

Planning security for marketing and media

LAC/2008

Business&IT

Results of the

**Computer Publication
Readership Analysis**

WEKA MEDIA PUBLISHING GmbH



Objective and method approach of LAC

! general information

basic coverages

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Planning security for marketing and media...

... Effected by a detailed depiction of market potentials and reading habits in terms of ownership, stock, purchasing intentions and decision-making powers for ITC-hardware, -software, -services and -solutions.

analysis approach

screening to determine the size and composition of the basic population

! main analysis

! sample A - LAC-basic population

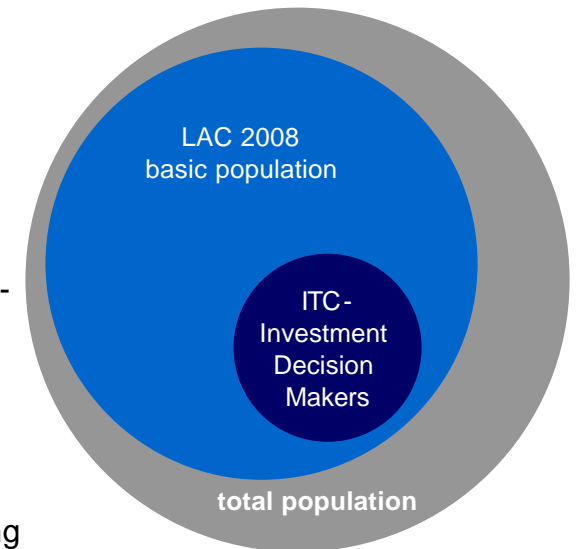
German population 14 years and over who dispose on a fixed-line telephone and uses at least once a week a computer available in household.

3,630 respondents 14 years and over

! sample B – ITC-investment Decision Makers

Full or part-time employed persons who are involved in making corporate IT decisions on the purchase of ITC-products or – services.

6,405 respondents 14 years and over



Objective and survey method of LAC

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Survey method LAC 2008

surveyed media	23 computer magazines, 19 news and business magazines and 3 media combinations
implementing market research instituts	TNS Infratest (overall control), Aris Umfrageforschung, IFAK Institut, IPSOS, Panelbiz, Webfrager Internetmarktforschung
total population	German population 14 years and over who dispose on a fixed-line telephone and uses at least once a week a computer available in household. 40.9 mill. persons (=100%)
sample	10,035 sample units (quota control sampling)
investigation method	face-to-face interviews (3,630 sample units), Online-Access-Panels (6,405 sample units)
professional ITC-Decision Makers	Full or part-time employed persons who are involved in making corporate IT decisions on the purchase of ITC-products or –services. 7.7 mill. persons (=18,9% of the total population)
subsample	7,220 sample units (quota control sampling)
investigation method	face-to-face interviews (815 sample units), Online-Access-Panels (6.405 sample units)
survey period	19.10.2007 - 08.02.2008
publication	04.03.2008

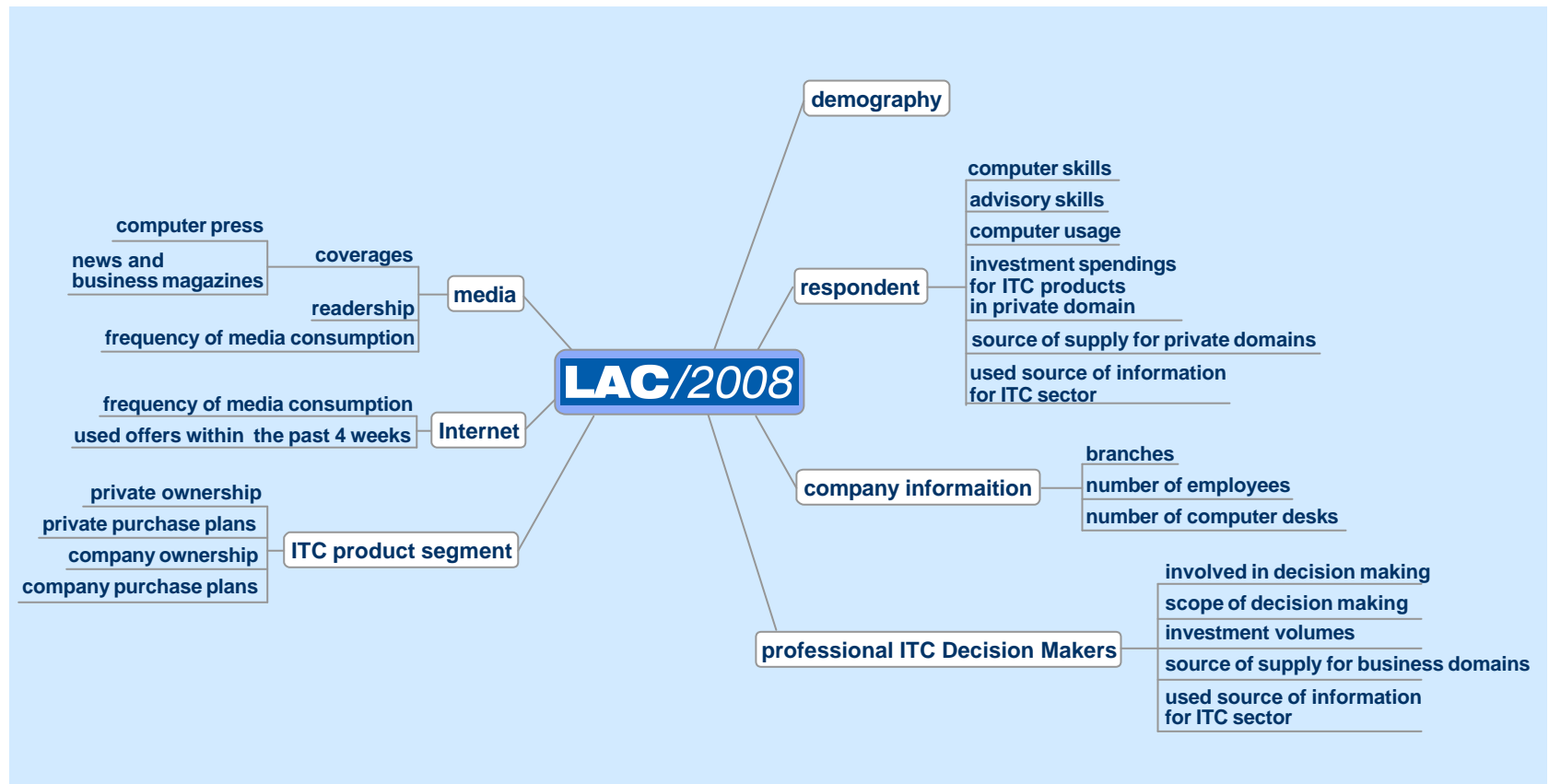
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coverages of ITC titles: professional ITC investment Decision Makers

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	%	thsd.		%	thsd.
Computer Bild	14.9	1,149	Business & IT	0.9	73
Chip	14.1	1,093	Information Week	0.8	59
PC Welt	10.8	833	IT Mittelstand	0.7	56
c't magazin	10.3	795	Windows IT Pro	0.7	55
PC go	6.1	469	CIO	0.7	54
PC Praxis	6.0	468	Computer Zeitung	0.7	51
PC Magazin	6.0	463	IT Administrator	0.5	35
Com	4.2	323	IT Management	0.4	28
Computerwoche	3.1	238	IT-Director	0.4	27
ix Magazin	2.5	194	eGovernment Computing	0.3	25
LANline	1.3	102	is report	0.2	16
Network Computing	1.0	78			

CPT of selected B2B magazines: professional ITC investment Decision Makers

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title	coverage	ad rates 2008 1/1 page 4-c	CPT (€)
Business & IT	73,000	8,400	115.75
Information Week	59,000	9,900	169.18
IT Mittelstand	56,000	10,250	182.84
CIO	54,000	11,580	216.05
IT Management	28,000	6,340	222.79
Computer Zeitung (A4)	51,000	11,880	232.88
is report	16,000	4,600	281.15
IT-Director	27,000	9,250	344.29

With a **coverage of 73.000 professional ITC investment Decision Makers** Business&IT holds a **top position within the segment of B2B magazines for medium-sized companies.**

But not only in quantity – also in cost-effectiveness Business&IT is on top:

With a **CPC of 115,75€** our magazine leaves the selected competitor far behind concerning the target group approach of the key players within companies.

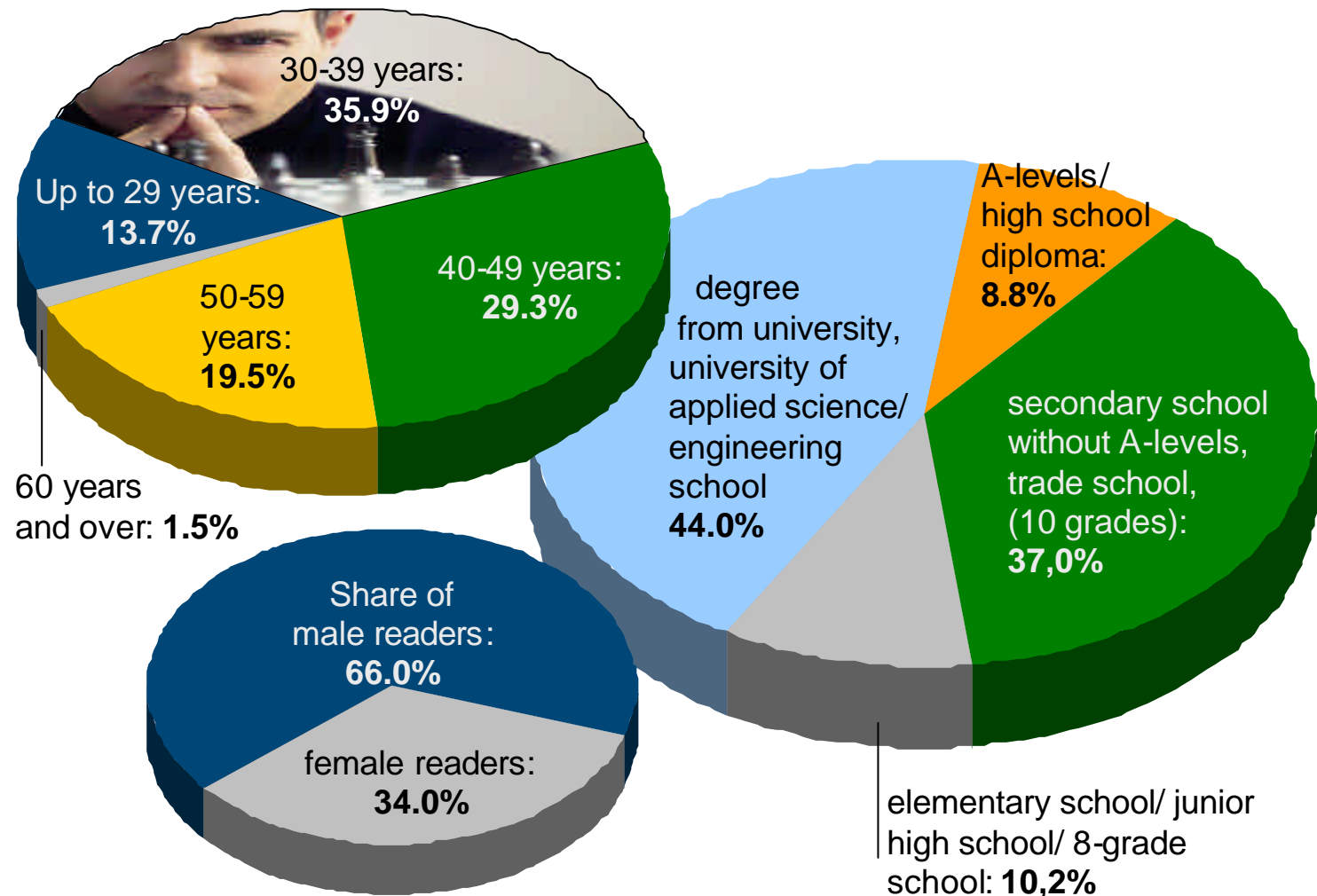
Business&IT – demography of the readership professional ITC investment Decision Makers

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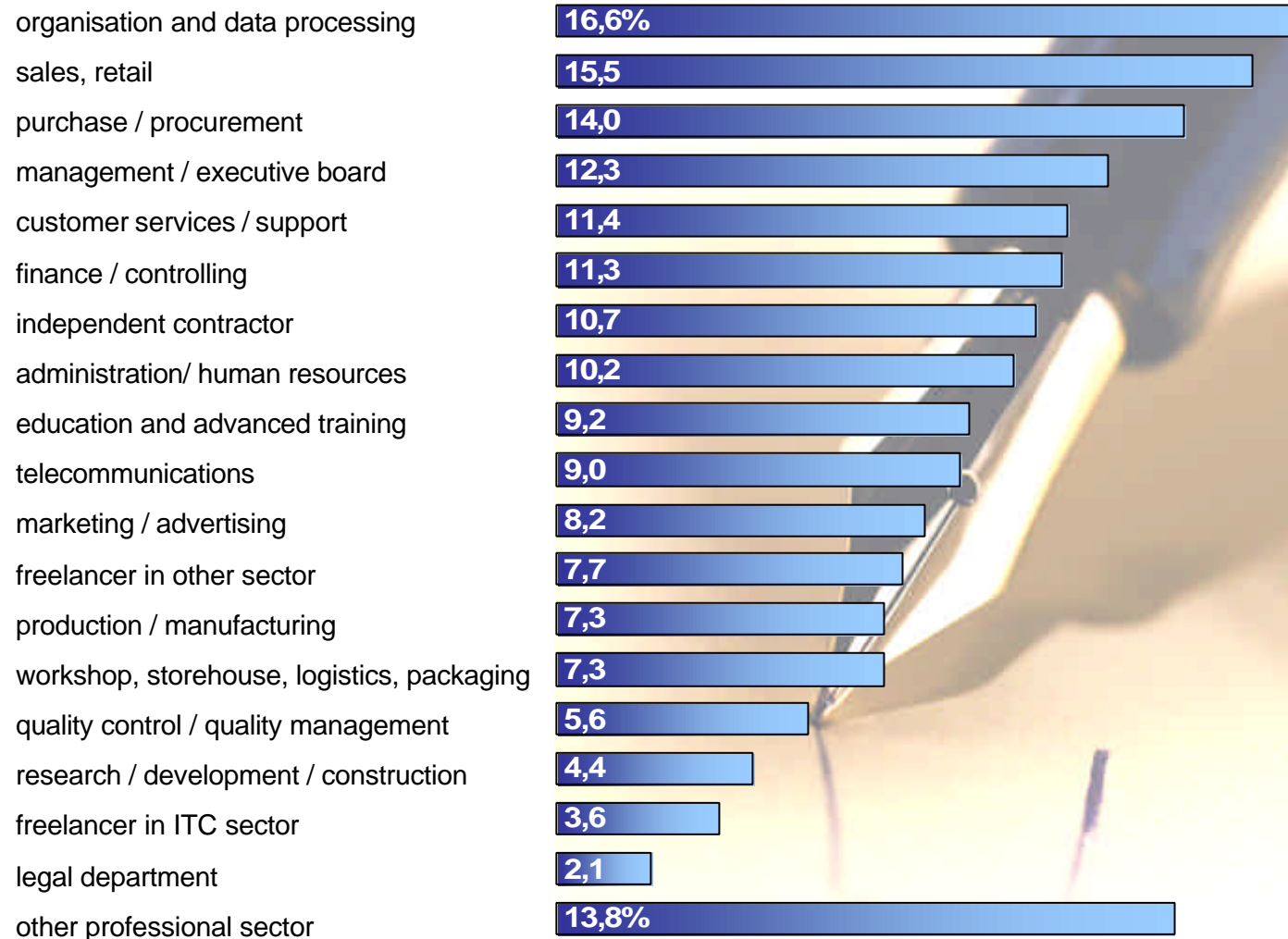
Business&IT – job function: professional ITC investment Decision Makers

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Business&IT - occupational category: professional ITC investment Decision Makers

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self-employed entrepreneur/
owner/ company director

16,5%

freelance, professional

4,7

executive employee

16,1

skilled / qualified employee

29,4

executive employee

12,4

upper-level civil servant

4,6

mid- or lower-level civil servant

2,3

skilled worker, master
craftsman

13,9

**37.3% of our readers
are part of the top and
upper-level management.**

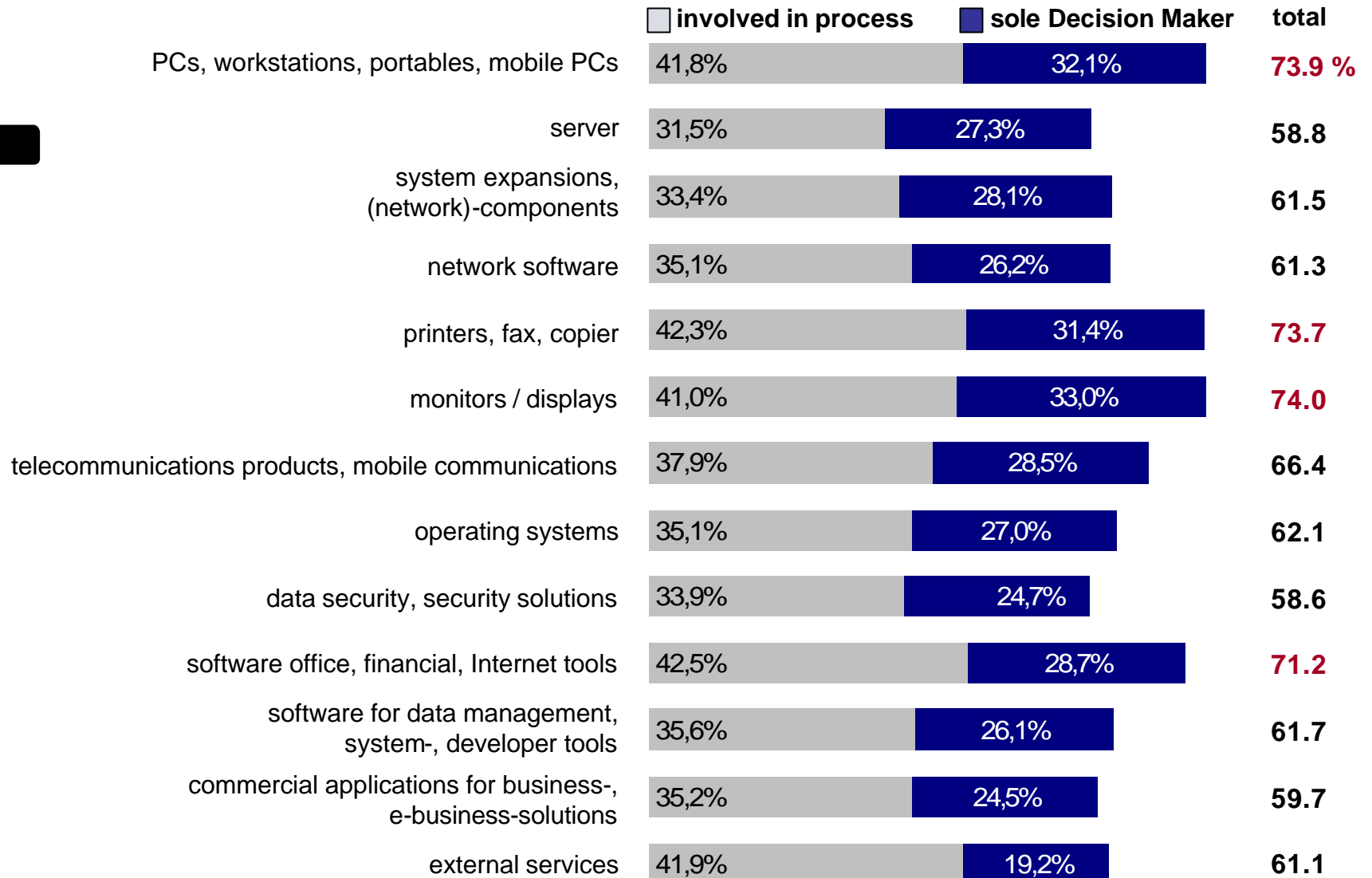
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Business&IT – company size and IT spendings: professional ITC investment Decision Makers

general information

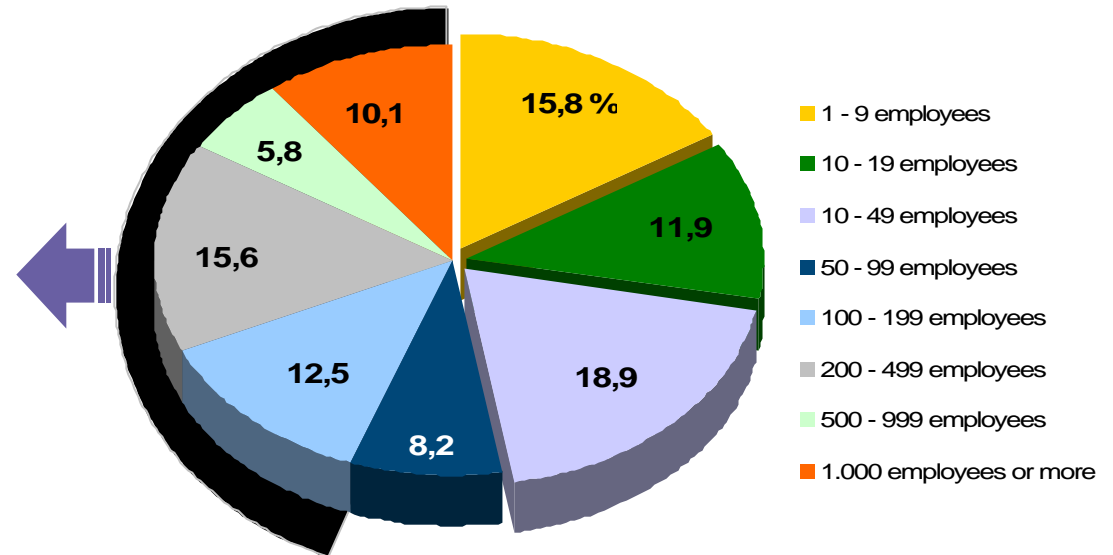
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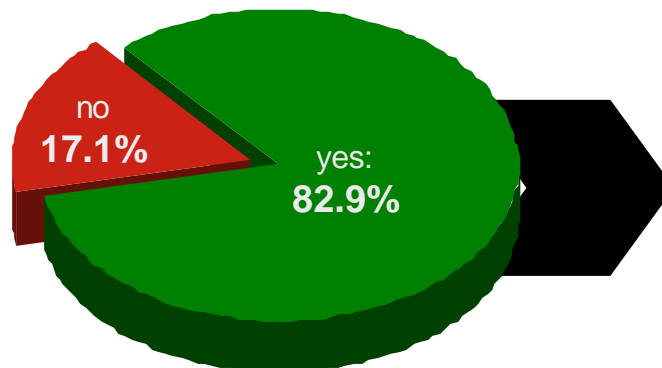
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company size

Nearly half of the professional ITC-investment Decision Makers (44%) has a function within medium-sized companies with more than 100 employees.



investment plans within the personal corporate area of responsibility within the next 12 month:



ITC investment Decision Makers Investment volume

less than 25,000 Euro	25.1%
25,000 Euro or more	37.9%
less than 50,000 Euro	36.4%
50,000 Euro or more	26.5%
less than 125,000 Euro	45.6%
125,000 Euro or more	17.3%

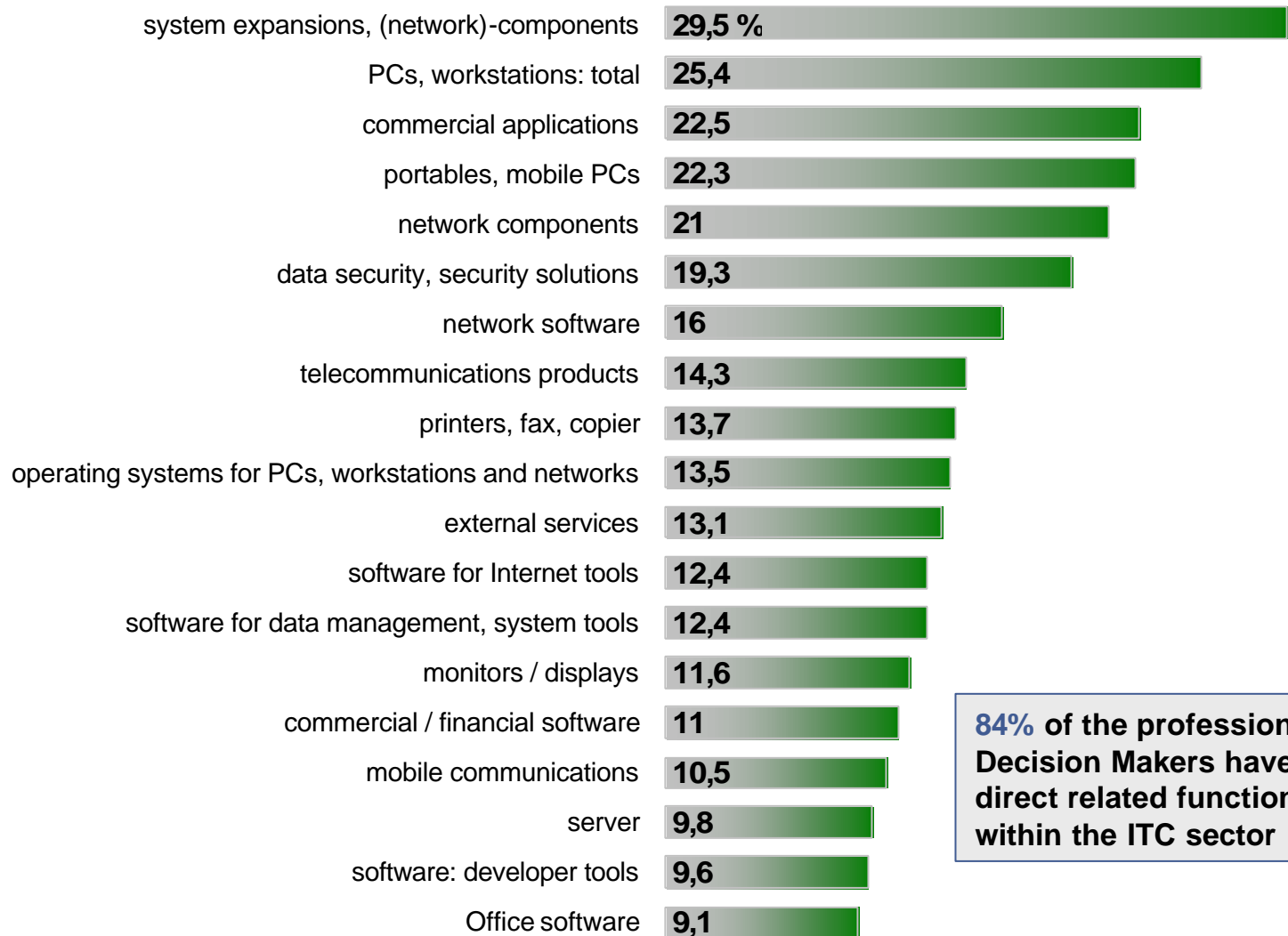
Business&IT – investment plans in product range: projected professional ITC investment Decision Makers

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84% of the professional Decision Makers have a direct related function within the ITC sector

Publisher's address

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WEKA MEDIA PUBLISHING GmbH

Gruber Straße 46a
D-85586 Poing

Managing Directors: Mr Werner Mützel, Mr Alan Markovic, Mr Stephan Quinkertz

Head Office Poing

(post codes 6-9, A, CH)

phone +49 (0)8121 / 95-11 71

fax +49 (0)8121 / 95-11 96

Branch Office Eschwege

(post codes 0-5)

phone +49 (0)5651 / 92 93 90

fax +49 (0)5651 / 92 93 99

International Sales Manager Europe

Mrs Andrea Rieger

phone +49-8104-66 84 58

e-mail arieger@wekanet.de

Marketing Manager

Katja Rudolf

phone +49 (0)8121 / 95-11 84

e-mail krudolf@wekanet.de

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