



<b>Editorial Profile</b>	The economical magazine has a high reputation among young, urban and educated people. Trend offers orientation in national and global economy and therefore provides practical value for its readers.
<b>Language</b>	Slovakian
<b>Frequency</b>	weekly (Thu)
<b>Circulation</b>	15,331 copies (ABC 12/04)
<b>Average reach</b>	80,000 readers per issue
<b>Readership</b>	About two third of the readers are younger than 40 years, 30% have a university degree. They have an over-averagely high income and belong to the highest socio-economical classes. They are predominantly urban residents living in towns of more than 20-thousand people.
<b>Internet site</b>	<a href="http://www.etrend.sk">http://www.etrend.sk</a>