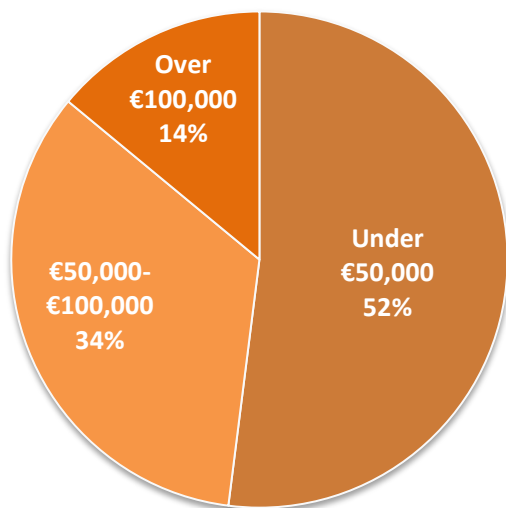


Our readers are affluent and influential

Our readers' annual household income:



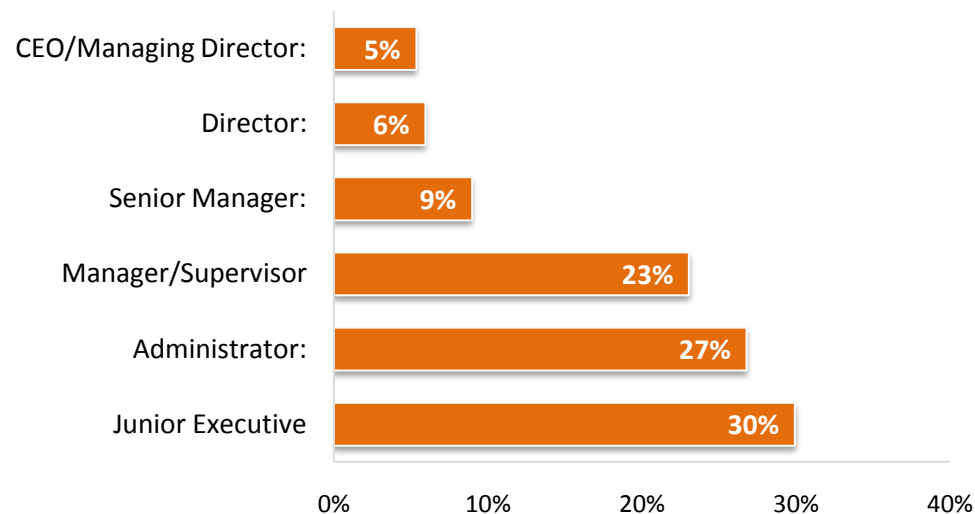
26% will move to a new home in Germany in the next 12 months.

32% take more than 10 flights per year.

28% are interested in starting their own business.

36% would finance a new car with a bank loan.

Our readers are business decision makers:



6% are responsible for a company budget greater than €1,000,000 per year.

15% are responsible for a company budget greater than €100,000 per year.

20% are in an upper management role.