

adbizz denmark

Germany



AWA 2008: Strong coverage increase to Impulse and Börse Online.

Two of the three G+J business magazines have increased their coverage, showing clear double-digit percentage growth in the latest AWA figures.

The coverage of the business magazine IMPULSE grew by 15% year-on-year and is now reaching 321,000 readers.

BÖRSE ONLINE, the weekly magazine for investors, improved its coverage by 10%, now reaching 319,000 readers, according to this year's Allensbach Advertising Media Analysis (AWA 2008).

CAPITAL has reconfirmed its leading position as the business magazine for decision makers with a constant coverage and a readership down slightly from 745,000 to 720,000.

For Mario Suchert, group advertising manager at G+J-Wirtschaftsmedien, "these figures are a particularly pleasing trend in the fiercely contested business press market in view of the performance of many of their competitors. They bear out G+J Wirtschaftsmedien's quality strategy, with its focus on strong media brands that are strong on innovation, have a powerful appeal and forge close links with their target groups."



Rate 1/1 4C: € 16,900



Rate 1/1 4C: € 12,000



Rate 1/1 4C: € 27,200

