

internet WORLD

The IT magazine for Internet professionals
Cover Price: € 3.90

MARKET POSITION:

Germany is by far the most developed internet market in Europe. It is also one that continues to grow at an extremely impressive rate. The latest market research shows that one in five Germans between the ages of 14 and 59 use the net. Last year witnessed a 40 per cent growth in this market meaning that now around 8.5 million Germans use on-line services. It is quite clear that this is a market that needs to be tapped with the future suggesting that more and more people will be getting connected.

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CIRCULATION	(Source: IVW 3 quarter 2009)	17,174
READERSHIP	(Source: Leserbefragung der ResponDi AG Jan/Feb 08)	50,000

PUBLICATION PROFILE:

The readership of **Internet World** is predominantly made up of Internet professionals, investment deciders and active Internet users. This B2B publication covers an extensive range of information regarding the Internet in a thorough and concise manner and prides itself on always having the most up to date material. As the German edition of the largest Internet magazine in the world the publication benefits from the resources of its British and American counterparts and thus is always ahead of the field. Even the most complicated matters are presented in a comprehensible and practical way to allow the reader instant access to the information they need. The magazine is divided into four distinct sections allowing the reader to quickly identify what he is looking for. The "News" section provides essential information on the latest news and trends from the global online world. The following section is entitled "Magazine" and covers all topics of strategic importance. The "Test" section looks at relevant products on the soft and hardware markets includes important decision making aids. The "Practise" section provides precise support for all kinds of problems as well as valuable workshops and tips. Finally the "Business" section contains more than 24 pages outlining a range of economical facts on web marketing, e-commerce and trends in the market place.

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