



The magazine for business owners

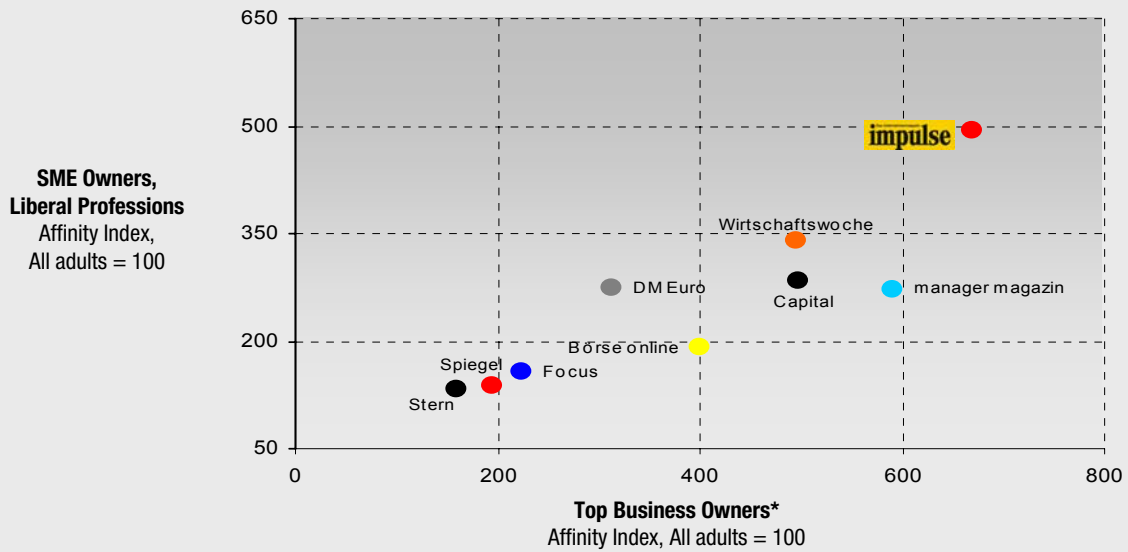
- **The leading magazine for business owners.** IMPULSE is a respected advisor on all areas of entrepreneurial decision-making.
- **Required reading for owners of smaller and medium sized companies.** No other German business title has such a high proportion of entrepreneurial readers.
- **Highest affinity among top business-owners.** IMPULSE is the leading title for reaching executives with high entrepreneurial skills.
- **At the crossroads of the New and Old Economies.** Information technology, telecommunication and the internet are all major editorial areas.
- **The magazine for winners and leaders.** IMPULSE is written for profit-oriented business owners who think and act proactively.
- **Reaching the mainstay of the German economy.** IMPULSE reaches as no other title the vital sector of smaller and medium sized businesses.

Readership Profile

| | All Adults 64.88 million % | IMPULSE Readers 0.27 million % | Index: All Adults = 100 |
|--------------------------------|----------------------------------|--------------------------------------|----------------------------|
| Men | 48 | 69 | 143 |
| Women | 52 | 31 | 60 |
| Age | | | |
| 14 - 29 | 19 | 11 | 57 |
| 30 - 49 | 35 | 36 | 103 |
| 50 - 59 | 14 | 26 | 183 |
| 60+ | 31 | 27 | 85 |
| Education | | | |
| University degree | 11 | 26 | 236 |
| Profession | | | |
| Owners, liberal professions | 2 | 12 | 571 |
| Senior managers/civil servants | 6 | 17 | 293 |
| Net monthly income* | | | |
| Up to € 1,999 | 73 | 38 | 51 |
| € 2,000 and more | 27 | 62 | 234 |

Source: AWA 2004 * Main breadwinner; population average € 1,714

IMPULSE is unmatched in reaching top business owners



Source: AWA 2004 * "I am a top executive" plus "I am a skilled business owner"

IMPULSE readers stand out - even among all decision makers

| | IMPULSE Decision Makers 114,000 | | All Decision Makers Index = 100 |
|-------------------------------------|------------------------------------|----|------------------------------------|
| | Number | % | |
| In major corporations | | | |
| With € 2.5 – 5.0 million turnover | 40,000 | 35 | 130 |
| € 5.0 million and more | 29,000 | 26 | 118 |
| Business trips | | | |
| At least twice a month | 53,000 | 44 | 173 |
| Long-haul | 71,000 | 60 | 181 |
| Personal gross annual income | | | |
| € 120,000 + | 27,000 | 24 | 167 |

Source: LAE 2003, 2.237 million decision makers

| | | | |
|------------------------|-------------------------------|-------------------------------|---|
| Cover price | € 5.50 | Coverage | |
| Frequency | Monthly | Adults | 0.4% / 0.27 million (AWA 2004) |
| Ad closing | 4 weeks prior to on sale date | Decision makers | 5.1% / 114,000 (LAE 2003) |
| Last-minute ads | Are possible | Cost per 1,000 readers | |
| Launch year | 1980 | Adults | € 56.62 (AWA 2004) |
| Circulation | | Decision makers | € 136.05 (LAE 2003) |
| Paid | 135,128 copies (IVW IV/2004) | Full page colour | |
| Subscriptions | 78,671 copies (58%) | Technical information | |
| | | Trim size | 212 mm x 275 mm (8-7/16" x 10-7/8") |
| | | Printing process | Cover: offset Inner pages: rotogravure |
| | | Binding method | Perfect bound |