



The magazine for business owners

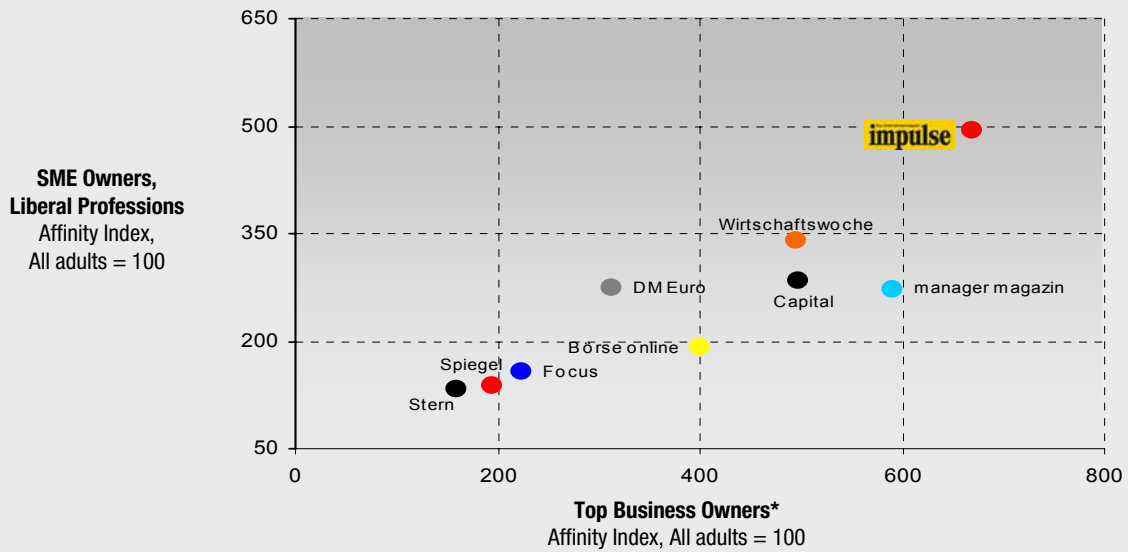
- **The leading magazine for business owners.** IMPULSE is a respected advisor on all areas of entrepreneurial decision-making.
- **Required reading for owners of smaller and medium sized companies.** No other German business title has such a high proportion of entrepreneurial readers.
- **Highest affinity among top business-owners.** IMPULSE is the leading title for reaching executives with high entrepreneurial skills.
- **At the crossroads of the New and Old Economies.** Information technology, telecommunication and the internet are all major editorial areas.
- **The magazine for winners and leaders.** IMPULSE is written for profit-oriented business owners who think and act proactively.
- **Reaching the mainstay of the German economy.** IMPULSE reaches as no other title the vital sector of smaller and medium sized businesses.

Readership Profile

	All Adults 64.88 million %	IMPULSE Readers 0.27 million %	Index: All Adults = 100
Men	48	69	143
Women	52	31	60
Age			
14 - 29	19	11	57
30 - 49	35	36	103
50 - 59	14	26	183
60+	31	27	85
Education			
University degree	11	26	236
Profession			
Owners, liberal professions	2	12	571
Senior managers/civil servants	6	17	293
Net monthly income*			
Up to € 1,999	73	38	51
€ 2,000 and more	27	62	234

Source: AWA 2004 * Main breadwinner; population average € 1,714

IMPULSE is unmatched in reaching top business owners



Source: AWA 2004 * "I am a top executive" plus "I am a skilled business owner"

IMPULSE readers stand out - even among all decision makers

	IMPULSE Decision Makers 114,000	All Decision Makers Index = 100
	Number	%
In major corporations		
With € 2.5 – 5.0 million turnover	40,000	35
€ 5.0 million and more	29,000	26
Business trips		
At least twice a month	53,000	44
Long-haul	71,000	60
Personal gross annual income		
€ 120,000 +	27,000	24

Source: LAE 2003, 2.237 million decision makers

Cover price	€ 5.50	Coverage	
Frequency	Monthly	Adults	0.4% / 0.27 million (AWA 2004)
Ad closing	4 weeks prior to on sale date	Decision makers	5.1% / 114,000 (LAE 2003)
Last-minute ads	Are possible	Cost per 1,000 readers	
Launch year	1980	Adults	€ 56.62 (AWA 2004)
Circulation		Decision makers	€ 136.05 (LAE 2003)
Paid	135,128 copies (IVW IV/2004)	Full page colour	
Subscriptions	78,671 copies (58%)	Technical information	
		Trim size	212 mm x 275 mm (8-7/16" x 10-7/8")
		Printing process	Cover: offset Inner pages: rotogravure
		Binding method	Perfect bound