



Der Tagesspiegel –
your advertising partner
in Berlin

Der Tagesspiegel – the voice of the German capital

- Der Tagesspiegel is highly valued by opinion leaders in Germany and abroad.
- It is one of the most frequently cited daily newspapers in Germany.



Most frequently cited daily newspapers

Bild-Zeitung	1
Handelsblatt	2
Süddeutsche Zeitung	3
Der Tagesspiegel	4
FAZ	5

Source: Media Tenor 2008

Quality journalism from Berlin for the whole of Germany

- Liberal outlook
- Independent, no ties to parties, business interests or official bodies
- Thoroughly researched information complete with expert analysis and critical commentary
- Strong focus on political and business reporting
- Award-winning journalism in 2008:
Henry-Nannen-Price – Harald Martenstein, Torsten Hampel
Hildegard-von-Bingen-price for - Henryk M. Broder, etc.
- Award-winning design : “World’s Best-Designed Newspaper” (2005)
European Newspaper Award 2008: one award in the category for the title page/regional insertion and four awards in the category supplements during the Soccer World Cup “11 Friends Daily”



Credo since 1945: “Getting to the Bottom of Things”

The Berliner subscription newspapers

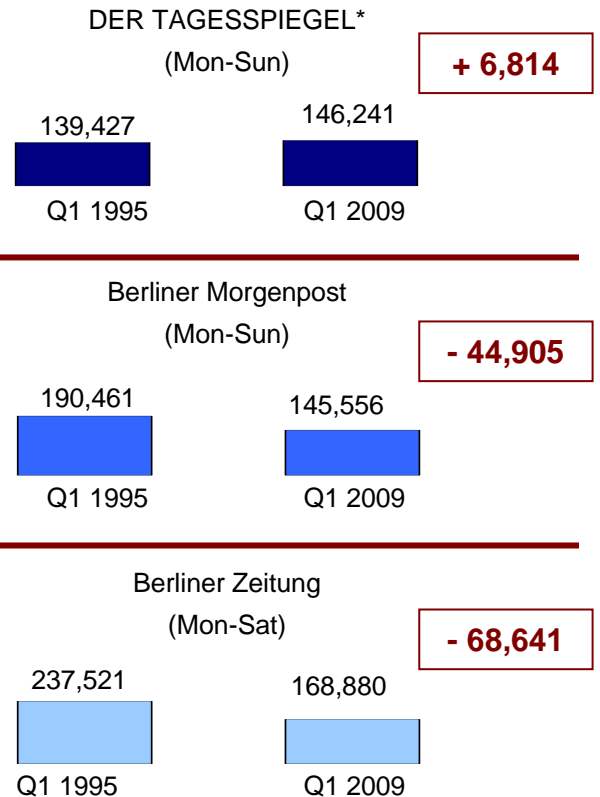
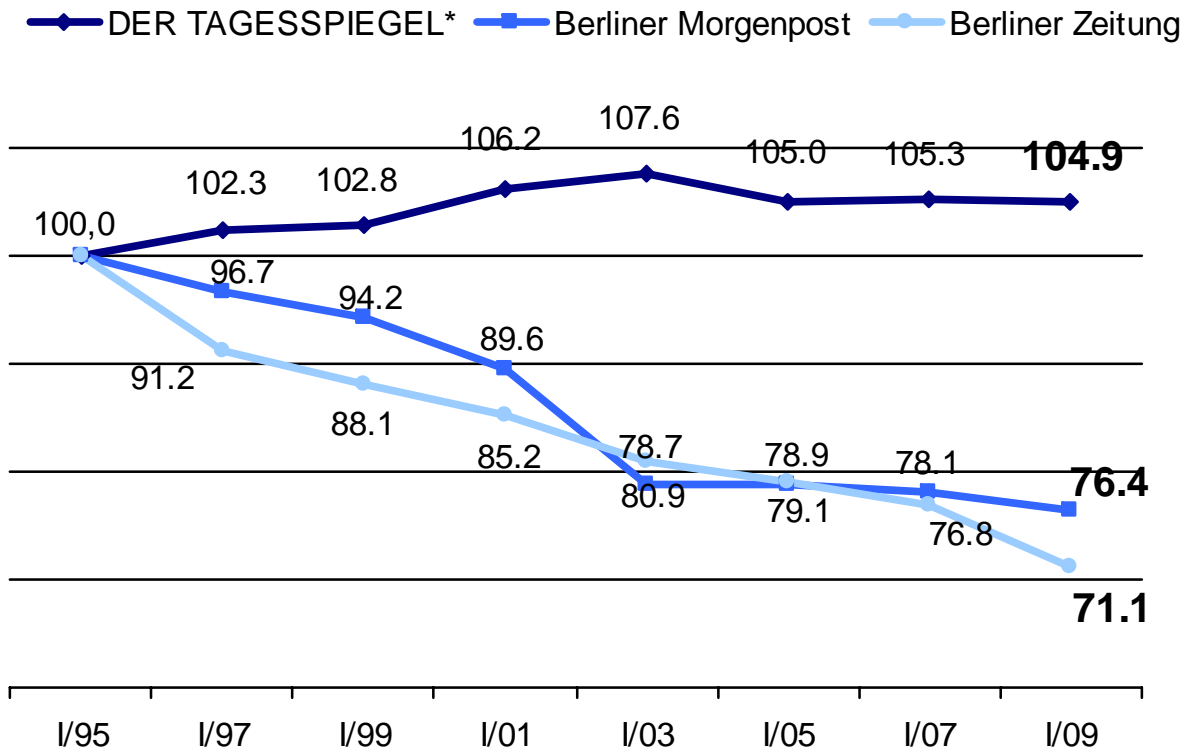
Circulation. Coverage. Readership.



Long-term circulation winner

- Der Tagesspiegel* is the only title that has increased its average weekly circulation in a long-term comparison

Index comparison of circulation development
(Mon-Sun index**; 1/95 = 100%)



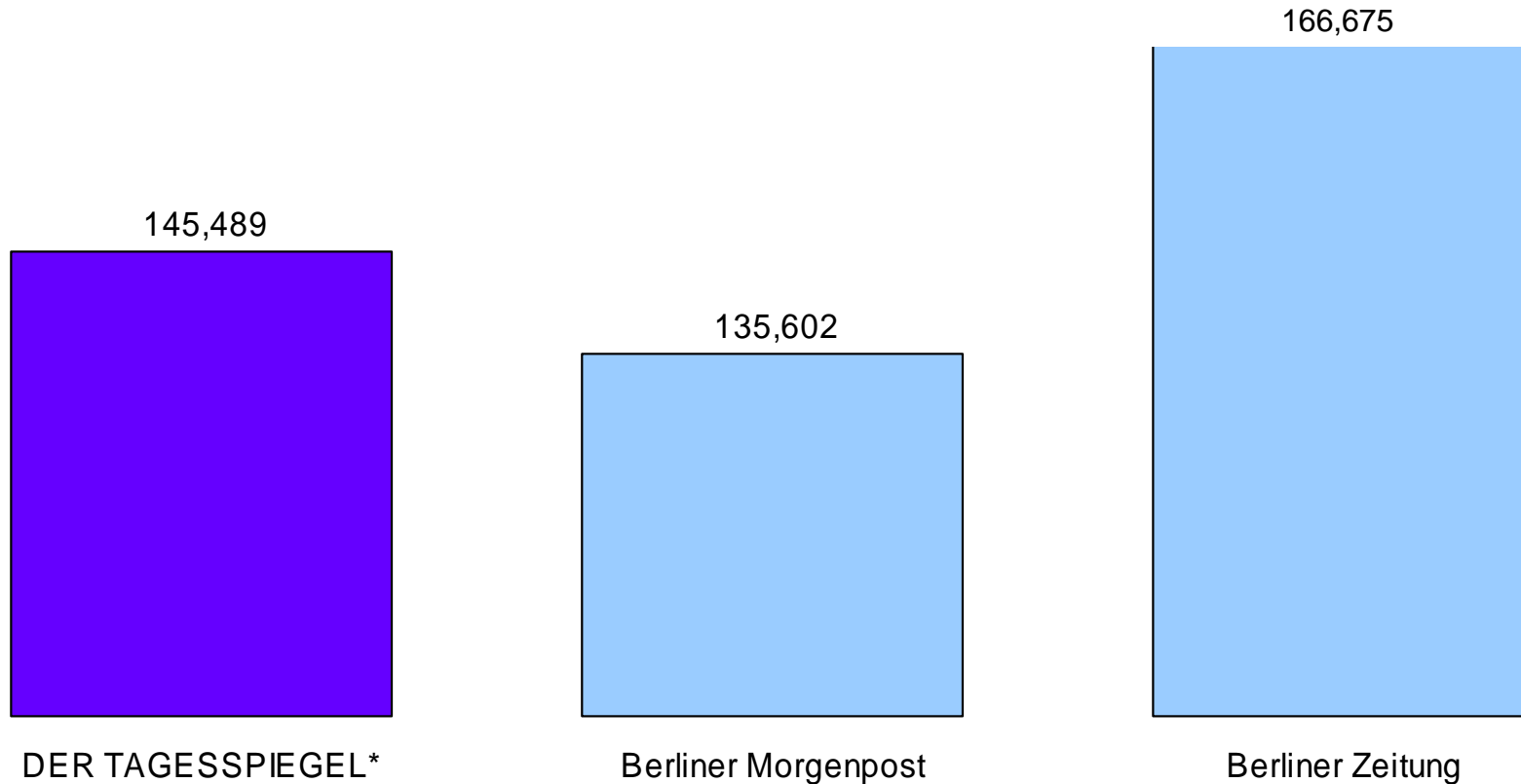
Source: IVW, sold circulation; *Der Tagesspiegel full circulation together with Potsdamer Neueste Nachrichten: 1/96 – 1/99 publisher's figures (basis for the calculation of publisher's figures: IVW, sold circulation: Der Tagesspiegel Mon-Sun + Potsdamer Neueste Nachrichten Mon-Sat); **Berliner Zeitung: Mon-Sat; the list includes Berlin subscription newspapers with a sold circulation of more than 100,000 copies.

Strong on weekdays

- Der Tagesspiegel* sells over 145,000 copies on weekdays

Weekdays – quarterly average (Mon-Fri)

Sold circulation, Q1 2009



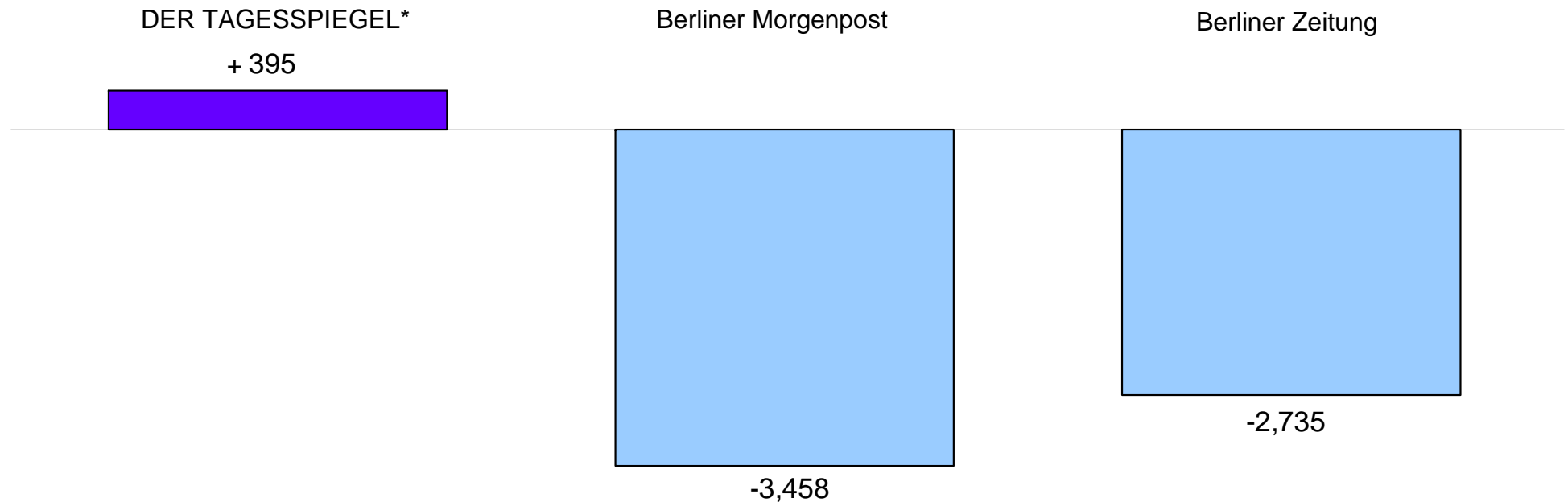
Source: IVW I/2009, sold circulation; *full circulation together with Potsdamer Neueste Nachrichten

Der Tagesspiegel* increase

- The circulation of Tagesspiegel* increased on weekdays in comparison to Berliner Morgenpost and Berliner Zeitung

Circulation I. quarter 2008 to I. quarter 2009
Weekdays on a quarterly average

Sold circulation



Source: IVW, Sold circulation I/2009: *full circulation **together with Potsdamer Neueste Nachrichten** (Mon-Fri) 145,489, Berliner Morgenpost (Mon-Fri.) 135,602, Berliner Zeitung (Mon-Fri) 166,675. Berlin subscription newspapers with a sold circulation of over 100,000 copies are included

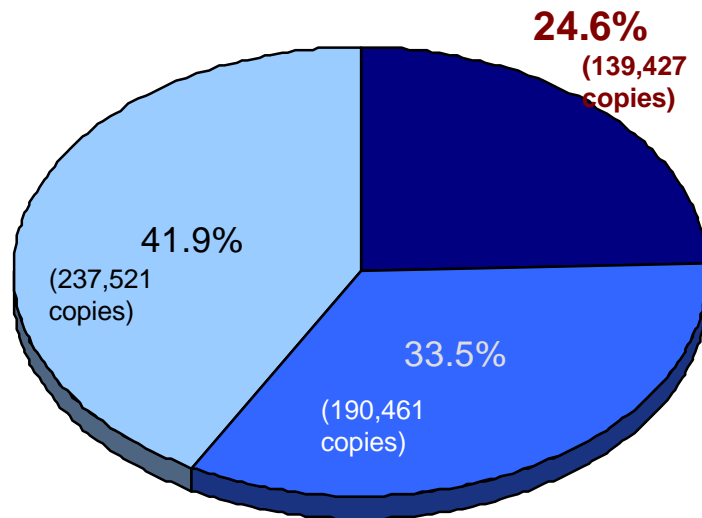
Der Tagesspiegel is the winner in the market

- Der Tagesspiegel is the only Berlin subscription newspaper that has succeeded in increasing its market share..

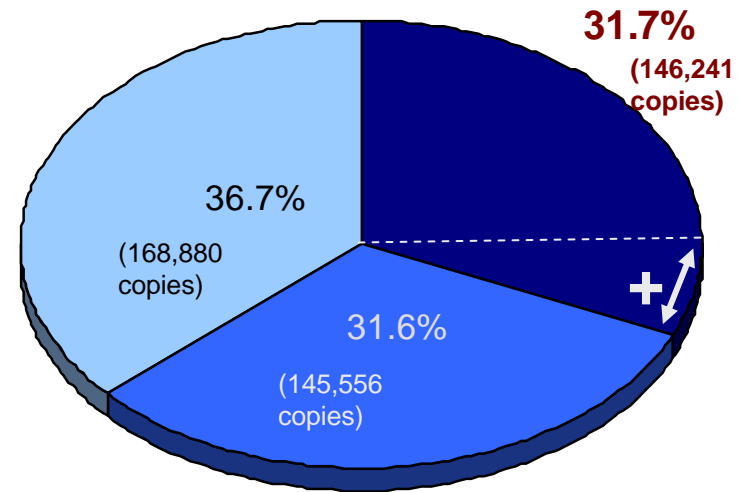
Market shares

Sold circulation (weekdays on a quarterly average)

■ Der Tagesspiegel*
■ Berliner Morgenpost
■ Berliner Zeitung



I. quarter 1995



I. quarter 2009

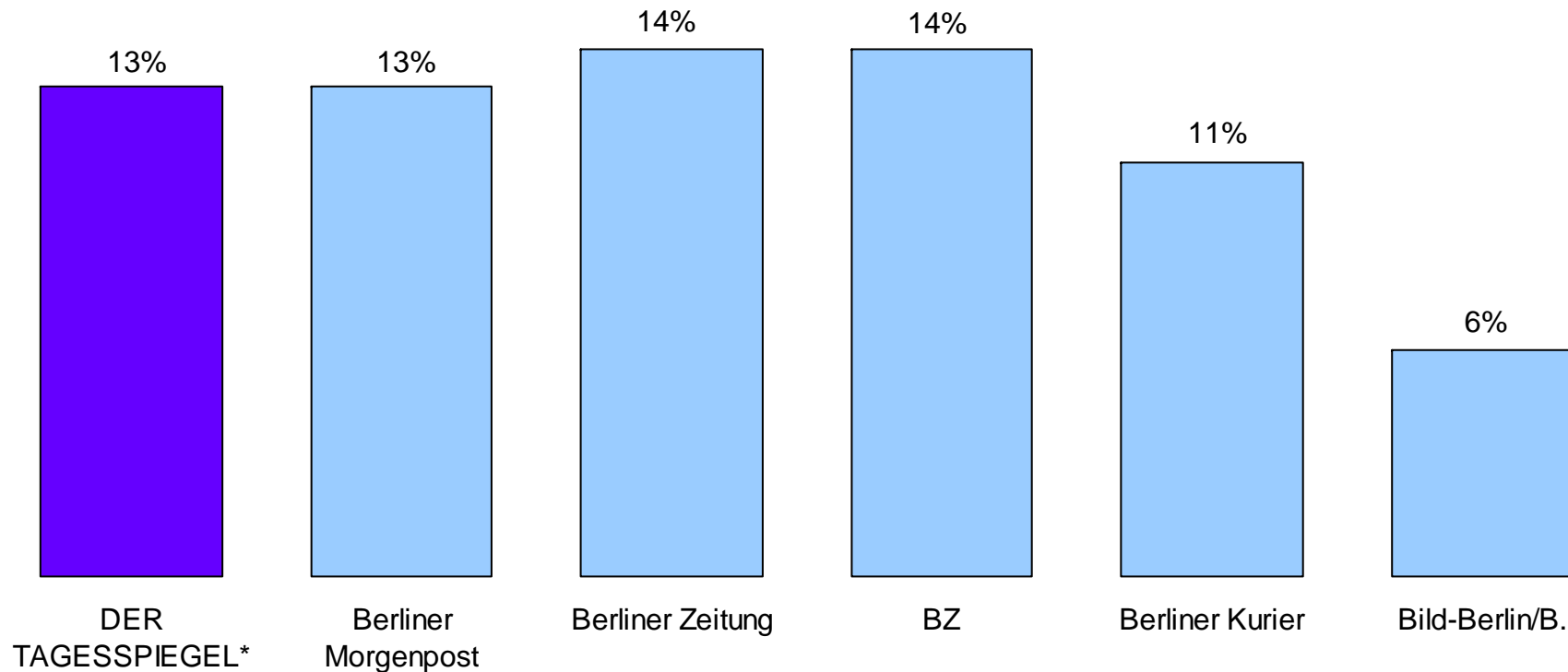
Source: IVW, sold circulation; market share calculated on the basis of the sold circulations of the listed titles: I/95: 567,409; I/2009: 460,677; *Der Tagesspiegel full circulation together with Potsdamer Neueste Nachrichten: Mon-Sun, Berliner Morgenpost: Mon-Sun, Berliner Zeitung: Mon-Sun; Berlin subscription newspapers with a sold circulation of over 100.000 copies are included.

Readerships in Berlin and Potsdam

- Der Tagesspiegel* is on a par with Berliner Morgenpost in Berlin/Potsdam

Coverage (potential: 2,740,000)

Distribution region: Berlin/Potsdam



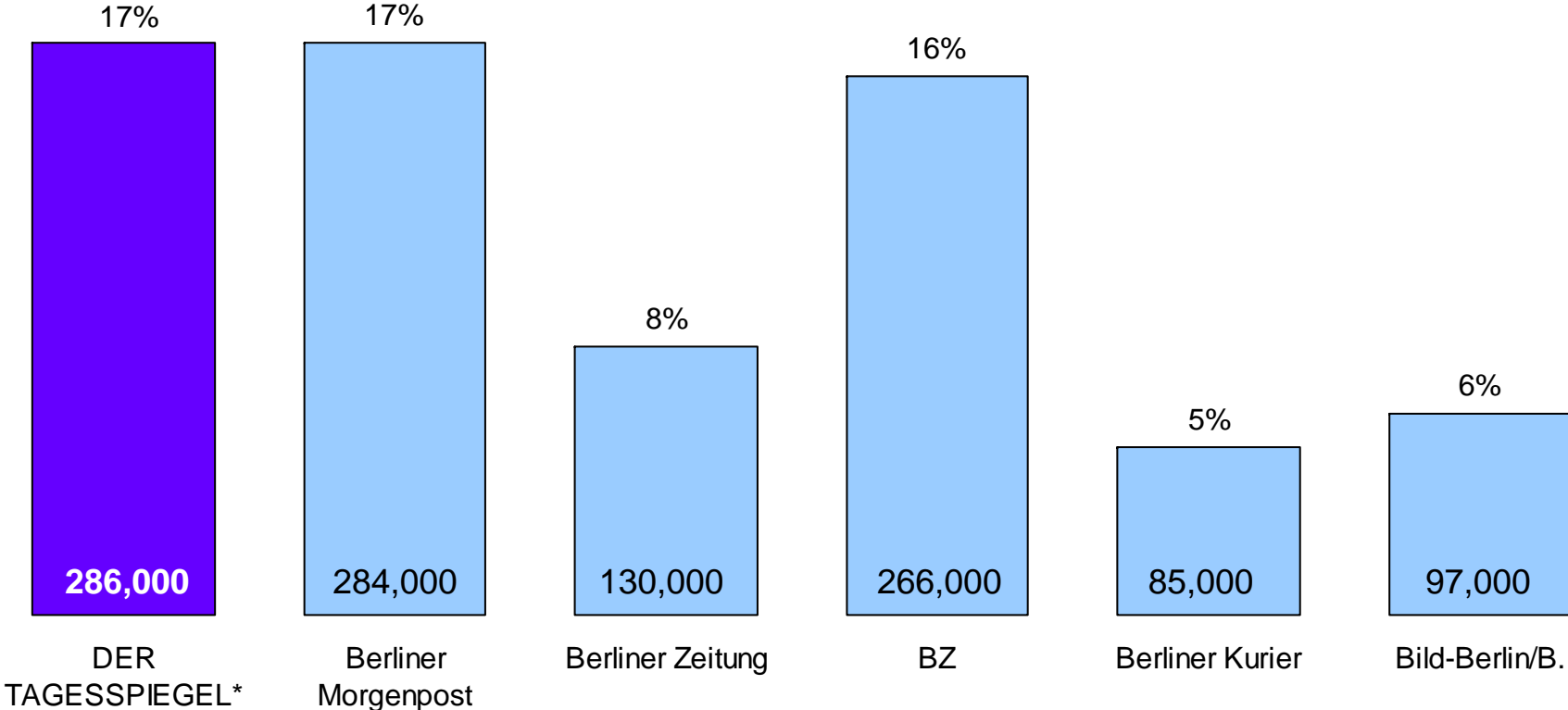
Source: LA Berlin 2007, weekly average, readers per issue; *full circulation together with Potsdamer Neueste Nachrichten

Readerships in West Berlin and Potsdam

■ Der Tagesspiegel* is the leading daily newspaper in Berlin West/Potsdam!

Coverage (potential: 1,659,000)

Distribution region: Berlin West/Potsdam



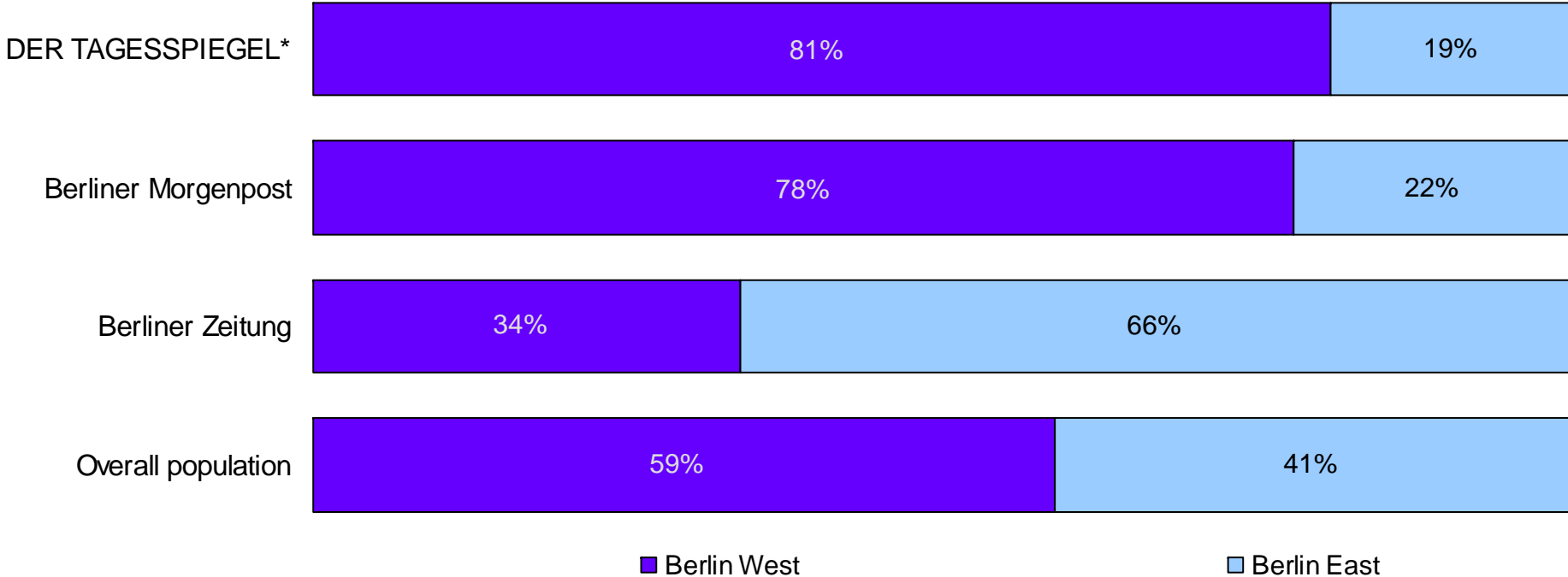
Source: LA Berlin 2007, weekly average, readers per issue; *full circulation together with Potsdamer Neueste Nachrichten

Der Tagesspiegel*: the leader in Berlin West

■ 81% of Tagesspiegel* readers live in the high-earning western part of Berlin

Composition

Distribution region: Berlin



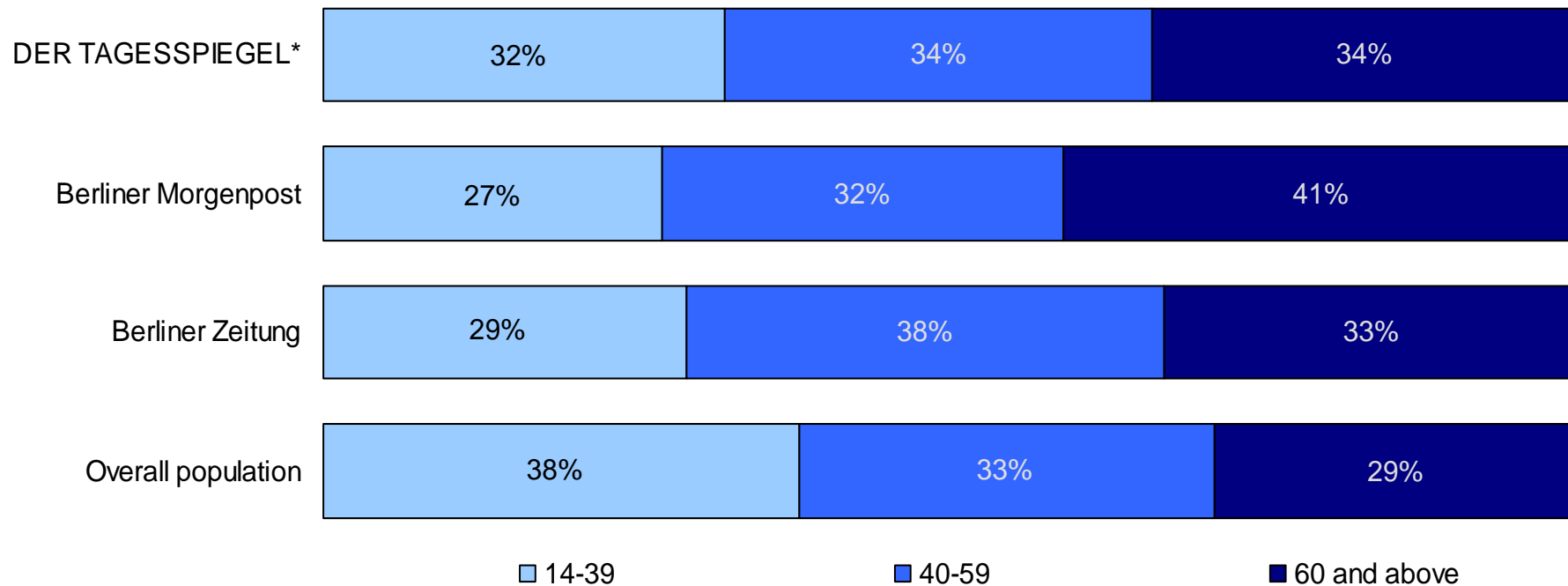
Source: LA Berlin 2007, weekly average, readers per issue; *full circulation together with Potsdamer Neueste Nachrichten

Der Tagesspiegel*: the leader among 14 to 39 year-olds

- Der Tagesspiegel* is equally popular among all age groups - and boasts the highest share of 14-39 year-old readers

Composition

Distribution region: Berlin/Potsdam



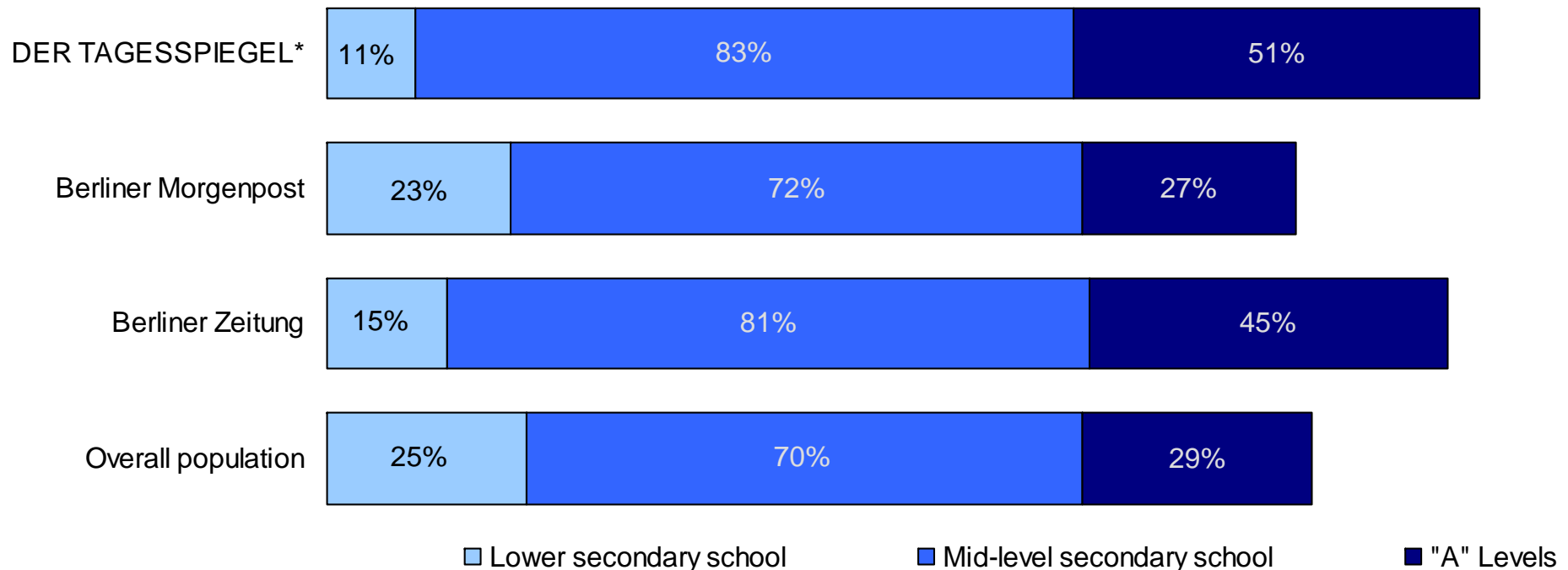
Source: LA Berlin 2007, weekly average, readers per issue; *full circulation together with Potsdamer Neueste Nachrichten

Der Tagesspiegel*: well ahead of the rest in terms of the academic background of readers

- One in two Tagesspiegel* readers have "A" Levels or a degree

Composition

Distribution region: Berlin/Potsdam



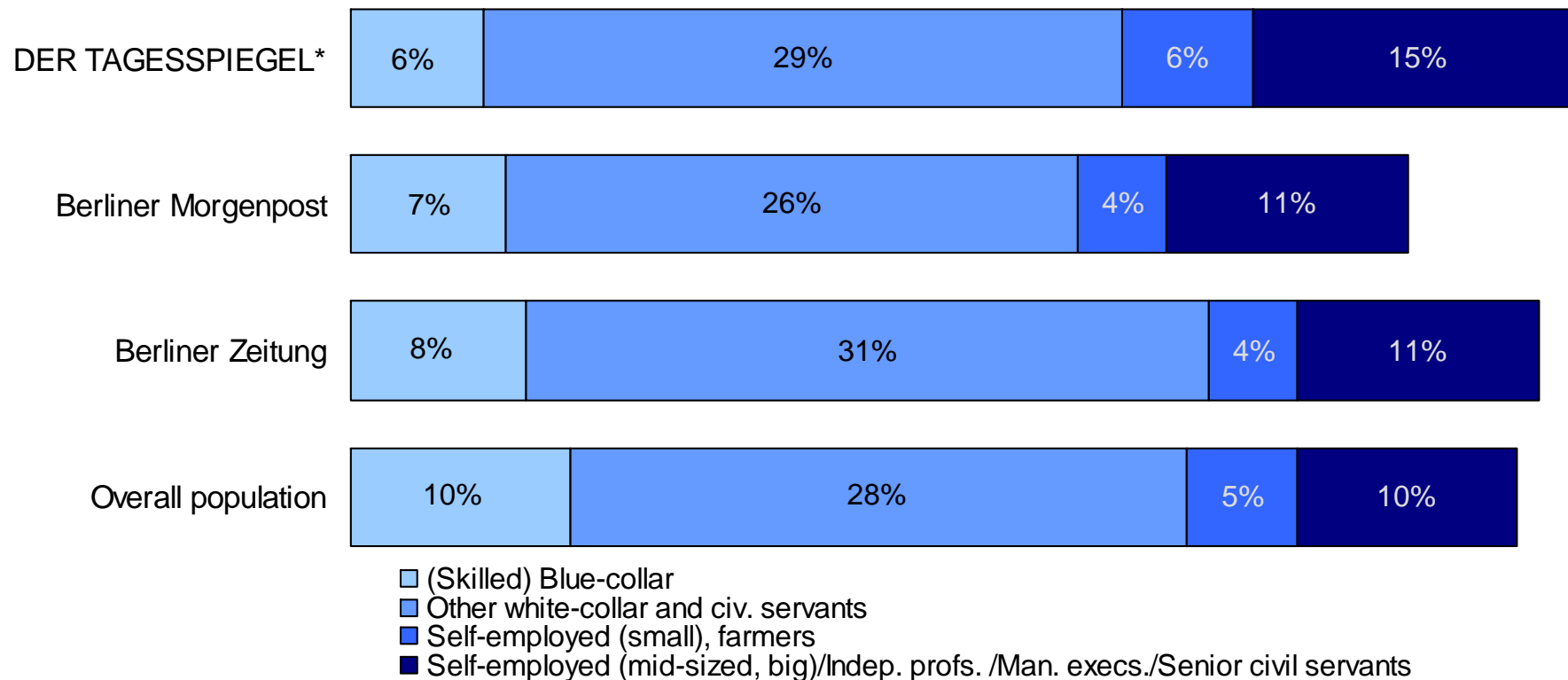
Source: LA Berlin 2007, weekly average, readers per issue; *full circulation together with Potsdamer Neueste Nachrichten; the sum of the individual values is greater than 100 as some of the categories listed here overlap.

Tagesspiegel* readers possess excellent vocational qualifications!

- An above-average percentage of Tagesspiegel* readers hold down decision-maker jobs

Composition

Distribution region: Berlin/Potsdam



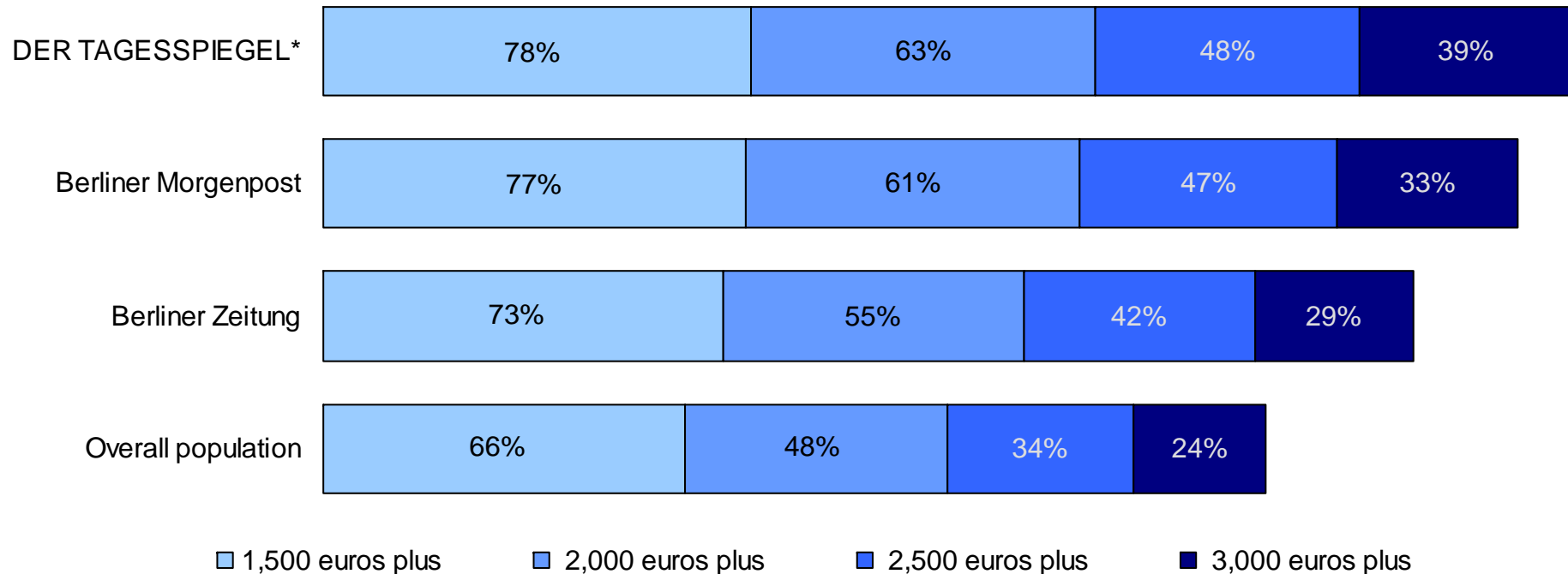
Source: LA Berlin 2007, weekly average, readers per issue; *full circulation together with Potsdamer Neueste Nachrichten

Tagesspiegel* readers earn above-average incomes

- Four in ten Tagesspiegel* readers have a net monthly household income of at least 3,000 euros

Net monthly household income
Composition

Distribution region: Berlin/Potsdam



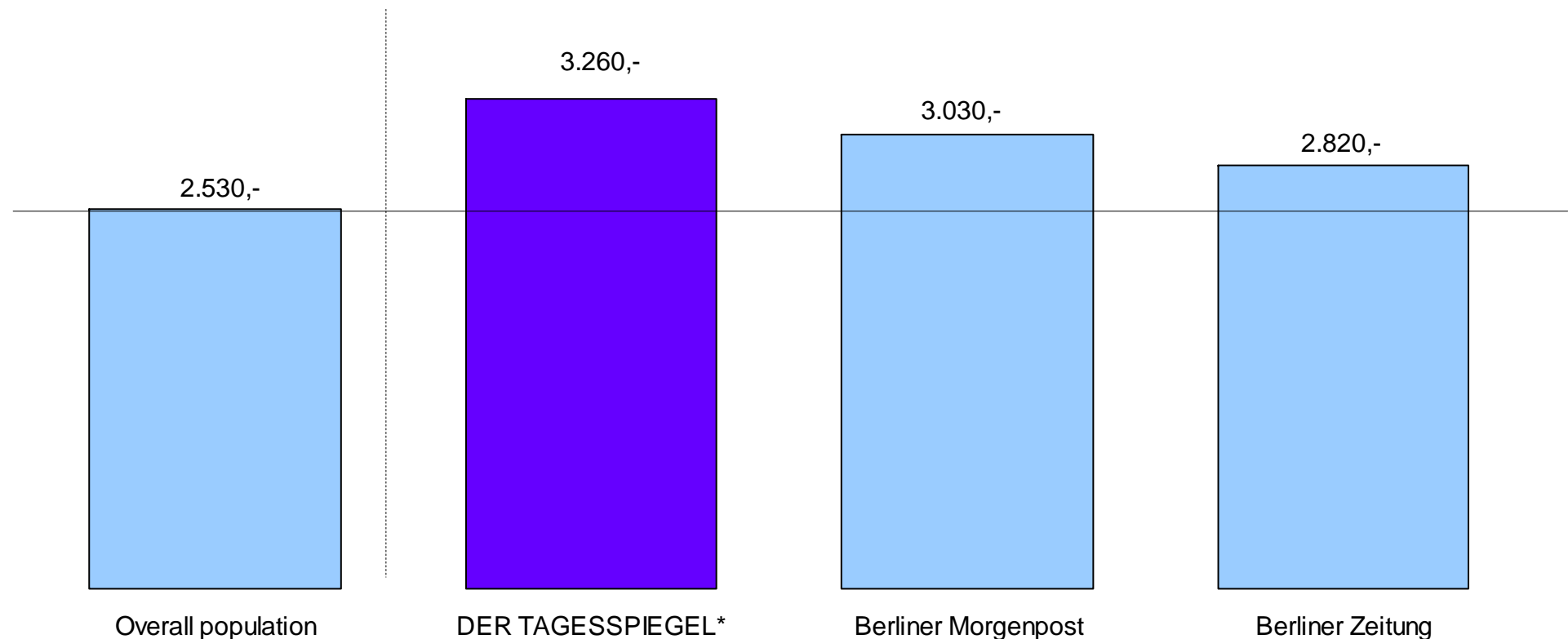
Source: LA Berlin 2007, weekly average, readers per issue; *full circulation together with Potsdamer Neueste Nachrichten; the sum of the individual values is greater than 100 as some of the categories listed here overlap.

Tagesspiegel* readers have the highest incomes

- The average net monthly household income of Tagesspiegel* readers is 27% higher than that of the population overall

Net monthly household income
in €

Distribution region: Berlin/Potsdam



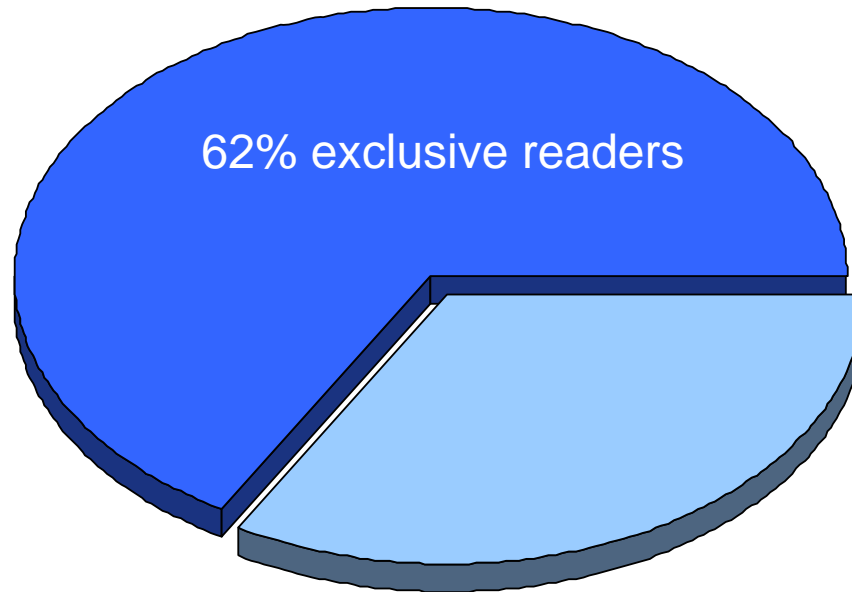
Source: LA Berlin 2007, weekly average, readers per issue; a figure of 7,500 euros was defined as the highest value for net household income as a basis for calculating the average; *full circulation together with Potsdamer Neueste Nachrichten.

High percentage of exclusive readers

- Almost two in three Tagesspiegel* readers do not read any other Berlin daily

Distribution region: Berlin/Potsdam

Readers of Der Tagesspiegel*



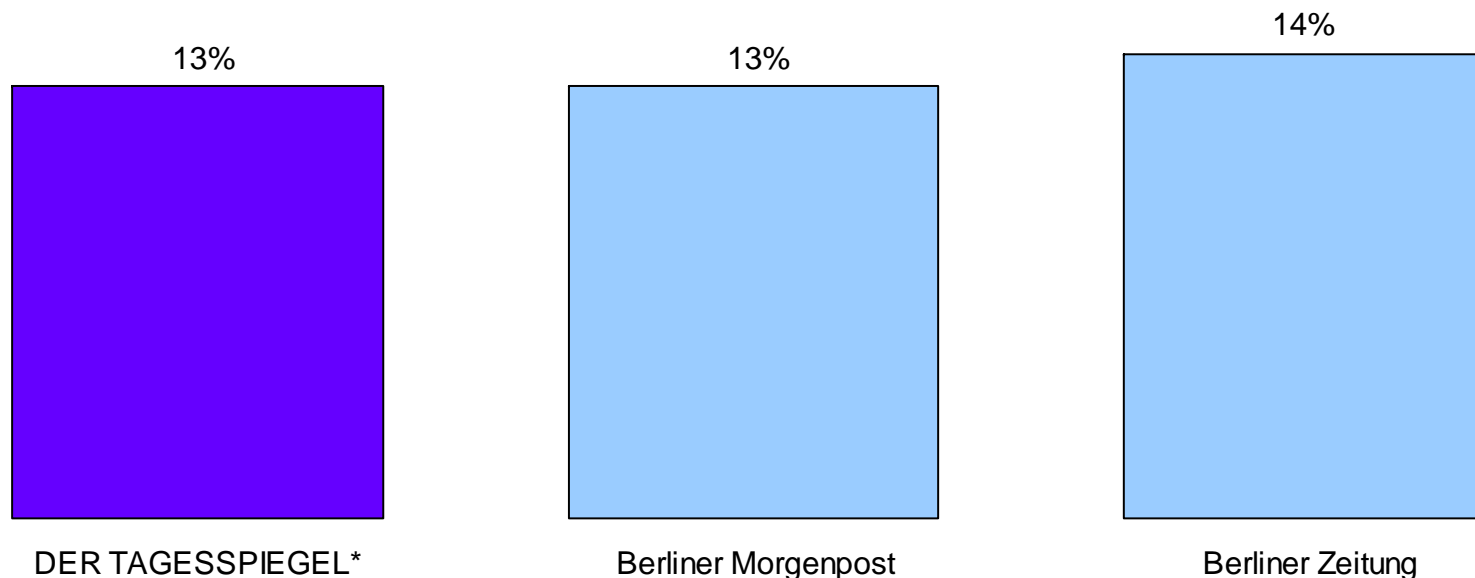
Source: LA Berlin 2007, weekly average, readers per issue; *full circulation together with Potsdamer Neueste Nachrichten; includes Berlin daily newspapers with a sold circulation of more than 100,000 copies

Der Tagesspiegel* offers the lowest thousand-reader price

- Der Tagesspiegel* provides you with a direct line to 348,000 Berliners/Potsdamers (13%) every day – at the most favourable thousand-reader price

Coverage (potential 2,740,000)
Thousand-reader price in € (format: 1,000 mm b&w)

Distribution region: Berlin/Potsdam



Cost per 1,000 readers in euros:

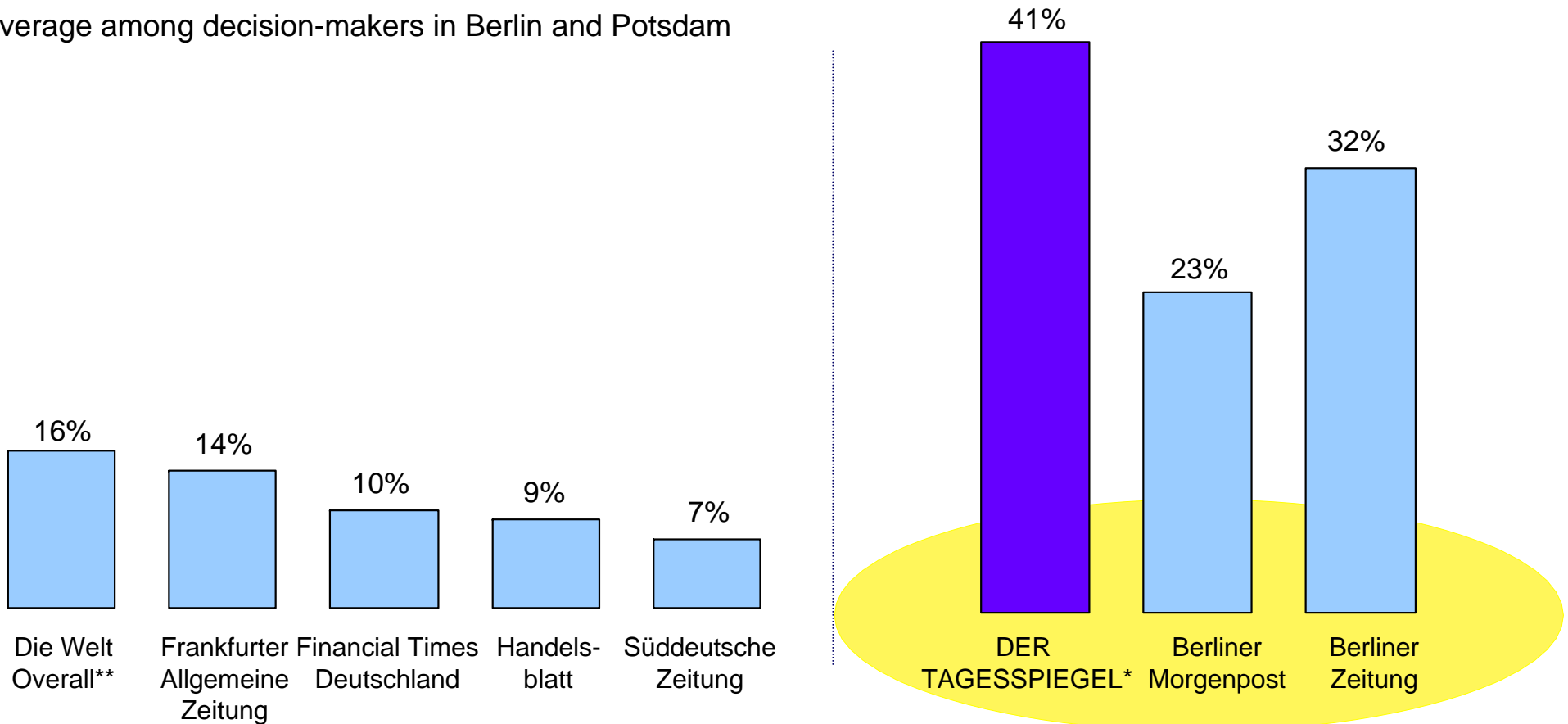


Source: LA Berlin 2007, weekly average, readers per issue; *full circulation together with Potsdamer Neueste Nachrichten; rate cards of the publishers, correct as of Jan 1, 2008; basis for calculation: 1,000 mm b&w (Mon-Fri)

Der Tagesspiegel – the No. 1 among Berlin's top decision-makers

- 41% coverage among top decision-makers in Greater Berlin
- Higher coverage than all the national quality dailies together

Coverage among decision-makers in Berlin and Potsdam



Source: EAB 2007 Berlin Decision-Maker Survey; **basis: decision-makers in Berlin and Potsdam: 90,000 persons, see the EAB 2007 factfile for specific definition; *full circulation together with Potsdamer Neueste Nachrichten; **Die Welt/Welt Kompakt

Der Tagesspiegel – the ideal target group

Key facts at a glance:

- Nearly 350,000 readers every day in Berlin/Potsdam – almost on a par with Berliner Morgenpost.
- Der Tagesspiegel* is the leading title in the high-earning western part of the city.
- Of all the subscription newspapers, Der Tagesspiegel* boasts the highest percentage of readers between 14 and 39.
- Well-educated Berliners with high-level occupational qualifications are increasingly turning to Der Tagesspiegel*.
- Tagesspiegel* readers earn above-average incomes and possess the highest purchasing power.
- Der Tagesspiegel* is the No. 1 among Berlin's top decision-makers.



Sources: LA Berlin 2007, weekly average, readers per issue; EAB 2007 Berlin Decision-Maker Survey; *full circulation together with Potsdamer Neueste Nachrichten

Der Tagesspiegel is the winner in the market



- Stable circulation
- Only long-term circulation winner in Berlin
- Positive development of market share
- Der Tagesspiegel* outperforms Berliner Morgenpost on weekdays

Source: IVW, sold circulation, Q1 2009; *full circulation together with Potsdamer Neueste Nachrichten

EAB 2007 survey fact file

EAB 2007 Berlin Decision-Maker Survey



Client:	Verlag DER TAGESSPIEGEL GmbH, Berlin
Concept, implementation:	Czaia Marktforschung, Bremen
Weighting, calculation of utilisation probabilities:	Immediate Software, Bremen
Universe:	Decision-makers in Berlin and Potsdam: <ul style="list-style-type: none">- Self-employed with 6 or more employees- Independent professionals with employer function (at least 1 additional employee)- White-collar: - “with wide-ranging management responsibility and decision-making powers” or<ul style="list-style-type: none">- “performing tasks independently in a responsible position or with limited responsibility for other employees”- personal net monthly income: at least 2,900 euros- Civil servants from salary grade A14
Extrapolated universe:	90,000 people in Berlin and Potsdam
Target group selection::	Definition of target person using a multi-phase survey technique: <ul style="list-style-type: none">- Telephone screening of potential contacts- Review to ensure compatibility with the target definitions based on the LAE 2007 survey
Method:	Computer-assisted telephone interviewing (C.A.T.I.)
Data collection:	May 2, 2007 – June 29, 2007 Total data set (unweighted): 1,035 respondents in Berlin and Potsdam

LA Berlin 2007 readership survey - factfile



Client:	Verlag DER TAGESSPIEGEL GmbH, Berlin
Concept, implementation:	Ipsos GmbH, Hamburg; F.-J. Raabe, Frankfurt
Universe:	German-speaking population in Berlin and Potsdam above the age of 14 = 2.74 million
Sample:	Unclustered household sample based on the ADM telephone sample system using registered and unregistered numbers to extract random samples for C.A.T.I. surveys, disproportionately distributed between Berlin and Potsdam. Random selection of interviewees following advance household registration (as in the ma survey).
Processing:	The disproportionality was balanced out during cell weighting. The latest available data from the Berlin Statistics Bureau (last revised: Dec 31, 2005 or November 2006) and the ma 03 radio data set 1/2007 were used as the basis for adjusting the random sample profile to the official statistics. The data were collected in one split in each case and were divided into content-based complexes and mutually supplemented using separate injections. To ensure optimum donor/receiver pair formation, a chi ² test was used to perform systematic selection from the common variables for each complex. Merging of respondents via the selected common link elements was always performed within the same district. The utilisation probabilities for the daily newspapers were generated via segmentation procedures as in the ma survey. Missing data on income were also supplemented in accordance with the ma rules on parallel segmentations.
Representation:	Readers per issue
Method:	Computer-Assisted Telephone Interviewing (C.A.T.I.)
Data collection:	April 2, 2007 – June 25, 2007 with a break during the Easter holidays
Total data set:	Case number: 4,032 interviews (net)



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