

1 Print / Circulation control:**2 Print / Circulation analysis:**

Copies per issue on average
(1. July 2016 to 30. June 2017)

Distributed circulation: 15,453 copies

Print run	14.000		
Distributed circulation	13.370	thereof abroad*	115
Paid edition	629	thereof abroad*	63
Subscribed copies	625	thereof member copies	0
Retail sale	0		
Other sales	4		
Free copies	12.741		
Rest, archive and specimen copies	630		

* including to door shipment abroad

E-Paper*

Distributed circulation	2.083		
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* Publisher information: average September 2017

3 Print / Geographical breakdown:

Economic area	%	Copies
National	99.2	13,265
Abroad	0.8	105
Rounding difference	0	0
Distributed circulation	100.0	13,370

3.1 Print / Breakdown to the federal states:

Federal state	%	Copies
Schleswig-Holstein, Hamburg	4.3	576
Lower Saxony, Bremen	9.5	1,266
North Rhine-Westphalia	22.0	2,945
Hesse	7.9	1,059
Rhineland-Palatinate	5.6	752
Saarland	1.3	178
Baden-Wurtemberg	17.1	2,281
Bavaria	15.0	2,004
Berlin	1.9	249
Brandenburg	1.8	236
Mecklenburg-Vorpommern	0.8	109
Saxony-Anhalt	2.2	296
Saxony	4.6	620
Thuringia	2.7	359
Abroad	0.8	105
Other**	2.5	338
Rounding difference	0.0	-3
Distributed circulation	100.0	13,370

** Circulation not analyzed; e.g. trade fair and congress copies, book trade copies, etc..

Summary of the data collecting method

- Method:** Receiver structure analysis by file analysis
- total data collection
- Survey population:** Domestic 13,265 = 100.0 %
Not included in the study 214 = 1.6 %
- Random sample:** Total collection
- Target persons of the survey:** The personal recipients collected in the file in institutions
- Time period of the survey:** 01. July 2016 to 30. June 2017
- Survey performance:** Vereinigte Fachverlage GmbH

The detailed survey methodology can be found at www.vereinigte-fachverlage.info

1.1 Print / Branches and economic sectors:

Department/group/class	Recipient groups		
Economic sector	(according to classification of economic activities)	%	Copies
05-07, 09, 35-36	Energy and water supply, mining	6.9	927
19-22	Chemical industry, oil refining, plastics and rubber manufacturing	19.7	2,640
08,23	Earth and stone, fine ceramics and glass industry	2.9	388
24, 25	Metal production and processing	8.4	1,126
28-30	Machinery, automotive manufacturing	19.8	2,652
26, 27	Electric engineering, precision engineering, opto-mechanics	5.9	788
10-12	Food and beverage industry	5.9	792
37-39	Effluent disposal, waste disposal, recycling	7.3	970
71, 72, 84, 85	Engineering, education, science, government and institutions	11.5	1,533
13-18, 31-33, 58	Other manufacturing industries	5.9	792
	Further qualifying branches	3.7	493
	Other**	2.5	338
	Rounding difference	-0.5	-69
	Distributed circulation	100.0	13,370

** Circulation not analyzed; e.g. trade fair and congress copies, book trade copies, etc.

“wlb“ is IVW-EDA certified!

Every recipient is qualified and checked according
the IVW-EDA requirements.

“We guarantee in this way that your advertisement
reaches the right target group!“



1.2 Print / Business unit size:

Employees	%	Copies
1 - 49	23.1	3,085
50 - 99	15.1	2,021
100 - 199	14.9	1,997
200 - 499	16.6	2,221
500 - 999	8.9	1,195
1,000 and more	12.9	1,724
Unknown number of employees	5.9	791
Other**	2.5	338
Rounding difference	0.1	-2
Distributed circulation	100.0	13,370

** Circulation not analyzed: e.g. trade fair and congress copies,
book trade copies, etc.

2.1 Print / Job characteristics of responsibility areas:

Job characteristics	%	Copies
Management	15.4	2,065
Design, Research and Development	21.2	2,828
Production, maintenance and other qualified branches	49.8	6,655
Purchase, sales	8.0	1,072
Specialty department (not personalized)	3.2	432
Other**	2.5	338
Rounding difference	-0.1	-20
Distributed circulation	100.0	13,370

2.1 Position characteristics
in the company

2.2 Socio-demographic
Vocational Age

} Not collected because the
use-value of this journal is
independent of this

Summary of the data collecting method

- Method:** Receiver structure analysis by file analysis - total collection according to IVW-EDA guidelines
- Survey population:** Survey population (distributed circulation) 13,370 = 100.0 %
he survey does not cover 214 = 1.6 %
- Random sample:** Total collection
- Target persons of the survey:** The personal recipients collected in the file in institutions
- Time period of the survey:** 01. July 2016 to 30. June 2017
- Survey performance:** Vereinigte Fachverlage GmbH

The details survey methodology can be found at www.en.vereinigte-fachverlage.info