

# Circulation

2<sup>nd</sup> term 2009

Verlagsgruppe NEWS



	NEWS	profil	NEWS LEBEN	WOMAN	TV-MEDIA	E-MEDIA	trend	FORMAT	GUSTO	Autorevue
<b>Copies printed</b>	<b>221.392</b>	<b>91.000</b>	<b>65.240</b>	<b>201.900</b>	<b>255.822</b>	<b>66.892</b>	<b>59.917</b>	<b>59.914</b>	<b>69.550</b>	<b>63.867</b>
<b>Copies sold</b> (max. 17,5% wholesale)		<b>73.587</b>		<b>167.263</b>	<b>227.880</b>	<b>57.736</b>			<b>52.353</b>	<b>47.684</b>
<b>Copies sold incl. extended wholesale</b> (max. 35% wholesale)	<b>181.369</b>		<b>48.526</b>				<b>50.818</b>	<b>46.225</b>		
Direct Sale	117.890	64.173	32.722	140.227	214.955	50.915	34.453	30.046	49.711	39.340
<i>Subscribers</i>	65.403	41.494	16.979	72.898	128.895	30.593	19.132	16.212	26.301	23.503
<i>Sale by retail</i>	52.487	22.679	15.743	67.329	86.060	20.322	15.321	13.834	23.410	15.837
Wholesale	63.479	9.414	15.804	27.036	12.925	6.821	16.365	16.179	2.642	8.344
<b>Other paid circulation</b>	<b>6.217</b>	<b>1.176</b>	<b>1</b>	<b>1.625</b>	<b>670</b>	<b>3</b>	<b>36</b>	<b>3.016</b>	<b>12</b>	<b>739</b>
<b>Free Copies</b>	<b>8.893</b>	<b>2.054</b>	<b>647</b>	<b>3.141</b>	<b>1.320</b>	<b>745</b>	<b>1.318</b>	<b>2.025</b>	<b>1.170</b>	<b>1.277</b>