

## Germany



### **NEON recorded a double-digit increase in IVW-audited circulation**

NEON, the young people's magazine from STERN, recorded a double-digit increase in IVW-audited circulation. During the third quarter of 2008, NEON sold an average of 232,931 copies, which is 21,279 more than previous quarter. These are the best results in the magazine's history.

The circulation structure of NEON reflects the high level of reader interest: three fourths of the sold circulation is single copy (newsstand) sales, and more than 20% sold by subscription.



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