

Overview

2006 Annual Statistic of the German B2B Press / Trade Press

The Deutsche Fachpresse (Association of the German B2B Press) has released the annual statistic on the performance of the B2B press in Germany for 2006. Here a short overview for our international clients and network partner at eMartin.net.

All data from the announcement and presentation of the Deutsche Fachpresse.

For further information please visit the German business publisher association Deutsche Fachpresse at <http://www.fachpresse.de> or contact us

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2006 Annual Statistic German B2B Media / Press

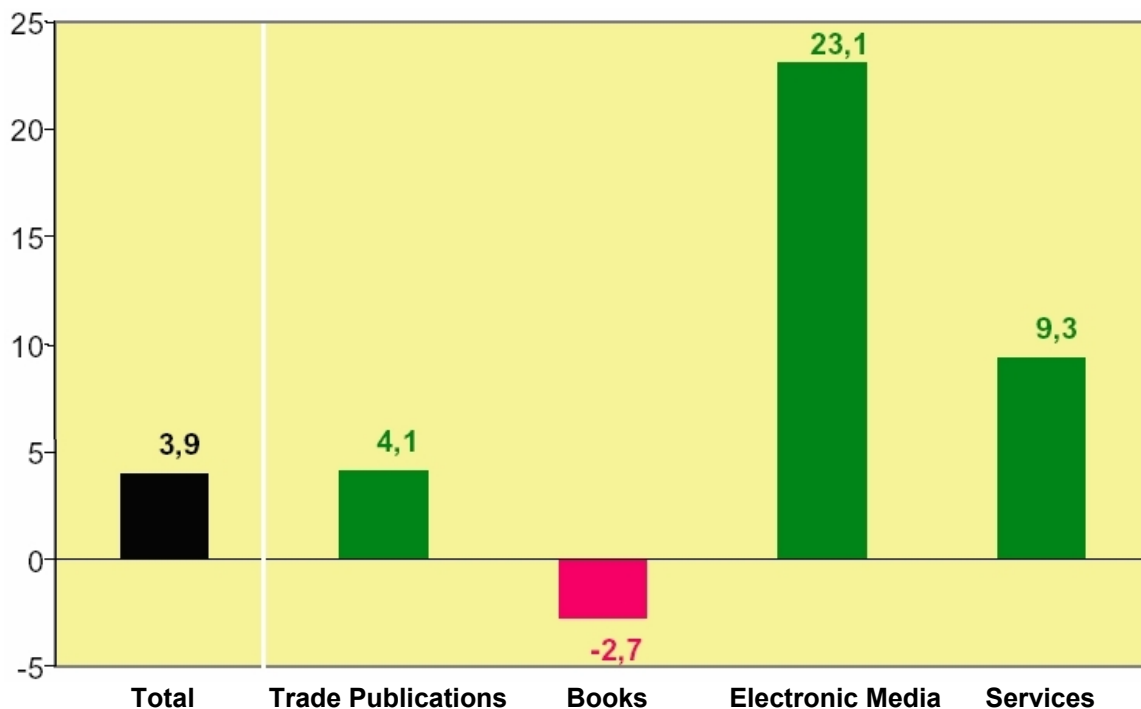
- Total Turnover 2006 2,952 Mio. Euro plus 3.9 %
- Turnover with B2B Press 1,913 Mio. Euro plus 4.1 %

there of, revenue from

- advertising 956 Mio. Euro plus 4.1 %
- circulation 892 Mio. Euro plus 1.6 %
- others 65 Mio. Euro plus 12.1 %

Source: Deutsche Fachpresse

- Changes in Turnover Categories (2006 vs. 2005)



Source: Deutsche Fachpresse

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- **German B2B Press - Turnover 2001 – 2006 (in Mio. Euro)**

Year	2001	2002	2003	2004	2005	2006
Total	1,987	1,887	1,797	1,781	1,838	1,913
there of						
Advertising	1,074	966	877	865	902	956
Circulation	847	863	865	863	878	892
Others	66	36	55	53	58	65

Source: Deutsche Fachpresse

- **German B2B Press 2006**

Total number of magazines out **3,753 plus 1,8 %**

Share International Turnover **13 % (up from 12,5 %)**

Source: Deutsche Fachpresse

- **German B2B Press in No. of Titles**

Year	2001	2002	2003	2004	2005	2006
Total	3,646	3,563	3,623	3,637	3,687	3,753
there of						
Launches	117	84	210	150	164	??
Relaunches	138	217	294	273	247	??
Folded	109	167	150	136	114	??

Source: Deutsche Fachpresse

- **German B2B Press Annual Circulation 2001 - 2006
(in Mio. pieces)**

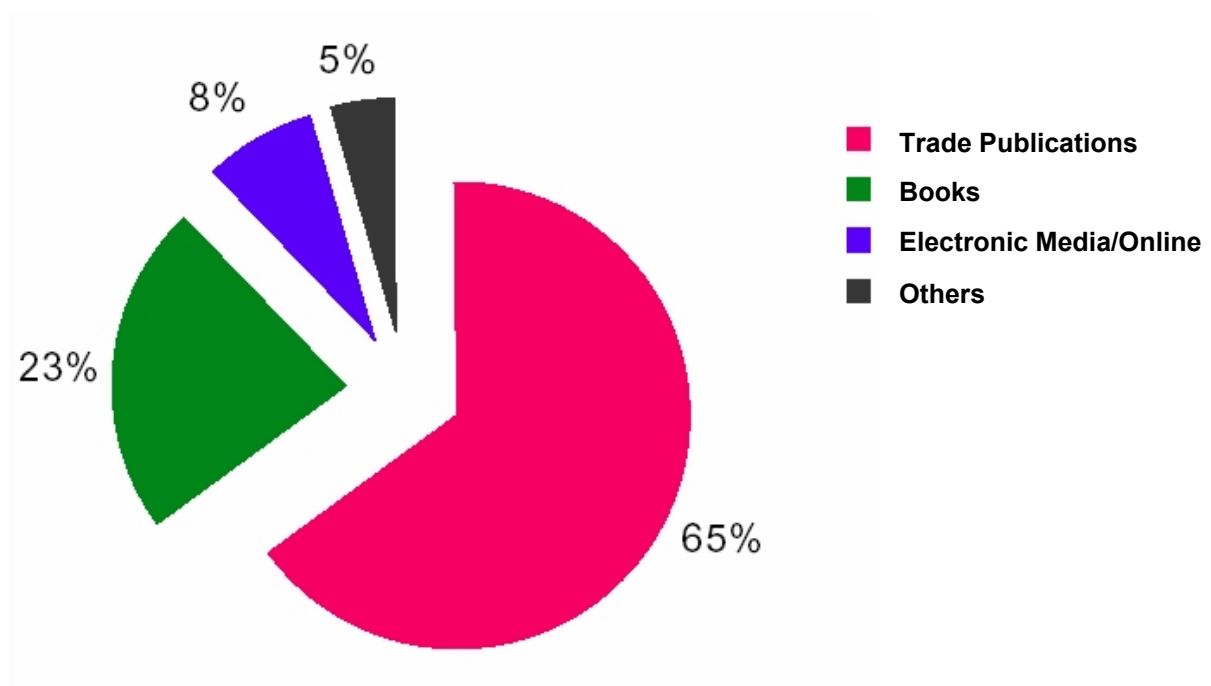
Year	2001	2002	2003	2004	2005	2006
Total distributed	476	464	441	451	476	491
there of sold	54 %	54 %	55 %	54 %	53 %	50 %

Source: Deutsche Fachpresse

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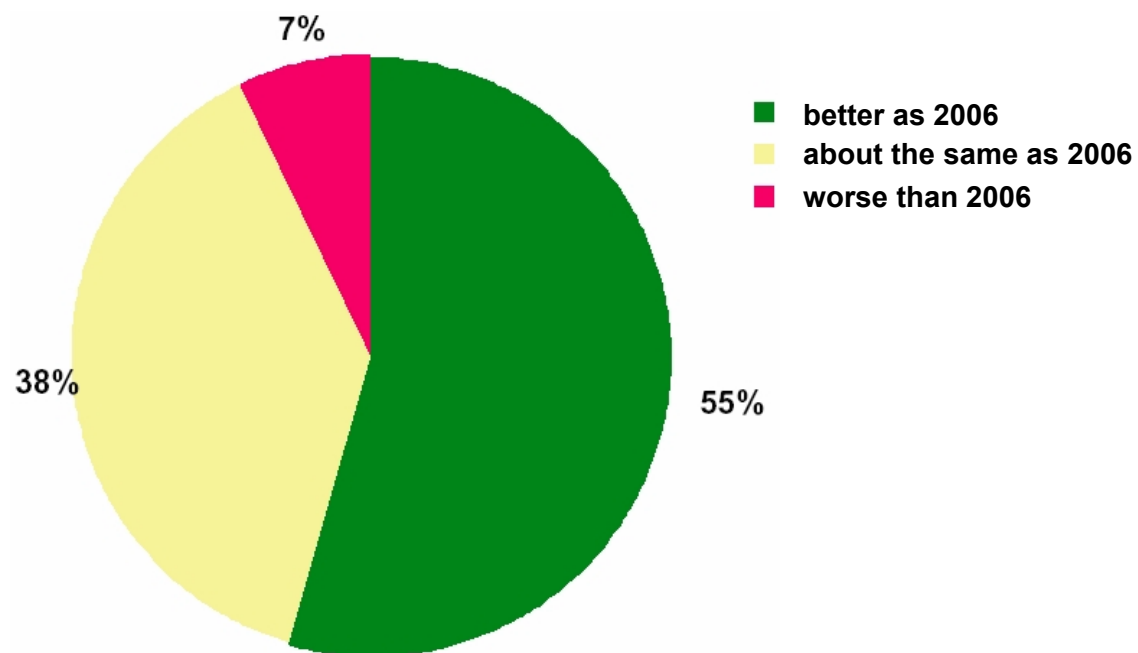
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- German B2B Press 2006 – Structure of Turnover in %



Source: Deutsche Fachpresse

- German B2B Press Expected Results for 2007



Source: Deutsche Fachpresse

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