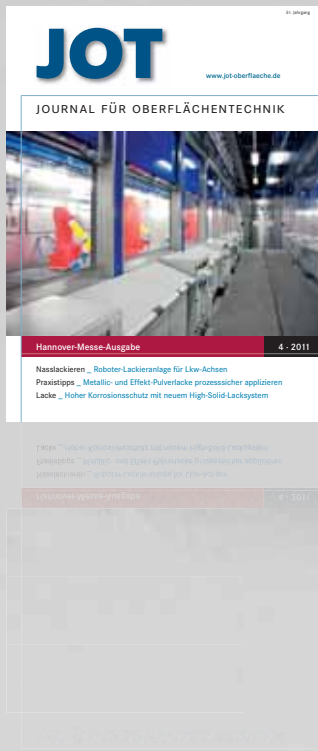


Readership Analysis 2011



JOT – indispensable for decision makers



JOT, the journal for surface finishing, offers practice-oriented and user-oriented reporting on all aspects of surface finishing.

12 times a year (in addition to special topic issues, market reviews, and international issues), JOT serves specialists and managers in the field of surface finishing competently and dependably as an essential information and communication platform – also available online at www.jot-oberflaeche.de.

JOT's high-quality content creates an attractive advertising environment.



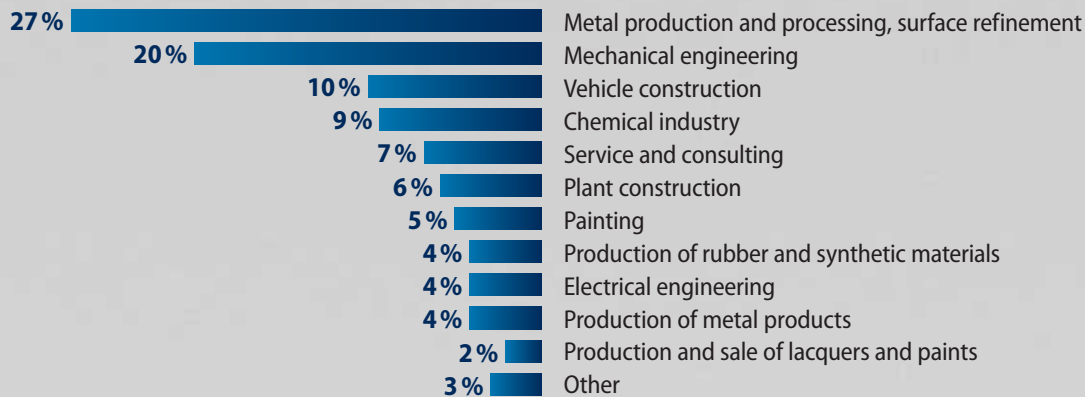
Multiple answers are possible

JOT is characterised by its exceptional profile, especially with regard to its readability, suitability for recommendation to others, expertise, overview function, and the relevance of its content.

The acceptance and significance of product advertisements are very high among our readers.

JOT – reaches essential branches ...

Business branches

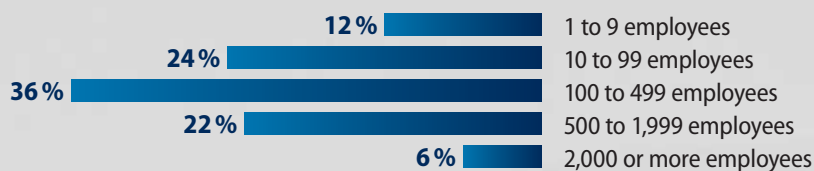


Multiple answers are possible

The main target group of JOT readers comes from the following branches: metal production and processing, surface refinement, mechanical engineering, vehicle and plant construction. Together these branches account for more than two-thirds of JOT readers.

... and is well-represented at companies of all sizes.

Workforce



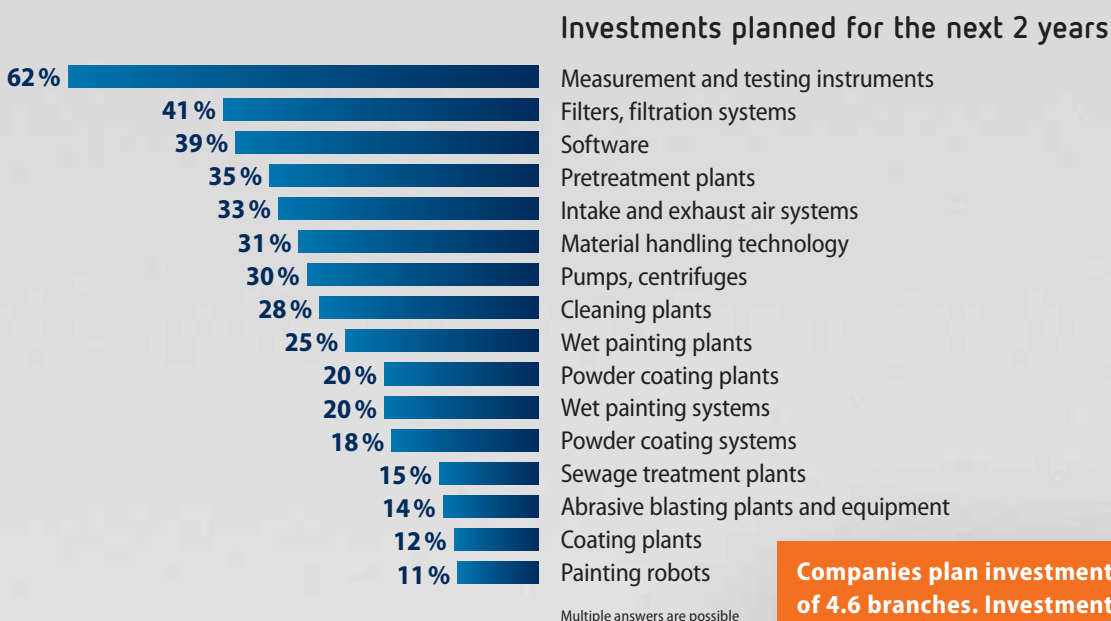
JOT is read at companies of all sizes. The average company size is ca. 438 employees.

JOT readers hold important decision-making positions ...



84% of JOT readers decide on investments individually or together with colleagues. 92% – nearly the whole readership – fulfil a decision-making or consulting role in plans for new purchases.

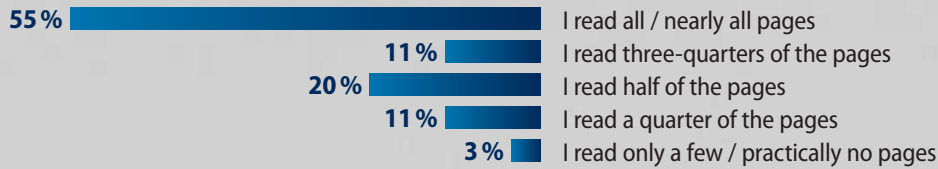
...and are frequent investors



Companies plan investments in an average of 4.6 branches. Investment plans provide interesting and useful insights for advertising planning.

Readers have a high interest in JOT and use it intensively.

Page traffic score

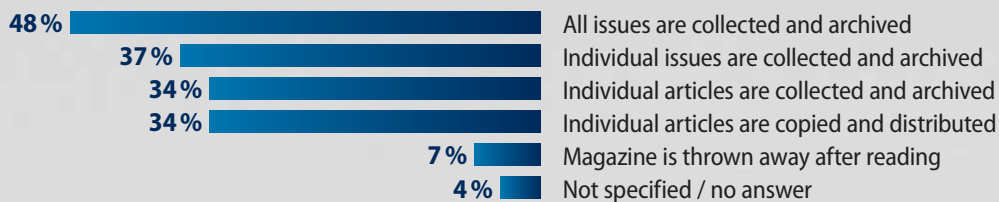


77% page traffic score

70% of JOT readers have read all of the last 12 issues. On average 10 out of 12 issues are read. The page traffic score is 77%. These numbers are well above average and underline the high value of JOT; they also ensure excellent advertising exposure.

JOT is a highly valued resource.

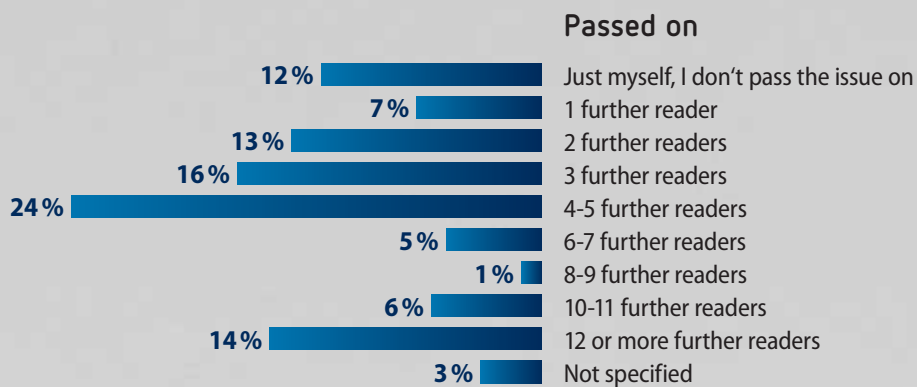
Archiving



Multiple answers are possible

Readers' archiving behaviour, an indicator of their opinions on the lasting value of the journal's content, is excellent: 89% of our readers archive articles or whole issues, presenting opportunities for multiple advertising contacts.

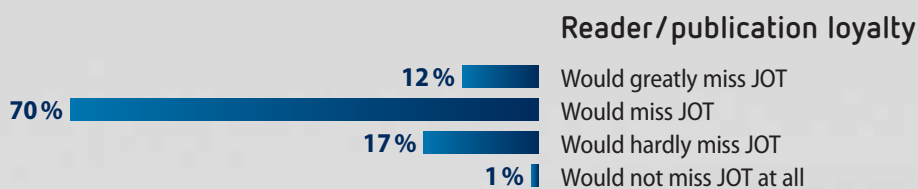
With each issue, JOT reaches an average of 6 readers.



↓
Ø 5 further readers per issue

85% of our readers pass issues on to others. The estimated average of 5 further readers per issue increases our reach and ensures additional advertising exposure.

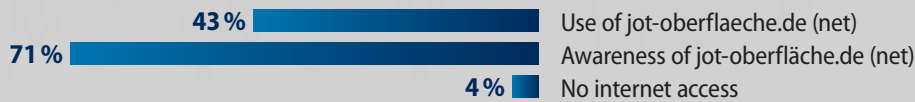
JOT is extremely important to its readers.



At 82%, JOT's reader loyalty rating is extremely high, evincing its relevance and high-quality content.

Our readers also know and make use of our online services.

Use and awareness of jot-oberflaeche.de



96% of JOT readers have internet access at work. 43% of them make use of the online services at www.jot-oberflaeche.de. This shows that cross-media advertising using the channels online and print successfully reaches exclusive users in the respective media, further extending reach.

As a source of specialised information, print remains indispensable.

Expectations of specialised media "Must-have" / desirable



Multiple answers are possible

Despite the growing importance of online information channels, the print medium continues to be the highest priority among JOT readers.

Ads in JOT activate our readers.



The activation performance of advertisements in JOT has been proven.
82 % of our readers reported acquiring further information on providers or products in the last 12 months because of information on products or services they found in JOT.

Neutral readership analysis ensures transparency and is essential for media planning.

Empirical methods

Methodology:

Readership analysis through verbal (telephonic) random interviews in keeping with the guidelines of the German Advertising Federation (ZAW)

Statistical population:

Actual distributed circulation of JOT (subscribers + voucher copies), the survey represents 98.2% of the statistical population

Random sample:

250 net randomly selected interviews

Target group:

Primary readers

Timeframe:

2 May to 31 May 2011

Research conducted by:

TNS Emnid Medien- und Sozialforschung GmbH, Bielefeld

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