

Overview

by Hugo E. Martin

2008 Annual Statistic of the German B2B Press / German 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 2008. Here a short overview for our international clients and network partner at eMartin.net.

All data from the announcement and the 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)

2008 Annual Statistic German B2B Media / Press

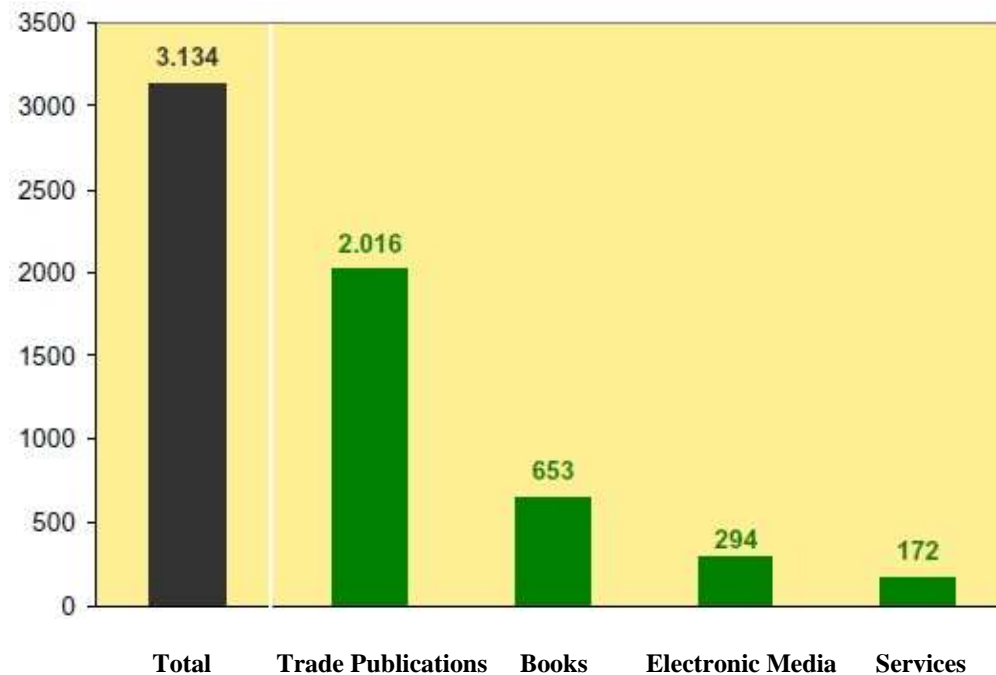
- Total Turnover 2008 3,134 Mio. Euro, plus 1.9 %
- Turnover with B2B Press 2,016 Mio. Euro, plus 1.4 %

there of, revenue from

- advertising 1,031 Mio. Euro, plus 1.5 %
- circulation 911 Mio. Euro, plus 1.2 %
- others 74 Mio. Euro, plus 2.8 %

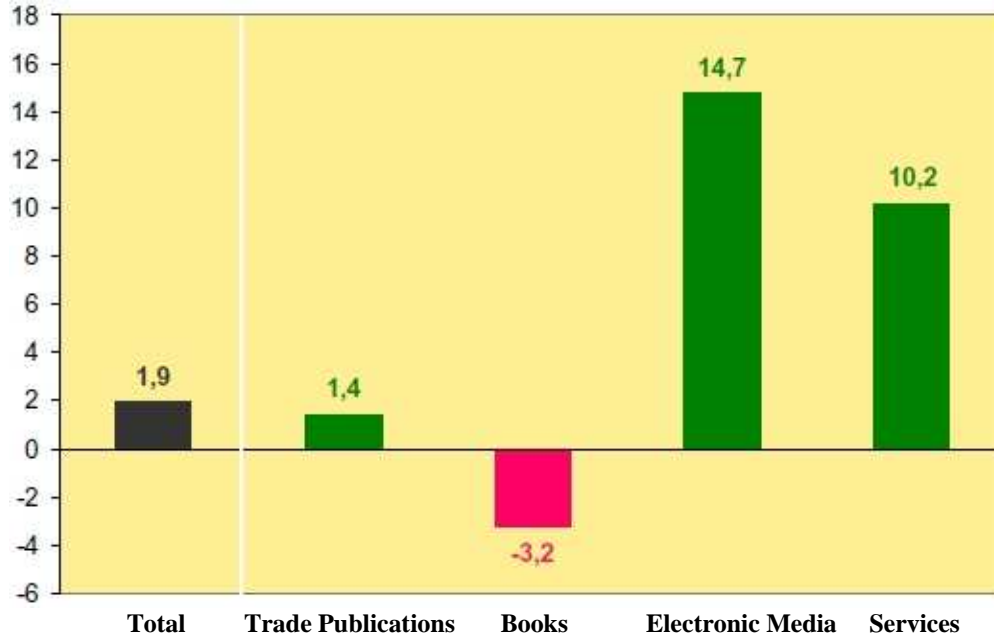
Source: Deutsche Fachpresse

2008 Total Turnover in Categories - in Mio. Euro



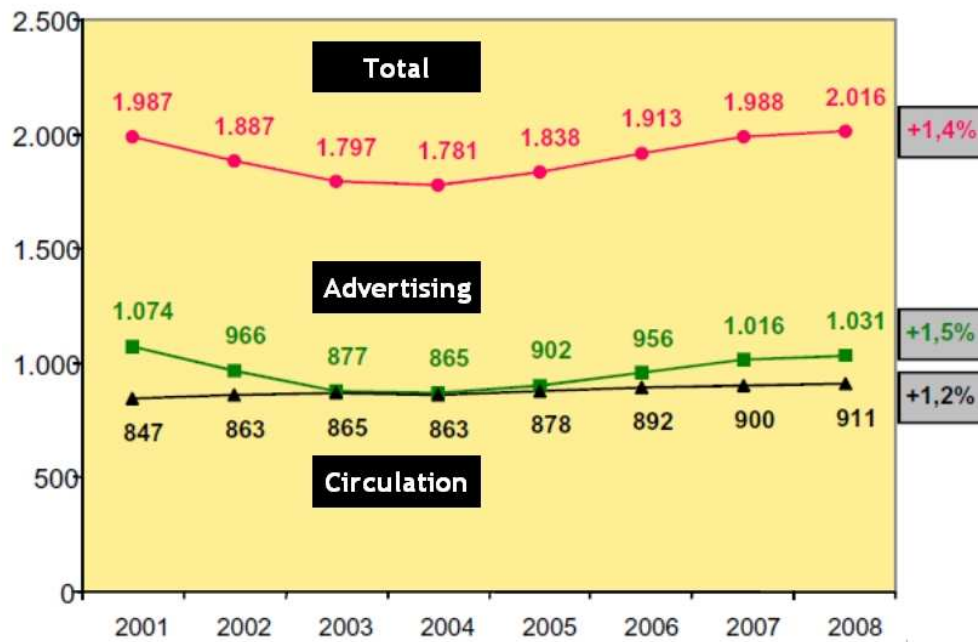
Source: Deutsche Fachpresse

Changes in percent - Turnover Categories (2008 vs. 2007)



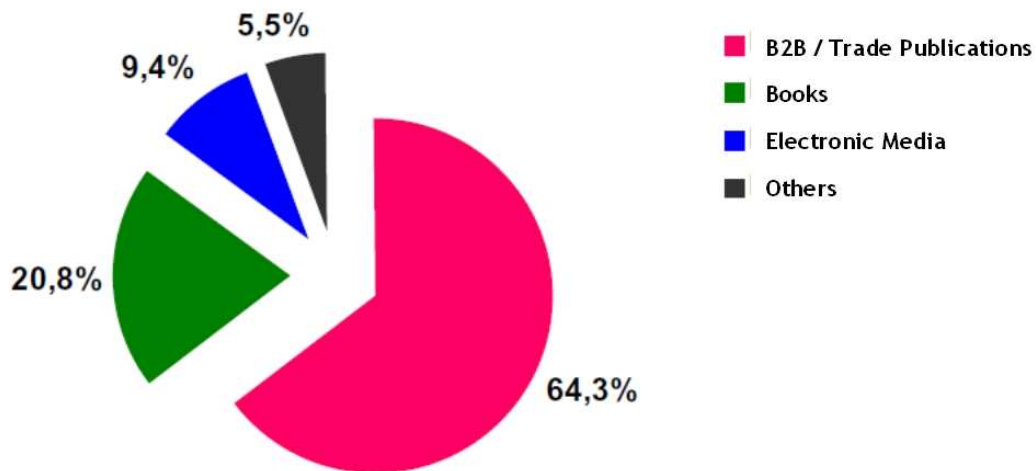
Source: Deutsche Fachpresse

German B2B Press - Turnover 2001 - 2008 (in Mio. Euro)



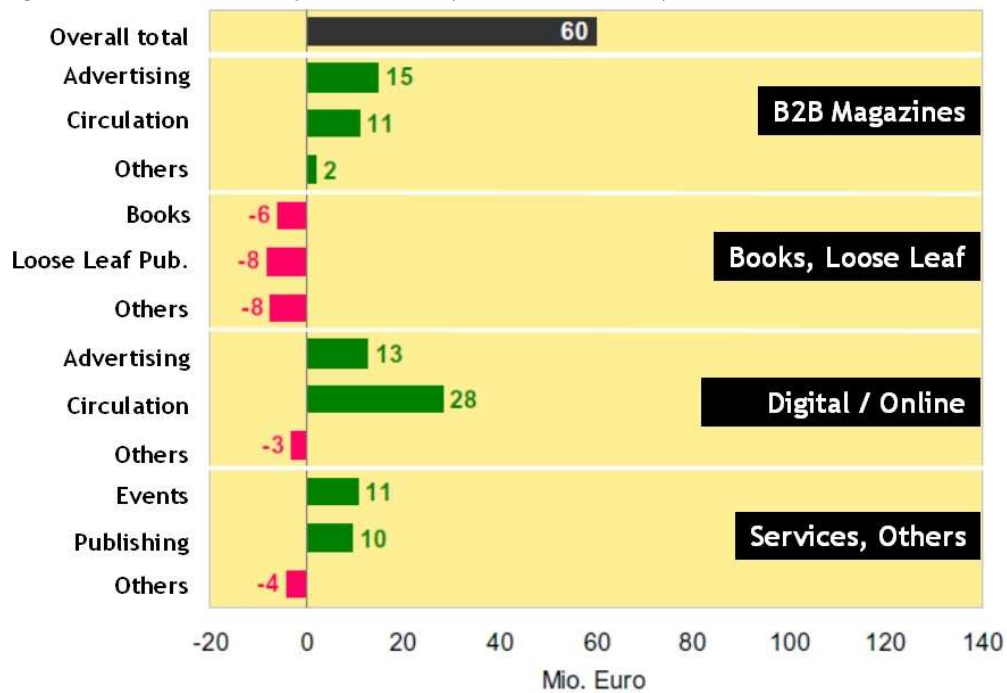
Source: Deutsche Fachpresse

German B2B Press 2007 - Structure of Turnover in Percent



Source: Deutsche Fachpresse

Split of Growth by Sector (in Mio. Euro)



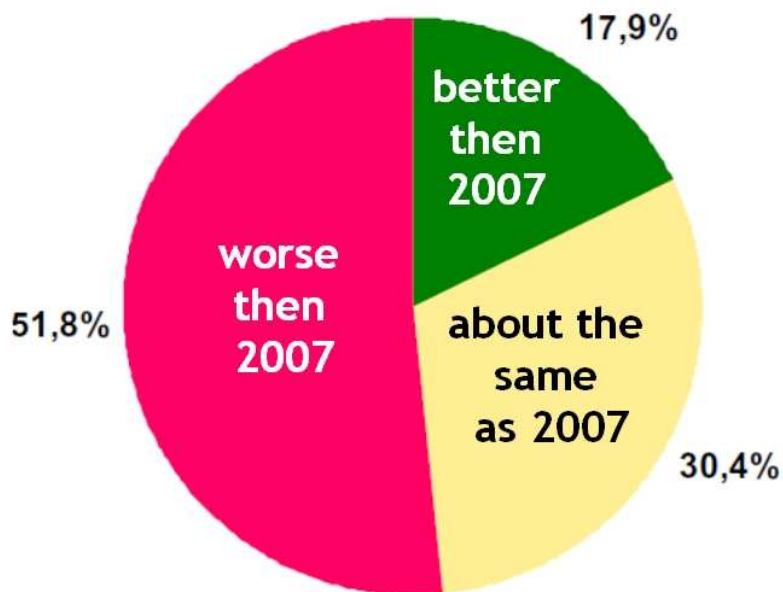
Source: Deutsche Fachpresse

Other Findings German B2B Press 2007

- Total number of magazines on the market 3,907 Mio, plus 0.2 %
- Distributed Annual Circulation up to 525 Mio. Copies, plus 4.6 %
- Sold Annual Circulation down to 45 percent (from 48 %)
- Share International Turnover 8.6 % (down from 11.2 %)

Source: Deutsche Fachpresse

German Publisher expect the 2009 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/>