

mare

Magazine of the Oceans



Quality, the Joys of Life and **mare**
Readership Analysis 2005



mare - A Brief Outline for those in Haste

mare is

a culture magazine as well as a feature magazine in which all the articles contain at least one drop of salt water; all stories are – directly or indirectly - about the oceans.

Copies sold (as approved by IVW II / 2005) 35,420 copies
Circulation 43,861 copies
High Quality Circulation 60 % in subscription, only 10 % in special sales
Reader per Issue approximately 78,000 readers

Readership Loyalty 12% response in readership analysis 2005, 86.2 % of readership collects copies of **mare**

Middle-aged 51.7 % of readers are in the age group 35 to 49

Predominantly Male 66.7 % of readers are male

Higher Education 66 % have a university or third level degree

24 % have a PhD (national average: 9.1 %)

Top Earner 24 % have a net income per household of more than 4,500, almost 43 % have a net income per household of more than 3,500

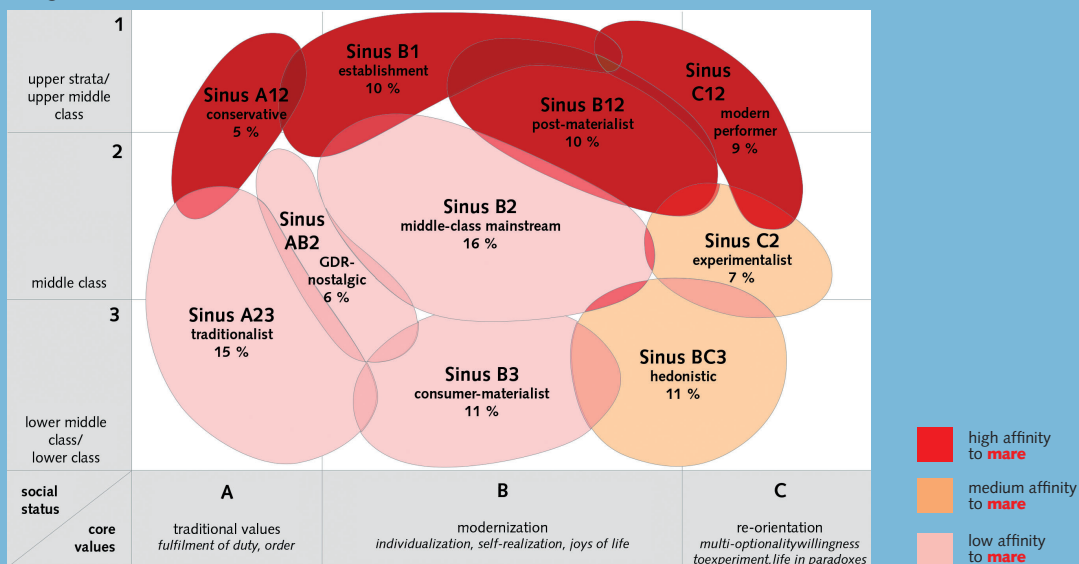
Upper Strata **mare**-readers are members of the upper strata of society, the largest proportion of the readership belongs to the post-materialist segment.

High Regard for Quality 88.3 % say that for them quality comes before price

Main Interests literature, exhibitions, cinema, further education, photography, classical music

Main Interest as Consumer travel, furniture and interior design, clothing, top of the range cameras

Diagram: MOSAIC Milieus

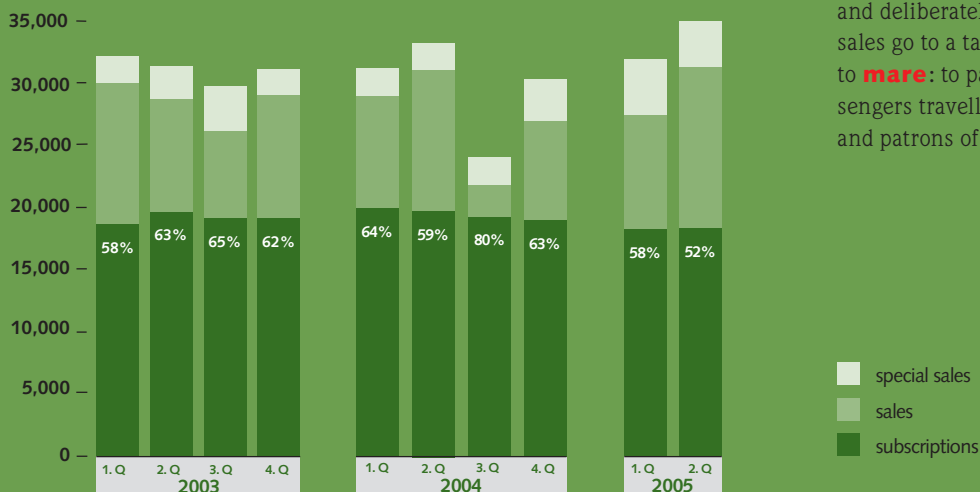


MOSAIC Milieus®: A Licensed Adaptation of Overall-German Sinus-Milieus®



High Quality Circulation: 60 % Subscribers and only 10 % Special Sales

Composition of **mare** Circulation According to IVW and Subscribers in %

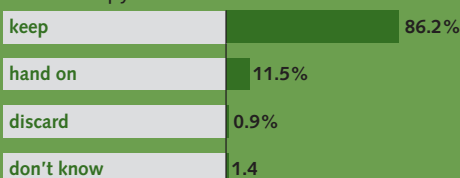


The percentage of special sales in relation to the total circulation is kept at a low 10 % – and deliberately so. Furthermore, the special sales go to a target group with a high affinity to **mare**: to passengers on cruise liners, passengers travelling with the airline Swiss Air and patrons of four- or five-star-hotels.



About 78,000 **mare** readers with a High Readership Loyalty, read every issue thoroughly

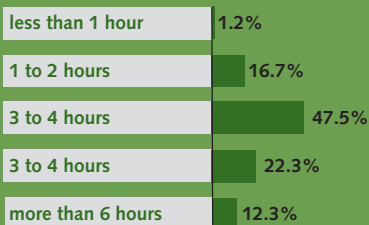
Use of Copy



N = 4181

The result of this table is that **mare** readers are very fond of **mare**. The figure N = 4,181 says that 4,181 people answered this question; of these 86.2 % – i.e. 3,604 people – keep their issue of **mare**, and only 0.9 % (i.e. 37 people) decide to throw it away. Obviously, **mare** is a collector's item.

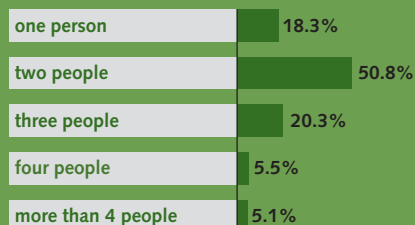
Time to Read **mare**



N = 4192

Readers spend a considerable amount of time reading each issue of **mare**. Almost all of them pick it up at least three times. And more than 80 % of those who answered the questionnaire say they spend more than three hours reading it; one third actually spend five hours or more reading **mare**.

Every Copy is Read by

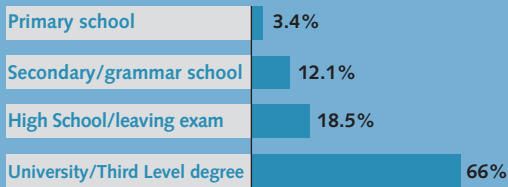


N = 4203

This table provides a good indication of the number of people who actually read every single issue of **mare**. On average, two people read one copy of the magazine. Using an average of 34,000 copies sold of every issue, a simple multiplication shows that every **mare** issue is read by 78,000 readers.

The typical **mare** reader is Highly Educated and in a Professional Position where decisions are made

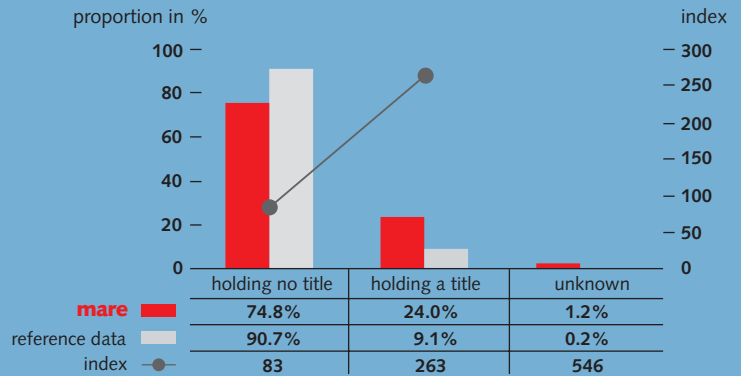
Education



N = 4097

As a target group, **mare** readers are extraordinarily well educated. More than 84 % have at least attended a high school or taken the leaving exam.

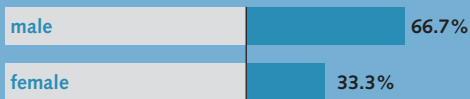
Households with Persons Holding an Academic Title



This analysis carried out by the German post found that the percentage of **mare** readers with a PhD or other academic title is well above average.

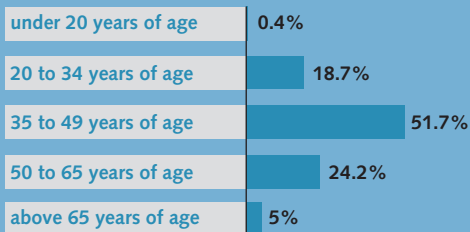


Gender



N = 4134

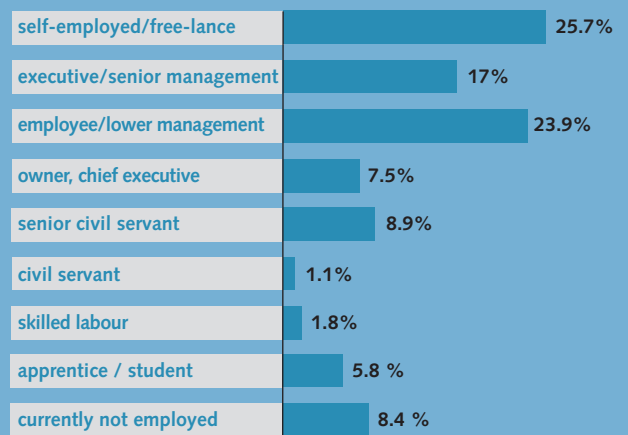
Distribution of Age-Groups



N = 4047

A typical male **mare** reader is 45 years old, a typical **mare** female reader, at 43 years of age, is just a little younger. In comparison to the national population structure the **mare** readership represents a significantly higher proportion of those older than 35 and younger than 65 (**mare** readers 75.9 %, national average 53.6 %).

Professional Status



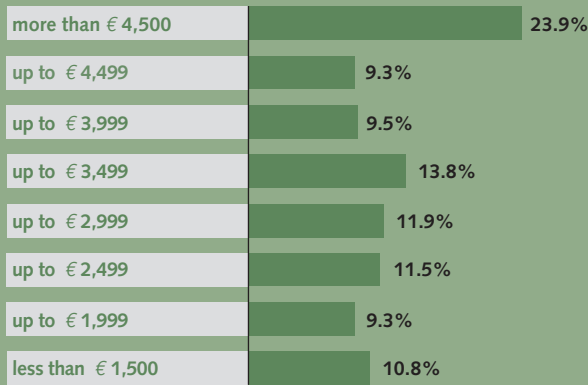
N = 4037

mare readers are “decision-makers”: More than 50 % are either self-employed or in a senior management position. **And a large proportion of those who answered “currently not employed” are already drawing a pension (58.5 % in this group are 60 years or older).**



mare readers are Top Earners

Household Net Income



N = 3550

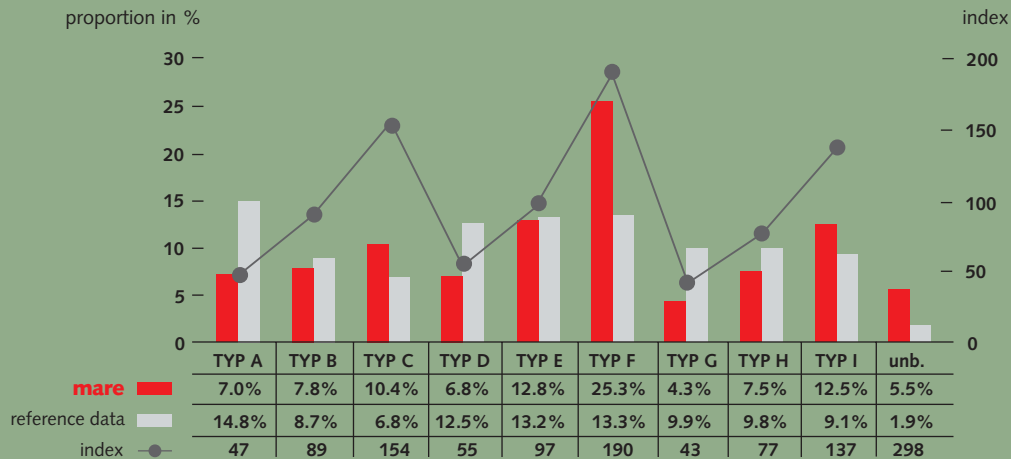
mare readers constitute a particularly solvent target group, because **more than 50 % of the readership belong to the three top income brackets.**

With **male mare readers**, the proportion of the highest income category is even more pronounced. **28 % say they have a household net income of more than 4,500 at their disposal.**

The analysis of our readership carried out by the German Post verifies their significant purchasing power: According to these findings 39 % of **mare** readers have an "extremely high" income which is twice as high as the national average (15.7 %).

mare readers live in households of High Social Status

Sociotype

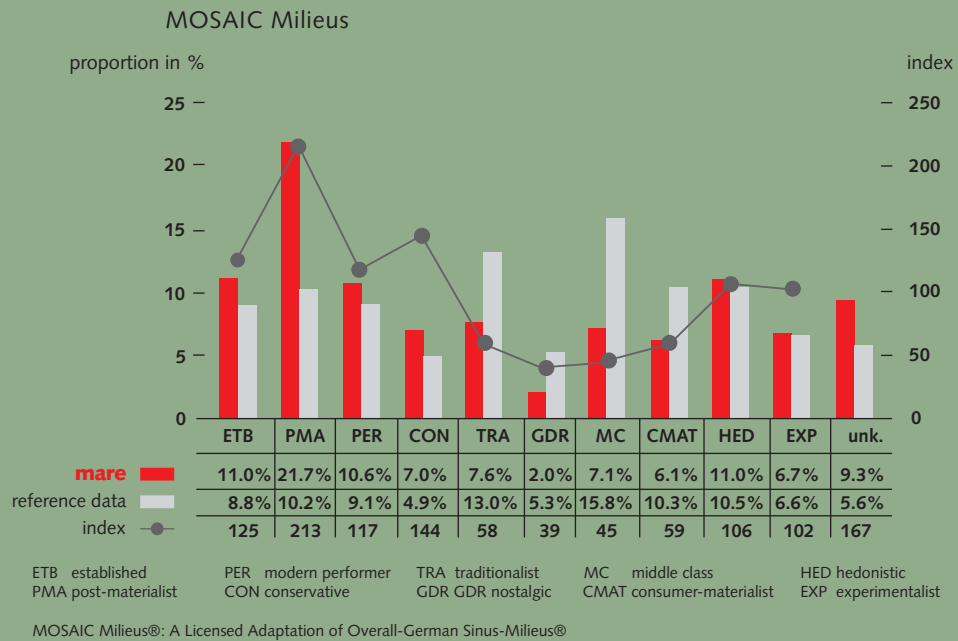


type A household with one child, status low
 type B household with one child, status medium
 type C household with one child, status high

type D young and middle aged, no children, status low
 type E young and middle aged, no children, status medium
 type F young and middle aged, no children, status high

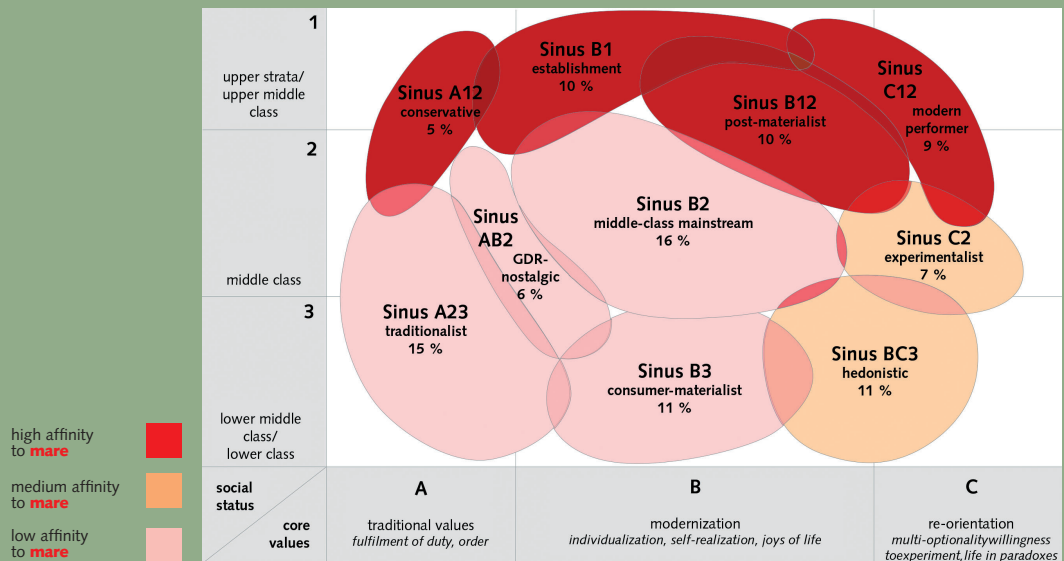
type G older age group, no children, status low
 type H older age group, no children, status medium
 type I older age group, no children, status high

mare readers are part of the Upper Social Strata and the Upper Middle Class



Overview of Distribution in MOSAIC Milieus for **mare** Readership According to the Adaptation of the Sinus-Milieu-Diagram

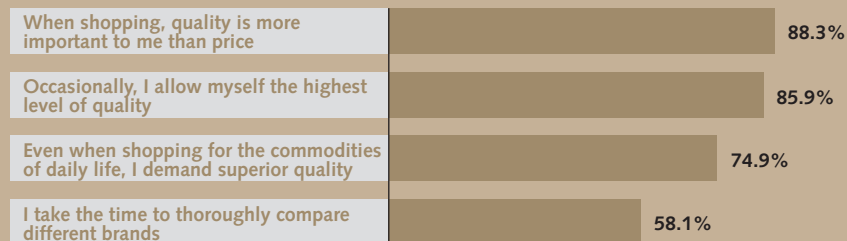
Diagram: MOSAIC Milieus





mare readers have the highest regard for Supreme Quality

Views on Quality

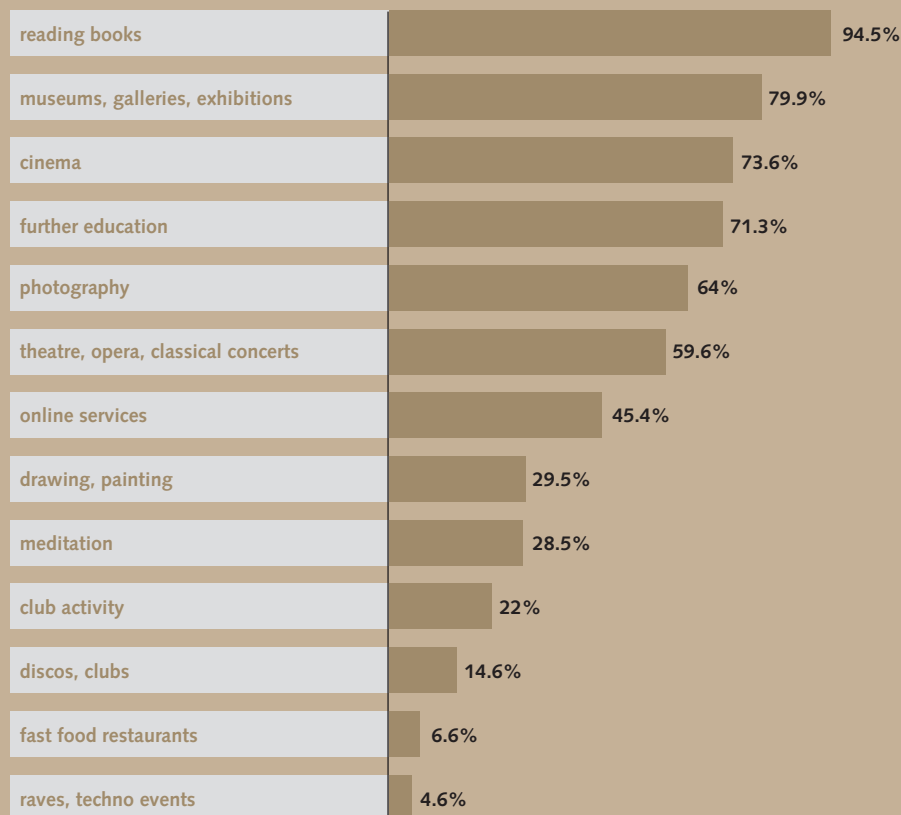


N = 4102 multiple answers possible

mare readers attach great importance to superior quality, even when shopping for their daily needs. And they are willing to pay more for quality products and services.

mare readers love books and they are interested in the Arts and Culture

Leisure Time Interests



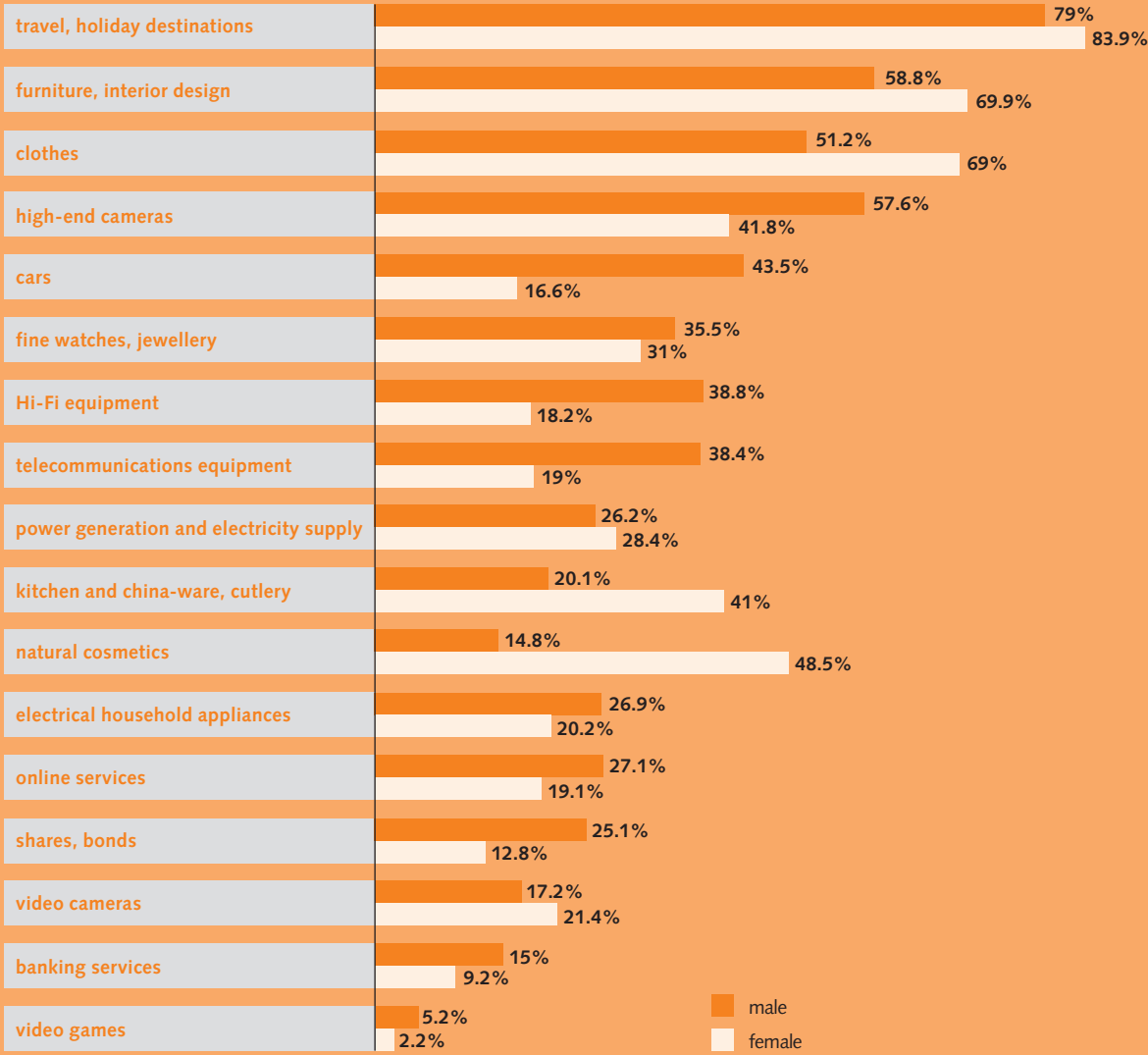
N = 3953 multiple answers possible

Under the heading “other activities” **mare** readers rank travel very highly, also family and friends, cooking and nature or garden activity.

Both wanderlust and building a home are considered to be very important

mare readers, both male and female, find information about travel and furniture most interesting. Whereas male readers focus more on high-quality camera equipment, cars, hi-fi stereos and financial matters, women regard information about clothes, cosmetics, kitchen and china-ware more interesting. But also – and more so than men – they are keen to read about video cameras and electricity supply.

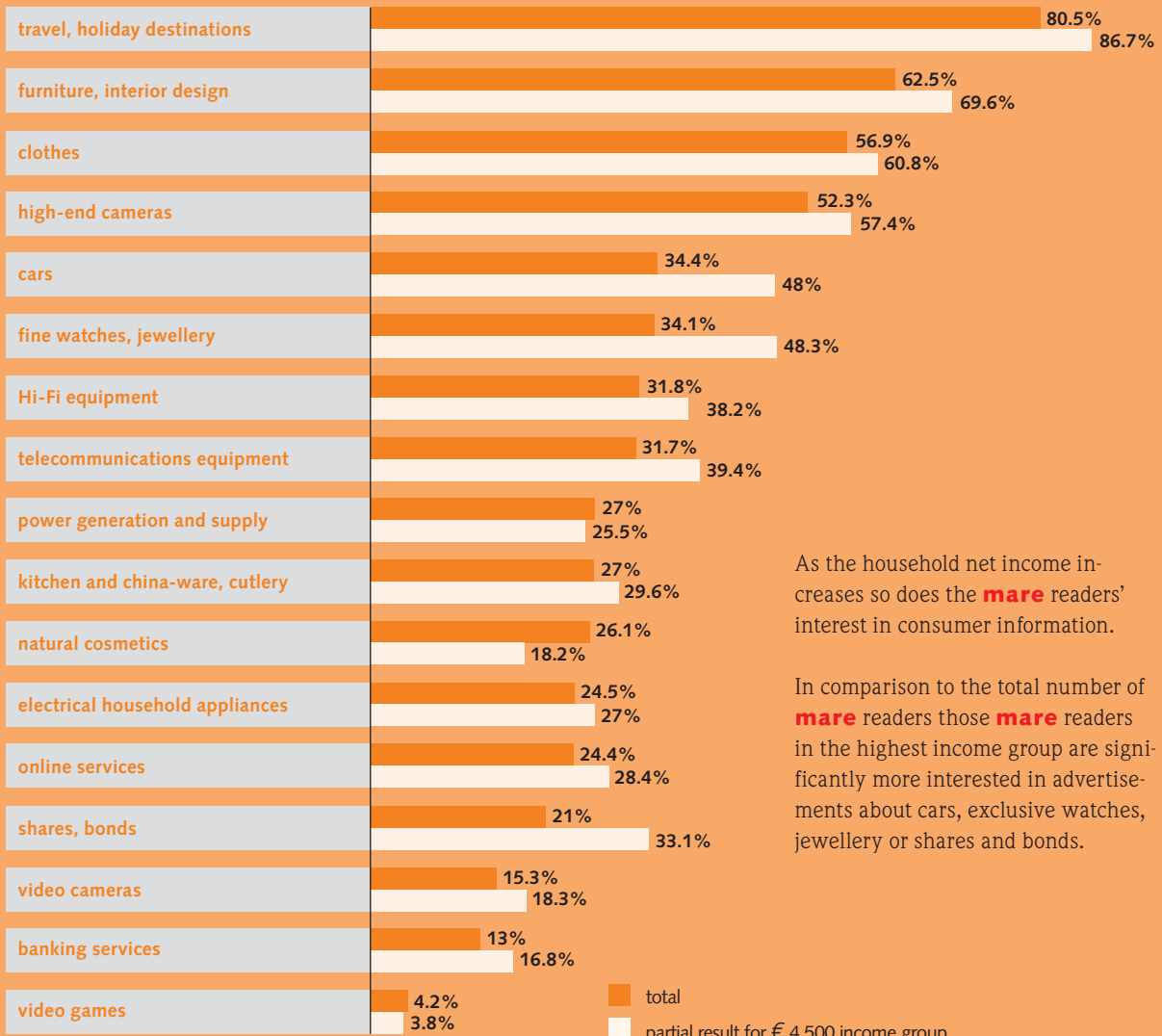
Desire for Information from Male and Female Readers



N = 2507 multiple answers possible
 N = 1253 multiple answers possible

With increasing income the interest in products of superior quality grows

Total Desire for Information and Desire for Information in the Income category of € 4,500 and more



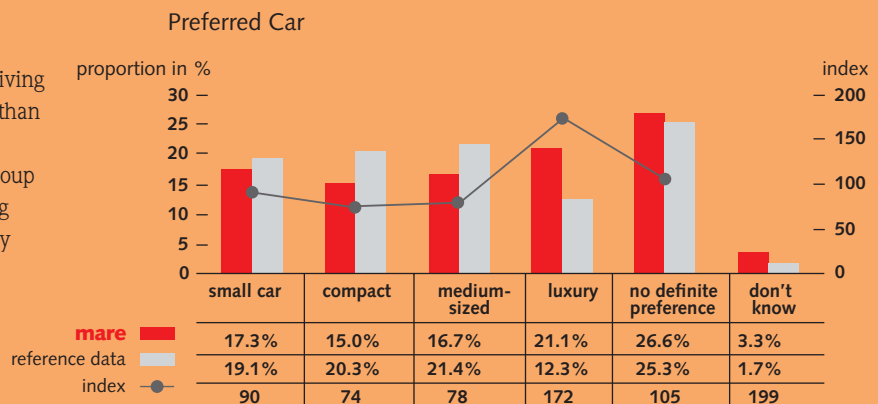
N = 3828 multiple answers possible
N = 788 multiple answers possible

As the household net income increases so does the **mare** readers' interest in consumer information.

In comparison to the total number of **mare** readers those **mare** readers in the highest income group are significantly more interested in advertisements about cars, exclusive watches, jewellery or shares and bonds.

The proportion of **mare** readers driving cars of the premium class is higher than average.

mare readers of the top income group are also more interested in receiving information about cars in this luxury segment.



How do we know so much about the **mare** readership?

mare does not partake in the AWA, LAE or MA. As for the MA and LAE, **mare** does not fulfil the membership criteria which demand a minimum publication frequency of ten issues per year; and if **mare** did use the AWA, **mare** could achieve high results only in a frequency of six, i.e. if all six issues were booked. Because we wanted to find a good description of **mare** independent of these stipulations we had to look elsewhere - and we were successful.

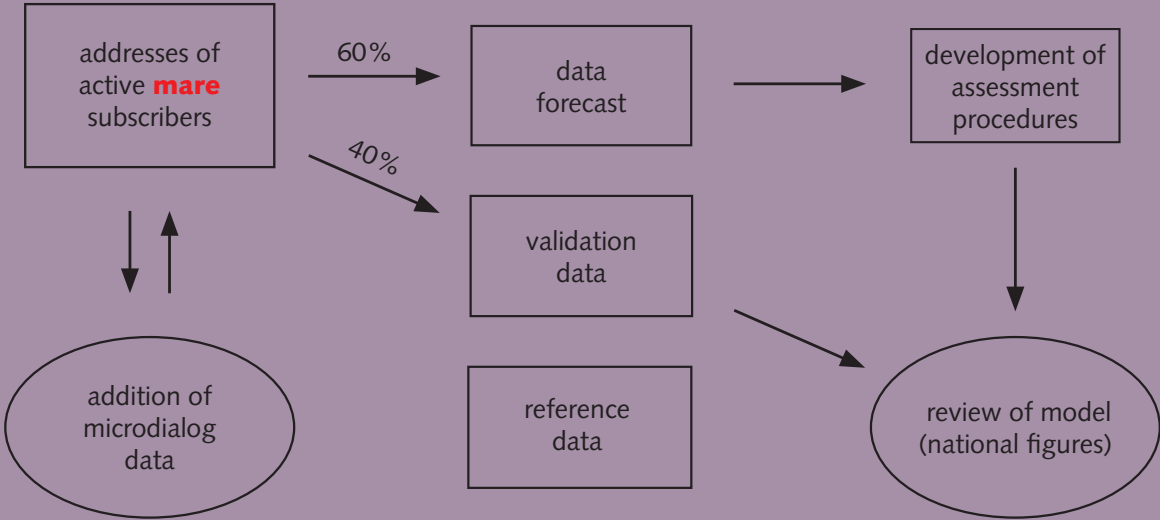
1. Readership Analysis

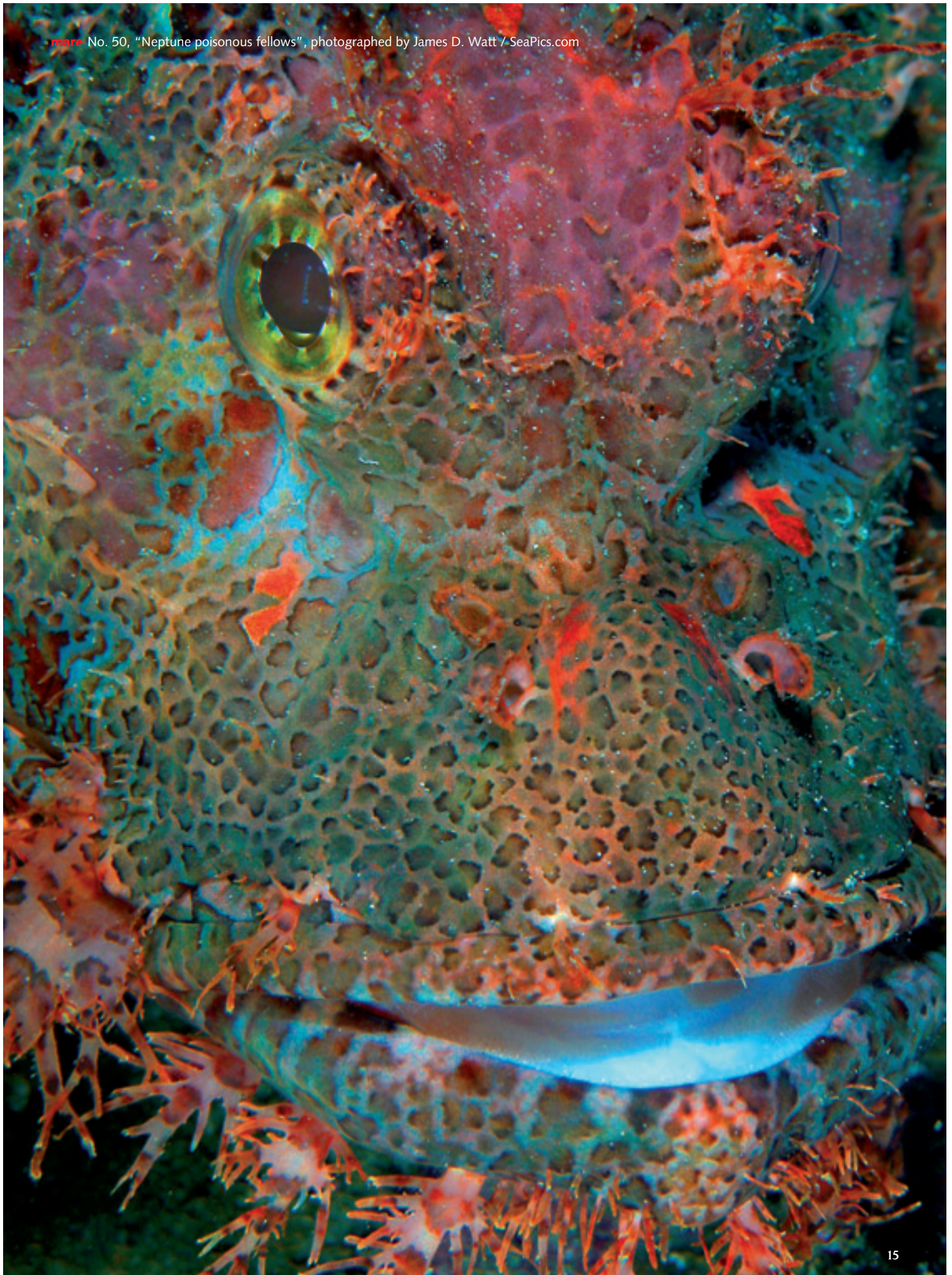
In April 2005, we inserted a questionnaire into **mare** issue No. 49 which 4,216 **mare** readers completed and returned. At 34,334 copies sold, this represents a response quota of 12.3 %. The analysis and evaluation of the questionnaire was carried out by an independent expert and based on scientific criteria.

2. Analysis of Subscribers' Addresses by the German Post

The second route taken to find out more about **mare**'s readership was a service offered by German Post Direct Marketing Inc. They took and analysed the addresses of **mare** readers who were active subscribers in April 2005. Additional data available to the German Post was added to the very basic information which a simple address supplies. Using, for example, data from the Microm Institute in Neuss the German Post was able to supply more information about the neighbourhood of a particular address and the social and financial status associated with these areas. Furthermore, the German Post applied data available from the Sinus Sociovision Institute in Heidelberg. As a result, the German Post was able to formulate statements about the particular "milieu" that **mare** readers belong to.

As outlined in the diagram below, the German Post compared the data thus gained to a forecast of possible results and to a second body of validation data. Also, all data concerning **mare** was validated against reference data containing figures about the German population as a whole.





mare advertising director

Friederike Tinzmann
Tel.: 040/36 98 59-65, Fax: 040/36 98 59-99
tinzm@mare.de
dreiviertel verlag GmbH & Co. KG
Pickhuben 2, 20457 Hamburg
Tel.: 040/36 98 59-0, Fax: 040/36 98 59-99
mare@mare.de

Nielsen I: Schleswig-Holstein, Hamburg,
Lower Saxony, Bremen

Nielsen V: Berlin

Nielsen VI/VII: Mecklenburg-Vorpommern,
Brandenburg, Saxony-Anhalt, Thuringia
Medien.Service Monika Lorenz
Harderweg 56, 22546 Hamburg
Tel.: 040/86 62 97 20, Fax: 040/86 62 97 30
medienservice.lorenz@onlinehome.de

Nielsen II: North Rhine-Westphalia

Klaus Getz Medienvertretung
Klaus Getz, Sebastian Getz
Stöcker Weg 68, 51503 Rösrath
Tel.: 02205/8 61 79, Fax: 02205/8 56 09
vb.getz@freenet.de

Nielsen IIIa: Hessen,

Rhineland-Palatinate, Saarland
Brunhilde Gruen
Werbe- und Mediaberatung
Postfach 3102, 65416 Rüsselsheim
Tel.: 06142/7 22 41, Fax: 06142/7 21 85
media@rrb-gruen.de

Armin Mueller-Merkert Medienservice
Armin Mueller-Merkert, Günther Beeg
Finkenhofstraße 27, 60322 Frankfurt/M.
Tel.: 069/59 06 74, Fax: 069/5 96 32 09
mueller-merkert@t-online.de

Nielsen IIIb: Baden-Wuerttemberg
Rainer Kölln Medienservice GmbH
Weinbergweg 3, 70825 Korntal-Münchingen
Tel.: 0711/83 99 77-0, Fax: 0711/83 99 77-55
koelln.medienservice@t-online.de

Nielsen IV: Bavaria, Austria

Horst Decker Mediaservice GmbH
Patrick Kittler
Hanauer Straße 58, 80992 München
Tel.: 089/15 50 51, Fax: 089/15 44 88
mare@decker-services.de

France

AD Presse International S.a.r.l.
Edouard C. Costemend
27/29, rue Raffet
F-75016 Paris
Tel.: 0033 (0) 1 45 25 02 08
Fax: 0033 (0) 1 45 25 14 28
Mobil: 0033 (0) 6 86 64 62 85
adpi@ad-presse.fr

Switzerland, Liechtenstein

Affinity-PrimeMEDIA Ltd
Eva Favre
Route de Mollie-Margot 1
CH-1073 Savigny
Tel.: 0041/21/781 08 50
Fax: 0041/21/781 08 51
info@affinity-primemedia.ch

Travel sector and tourism in Germany

MediaService Wesemann GmbH
Klosterstraße 28, 31737 Rinteln
Tel.: 05751/96 60-99, Fax: 05751/96 60-68
info@medex.de

Die Mediadaten und weitere Informationen
zu **mare** finden Sie im Internet unter www.mare.de

Framework for the Readership Analysis 2005

Period: from 21 March until 7 June; questionnaires as an insert in **mare** No. 49
Interviewee reached by: 34,334 **mare** copies sold
Total response: 4,216 questionnaires
Response rate: 12.28 %
Analysis by: Kirsten Schroeter (psychologist)
Matilde Heredia (sociologist)

The number of valid answers varies slightly between questions. The total number of responses (N) is always given in the bottom left corner of a diagram. If multiple answers were possible, this is also indicated at the bottom of a diagram. If not noted otherwise, figures given represent percentages. The reference data used in comparisons is taken from data provided by the Federal Bureau of Statistics.

Framework for the Analysis Carried out by the Deutsche Post Direkt GmbH

In April 2005, approximately 15,000 **mare** subscriber addresses were analysed applying microdialog characteristics.
For further information, see page 14.

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