

## Overview

### 2007 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 2007. 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*

*mcc consulting, Berlin, Germany, Hugo E. Martin [Mailto:hemartin@emartin.net](mailto:hemartin@emartin.net)*

### 2007 Annual Statistic German B2B Media / Press

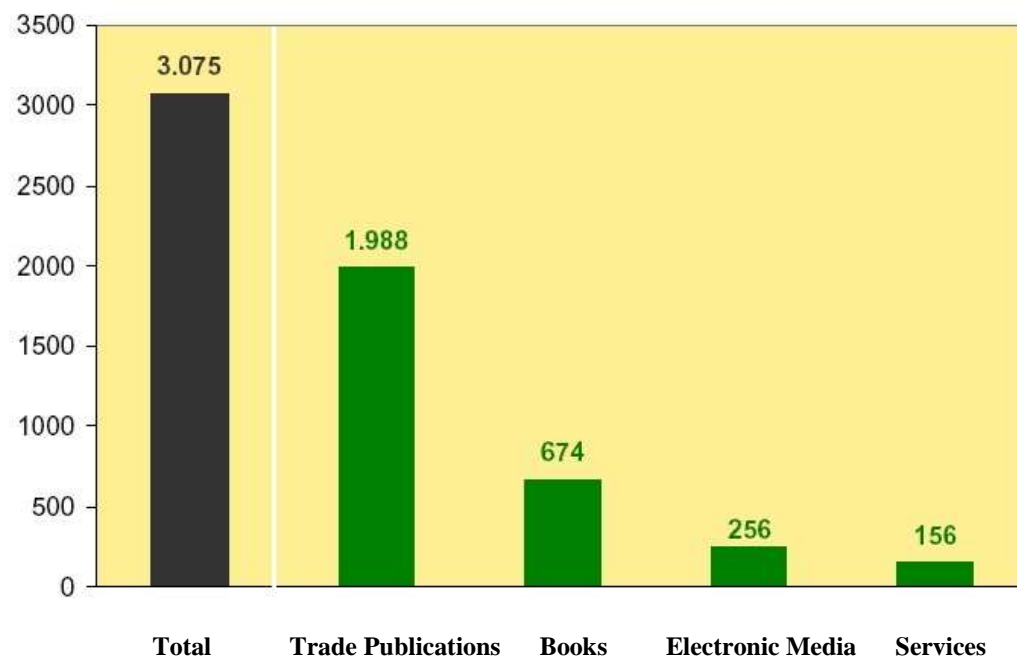
- Total Turnover 2007                    3,075 Mio. Euro, plus 4.2 %
- Turnover with B2B Press            1,988 Mio. Euro, plus 3.9 %

there of, revenue from

- advertising                            1,016 Mio. Euro, plus 6.3 %
- circulation                            900 Mio. Euro, plus 0.9 %
- others                                    72 Mio. Euro, plus 10.8 %

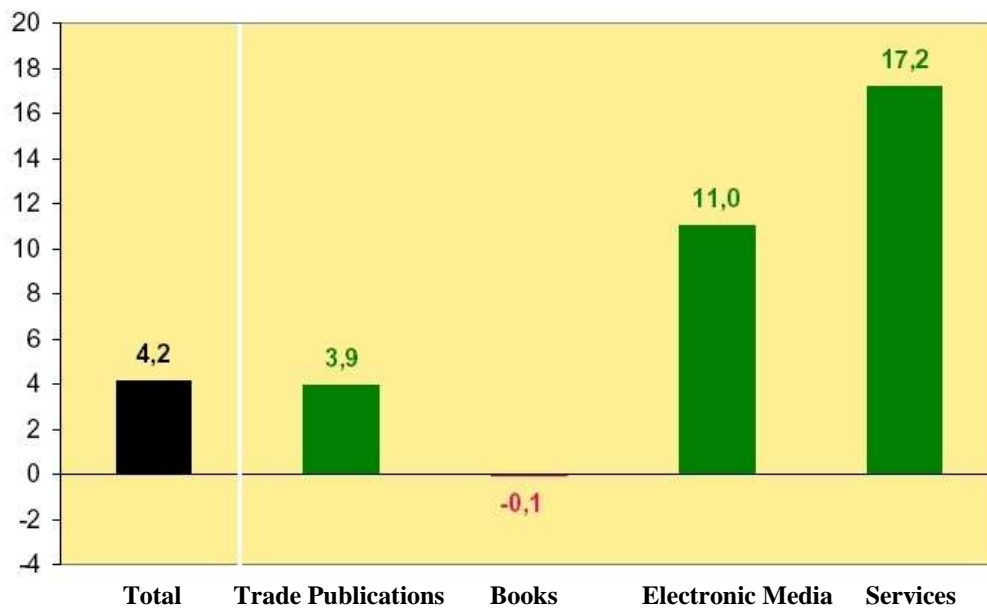
Source: Deutsche Fachpresse

### Total Turnover in Categories (2007 vs. 2006)



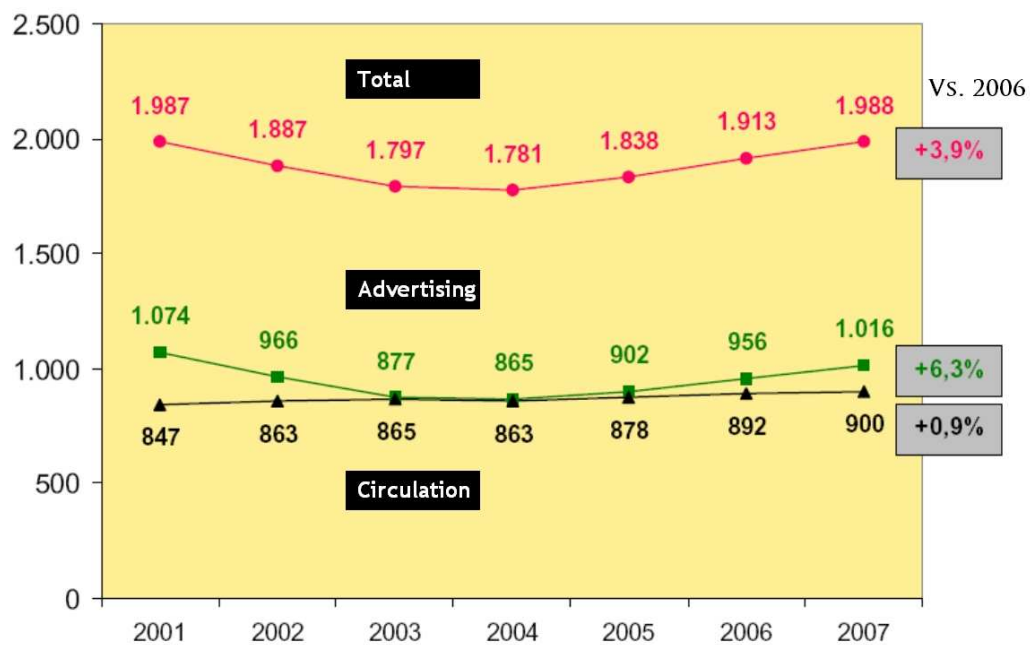
Source: Deutsche Fachpresse

## Changes in percent - Turnover Categories (2007 vs. 2006)



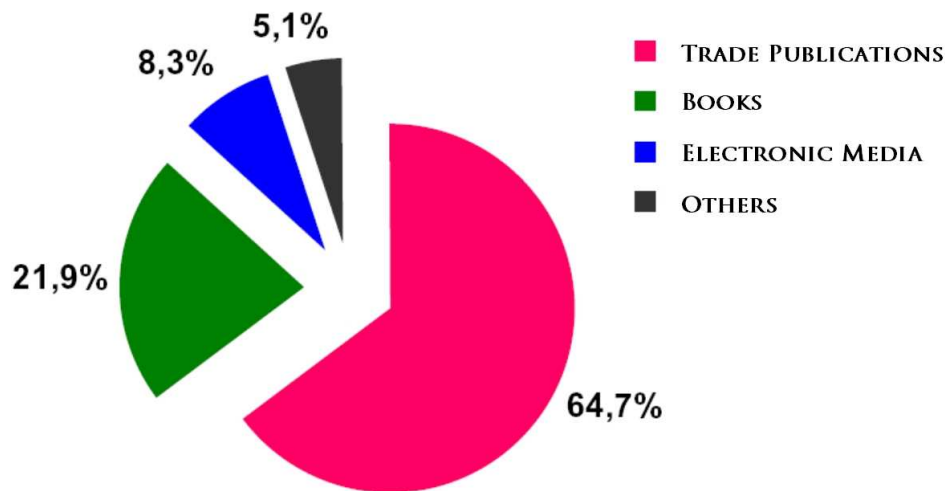
Source: Deutsche Fachpresse

## German B2B Press - Turnover 2001 - 2007 (in Mio. Euro)



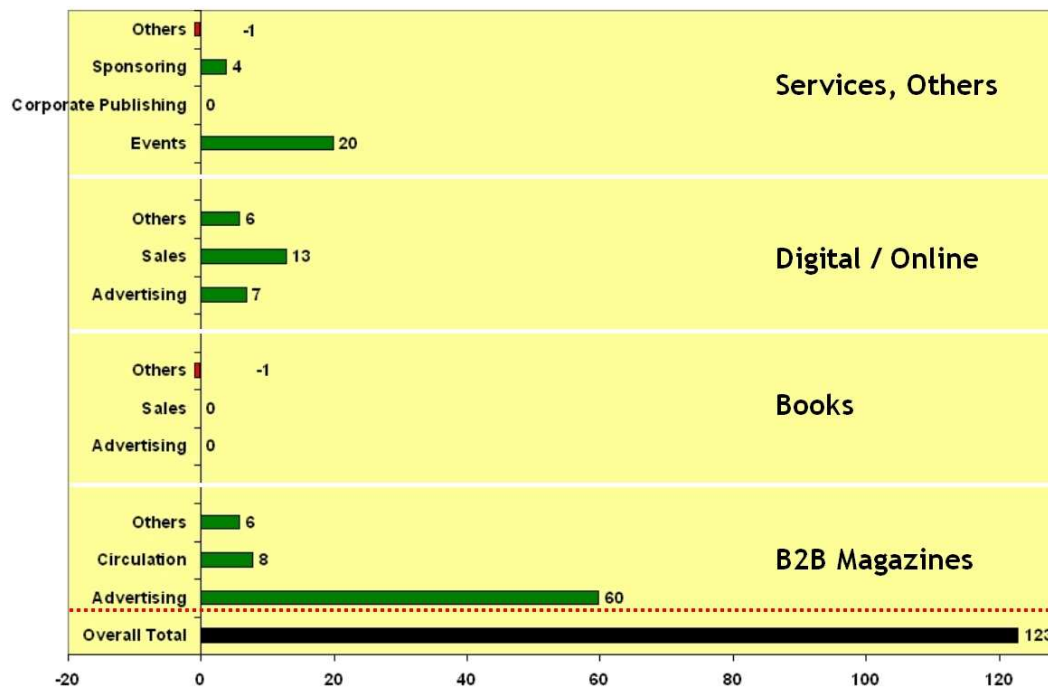
Source: Deutsche Fachpresse

## German B2B Press 2007 - Structure of Turnover in Percent



Source: Deutsche Fachpresse

## Split of Growth by Sector (in Mio. Euro)



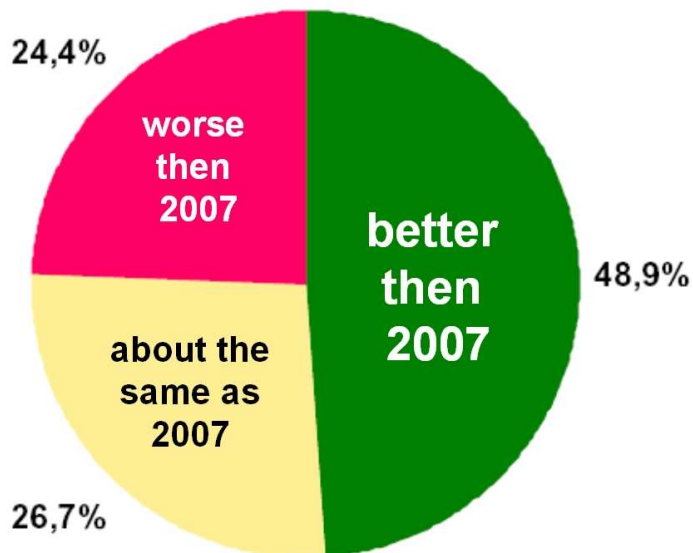
Source: Deutsche Fachpresse

## Other Findings German B2B Press 2007

- Total number of magazines on the market 3,899, plus 3.7 %
- Distributed Annual Circulation up to 502 Mio. Copies, plus 2,2 %
- Sold Annual Circulation down to 48 percent (from 50 %)
- Share International Turnover 11.2 % (down from 13.0 %)

Source: Deutsche Fachpresse

## German Publisher expect their 2008 results to be ...



Source: Deutsche Fachpresse

For further information and services please contact  
Hugo E. Martin [Mailto:hemartin@emartin.net](mailto:hemartin@emartin.net)

mcc consulting Hugo E. Martin  
PO Box 310 906 | 10639 Berlin | Germany  
Fon +49-30-236 278 36 | Fax +49-30-236 278 38

eMail [Mailto:hemartin@eMartin.net](mailto:hemartin@eMartin.net)  
Website <http://www.eMartin.net/>

Hugo E. Martin Blog on Media, Marketing & Internet at <http://hemartin.blogspot.com>  
Hugo E. Martin Blog on Social Media & Citizen Journalism at <http://hem-social-media.blogspot.com>