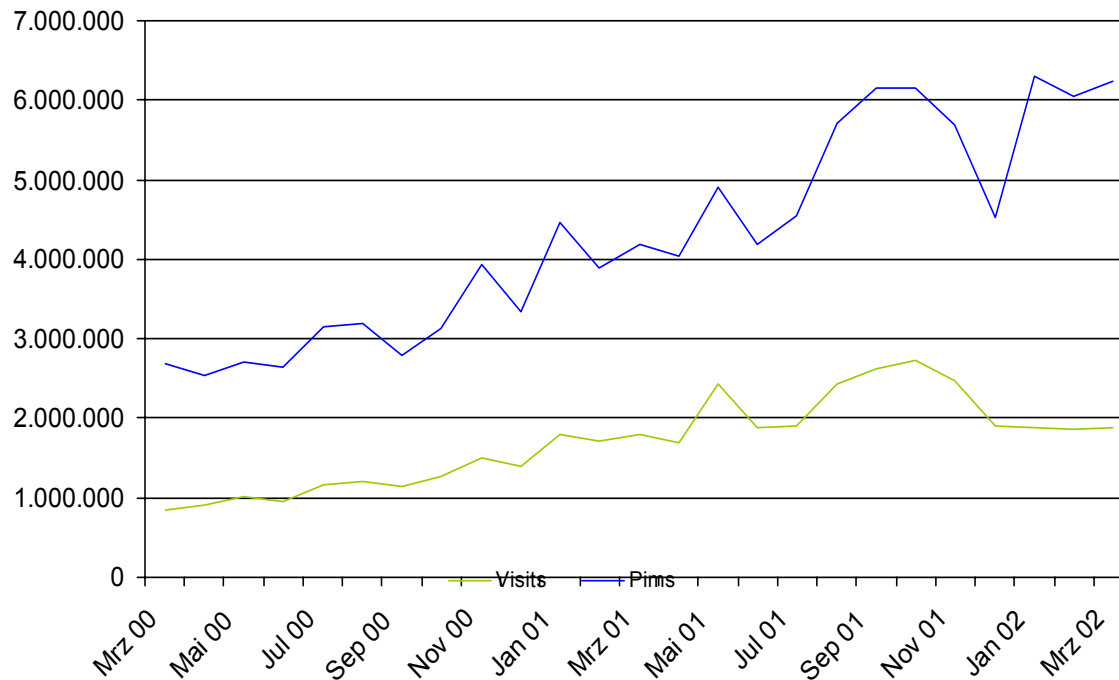
According to the latest "Allensbacher Werbeträger Analyse" (AWA 2001), Financial Times Deutschland has a **reach extending to 180,000 readers** among the total population. The Financial Times Deutschland was first published on 21 February, 2000. A few weeks after its launch, it was included in the first series of the AWA 2001 survey.

Total circulation of Euroleader package in comparison to Europe Now



Source: FTD = IVW 4/01 - FT, Les Echos und Expansion = ABC Juni 2001

Online Reach of FTD.de since March 2000



Year-on-year (March. 01 vs. March. 02) FTD.de managed to raise its Pims by 39%.

Source: until April information from publishers, as of May 00 IVW

Dates of publication until the end of 2002

A new supplement to the FTD

Following the establishment of *How to spend it* among partner publications of the Pearson Group

- in France's Les Echos: „Série Limitée“ 1999
- in Spain's Expansión: „Fuera de Serie“ 1999
- in Russia's Vedomosti : „Kak Potratit“ 2000

the Financial Times Deutschland published *How to spend it* on November 2001, 23rd for the first time.

Initially, the publication of two further editions are planned until the end of 2002.

March, 22nd - Easter 2002

November, 22nd - Christmas 2002



Data, Facts & Figures

Januar 2003

last update 23.01.03

Wissen, was wichtig wird.

WWW.FTD.DE

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USP's of the FTD

Advantages by using the FTD

The FTD is a young and powerful media brand. Our Claim „One brand all Media“ can also be translated as „One brand one community“. This is a result of our cross media approach.

By using the FTD and all available FTD marketing channels, you reach a homogeneous target group also beyond the financial community.

FTD stand for innovative and creative forms of advertising (e.g. sponsored copies) and generates a high-performance impact within a good cost/performance ratio.

USP's of the FTD

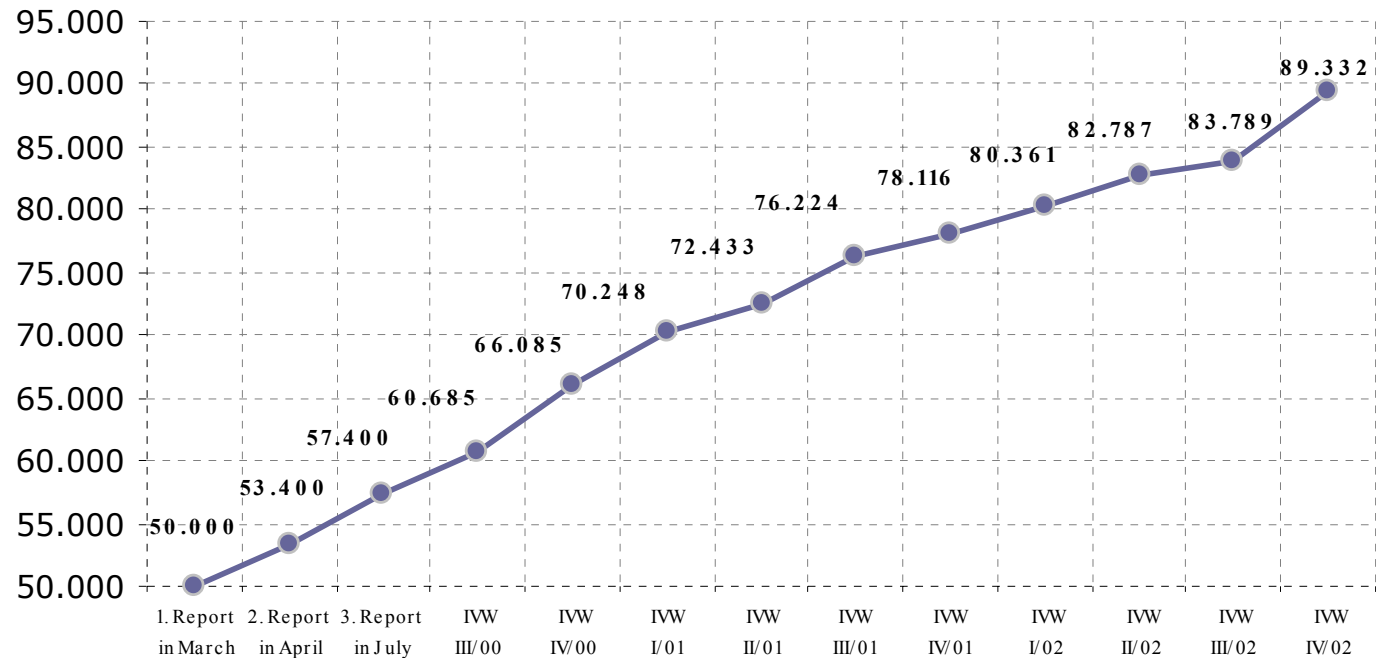
Advantages by using the FTD

In times of shrinking media budgets it is getting more and more important to reach the target group and not to accumulate wasted reach.

If you have pointed target groups and only count on a low cpt expenditure you only accumulate contacts with a low impact. Only methodical optimisation of the shares in quality readers will lead to a resounding effect of your advertising strategy.

FTD: Development of the sold circulation

Since March 2000

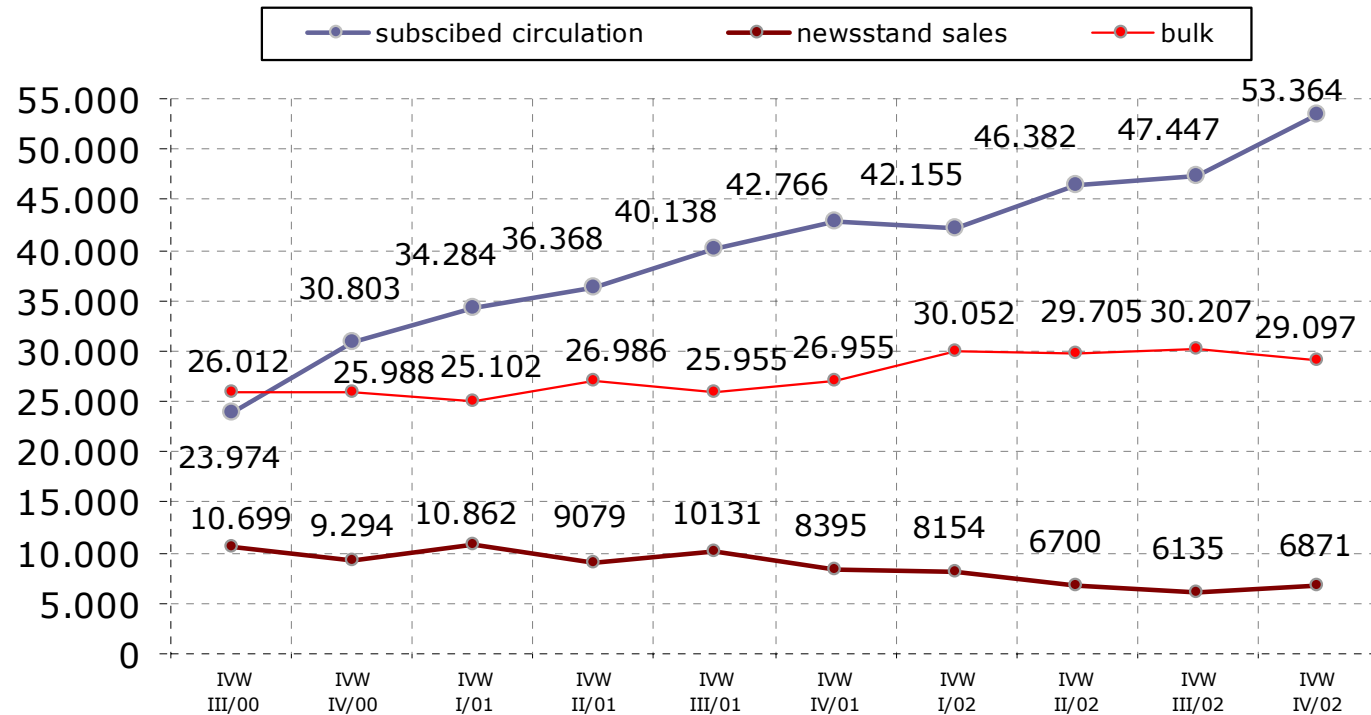


Source: Publishers data / IVW

Since its launch in February 2000 the FTD has constantly increased its circulation (+79%).

FTD: circulation breakdown

Since IVW III/00



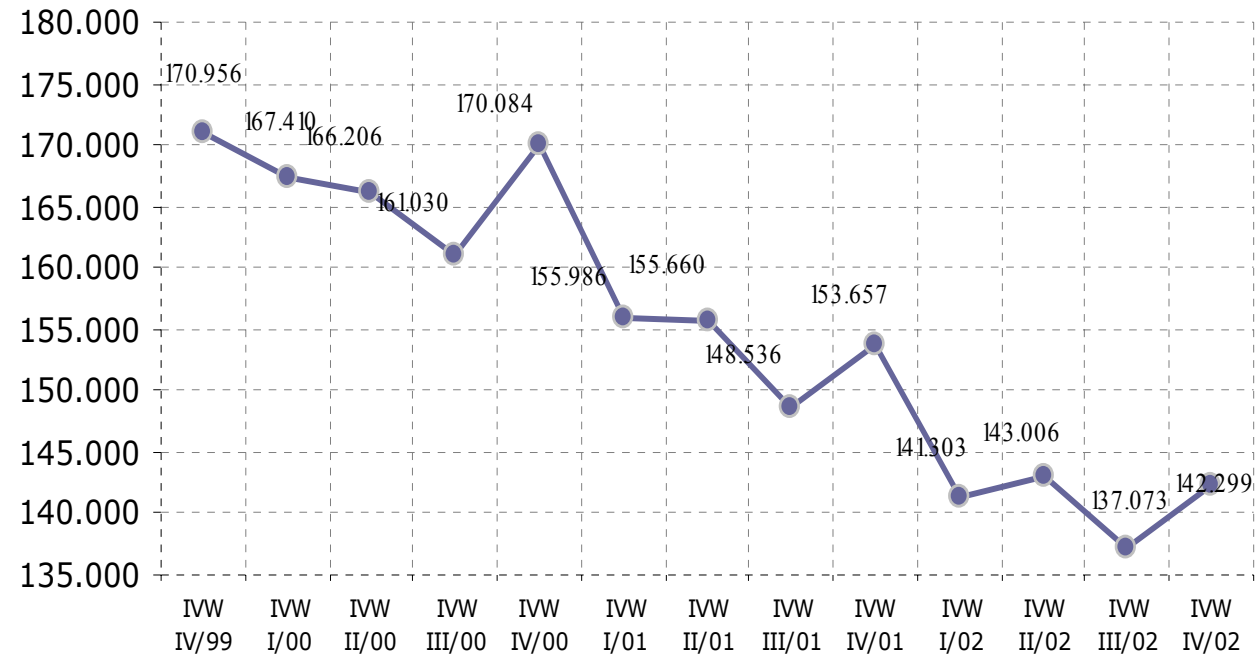
Source: Publishers data / IVW

The most important sector in germany is the subscribed circulation. FTD increased the subs.

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Handelsblatt: Development of the sold circulation

Since IVW IV/99



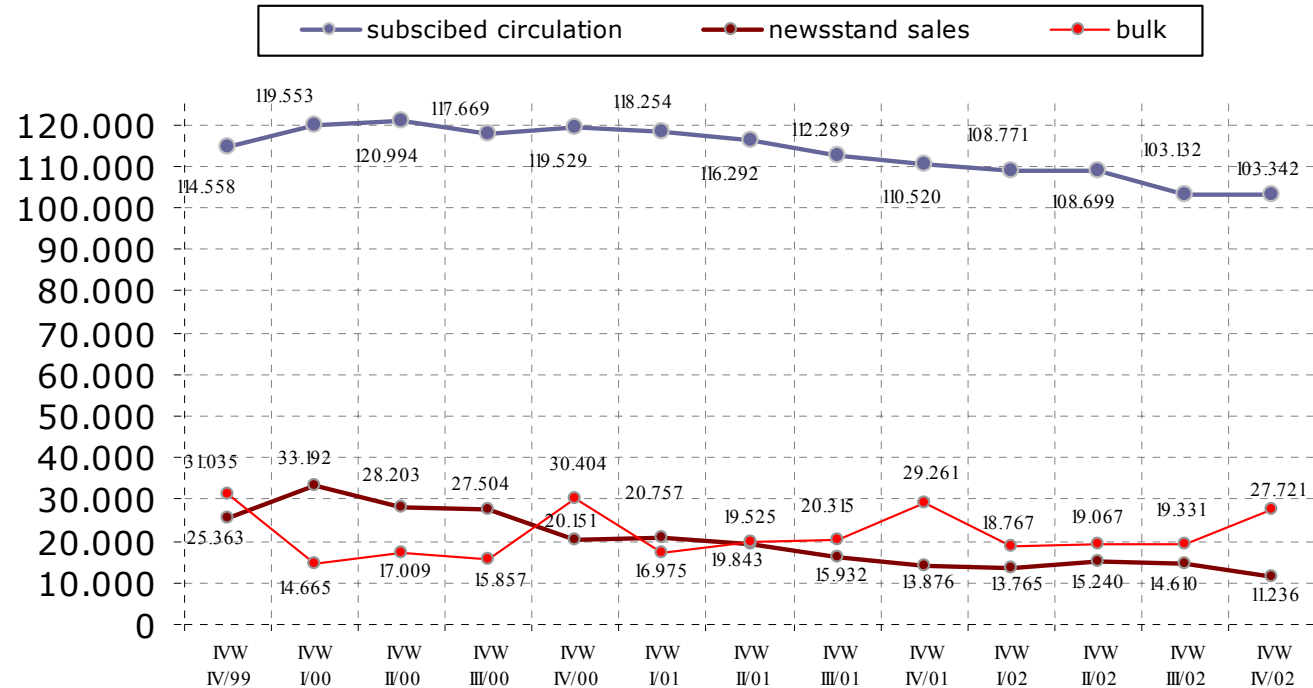
Source: Publishers data / IVW

Since IVW IV/99 the Handelsblatt has decreased its circulation.

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Handelsblatt: circulation breakdown

Since IVW IV/99



Source: Publishers data / IVW

The Handelsblatt subs are declining.

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Effectiveness & Reach

Cost per thousand (sold Copies) & reaches as per AWA '02

Effectiveness

	1/1 4c in Euro	Circu- lation	Cost per thousand in Euro
FAZ*	52.378,-	372.119	141,-
Handelsblatt	51.110,-	142.299	359,-
FTD	24.000,-	89.332	269,-

Status Quo: IVW III/'02 - * FAZ Mon. - Fri., rates valid as of 01.10.02

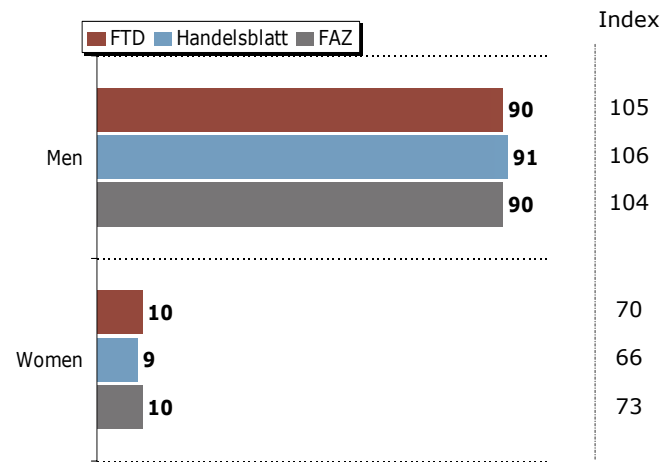
Reach

According to the latest „Allensbacher Werbeträger“ Analysis (AWA'02) the Financial Times Deutschland has a reach extending to 215,000 readers among the total population. The FTD's increase in coverage by 22% is the strongest increase in the sector of business publications.

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Sociodemographics in the LAE '01

Gender

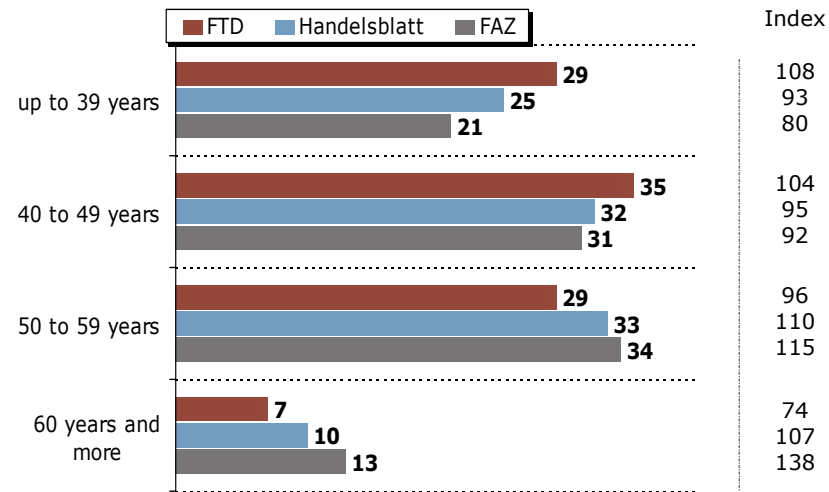


Source: LAE '01, data in %, Index: 100 = decision-makers in total (2,145 Mio)

Publications in the segment of business dailies have almost exclusively male readers.

Sociodemographics in the LAE '01

Age

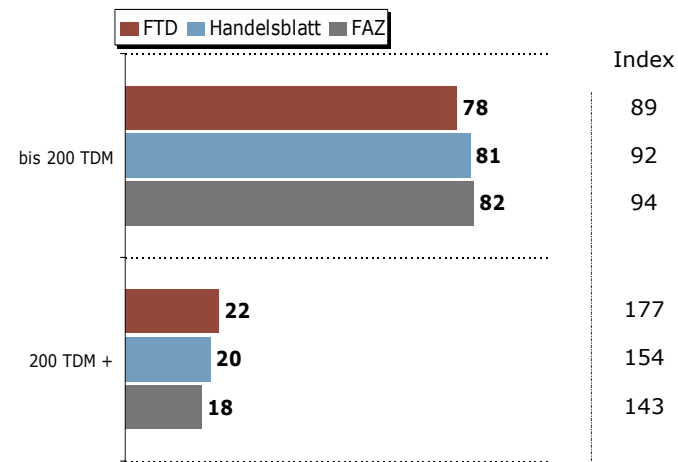


Source: LAE '01, data in %, Index: 100 = decision-makers in total (2,145 Mio)

64% of the FTD readership are younger than 49 years. The FTD therefore has the youngest readership of all nationwide dailies.

Sociodemographics in the LAE '01

Personal gross income per year

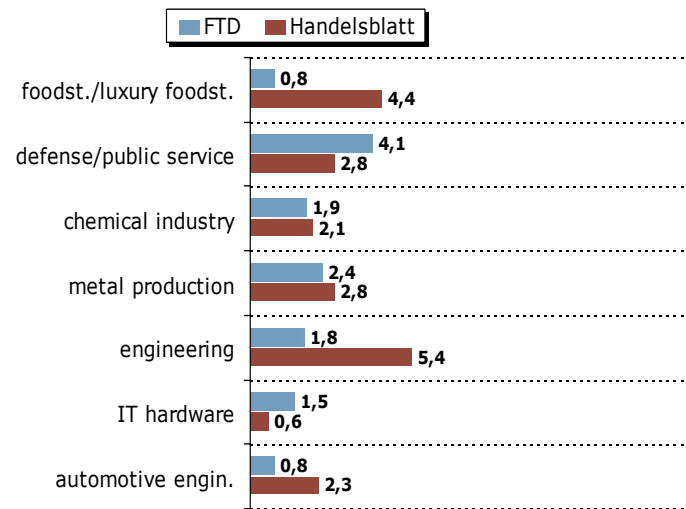


Source: LAE '01, data in %, Index: 100 = decision-makers in total (2,145 Mio)

22 % of the FTD-readership have a personal gross annual income of DM 200,000 and more at their disposition.

FTD / HB Branches

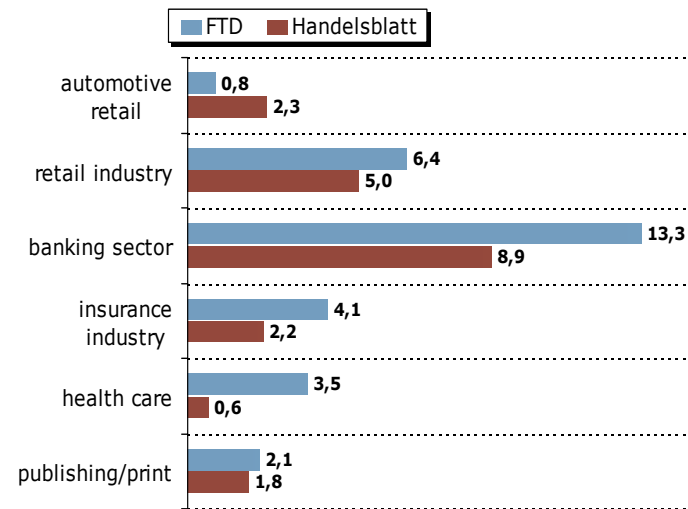
FTD and HB readers work in the following branches:



Source: Communication Networks 6.0

FTD / HB Branches

FTD and HB readers work in the following branches:



Source: Communication Networks 6.0

FTD - the newspaper for modern decision-makers

The FTD in the LAE and AWA

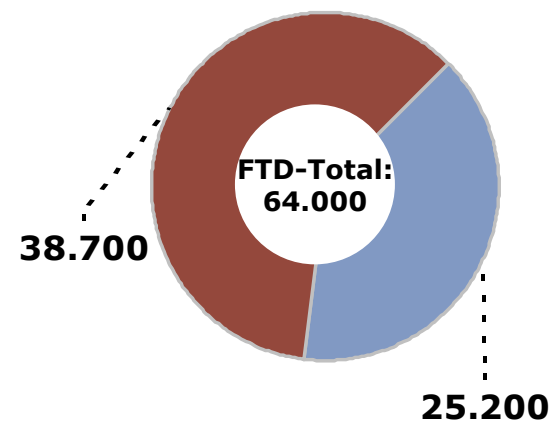
The FTD boasts a convincing performance, particularly in terms of structural values with a total reach of 64,000 readers according to the LAE'01, and with a total coverage of 215,000 readers according to the AWA'02.

The LAE-figures have been worked out in the launch phase. With an increase in coverage by 22% in the AWA'02, the FTD reveals its potential in growth.

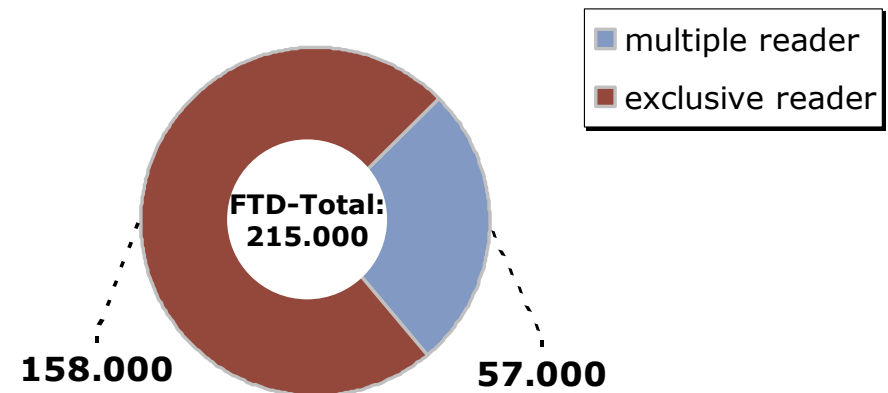
Exclusive readers in LAE and AWA

According to LAE'01, 60% of the FTD-readers are exclusive readers. According to AWA'02, the FTD has an exclusive readership of 158,000 readers in the segment of business dailies (Handelsblatt + FTD). These readers represent a considerable additional potential for daily campaigns, complementing the reach of media plans at the highest level of quality.

LAE '01



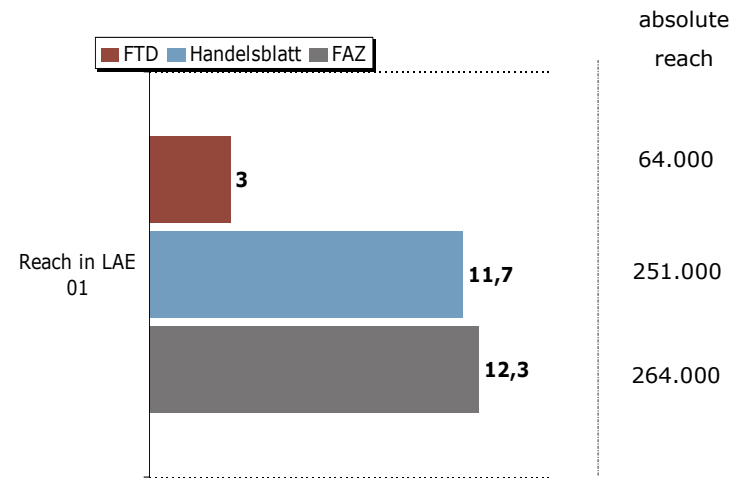
AWA '02



Source: LAE '01, AWA '02

Reach in the LAE '01

Universe: Decision Makers in Germany

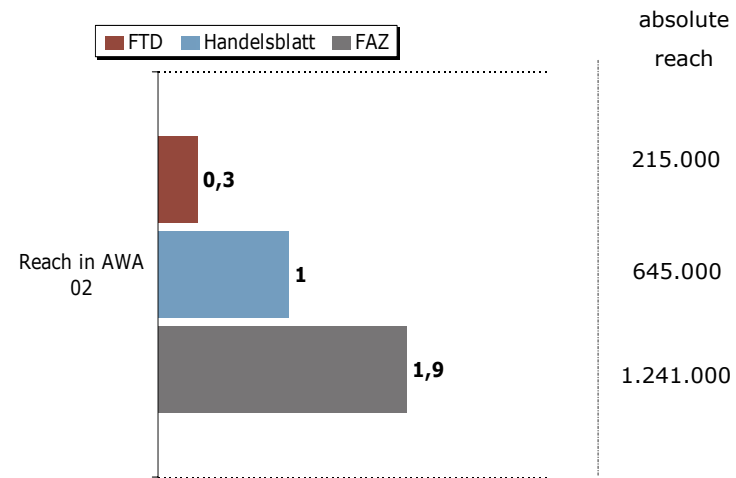


Source: LAE '01, data in %, decision-makers in total (2,145 Mio)

The FTD reaches 64,000 decision-makers.

Reach in the AWA '02

Universe: total population 14+

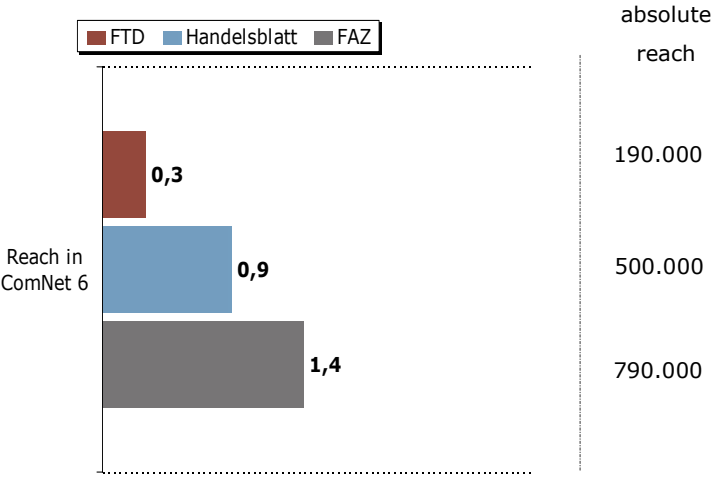


Source: AWA '02, data in %, population in total 14+ (64.43 Mio)

The FTD reaches 215,000 readers in Germany in the AWA 02.

Reach in the Communication Networks 6

Universe: total population 14 - 69

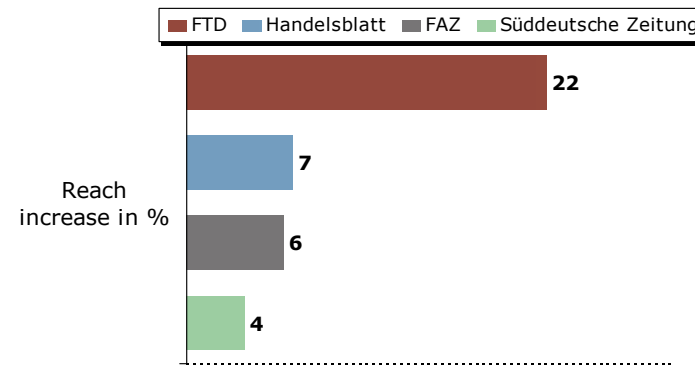


Source: ComNet 6, data in %, population in total 14 - 69 (55.06 Mio)

The FTD reaches 190,000 readers in Germany in the ComNet 6.

AWA '01 vs. AWA '02

Reach increase in %



Source: AWA '01 / AWA '02

The continuous increase in circulation is also reflected by the results of AWA '02. The FTD has achieved the largest extent of coverage among all nationwide dailies.

Discount packages

The FT-Group offers the following discounts, if the specified criteria are met:

FTD-Euroleader - 10% discount

Business dailies	Financial Times Deutschland, Financial Times, Les Echos und Expansión
Terms	discounts are granted <ul style="list-style-type: none">• to trade campaigns for the same product in all titles• for advertising in two or more of the FT- Group business dailies• for bookings of the same publication date (max. tolerance: +/- 3 days)with similar size

Discounts will not be given retrospectively.

FTD-Eurolux - 10% discount

Luxury magazines how to spend it (German./Engl.), Série Limitée (French), Fuera de serie (Span.)

Terms discounts are granted

- to trade campaigns for the same product in all titles
- for advertising in two or more of the FT-Group magazines
- with similar size

As the magazines are published within different periods, bookings of the same issue are not compelling, whereas the simultaneous booking is imperative

FTD-Euroweb - 10% discount

Websites FTD.de, FT.com, LesEchos.fr, Expansiondirecto.es

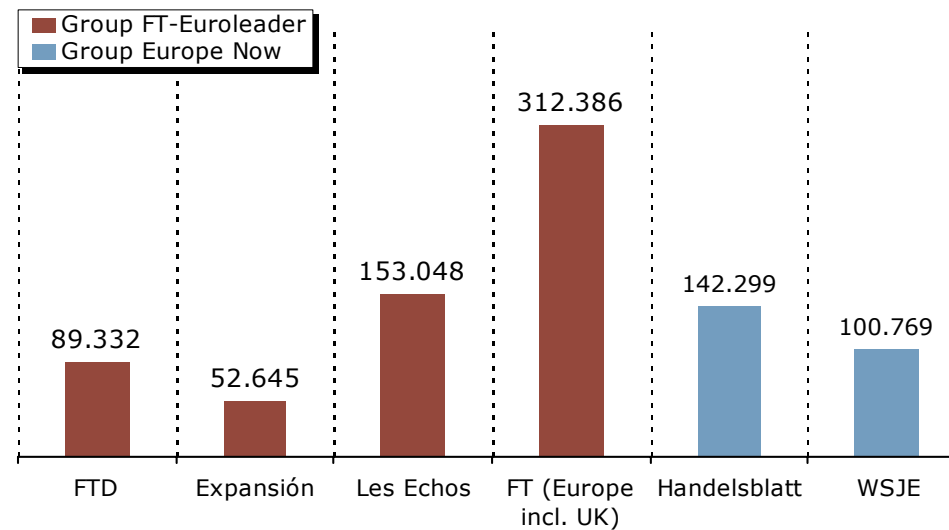
Terms discounts are granted

- to trade campaigns for the same product
- for advertising in two or more of the FT-Group websites
- for bookings of the same period
- with similar size

Min. turnover per website € 4,000. Discounts will not be given retrospectively.

Sold circulation

FTD-Euroleader-Titel vs. Europe Now



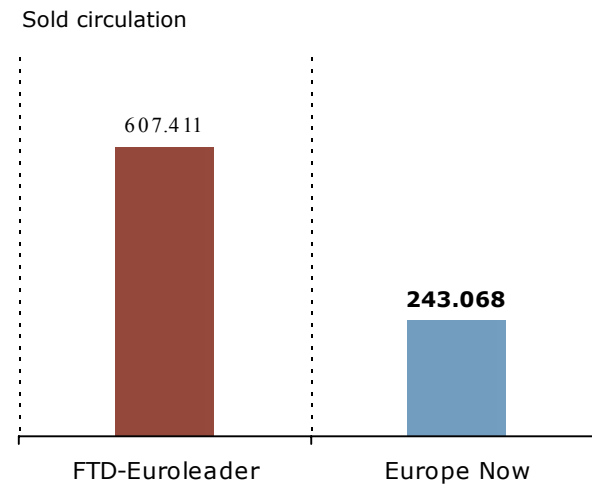
Source IVW, ABC, OJD - Expansion Mon-Fri

FTD-Euroleader = FTD, FT, Les Echos, Expansión
Europe Now = HB, WSJE

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Sold circulation

FTD-Euroleader-Titel vs. Europe Now



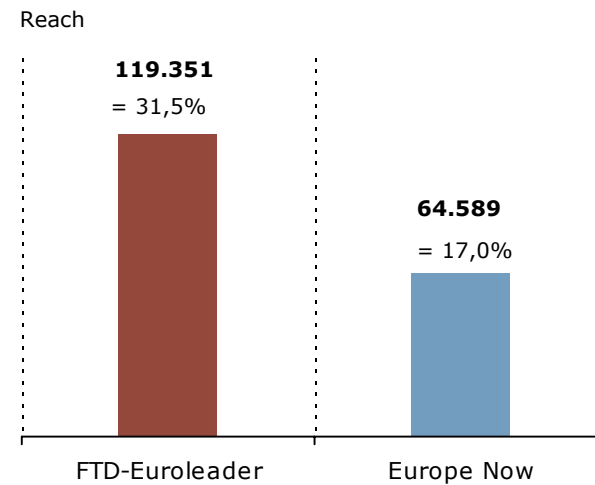
Source IVW, ABC, OJD

FTD-Euroleader = FTD, FT, Les Echos, Expansión
Europe Now = HB, WSJE

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Reach

FTD-Euroleader-Titel vs. Europe Now



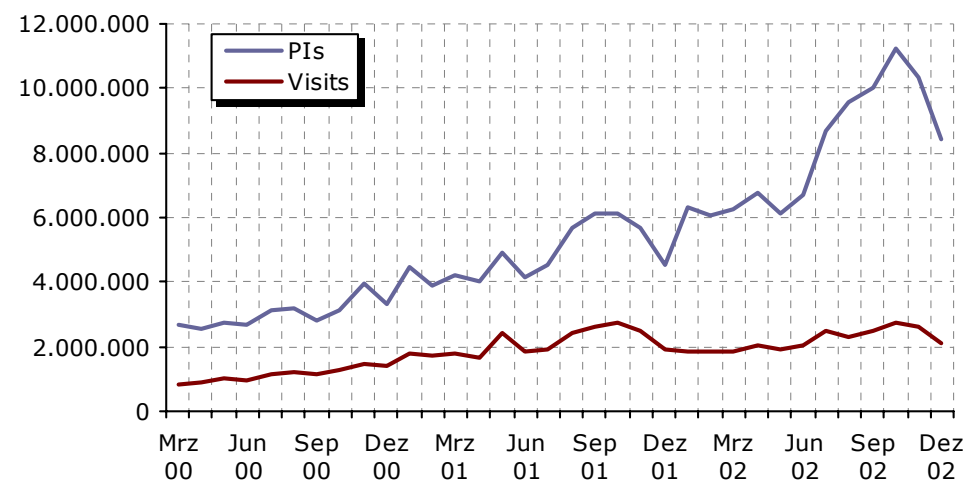
Source: EBRS '00

FTD-Euroleader = FTD, FT, Les Echos, Expansión
Europe Now = HB, WSJE

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Online reach of FTD.de

Since March 2000

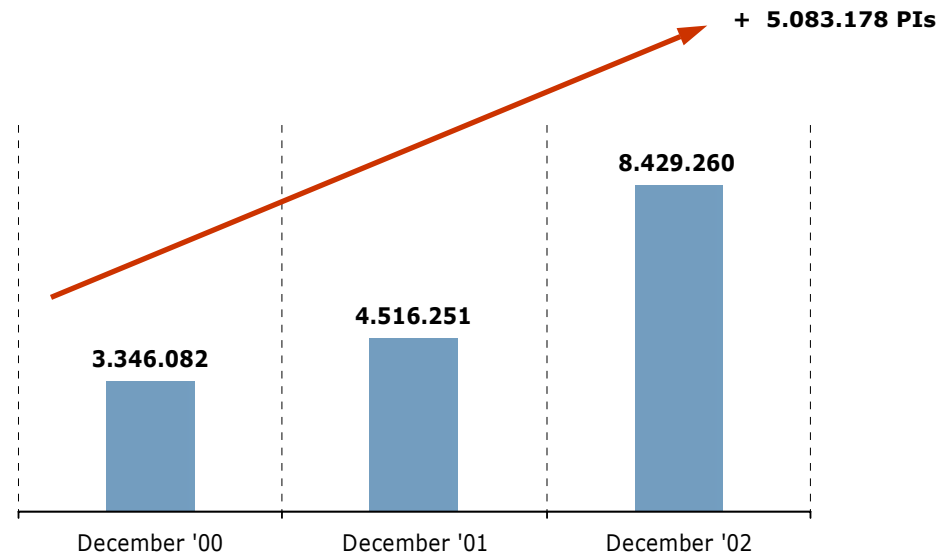


Source: Publishers data up to April '00, as of May '00 IVW / as of January '02 new IVW-systematics

The FTD has managed to increase its number of PIs by 87% (12/01 vs. 12/02). The number of visits are being maintained on a high level.

PIs FTD.de

December 2000 - December 2002

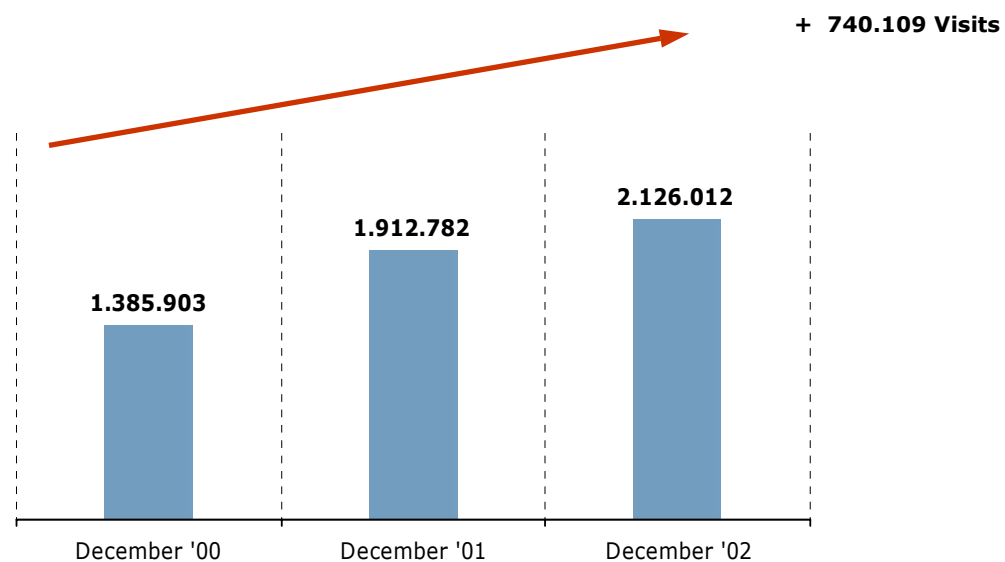


Source: Publishers data up to April '00, as of May '00 IVW / as of January '02 new IVW-systematics

FTD.de has managed to increase its number of PIs by 152% from December 2000 through December 2002.

Visits FTD.de

December 2000 - December 2002



Source: Publishers data up to April '00, as of May '00 IVW / as of January '02 new IVW-systematics

FTD.de has managed to increase its number of visits by 53% from December 2000 through December 2002.

Additional products of the FTD

Special advertising radio-format: The Business-Telex. The FTD publishes "Business-Telex" in a nationwide cooperation with market leading private radio stations. The 60-second audio-service comprises the main business news of the day.



On Friday with Weekend, Appointments and Portfolio

"Weekend" the lifestyle-, pleasure- and consumption supplement for manager

"Portfolio" is part of Weekend and provides sophisticated investment journalism.



Surveys

As 5th volume and enclosed to the principal product, the FTD deals with current developments in selected field of topics.

how to spend it

The European supplement for lifestyle, culture and *joie de vivre*.

