
LAE 2003

First Results

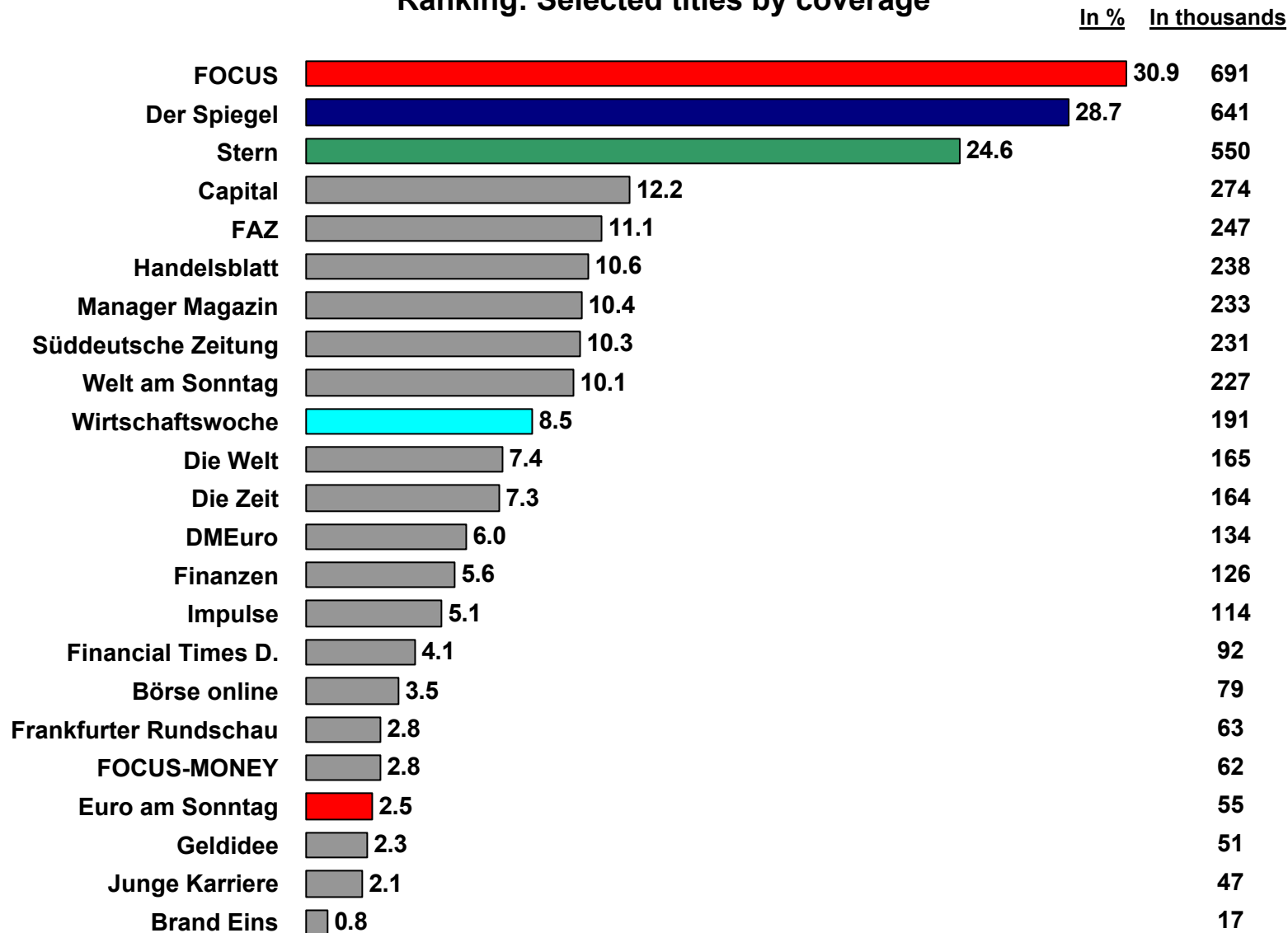
A vertical red line is positioned on the right side of the slide, extending from the top to the bottom.

LAE 2003: Facts

- **FOCUS is the No. 1 in the LAE for the third time in a row.**
- **Like in the LAE 2001 FOCUS lies with 49,000 readers among the decision makers ahead of Der Spiegel.**
- **In addition FOCUS is very cost efficient. Even though the advertisement rates of FOCUS are clearly above those of specialized magazines, the CPT of FOCUS is lower than the CPTs of specialized business magazines. This indicates a high target group affinity for FOCUS.**
- **Like in both preceding LAEs, FOCUS is again especially strong at the top levels, with the members of the board and managing directors.**
- **Also the middle class prefers reading FOCUS.**
- **Der Spiegel has again its highest coverage in the target group of civil servants.**
- **Like in the LAE 2001 FOCUS-MONEY lies behind Börse Online and Wirtschaftswoche.**
- **The business magazine is read above average by the members of the board and managing directors, further by top executives with decision competence for finances or marketing.**

Decision Makers Total

Ranking: Selected titles by coverage

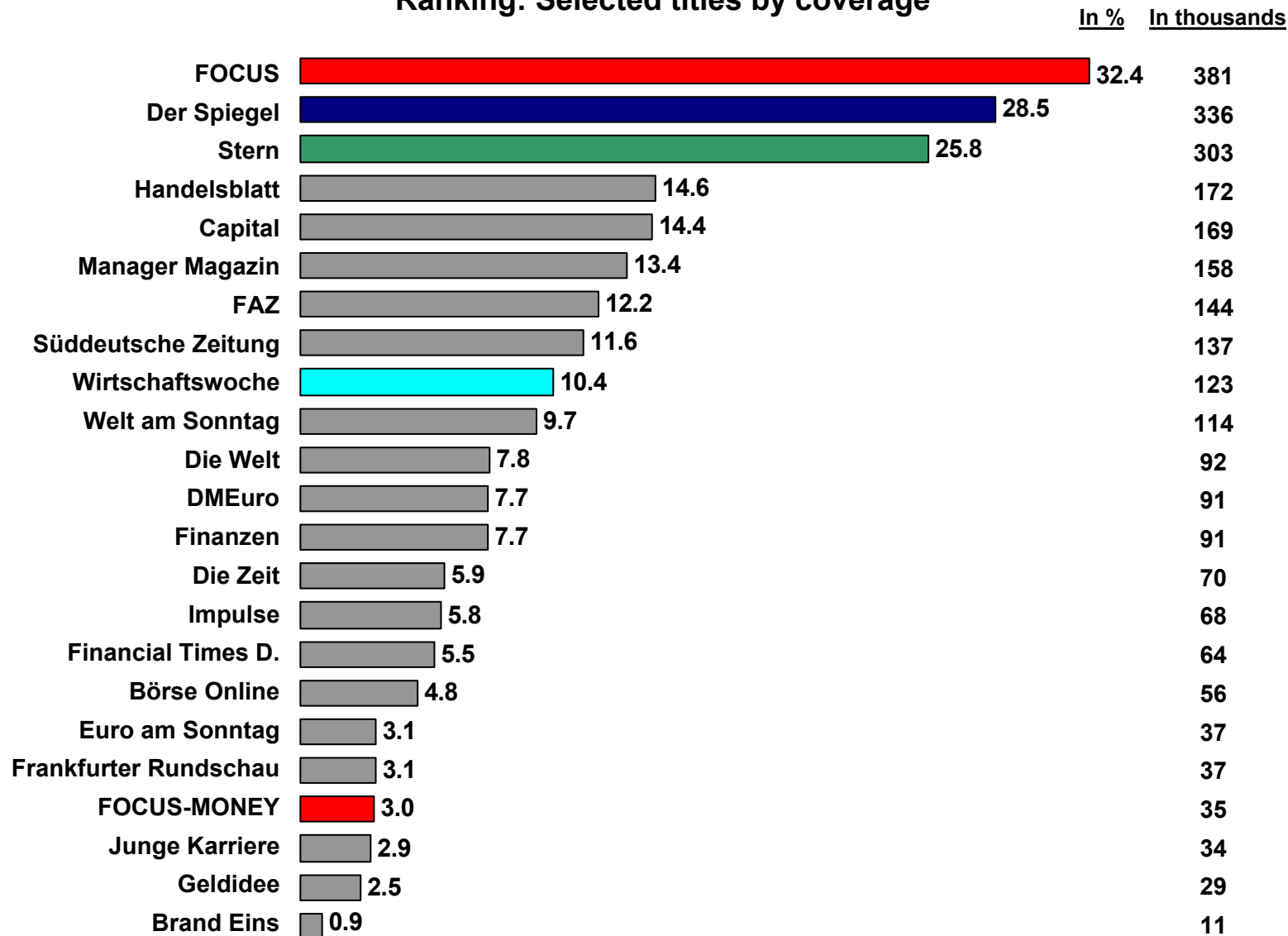


Target group potential:
2.24 mill. decision
makers

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Senior Executives total

Ranking: Selected titles by coverage



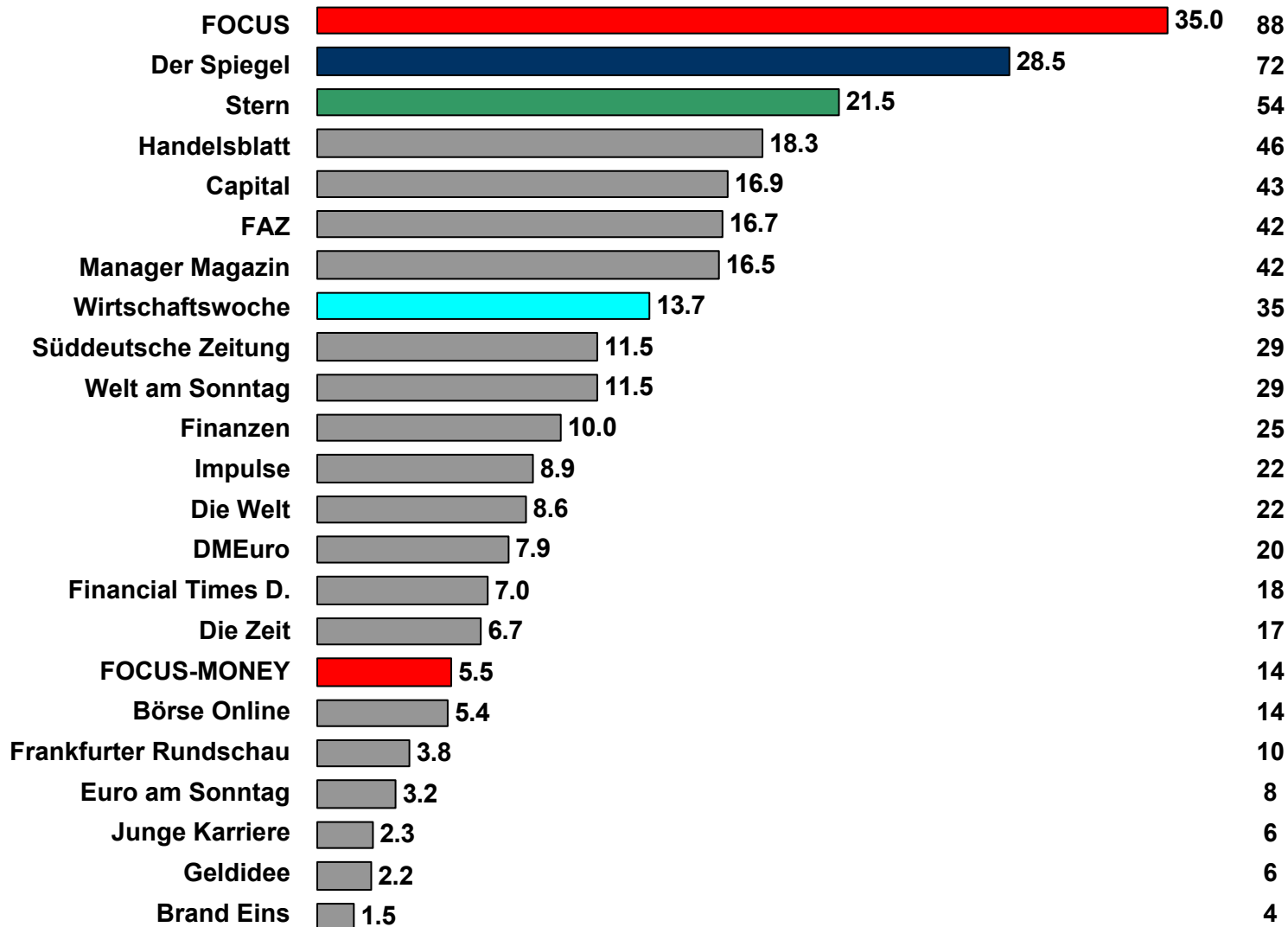
Target group potential:
1.18 mill. decision
makers

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Members of the Board, General Managers, Directors

Ranking: Selected titles by coverage

In % In thousands



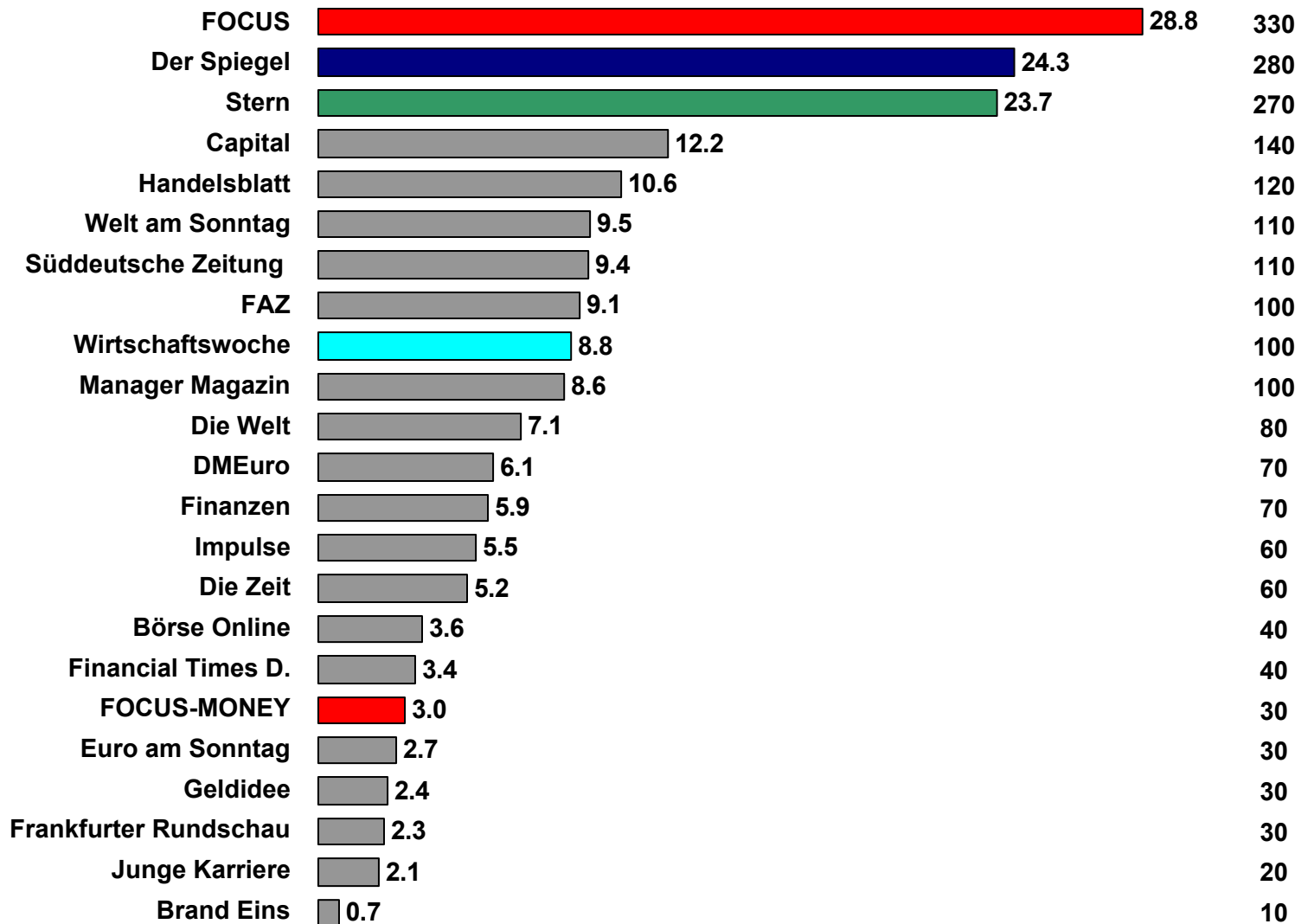
Target group potential:
225,000 decision
makers

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Middle Class

Ranking: Selected titles by coverage

In % In thousands



Target group potential:
1.15 mill. decision
makers

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Head of Department: Finances

Ranking: Selected titles by coverage

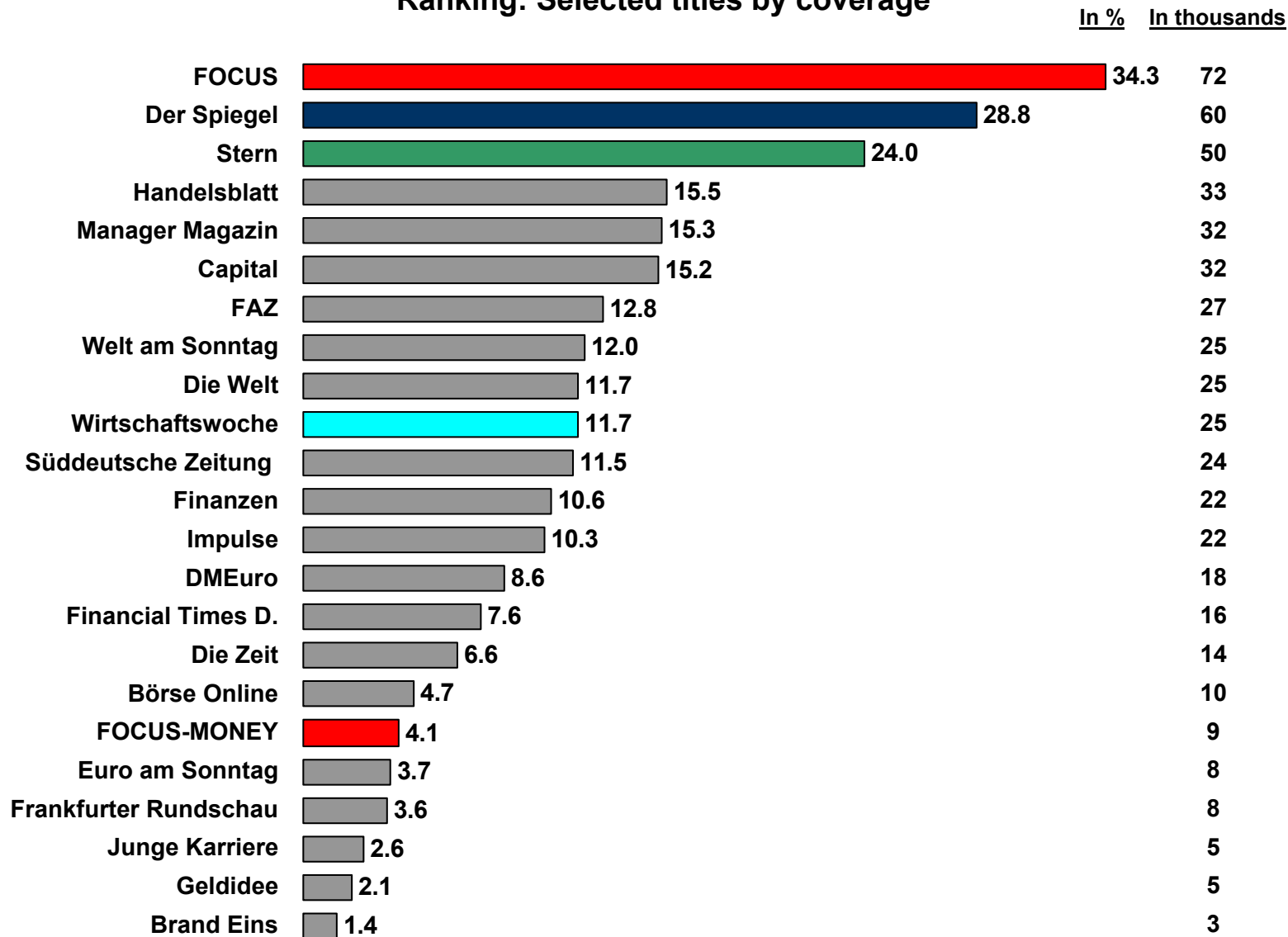
	In %	In thousands
FOCUS	32.2	41
Der Spiegel	28.7	37
Handelsblatt	21.1	27
Stern	19.9	26
Capital	16.9	22
FAZ	14.8	19
Manager Magazin	14.3	18
Welt am Sonntag	13.4	17
Wirtschaftswoche	13.2	17
Die Welt	11.9	15
Impulse	11.1	14
Finanzen	9.8	13
DMEuro	8.8	11
Süddeutsche Zeitung	8.8	11
Financial Times D.	6.9	9
Die Zeit	6.2	8
FOCUS-MONEY	4.4	6
Frankfurter Rundschau	4.0	5
Börse Online	3.4	4
Junge Karriere	3.3	4
Euro am Sonntag	3.1	4
Geldidee	1.3	2
Brand Eins	1.3	2

Target group potential:
128,000 decision
makers

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Head of Department: Management

Ranking: Selected titles by coverage



Target group potential:
210,000 decision
makers

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Self Employed

Ranking: Selected titles by coverage

	<u>In %</u>	<u>In thousands</u>
FOCUS	26.0	134
Stern	21.5	111
Der Spiegel	19.8	102
Welt am Sonntag	9.1	47
Capital	8.6	45
Wirtschaftswoche	7.6	39
Süddeutsche Zeitung	7.5	39
Handelsblatt	7.3	38
Manager Magazin	6.6	34
FAZ	6.0	31
Die Welt	5.8	30
Impulse	5.3	27
DMEuro	4.0	21
Die Zeit	4.0	20
Finanzen	3.8	19
FOCUS-MONEY	2.8	14
Börse Online	2.2	11
Geldidee	2.0	10
Financial Times D.	2.0	10
Euro am Sonntag	2.0	10
Frankfurter Rundschau	1.2	6
Junge Karriere	1.1	6
Brand Eins	0.6	3

Target group potential:
516,000 decision
makers

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Independent Professions

Ranking: Selected titles by coverage

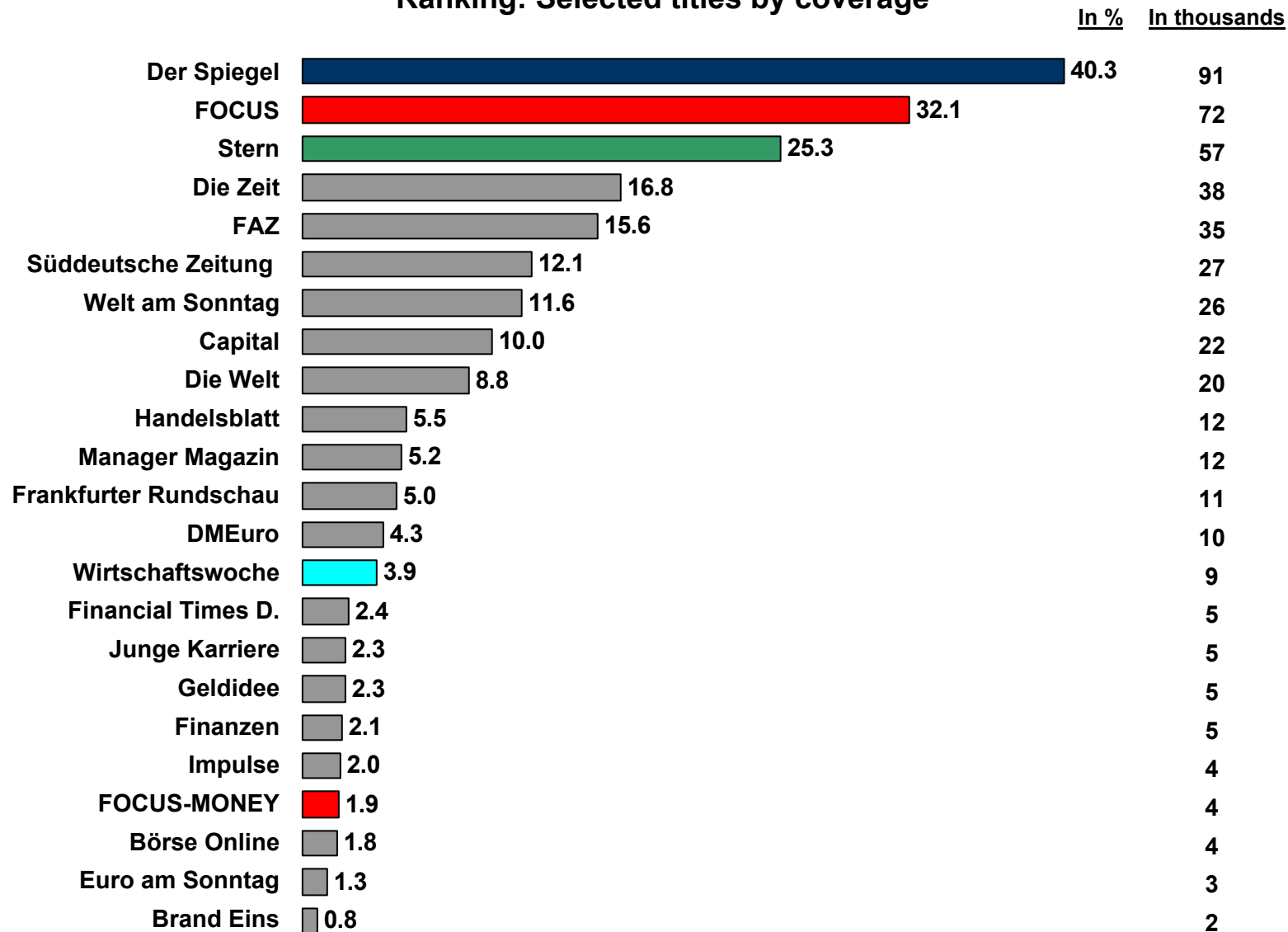
	In %	In thousands
Der Spiegel	35.3	113
FOCUS	32.4	103
Stern	24.8	79
Welt am Sonntag	12.5	40
FAZ	11.8	37
Capital	11.7	37
Die Zeit	11.2	36
Manager Magazin	9.0	29
Süddeutsche Zeitung	8.9	28
Die Welt	7.5	24
Wirtschaftswoche	6.3	20
Handelsblatt	5.0	16
Impulse	4.5	14
Financial Times D.	4.0	13
DMEuro	3.9	12
Finanzen	3.4	11
FOCUS-MONEY	2.8	9
Frankfurter Rundschau	2.7	9
Börse Online	2.4	8
Geldidee	2.1	7
Euro am Sonntag	1.7	6
Junge Karriere	0.9	3
Brand Eins	0.7	2

Target group potential:
319,000 decision
makers

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Civil Servants

Ranking: Selected titles by coverage



Target group potential:
225,000 decision
makers

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Law and Management Consultancy

Ranking: Selected titles by coverage

	<u>In %</u>	<u>In thousands</u>
Der Spiegel	41.6	35
FOCUS	38.3	32
Stern	21.2	18
FAZ	21.0	17
Capital	19.9	17
Manager Magazin	18.4	15
Welt am Sonntag	15.2	13
Wirtschaftswoche	12.9	11
Handelsblatt	12.8	11
Süddeutsche Zeitung	11.8	10
Die Zeit	11.4	9
Impulse	9.5	8
Die Welt	9.3	8
Financial Times D.	8.6	7
DMEuro	7.2	6
Finanzen	6.6	5
FOCUS-MONEY	4.2	4
Frankfurter Rundschau	3.9	3
Börse Online	3.7	3
Geldidee	3.4	3
Euro am Sonntag	2.7	2
Junge Karriere	1.7	1
Brand Eins	1.3	1

Target group potential:
83,000 decision
makers

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