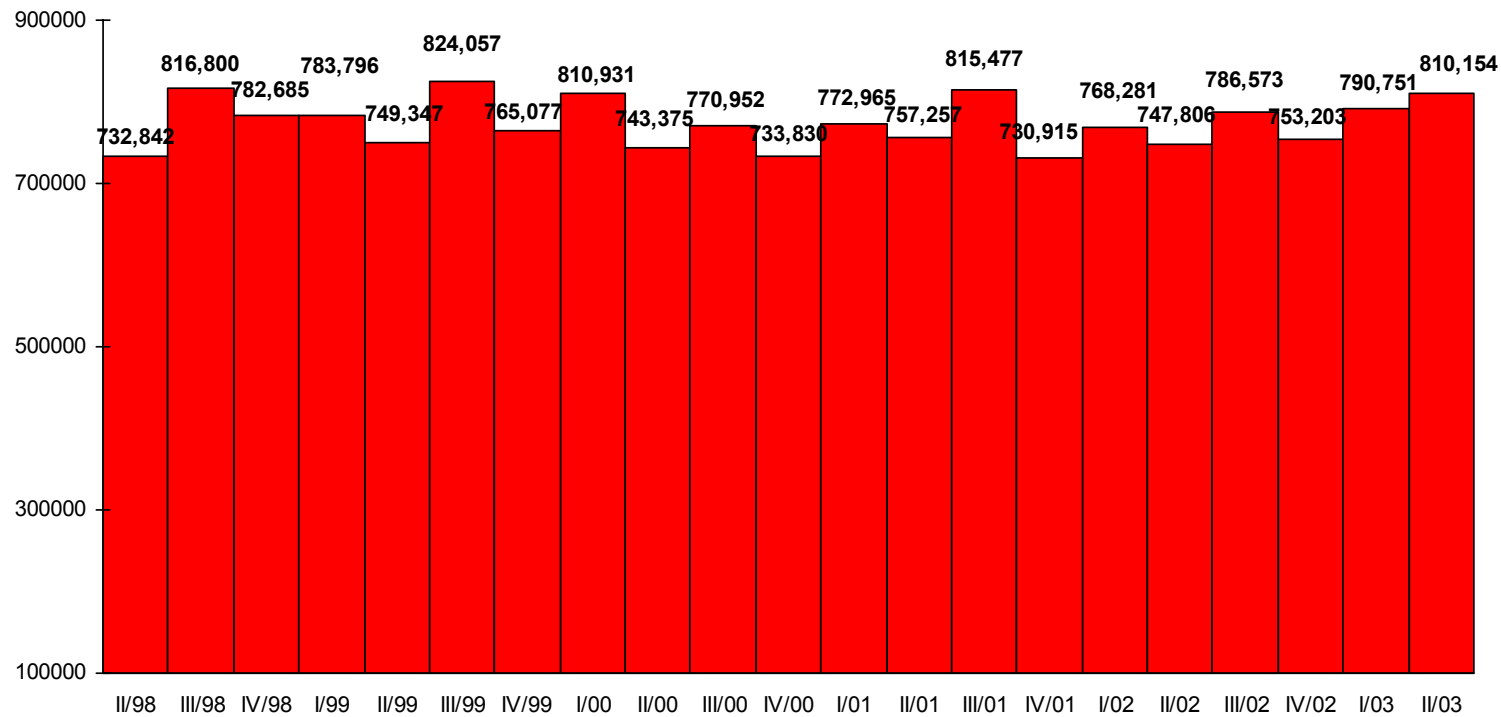


# FOCUS in the IVW II/2003



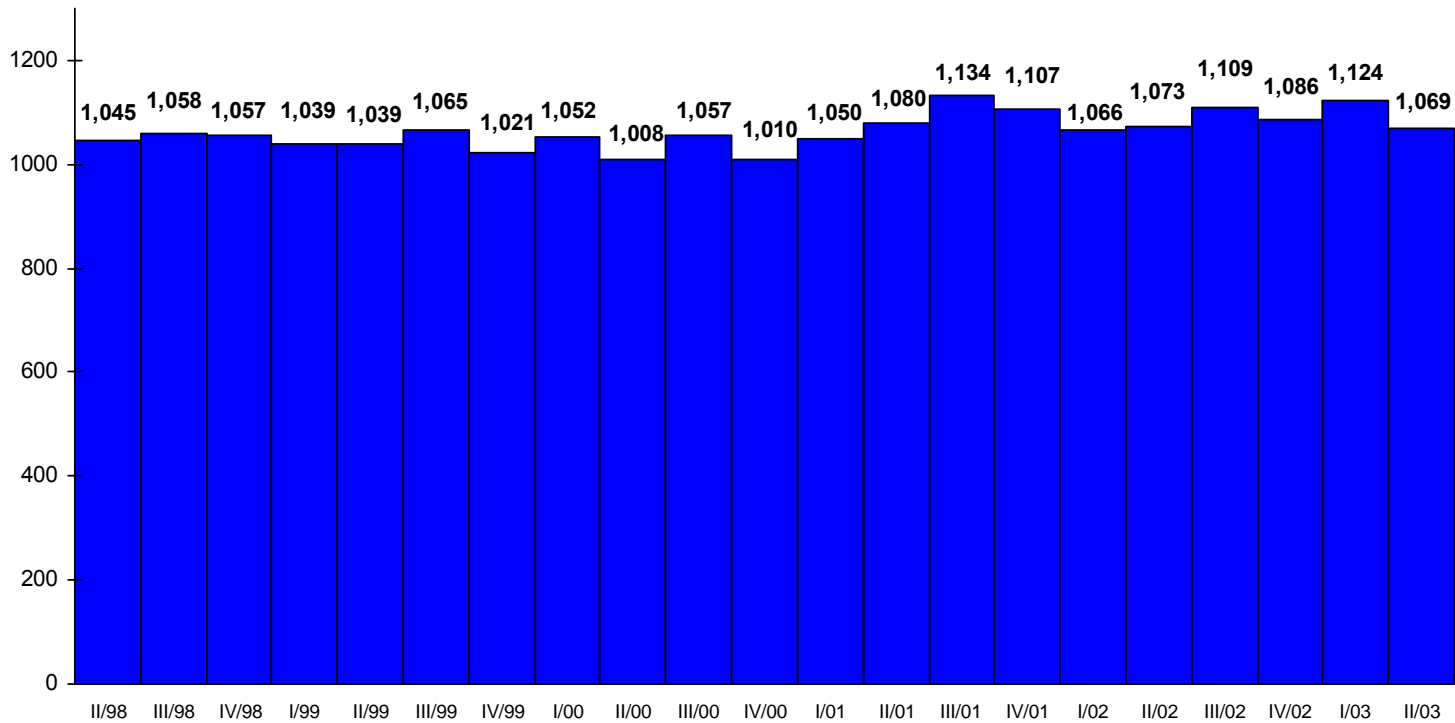
# FOCUS - Overall Sale



source: IVW / PZ-Online

# Der Spiegel - Overall Sale

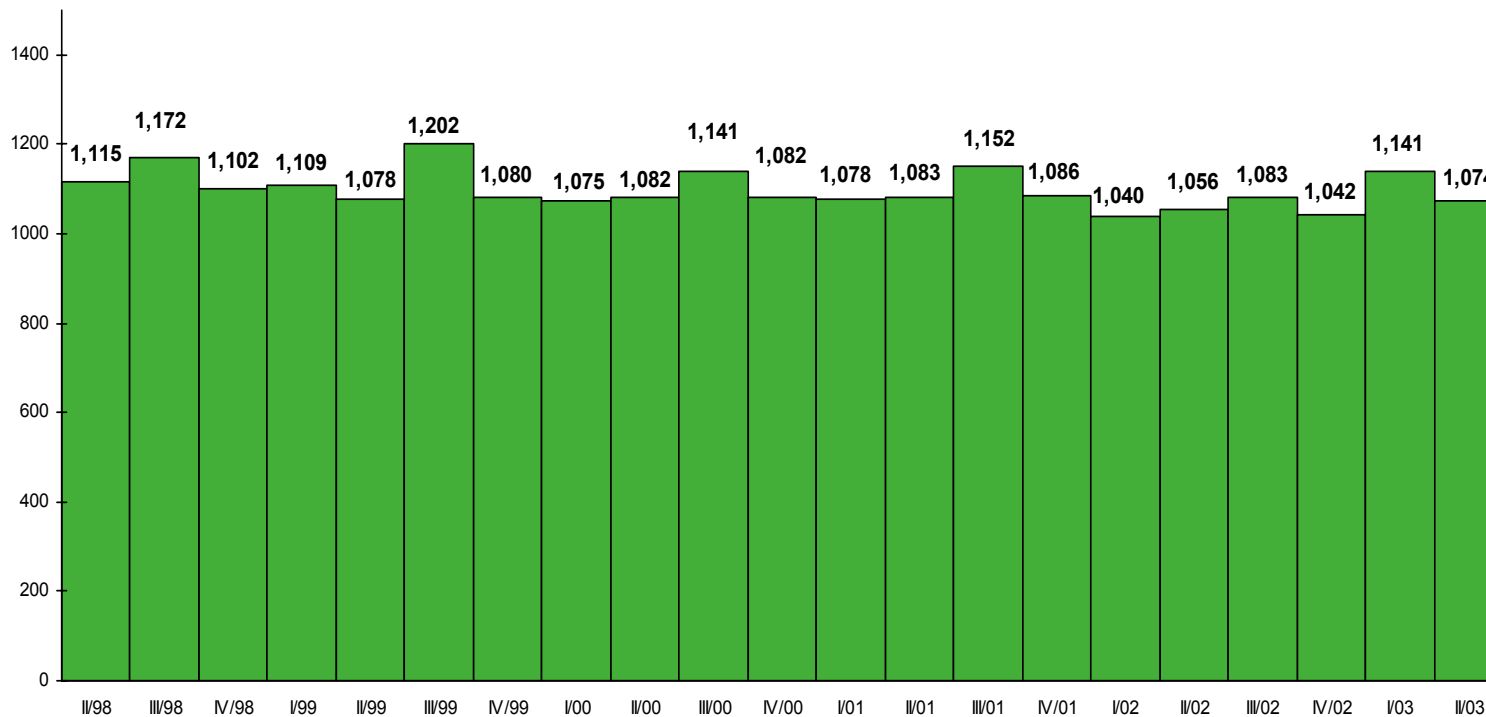
in thousand



source: IVW / PZ-Online

# Stern - Overall Sale

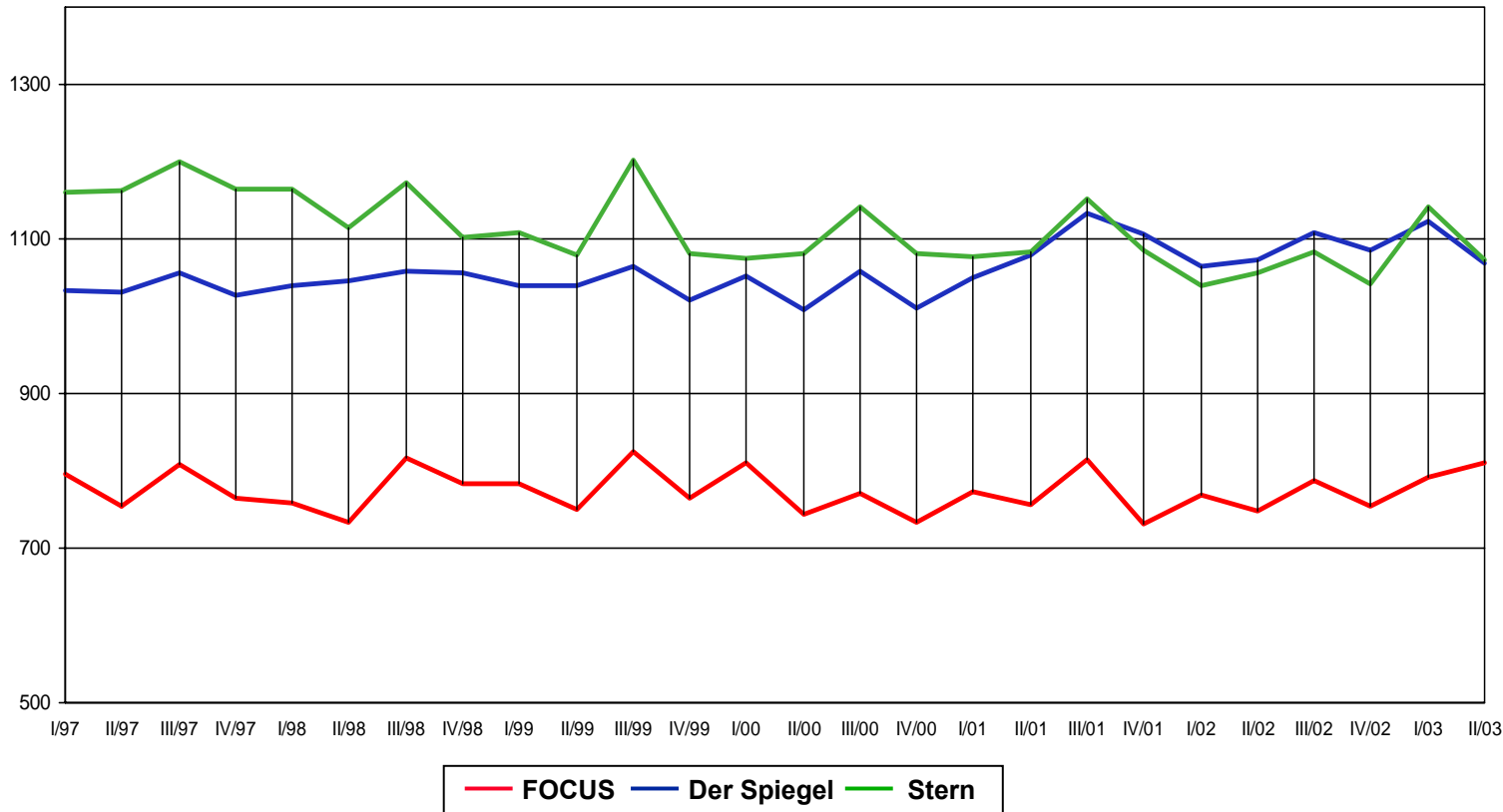
in thousand



source: IVW / PZ-Online

# Development in Overall Sale

in thousand



**current  
total in  
copies:**

**Stern:  
1,073,591**

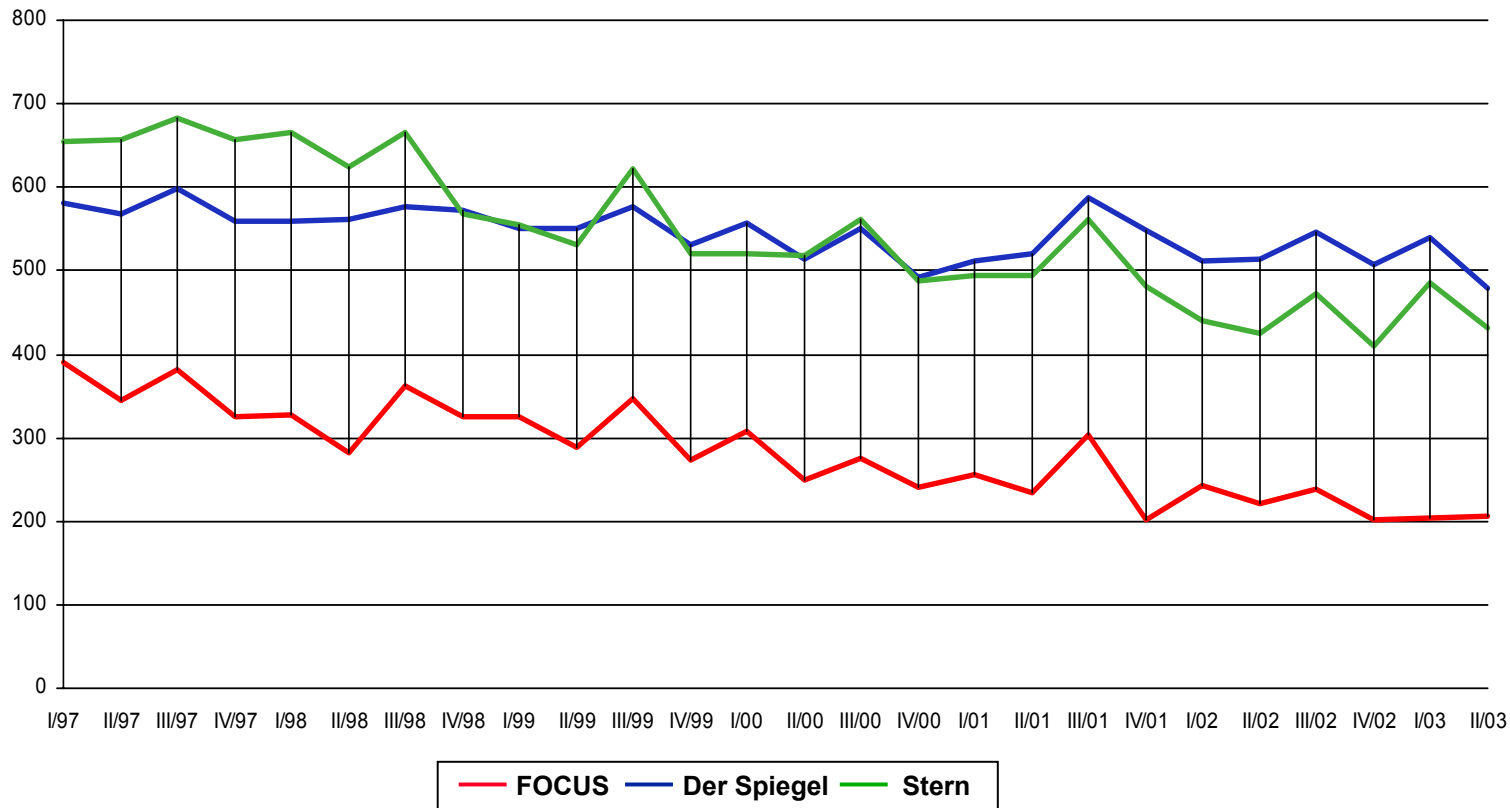
**Der Spiegel:  
1,069,047**

**FOCUS:  
810,154**

source: IVW / PZ-Online

# Single Copy Sales

in thousand

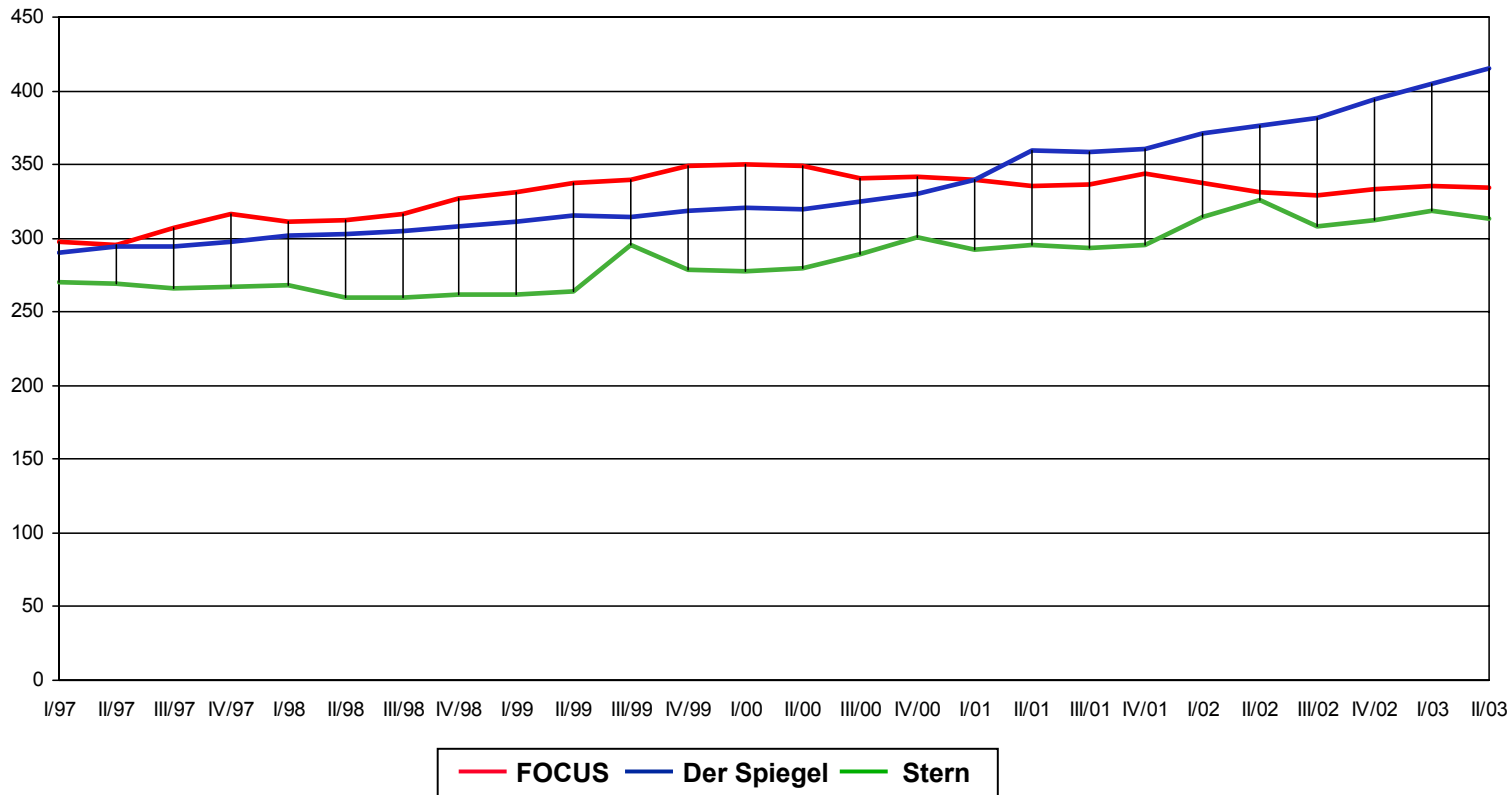


**current total in copies:**  
**Der Spiegel:**  
**479,768**  
**Stern:**  
**431,516**  
**FOCUS:**  
**205,130**

source: IVW / PZ-Online

# Subscriptions

in thousand

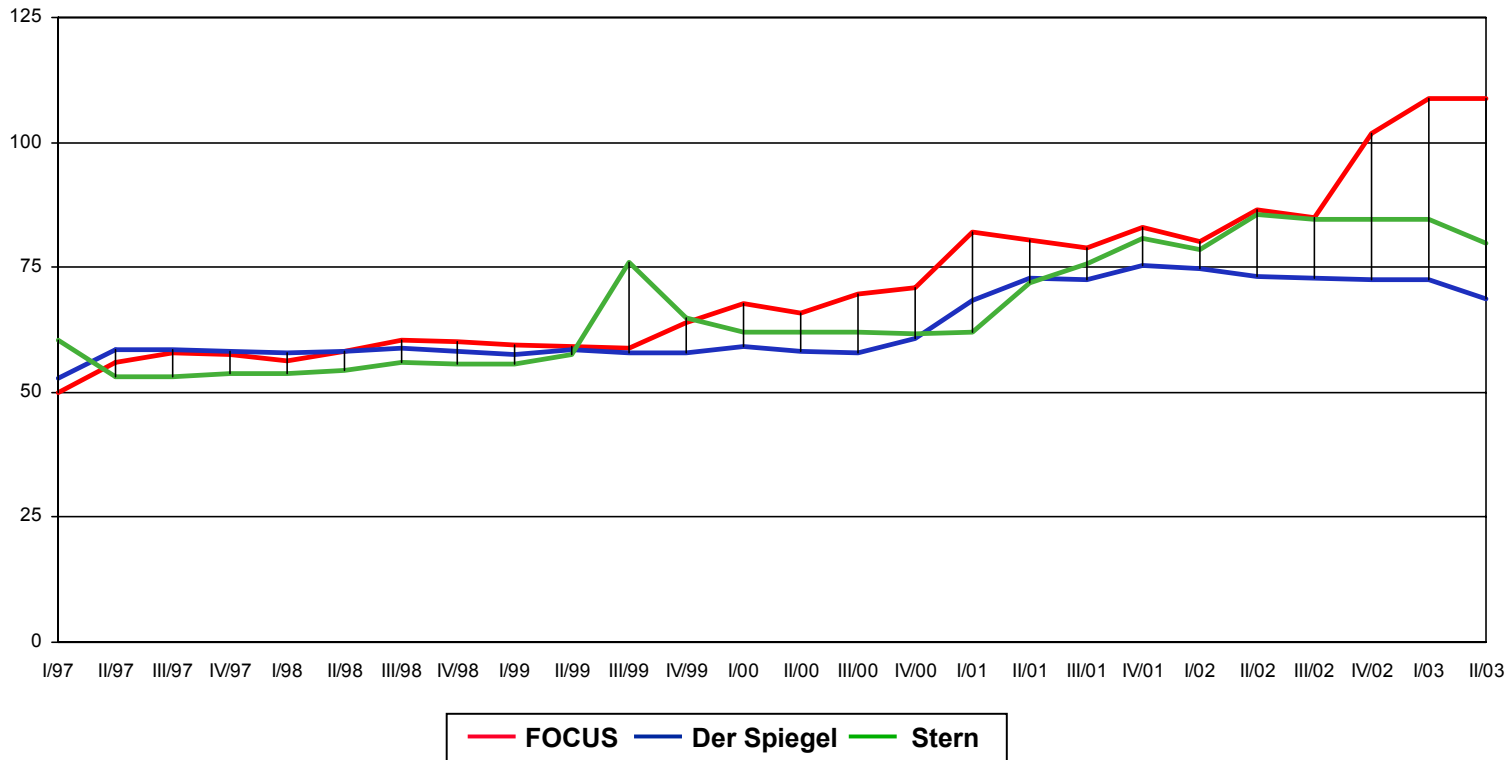


**current  
total in  
copies:**  
**Der Spiegel:  
415,788**  
**FOCUS:  
334,275**  
**Stern:  
312,997**

source: IVW / PZ-Online

# In-flight Copies

in thousand



**current total in copies:**

**FOCUS:  
108,834**

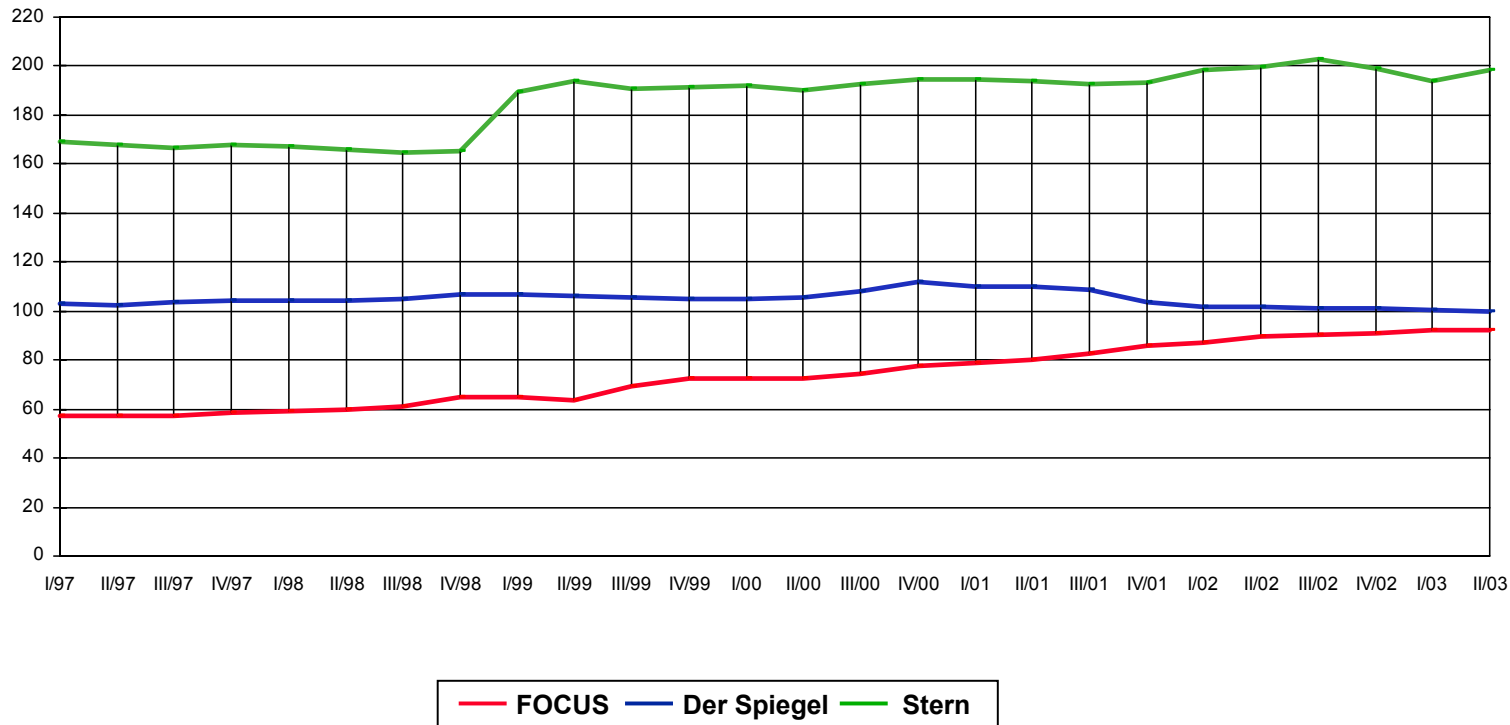
**Stern:  
79,838**

**Der Spiegel:  
68,843**

source: IVW / PZ-Online

# Magazine Sharing Clubs

in thousand



**current  
total in  
copies:**

**Stern:  
198,260**

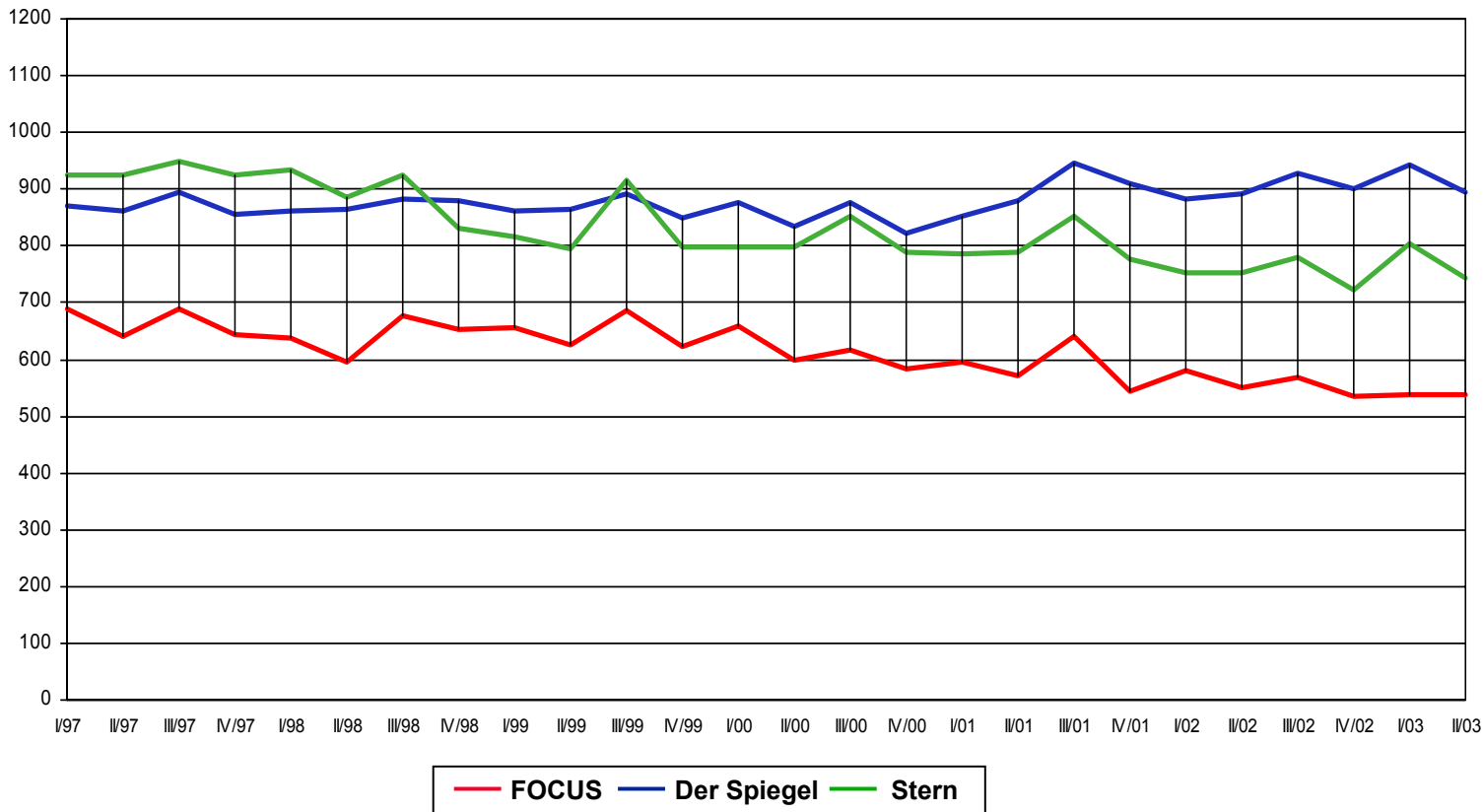
**Der Spiegel:  
100,024**

**FOCUS:  
92,334**

source: IVW / PZ -Online

# Overall Sales less other Sales and Magazine Sharing Clubs

in thousand



**current  
total in  
copies:**

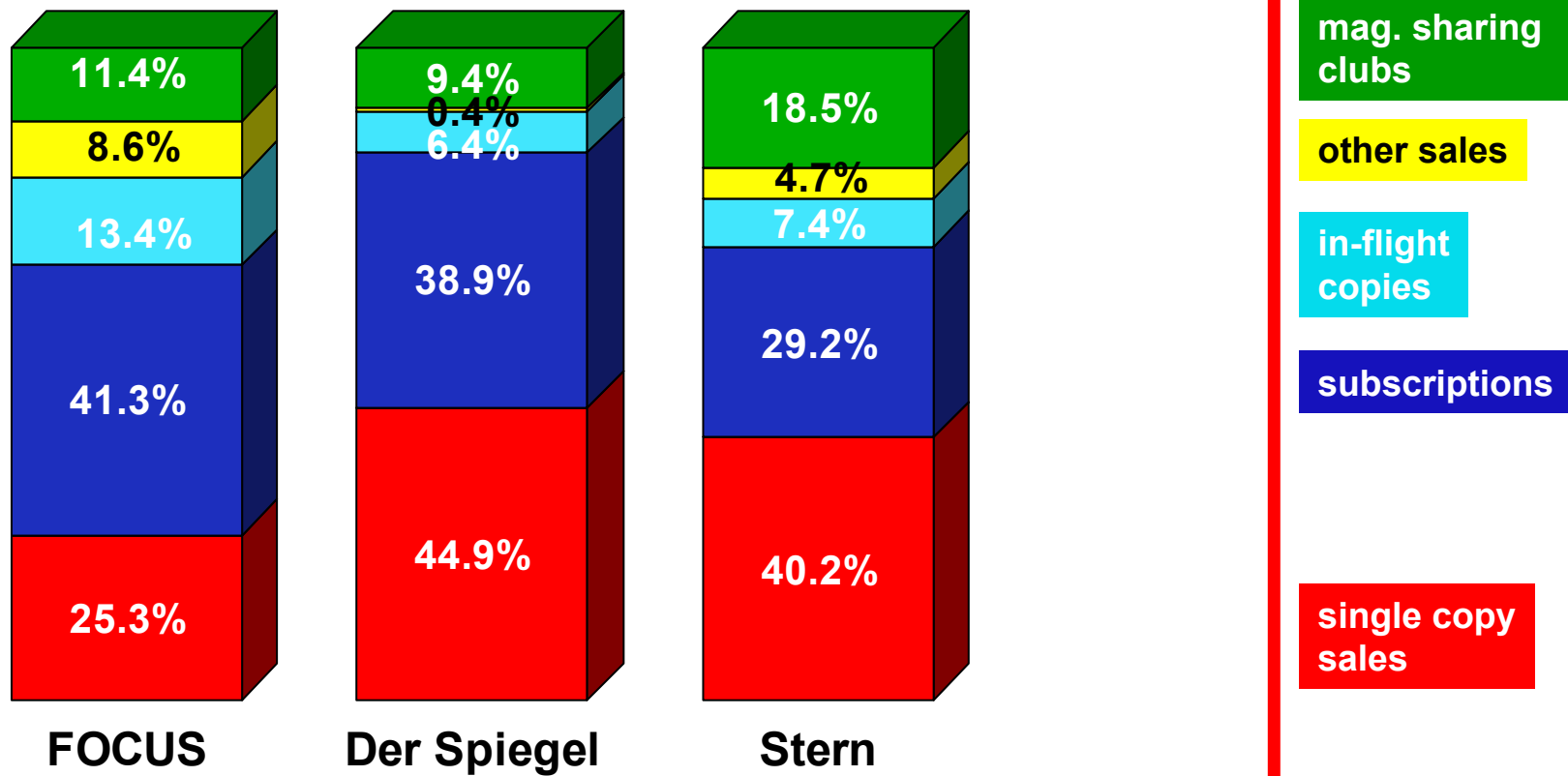
**Der Spiegel:  
895,556**

**Stern:  
744,513**

**FOCUS:  
539,405**

source: IVW / PZ-Online; Basis: overall sales less other sales and magazine-sharing clubs

# Circulation Breakdown IVW II/2003



source: IVW / PZ-Online

# Overview

FOCUS	I/2001	II/2001	III/2001	IV/2001	I/2002	II/2002	III/2002	IV/2002	I/2003	II/2003
paid circulation	772.965	757.257	815.477	730.915	768.281	747.806	786.573	753.203	790.751	810.154
single copy sales	255.270	234.611	304.313	201.555	242.074	220.366	238.728	202.450	204.351	205.130
subscriptions	339.648	335.539	335.987	343.864	337.824	330.927	329.341	333.627	335.149	334.275
in-flight copies	82.091	80.518	79.037	82.920	80.149	86.599	84.995	101.717	108.838	108.834
mag. sharing clubs	78.719	80.184	82.841	85.813	87.025	89.413	90.290	90.627	91.899	92.334
other sales*	17.237	26.405	13.299	16.763	21.209	20.501	43.219	24.782	50.515	69.581
<b>Der Spiegel</b>										
paid circulation	1.049.666	1.079.701	1.134.244	1.106.750	1.065.625	1.072.950	1.108.589	1.085.605	1.123.803	1.069.047
single copy sales	512.315	520.239	586.707	549.047	510.716	514.204	546.593	507.566	538.931	479.768
subscriptions	339.830	359.879	358.974	360.794	371.075	376.093	381.629	394.007	404.653	415.788
in-flight copies	68.352	72.772	72.660	75.274	74.838	73.238	72.729	72.611	72.580	68.843
mag. sharing clubs	109.948	110.235	108.641	103.717	101.698	101.573	101.026	101.126	100.623	100.024
other sales*	19.221	16.576	7.262	17.918	7.298	7.842	6.612	10.295	7.016	4.624
<b>Stern</b>										
paid circulation	1.077.932	1.082.683	1.152.101	1.085.698	1.040.229	1.056.250	1.083.377	1.041.917	1.141.293	1.073.591
single copy sales	493.389	494.363	560.547	480.987	439.145	425.689	473.094	409.717	486.194	431.516
subscriptions	292.484	295.159	292.842	294.948	314.594	325.936	307.587	312.026	319.011	312.997
in-flight copies	62.049	71.963	75.856	80.721	78.607	85.534	84.744	84.583	84.515	79.838
mag. sharing clubs	194.373	193.848	192.357	193.510	198.523	199.947	203.034	199.195	193.979	198.260
other sales*	35.637	27.350	30.499	35.532	9.360	19.144	14.918	36.396	57.594	50.980
source: IVW / PZ-Online										

\* without in-flight copies and magazine-sharing-clubs

## Facts

- **FOCUS** sells more than 810,000 copies every week.
- The subscriptions amount about 334,000 copies. With 41.3 % the share of subscriptions denotes a high level of reader loyalty to the magazine as well as a guarantee for media planning.
- **FOCUS** reaches the very attractive target group of business travellers with more than 100,000 in-flight copies.