

Distribution analysis (AMF scheme 2, no. 3) 100-% survey by evaluation of database

Description of the surveying method for the distribution analysis (AMF scheme 2, no. 3)

1 Analytical method:

Distribution analysis by database evaluation - 100% survey

2 Description of the readership at the time of the survey:

2.1 Description of the database:

The database contains the complete pool of recipient addresses. The addresses can be sorted by ZIP code and by recipients located in Germany and abroad. Additional attributes stored in the database: industry and job characteristics: field of responsibilities, position within the company.

2.2 Total number of recipients stored in the database: 9,600

2.3 Total number of irregular recipients: -

2.4 Recipient structure of a regular issue by distribution types:

• Sold circulation		181	
thereof: subscribed circulation	181		
single copies sold	-		
other paid circulation:	-		
• Free copies		9,419	
thereof: regular free copies	7,742		
irregular free copies	-		
promotional copies	1,677		
Actual circulation		9,600	
thereof: within Germany	1,586		
thereof: outside Germany	8,014		

3 Description of the analysis

3.1 Population (proportion surveyed)

Population (actual circulation)	9,600 = 100.0 %
Thereof not considered in the survey:	1,677 = 17.5 %
▶ Others (distributed at trade fairs, events; for book shops, single copies sold, etc.)	1,677
Proportion surveyed of the population (actual circulation)	7,923 = 82.5 %

3.2 Date of database analysis: June 09, 2017

3.3 Description of the database:

The following sources were used to assign the industry, job attributes and positions to the recipients' addresses:

- ▶ trade fair catalogues, etc.
- ▶ information provided by the recipient

3.4 Target person of the survey: Personal recipients in the institutions stored in the data pool.

3.5 Definition of the reader: not considered

3.6 Period of the survey: June 2017

3.7 Survey conducted by: The publishers "Verlag Stahleisen GmbH"