

## Circulation and Receiver Structure Analysis (AMF-Scheme 2 and 3-E) Total-Collection by File Analysis according IVW-EDA-Guidelines

Description of Survey Method of Circulation and Receiver Structure Analysis  
(AMF-Scheme 2, point 3 and AMF-Scheme 3-E, point 1.1 to 2.1)

**1 Analysis Method:**

Receiver-Structure-Analysis by File Collection – Total-Survey according to IVW-EDA-Guidelines

**2 Description of recipients at time of data collection:**

**2.1 Description of Database:**

The recipient file includes the addresses of all the recipients. Based on the existing postal information the data collection can be sorted by zip-codes, Nielsen-Areas, federal states or domestic and foreign recipients. Additionally the data collection include economic sectors, company sizes and job functions.

**2.2 Total number of recipients:** 46,088

**2.3 Total number of varying recipients:** 45,771  
(Change after each issue)

**2.4 Structure of Recipients of an average Edition on the basis of the sales:**

• paid circulation		159	
thereof: subscribed copies	159		
retail sale	0		
other sales	0		
• free copies		18,505	
thereof: permanent free copies	167		
alternating copies	18,107		
specimen copies	168		
actually distributed circulation (ADC)		18,663	
thereof: domestic	18,595		
thereof: abroad	68		

**3 Description of the study:**

**3.1 Target Population (analysed share):**

target population (ADC)	18,663	=	100 %
Thereof not included in the analysis:	168	=	0.9 %
▶ Other (fair, event, book stores, retail copies etc.)	168		
The study represents from the population	18,495	=	99.1 %

**3.2 Day of File Analysis: 01/07/2016 to 30/06/2017 at each delivery of the published editions in this period.**

**3.3 Description of Database\*:**

The following external sources were used for the assignment of the attributes trade, company size and activities to recipients:

- ▶ fair catalogues
- ▶ information from the receiver itself
- ▶ business reference database of Vertriebsunion Meynen, Eltville

**3.4 Description of Database:\*\***

Information is not needed as no personal data are collected in the survey and as the journal is delivered mainly to institutional recipient addresses.

**3.5 Definition of reader: not applicable**

**3.6 Period of investigation: 01/07/2016 to 30/06/2017**

**3.7 Implementation of investigation: publishing house**

\* For key-number magazines, the wording for the description of the survey is as follows:  
For the recipients of the characteristics industries, company size and job function the data were used from the reader service card.

\*\* For key-number magazines the wording for the description of the target person of the survey: The personal recipient in organizations recorded in the file.