

# Circulation

1<sup>st</sup> term 2010

Verlagsgruppe NEWS



	NEWS	profil	NEWS LEBEN	WOMAN	TV-MEDIA	E-MEDIA	trend	FORMAT	GUSTO	Autorevue
<b>Copies printed</b>	<b>212,423</b>	<b>89,588</b>	<b>59,780</b>	<b>204,508</b>	<b>254,792</b>	<b>63,417</b>	<b>60,667</b>	<b>61,372</b>	<b>67,550</b>	<b>70,384</b>
<b>Copies sold</b> (max. 17,5% wholesale)		<b>73,352</b>		<b>169,428</b>	<b>226,673</b>	<b>57,638</b>			<b>49,088</b>	<b>47,778</b>
<b>Copies sold incl. extended wholesale</b> (max. 35% wholesale)	<b>182,917</b>		<b>44,365</b>				<b>50,108</b>	<b>42,738</b>		
Direct Sale	121,097	63,140	28,837	140,113	215,752	47,692	32,570	27,780	43,466	39,417
<i>Subscribers</i>	70,907	41,541	15,805	71,137	127,319	28,752	18,372	15,687	25,781	23,471
<i>Sale by retail</i>	50,190	21,599	13,032	68,976	88,433	18,940	14,198	12,093	17,685	15,946
Wholesale	61,820	10,212	15,528	29,315	10,921	9,946	17,538	14,958	5,622	8,361
<b>Other paid circulation</b>	<b>281</b>	<b>139</b>	<b>1,146</b>	<b>1,080</b>	<b>446</b>	<b>112</b>	<b>1,351</b>	<b>6,934</b>	<b>120</b>	<b>6,182</b>
<b>Free Copies</b>	<b>5,180</b>	<b>2,001</b>	<b>453</b>	<b>6,465</b>	<b>869</b>	<b>680</b>	<b>1,022</b>	<b>3,756</b>	<b>1,205</b>	<b>1,043</b>