

Circulation and Distribution analysis

Circulation analysis: Copies per edition (third quarter 2009)

Printed copies: 5.767

Actually distributed Circulation (actually distributed): 5.491

subscription copies 4.032
miscellaneous sales 269

Sold circulation: 4.301

Free copies: 1.190

Remaining/archive and Specimen copies: 276

Circulation auditing:



Geographic distribution analysis:

Economic area	Portion of actually distributed circulation	
	%	Copies
Germany	89.9	4.887
International	11.0	604
Actually distributed circulation	100.0	5.491

Breakdown of domestic circulation according to Nielsen areas:

Nielsen area 1	Schleswig-Holstein, Hamburg, Bremen, Lower Saxony	10.5	513
Nielsen area 2	North Rhine Westphalia	18.8	919
Nielsen area 3a	Hesse, Rhineland-Palatinate, Saarland	17.1	836
Nielsen area 3b	Baden-Wuerttemberg	17.9	875
Nielsen area 4	Bavaria	20.6	1.007
Nielsen area 5	Berlin	1.5	73
Nielsen area 6	Brandenburg, Mecklenburg-Western Pomerania, Saxony-Anhalt	5.9	288
Nielsen area 7	Thuringia, Saxony	7.7	376
Germany		100	4.887

Breakdown of the international circulation:

Switzerland	29.4	178
Italy	6.9	42
Austria	30.4	184
Scandinavia	6.9	42
France	2.2	13
Benelux	11.1	67
Other international	13.1	78
International	100.0	604