



**1 Brief description:**

The apr is published three times a month (1 x magazine and 2 x electronical apr newspaper) plus the special issue *corrugated board* with six issues plus six times electronical apr *corrugated board*. Herewith the apr is the paper trade magazine with the largest total circulation in Germany. It is an essential trade medium for commercial and technical decision-makers in the paper industry. It is both impressively up to date and independent, displays an in-depth understanding of business issues and is written by professionals for professionals. The extensive job market in the paper trade magazine for the Germanspeaking world demonstrates its market acceptance and significance.

**2 Frequency of publication:** See the enclosed publication schedules

**3 Volume:** 134<sup>th</sup> year

**4 Web address (URL):** www.a-p-r.de

**5 Member of:** –

**6 Organ:** –

**7 Publishers:** –

**8 Publishing company:** P. Keppler Verlag GmbH & Co. KG  
P.O. box: Postfach 1353, 63131 Heusenstamm  
Address: Industriestr. 2, 63150 Heusenstamm  
Germany

Telephone: +49 (0) 6104 606-0

Fax: +49 (0) 6104 606-336

E-Mail: apr@kepplermediengruppe.de

-Management: Eckhart Thomas

**9 Editorial staff:**

Editor-in-chief: Dipl.-Kfm. Gerhard W. Brucker  
Telephone +49 (0)6104 / 606-111  
g.brucker@kepplermediengruppe.de  
Siegfried Jütte  
Telephone +49 (0)6104 / 606-161  
s.juette@kepplermediengruppe.de

Further editorial staff: Marion Köhl-Winter – editorial assistant  
Dipl.-Ing. E. Polmann – “Current PTS Research” section  
Dr. Jürgen Briem – correspondent in France

**10 Advertisements:** Marion Apitz – advertising manager  
m.apitz@kepplermediengruppe.de  
Telephone no. +49 (0) 6104 / 606-304  
fax +49 (0) 6104 / 606-336

**11 Distribution service:** Sandra Konrad  
s.konrad@kepplermediengruppe.de  
Telephone no. +49 (0) 6104 / 606-210  
fax +49 (0) 6104 / 606-333

**12 Subscription rate in**

**Germany:** Annual subscription: € 198,- (including VAT)

**Outside Germany:** € 225,- (including VAT)

**Individual copy price in Germany:** € 8,-

**Outside Germany:** € 10,50

(electronic apr newsletter available by subscription only)

Subscription includes: 12 Issues apr MAGAZINE  
24 electronic apr paper newsletter  
6 Issues apr corrugated board  
6 electronic apr corrugated newsletter

**13 ISSN:** 0002-5917

**14 Analysis of the contents:** 2007 = 18 issues

Magazine size: DIN A4

Total contents: 1 276 pages = 100 %

Editorial content: 874 pages = 68 %

Advertisements: 402 pages = 32 %

of which: Situations wanted/vacant + classified ads 30 pages = 7 %

Bound / glued inserts 50 pages = 12 %

Publisher's advertisements 61 pages = 15 %

Loose inserts: 14 pieces

**15 Analysis of the editorial coverage:**

Business section 874 pages = 100 %

Technical section 514 pages = 60 %

360 pages = 40 %

16 Circulation control: 

17 Circulation analysis: Copies per issue  
(annual average)  
1. July 2008 to 30. June 2009

<b>Print run:</b>	5.000	
<b>Total circulation:</b>	4.977	of which outside Germany: 1.011
<b>Total net paid circulation:</b>	1.237	of which outside Germany: 126
– Subscriptions:	1.143	of which members: 0
– Individual copies:	0	
– Other sales:	94	
<b>Free copies:</b>	3.740	

Remainders, file copies  
and advertisers' copies 24

18 Analysis of geographical circulation:

Geographical area	Proportion of circulation	
	%	Copies
Germany	80	3.966
Other countries	20	1.011
<b>Circulation</b>	<b>100</b>	<b>4.977</b>

A summary of the method of analysis can be found on page 11

<b>19 Sector / areas of industry etc.</b>			<b>20 Size of the company</b>		
<b>Categories of enterprises</b>	<b>Proportion of readers</b>		<b>(Plant at the location)</b>	<b>Proportion of readers</b>	
	<b>%</b>	<b>Projection (approx.)</b>		<b>%</b>	<b>Projection (approx.)</b>
Production of paper, solid board, corrugated board, pulp	27	1066	1 – 9 employees	14	553
Processing of paper, solid board, corrugated board	22	869	10 – 19 employees	19	750
Machine manufacturing + engineering consultants, suppliers	26	1027	20 – 49 employees	29	1145
Trade	19	750	50 – 99 employees	15	592
Other Areas (Associations, technical colleges, ministries, libraries, research institutes)	07	276	100 – 499 employees	16	632
	101	3988	500 – 999 employees	6	237
			1 000 or more employees	1	40
				100	3949
Rounding difference	+ 01	39			

21.1 Responsibility at the company	Proportion of readers	
	%	Projection approx.
Corporate management, business	46	1817
Technical operations, production	15	592
Marketing	9	355
Sales	13	513
Research, development, design	6	237
Quality control, assurances	1	40
Purchasing	7	276
Different area of responsibility (Personnel)	4	158
	101	3988
Rounding difference	+ 01	39

21.2 Position at the company	Proportion of readers	
	%	Projection approx.
Owner, co-owner	20	790
Exec. board, managing director	27	1066
Departmental manager	33	1303
Commercial clerk	8	316
Technical clerk, master craftsman	7	276
Skilled worker, apprentice	5	198
	100	3949

22.1 School education/ vocational training: school qualification	Proportion of readers	
	%	Projection approx.
Hauptschule living qualification	3	119
Real-/Mittelschule leavin qualification	41	1619
Abitur, university entrance qualification	56	2211
	100	3949

22.2 School education/ vocational training Professional training (completed)	Proportion of readers	
	%	Projection approx.
Commercial apprenticeship	43	1698
Technial apprenticeship	25	987
Commercial apprenticeship	33	1303
College	22	869
Technical college	14	553
University, techn. university at least 1 completed professional course	27	1066
	98	3870

(multiple answers 100% = 3,949 readers)

23 Age (summary)	Proportion of readers	
	%	Projection approx.
up to 29 years old	8	316
30 – 39 years old	16	632
40 – 49 years old	32	1264
50 – 59 years old	31	1224
60 years old and older	12	474
	99	3910
Rounding difference	- 1	39
	100	3949



**Additional information on apr-readers:  
Participation in investment decisions**

	Proportion of readers	
	%	projection approx.
Investment decision makers total net	88	3.475
Active investment decision makers total net of which:	64	2.962
Final product decision	45	1.777
Final supplier selection	41	1.619
Approval of the purchase, budget	35	1.382
Purchasing, ordering	35	1.382
Decision making preparation total net of which	76	3.001
Determination of demand	44	1.738
Product description, definition of necessary Characteristics	33	1.303
Assessment, recommendation of manufacturers, products, brands	41	1.619
Assessment, recommendation of procurement sources	34	1.343

(multiple answers 100% = 3,949 readers)

**Additional information on apr-readers:  
Participation in investment decisions in accordance with corporate areas**

	Proportion of readers	
	%	projection approx.
For the entire company – in total of which:	89	3.515
Sole decision making	27	1.066
Co-decision making within a team	53	2.093
Advisory	09	1.809
For the plant at the location – in total of which:	93	3.673
Sole decision making	22	869
Co-decision making within a team	55	2.172
Advisory	16	632
For the department – in total of which:	95	3.752
Sole decision making	50	1.975
Co-decision making within a team	27	1.066
Advisory	17	671

(multiple answers 100% = 3,949 readers)

	Proportion of readers %
<b>Use of issue / frequency</b>	
once	33
twice	31
three times	22
four times	09
five times and more (issue picked up on average: 2.2 times)	04
<b>Reading time / reading duration</b>	
up to 30 min.	33
31-60 min.	45
61-90 min.	18
more than 90 min. (reading duration average 50.7 min.)	4
<b>Test issue read again</b>	
yes, certainly	37
yes, probably	34
	<hr/>
	71
no, probably not	18
no, certainly not	11
	<hr/>
	29

	Proportion of readers %
<b>Information from advertising content in the apr</b>	
all information net	95
information on products	89
information on companies	73
information on problem solutions	53
ideas for purchase decisions	40
(multiple answers 100% = 3,949 readers)	
<b>Reactions to advertisement in the apr</b>	
all reactions to advertisements in the apr net	73
made a note due an advert in the apr	62
requested further information material from the manufacturer	53
got in touch with a dealer	34
purchased the advertised product	27
(multiple answers 100% = 3,949 readers)	

## Summary of the survey method AMF cards 3-L and 4

### 1 Survey method:

Reader structure analysis by oral survey – random survey

### 2 Description of the recipients at the time of the data survey:

#### 2.1 Nature of the file:

The addresses of all recipients are recorded in the recipient file.

2.2 Total number of recipients in the file: 10.963

2.3 Total number of alternating recipients in the file: 6.921

#### 2.4 Structure of the recipients of an average issue in accordance with forms of distribution:

– Total net paid circulation	1.286
constant free copies (CC recipients)	2.556
alternating free copies	919
advertising copies	200
Actual circulation	4.960
– of which in Germany	4.149
– of which abroad	811

### 3 Description of the survey:

#### 3.1 Parent population (part surveyed):

Parent population	4.960 = 100%
of which not recorded in the survey:	
recipients abroad	811 = 16,4%
advertising copies	200 = 4,0%
The survey represents of the parent population	3.949 = 79,6%

#### 3.2 Date of sampling:

Wave 1: 17. 03. 2008

Wave 2: 29. 04. 2008

### 3.3 Description of the random sample

	Wave 1		Wave 2	
	n =	%	n =	%
<b>Starting sample = addresses provided</b>	<b>1.254</b>	<b>100</b>	<b>1.108</b>	<b>100</b>
addresses not used	825	65.8	747	67.4
no tel no.	70	5.6	30	2.7
wrong tel. no.	78	6,2	55	5.0
no main reader to be determined	62	4.9	51	4.6
issue not read	39	3.1	46	4.2
<b>adjusted sample</b>	<b>180</b>	<b>100</b>	<b>179</b>	<b>100</b>
target person had no time in the survey period	12	6.7	19	10.6
Target person refused	17	9.4	15	8.4
appointment not kept	09	5.0	06	3.4
issue not read "as usual" or original				
issue no longer available	16	8.9	14	7.9
<b>Total losses</b>	<b>54</b>	<b>30.0</b>	<b>54</b>	<b>30.2</b>
Interviews conducted/assessed	126	70.0	125	69.8
(assessment table band wave 1 + 2 = 251 cases net)				

#### 3.4 Target person of the survey:

The main reader of the copy received was interviewed.

#### 3.5 Definition of the reader

Main reader of apr in Germany

#### 3.6 Period of the survey

The telephone survey was conducted as follows

Wave 1: 07. – 23. 04. 2008

Wave 2: 14. – 29. 05. 2008

#### 3.7 Conducting of the survey: ARIS Umfrageforschung GmbH, Hamburg