



16 Circulation controll:



17 Circulation analyses:

Average circulation within one year
(July 1st 2010 – June 30th 2011)

Print run:	6,500		
Real circulations press run:	6,122	of them foreign country	1,229
Total net paid circulation:	1,360	of them foreign country	343
– subscribed copies:	1,264	of them foreign country	330
– other sale:	0		
– Sale per copy:	96	of them foreign country	13
Free copies:	4,762	of them foreign country	886
Remain, file and checking copies	378		

18 Geographical circulation analysis:

Economic area	Quota of real circulations press run	
	%	copies
Home country	79.92	4,893
Foreign country	20.08	1,229
Real circulations press run	100.00	6,122

Circulation according to "Nielsen"-geographical sectors/state:

Nielsen geographical sector I		
Schleswig-Holstein	2.00 %	98
Hamburg	0.78 %	38
Lower Saxony	6.50 %	318
Bremen	0.29 %	14
Nielsen geographical sector II		
North-Rhine-Westphalia	13.84 %	677
Nielsen geographical sector IIIa		
Hesse	8.68 %	425
Rhineland-Palatinate	5.66 %	277
Saarland	1.41 %	69
Nielsen geographical sector IIIb		
Baden-Wuerttemberg	18.25 %	893
Nielsen geographical sector IV		
Bavaria	25.83 %	1,264
Nielsen geographical sector V		
Berlin	0.94 %	46
Nielsen geographical sector VI		
Brandenburg	2.41 %	118
Mecklenburg-Vorpommern	1.12 %	55
Saxony-Anhalt	3.27 %	160
Nielsen geographical sector VII		
Saxony	4.99 %	244
Thuringia	4.03 %	197
Home country	100.00 %	4,893

Foreign circulation:

Europe	53.46 %	657
Liechtenstein/Austria/Switzerland/South Tyrol	14.08 %	173
European Community-countries (without Germany/Austria)	38.24 %	470
Central/Eastern europe countries including GUS-states	1.06 %	13
other	0.08 %	1
America	26.28 %	323
North America	17.49 %	215
Central and South America	8.79 %	108
Africa	1.22 %	15
Asia	13.51 %	166
Australia and Oceanien	5.53 %	68
Foreign country	100.00 %	1,229

19 Business line/Commercial branch/Trade directions/Occupational groups

Section	Recipientsgroups (According to classification of the commercial branch)	Quota of real circulated press run			
		altogether		home country	foreign country
		%	copies	copies	copies
	Producing trade				
15	Food trade				
1511	Slaughter-houses	16.81	1,029	572	457
1513	Meat processing				
	Meat-product industry	7.87	482	65	417
	Butcher's dealer/butcher's shop	51.24	3,137	3,008	129
1587	Spice and sauces production	0.21	13	13	0
16-37	Other producing business	2.79	171	126	45
	Trade				
5132	Meat wholesale trade	0.70	43	40	3
51563	Butcher's need trade	0.80	49	44	5
51	Other wholesale trade	0.21	13	10	3
52	Retail	0.23	14	14	0
5222	Meat retail	6.91	423	422	1
	Other				
55-74	Service rendering trade	1.13	69	64	5
75	Region corporations	0.48	29	26	3
80	Education and instructions	2.63	161	154	7
852	Veterinary surgeon	0.02	1	1	0
91	Lobbyists	2.92	179	165	14
	Other indicated	1.00	61	59	2
	Without statements	4.05	248	110	138
	real circulated press run	100.00	6,122	4,893	1,229

20 **Size of commercial unit**
 21.1 **Work characteristic: field**
 21.2 **Work characteristic: position in operated** } not yet raised it.

22.1 **Education/training: Graduation**
 22.2 **Education/training: vocational training**
 23 **Age** } not yet raised it.

The survey method in a briefly register 3-E

1. Condition of the file:

All addresses of the receivers are registered in the addressee file. Considering to the postal information the file can be sorted by post code or home and foreign country recipients. There is complementary recorded in the file: membership trade, size of a companies class.

2. Test method:

Complete survey of the file- and addressee-structure analysis.

3. Day of the list for the complete survey: July 29th 2011

4. Structure of the recipients:

a) Total number of the recipients in the file:	43,791
b) Structure of a issue by distribution method:	
addressee of total net paid circulation	1,360
addressee of permanent free copies	412
number at the addressee of different free copies of a issue	4,119
sale per copy	0
complementary copies	231
Real circulated press run (rcpr)	6,122
of them home country	4,893
of them foreign country	1,229
c) Total number of recipients with different free copies (Change after each issue)	42,244

5. Basic totality (examined Portion):

Basic totality (rcpr)	6,122 = 100.0 %
In the test there aren't covered:	288 = 4.7 %
sale per copy	0
complementary copies	231
supplied over book trade	57
The test represents	5,834 = 95.3 %
Recipients of the basic totality (rcpr)	

6. Description of the survey:

The evaluation is based on an analysis of the total file. The real circulated press run is converted in accordance with figure 17 at each determined parts in which the forwarding change recipients will be taken into consideration about her importance on average.

Qualification of the addresses by the publishing house; address and phone books; reports of the recipients; fair catalogs

Exhaustion for the business line characteristic	42,599	97.3 %
No indication in the file	1,192	2.7 %
	43,791	100.0 %

7. Intended group of the test: be cancelled

Indication has been cancelled because in the investigation personal characteristics hadn't been raised and the magazine is almost sent completely to institutional receiver addresses.

8. Definition of the reader: be cancelled

9. Fluctuationswidth: be cancelled

10. Carrying out of the test: publishing house

11. Period of the test: July 2011

The test correspondends in the arrangement, carrying out and coverage at the 'ZAW' frame schedule for media analysis, in the topical edition.