

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: 20,898

2.3 Total number of varying recipients:
(Change after each issue) 20,188

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

• paid circulation		629
thereof: subscribed copies	625	
retail sale	0	
other sales	4	
• free copies		12,741
thereof: permanent free copies	98	
alternating copies	12,429	
specimen copies	214	
actually distributed circulation (ADC)		13,370
thereof: domestic	13,265	
thereof: abroad	105	

3 Description of the study:

3.1 Target Population (analysed share):

target population (ADC)	13,370	= 100 %
Thereof not included in the analysis:	214	= 1.6 %
▶ Other (fair, event, book stores, retail copies etc.)	214	
The study represents from the population	13,156	= 98.4 %

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.