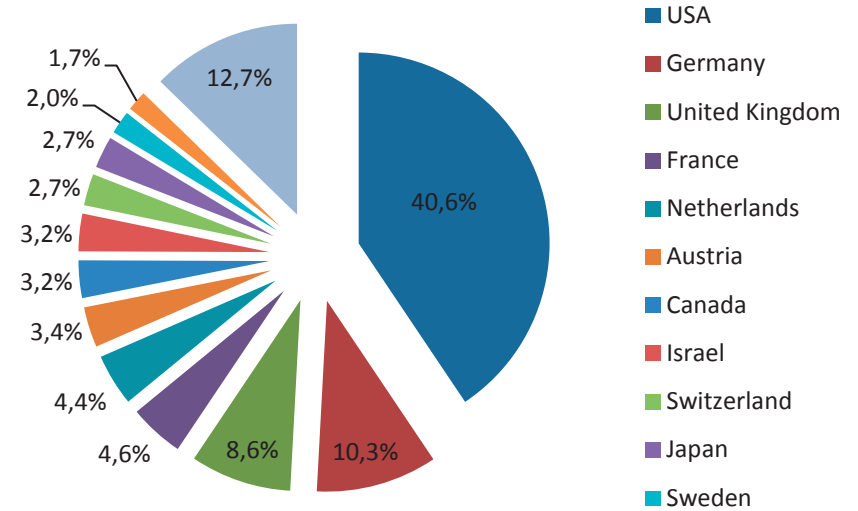


Overview Business Trends business magazine 2015

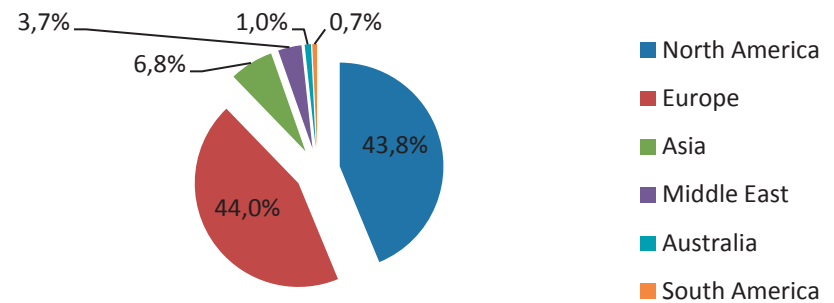
COUNTRY BREAKDOWN

Country	Articles	Percentage	Copies
USA	166	40,6%	2.787
Germany	42	10,3%	441
United Kingdom	35	8,6%	199
France	19	4,6%	158
Netherlands	18	4,4%	251
Austria	14	3,4%	127
Canada	13	3,2%	153
Israel	13	3,2%	180
Switzerland	11	2,7%	97
Japan	11	2,7%	88
Sweden	8	2,0%	142
China	7	1,7%	69
Other Countries	52	12,7%	502
Grand Total	409	100%	5.194



CONTINENT BREAKDOWN

Continent	Articles	Percentage	Copies
North America	179	43,8%	2.940
Europe	180	44,0%	1.768
Asia	28	6,8%	236
Middle East	15	3,7%	215
Australia	4	1,0%	21
South America	3	0,7%	14
Grand Total	409	100%	5.194



DISTRIBUTION BREAKDOWN

Continent	Copies	Percentage
Europe	86.574	96,2%
North America	2.940	3,3%
Asia	236	0,3%
Middle East	215	0,2%
Australia	21	0,0%
South America	14	0,0%
Grand Total	90.000	100%

BRANCH BREAKDOWN

Branch	Articles	Percentage	Copies
Industry	45	11,0%	460
Retail	42	10,3%	344
Health	41	10,0%	555
Business Services	38	9,3%	1.387
IT	36	8,8%	372
Software Systems	33	8,1%	294
Electronics	32	7,8%	331
Miscellaneous	22	5,4%	204
Telecommunication	21	5,1%	137
Sustainable Technology	15	3,7%	234
Life Science	14	3,4%	185
Transport & Logistics	13	3,2%	146
Financial	12	2,9%	163
Biotechnology	12	2,9%	155
Automotive	8	2,0%	77
Security	7	1,7%	51
Gaming	6	1,5%	24
Marketing	3	0,7%	32
Mobile Technology	3	0,7%	27
Food & Beverages	6	1,0%	16
Grand Total	409	100%	5.194

BRANCH BREAKDOWN

