

Content/Volume analysis/Readers Structural Analysis

Volume analysis: 2008 = 12 editions

Total volume:	1.440 pages	=	100 %
Editorial part:	906 pages	=	63.0 %
Advertising part:	534 pages	=	37.0 %

Small ads: 22 pages

Bound inserts: 58 pages

Publisher's ads: 20 pages
(Editorial content,
Miscellaneous)

Loose inserts: 35 pages

Editorial content analysis 2008 = 906 pages

	pages	%
Tips and trends	46	5.0
Talks - Interviews on current subjects	31	3.4
Construction/quarrying and transporting	68	7.5
Survey	30	3.3
Discussions with experts	44	4.9
Other subjects of emphasis	33	3.6
Preservation of monuments	52	5.7
Cemeteries and gravestones	73	8.1
Design/sculptors	49	5.4
Training and ongoing training	56	6.2
Rocks	30	3.3
Technology	72	8.0
Trade shows	13	1.4
Businesses	63	7.0
Companies and products/ in-house exhibitions	80	8.8
Association news	35	3.9
Media	5	0.6
Miscellaneous	126	13.9
Total number of pages	906	100

Target groups as approved by the »Standard Industrial Classification« of the German Federal Statistical Office

	%	copies
Portion of actually distributed copies		
Stone sculpture works and stonemasonry	71.5	3,926
Other handling and processing of natural stone		
Quarrying natural stone	7.8	428
Natural stone business	6.9	379
Machine industry	2.0	110
Architects, building companies	4.0	220
Associations, authorities, schools	2.8	153
Miscellaneous	2.0	110
No information	3.0	165

Actually distributed copies 100 5,491

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Use our comprehensive online programme www.naturalstone-online.com and www.natursteinonline.com to reach the following target groups:

- Stone masons and sculptors
- Natural stone setters and tilers
- Natural stone industry
- Restorers and monument conservation experts
- Developers/Clients and architects
- Garden and landscape planners
- End consumers