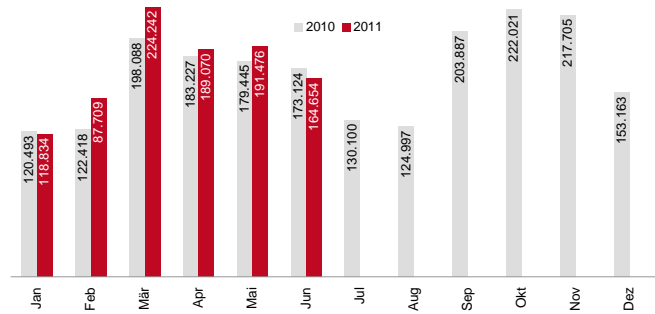


Der Werbemarkt :: Branche KFZ

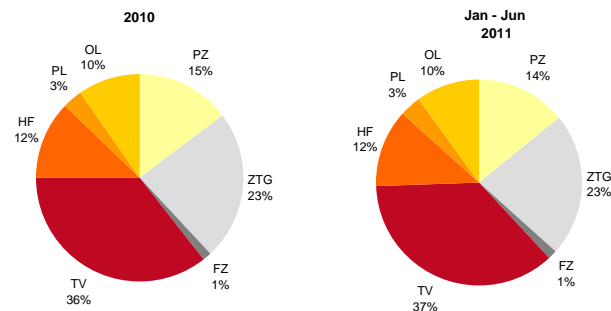
Werbeaufwendungen gesamt

| | Brutto-Ausgaben in Tsd. € | | |
|---------------|---------------------------|------------------|-----------|
| | 2010 | 2011 | Differenz |
| Jan | 120.493 | 118.834 | -1,4% |
| Feb | 122.418 | 148.719 | 21,5% |
| Mär | 198.088 | 224.242 | 13,2% |
| Apr | 183.227 | 189.070 | 3,2% |
| Mai | 179.445 | 191.476 | 6,7% |
| Jun | 173.124 | 164.654 | -4,9% |
| Jul | 130.100 | | |
| Aug | 124.997 | | |
| Sep | 203.887 | | |
| Okt | 222.021 | | |
| Nov | 217.705 | | |
| Dez | 153.163 | | |
| Gesamt | 2.028.668 | 1.036.995 | |



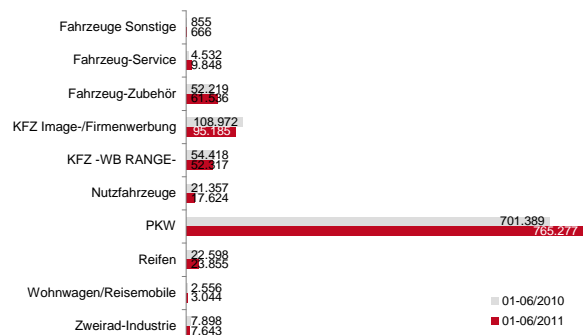
Mediasplit

| | Brutto-Ausgaben in Tsd. € | | | |
|---------------|---------------------------|----------------|------------------|-------------------------|
| | 2010 | 01-06/2010 | 01-06/2011 | Differenz 01-06 2010/11 |
| PZ | 297.013 | 136.697 | 145.471 | 6,4% |
| ZTG | 475.258 | 246.572 | 234.381 | -4,9% |
| FZ | 28.492 | 12.756 | 14.323 | 12,3% |
| TV | 720.129 | 341.266 | 377.317 | 10,6% |
| HF | 250.590 | 121.849 | 127.256 | 4,4% |
| PL | 58.075 | 29.507 | 33.589 | 13,8% |
| OL | 199.112 | 88.148 | 104.659 | 18,7% |
| Gesamt | 2.028.669 | 976.795 | 1.036.996 | |



Werbeumsätze nach Produktbereichen

| | Brutto-Ausgaben in Tsd. € | | | |
|--------------------------|---------------------------|----------------|------------------|-------------------------|
| | 2010 | 01-06/2010 | 01-06/2011 | Differenz 01-06 2010/11 |
| Fahrzeuge Sonstige | 1.502 | 855 | 666 | -22,1% |
| Fahrzeug-Service | 16.478 | 4.532 | 9.848 | 117,3% |
| Fahrzeug-Zubehör | 91.168 | 52.219 | 61.536 | 17,8% |
| KFZ Image-/Firmenwerbung | 234.375 | 108.972 | 95.185 | -12,7% |
| KFZ -WB RANGE- | 98.157 | 54.418 | 52.317 | -3,9% |
| Nutzfahrzeuge | 51.368 | 21.357 | 17.624 | -17,5% |
| PKW | 1.468.610 | 701.389 | 765.277 | 9,1% |
| Reifen | 49.263 | 22.598 | 23.855 | 5,6% |
| Wohnwagen/Reisemobile | 5.352 | 2.556 | 3.044 | 19,1% |
| Zweirad-Industrie | 12.396 | 7.898 | 7.643 | -3,2% |
| Gesamt | 2.028.669 | 976.794 | 1.036.995 | |



Werbeumsätze nach Unternehmen/TOP 5

| | Brutto-Ausgaben in Tsd. € | | |
|---------------|---------------------------|----------------|-----------|
| | 01-06/2010 | 01-06/2011 | Differenz |
| Volkswagen | 103.649 | 108.286 | 4,5% |
| Daimler | 69.430 | 74.319 | 7,0% |
| Renault | 77.956 | 69.294 | -11,1% |
| Opel Adam | 52.759 | 64.576 | 22,4% |
| Ford Werke | 47.168 | 61.238 | 29,8% |
| Gesamt | 350.962 | 377.713 | |

