

Overview

2005 Annual Statistic of the German B2B Press / Trade Press

The Deutsche Fachpresse (the Association of the German B2B Press) has released the annual statistic with the results for 2005 for the b2b press in Germany.

All data are 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

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German B2B Press 2005 - Turnover (in Mio. Euro)

Total Turnover 2005 **1.838 Mio. Euro plus 3,2 %**

there of, revenue from

- advertising **902 Mio. Euro plus 4,3 %**
- circulation **878 Mio. Euro plus 1,7 %**
- others **58 Mio. Euro plus 9,4 %**

Source: Deutsche Fachpresse

German B2B Press - Turnover (in Mio. Euro)

Year	2001	2002	2003	2004	2005	2005 to 2004
Total	1.987	1.887	1.797	1.781	1.838	+ 3,2 %
there of						
Advertising	1.074	966	877	865	902	+ 4,3 %
Circulation	847	863	865	863	878	+ 1,7 %
Others	66	36	55	53	58	+ 9,4 %

Source: Deutsche Fachpresse

German B2B Press 2005 - No. of Titles

Total number of magazines **3.877 + 1,4 %**

No. of Magazines launches 164 + 9,3 %

No. of Magazines relaunches 247 + 9,5 %

No. of Magazines closed 114 - 16,2 %

Source: Deutsche Fachpresse

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German B2B Press in No. of Titles

Year	2001	2002	2003	2004	2005	2005 to 2004
Total	3.646	3.563	3.623	3.637	3.687	+ 1,4 %
there of						
Launches	117	84	210	150	164	+ 9,3 %
Relaunches	138	217	294	273	247	+ 9,5 %
Folded	109	167	150	136	114	- 16,2 %

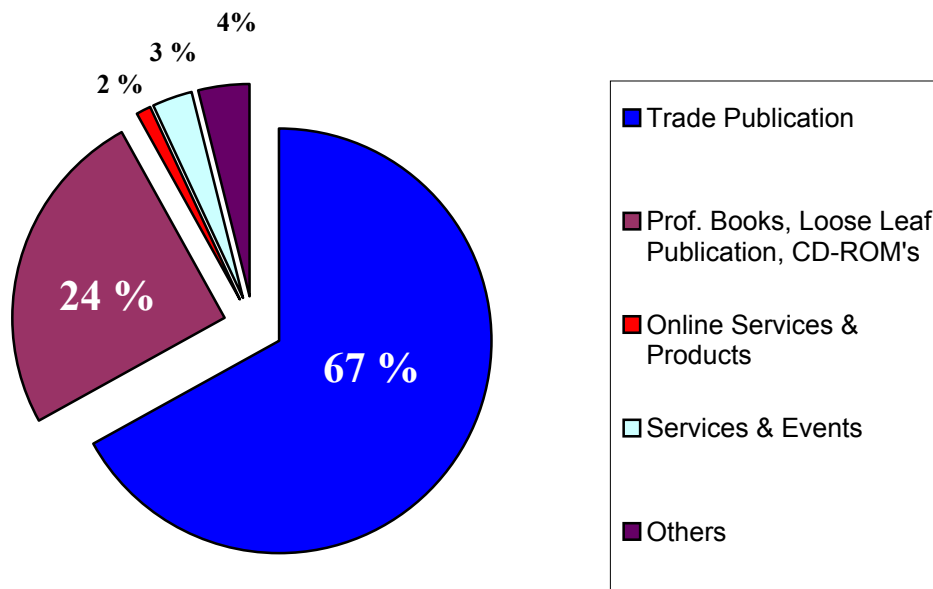
Source: Deutsche Fachpresse

German B2B Press Annual Circulation (in Mio. pieces)

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

Source: Deutsche Fachpresse

German B2B Press 2005 – Structure of Turnover in %



Source: Deutsche Fachpresse

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German B2B Press 2005 – International Activities

- 83.3 % reported some turnover from international activities
- 31.7 % reported about one or more cooperation
- 28.3 % reported a branch, subsidiary or joint venture in foreign countries

Source: Deutsche Fachpresse

German B2B Press 2005 – Reported Profit Statements

- 52 % better than 2004 (2003 to 2004: 55 %)
- 17 % about the same than 2004 (2003 to 2004: 21 %)
- 21 % worst than 2004 (2003 to 2004: 19 %)
- 10 % not comparable with 2004 (2003 to 2004: 5 %)

Source: Deutsche Fachpresse

German B2B Press Expected Results for 2006

- 38 % will be better than 2005 (2004 to 2005: 42 %)
- 48 % will be about the same than 2005 (2004 to 2005: 39 %)
- 14 % will be worst than 2005 (2004 to 2005: 19 %)

Source: Deutsche Fachpresse

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