

September 2011

## ABOUT US



### **BPSC Reloaded – 2nd round for the Saarbach international press retail concept**

+++ Over the past few weeks, 400 top international press retailers in Germany have been paid a visit by the field sales force during the second round of the „Best Press Shop Contest“, on the way to developing a dealer net for international press. The dealers were previously determined through EHA STRA from a pool of over 10,000 international press retailers, stocking press from at least 6 nationalities. The field sales force advised dealers on display improvement and on promoting international press with the aid of country flags and individual advertising products. The field sales force was also equipped with lists of the top selling titles per nationality, so as to be able to recognise and fill any gaps on site. Retailers can then order the missing titles directly from their wholesalers using the top title lists. The 10 most committed dealers win a revolving newspaper rack or alternatively a rack gift voucher.+++

### **Saarbach Team not only fit for press distribution – successful participation in MOPO relay**



+++ Together for a good cause was the motto of the eight teams from Deutscher Pressevertrieb (DPV) who took part in the 5th MOPO team relay in Hamburg's City Park. The PSD Bank, which organises this charity event along with the HAMBURGER MORGENPOST, donated Euro 10.00 to the Hamburg City Park Association for each team registered. The Association uses some of this money to add more trees to the tree nature trail in the City Park. The Saarbach Team consisting of Matthias Klieber, Guido Lange, Manuela Müller, Ian Frankel and Mirja Wolff came in a magnificent 495th out of over 1,000 teams participating. The relay was rounded off with a colourful picnic party for all teams. The well filled basket was included in the Euro 70 entry fee. +++

**September 2011**

## **MARKET**

### **The WALL STREET JOURNAL competes against German media with a German online version**

+++ According to the SÜDDEUTSCHE ZEITUNG, the WALL STREET JOURNAL will, starting December, provide serious competition for German titles such as the HANDELSBLATT and the FINANCIAL TIMES DEUTSCHLAND with a German-language online version. An independent economic medium would result in great synergies for the newspaper corporation for German-speaking countries. The company produces reports for the region via its Dow Jones financial news service anyway. Additionally there is a large international correspondence net, which the German WSJ can revert to. Along with USA TODAY, the American WSJ, published by Murdoch, is the biggest selling daily in the USA, with 2 million sold copies per day. Unlike the American version, the German online version will be completely free. The FTD and the HANDELSBLATT offer very restricted pay contents to date. +++

### **Swiss newspapers are booming**

+++Almost all Swiss-German dailies have recently gained more readers according to the Swiss Media Service persoenlich.com, referring to the figures published by the WEMF Swiss advertising research company on 6th September. According to these figures, the free "20 Minuten" paper, which boasted approx. 1.4 million readers between April 2010 and April 2011 continues to be in the lead. This is an increase of 2% compared to the same period from September 2009 to September 2010. "Blick am Abend", another free paper, also registered an increase of 5% to 635,000 readers. According to persoenlich.com, the increases in readers of free papers did not affect the readership of paid dailies. "Blick" with an almost constant 622,000 readers remained the strongest paid daily, followed by the "Tages-Anzeiger" with 508,000 readers and an increase of over 6%. All other Swiss-German newspapers with the exception of the "Basler Zeitung" (minus 8%) registered more readers also. According to WEMF, nine out of ten people in Switzerland aged 14 and over read newspapers more or less regularly. +++

September 2011

### Most advertising rates to increase in 2012

+++ Magazine advertising rates will rise by approx. 2.6% next year according to an overview of the advertising rates published by the VDZ for some 600 publications. 351 of the registered titles will increase their advertising rates for a 1/1 advertisement in 4/c next year. 203 publications will not increase their rates. "Magazine advertisements are particularly relevant for attractive target groups due to their economical potential", said Alexander von Reibnitz, Managing Director of Advertisements and Digital Media at VDZ.+++

### Great Britain: BBC sells magazines für £ 121 million

+++ An agreed deal in Great Britain is proof that magazines have a future: the BBC has concluded the sale of the basic section of their magazine category BBC Worldwide, which totals 34 titles. The sum paid was £ 121 million Euro (138 million) according to THE GUARDIAN. The magazines have not been bought by a publisher, but by Exponent, a private equity company, which hopes to achieve a quick profit from the sale or resale of the magazines. Titles purchased include such traditional publications as the 'Radio Times' and top sellers such as 'Top Gear', the automobile magazine. According to THE GUARDIAN, the acquisition includes the takeover of several BBC shares in publishing houses, including an Indian joint-venture and subscription handling. Several BBC titles will be produced as part of an Exponent licensing agreement. Exponent owns Magicalia Publishing House, which publishes several parent, outdoor and motorbike magazines.+++

## E-MEDIA

### iPad users are reading more newspapers and magazines



+++ Newspapers and magazines are being intensively used on Tablet PCs and iPads. This is one of the central results of the Axel Springer Media Impact iPad-Panel following a survey of 705 iPad users directly on their Tablet PCs. Over half of those surveyed read more newspapers and magazines overall, i.e. in printed form, or as an App, since possessing an iPad. Over two thirds (68%) use several newspapers and magazines as an App, which they had never before read in the printed version.

**September 2011**

On average, over four and a half hours per week are spent reading pay newspapers and magazine offers on the tablet. 62% of those surveyed stated that reading is more enjoyable on the iPad, 78% can even imagine reading more newspapers and magazines in the form of an iPad App, instead of the printed version in future. 78% of users state that they don't wish to be without the iPad any more, over half carries it with them almost all the time. The Tablet PC is used by almost all (99%) in lean-back situations in the living room, in bed, or at the dinner table. At the same time 89% of those surveyed use their iPad outside the house and while out and about. 70% of users already have 10 or more pay Apps installed on their iPad. 20 pay Apps are the average according to the results. Every fifth user (22%) spends Euro 150 and more per year on Apps. 15% invest between Euro 100 und 149, one fifth spends between Euro 50 and 99. iPad users therefore spend on average approx Euro 100 per year for pay applications. For most (34%), the absolute price limit for an App is to date Euro 10.00, while 13% have spent Euro 50.00 or more for their most expensive App. Three quarters of the surveyed iPad owners (76%) describe their economic situation as "good" or "very good". Tablet users also have an above average high education level, 70% have a university degree or A-levels. +++

### **Fraport: New App shows the way to the airport bookstore**



+++ Triplesense Agency, Frankfurt has designed and constructed an iPhone App for Fraport AG, which runs Frankfurt Airport. The mobile Airport Guide is designed for passengers and guests at Frankfurt Airport (FRA). It is particularly interesting device for airport bookstores: The App also provides information on businesses and restaurants. App users can save details of the airport press and bookstores (HDS Retail, Valora Retail) and details of the shops on a checklist on the App and access these when they return to the airport. The App also contains detailed maps for airport orientation and the function "Nearby", which shows the establishments in the user's vicinity and the fastest way to reach them. The App can be downloaded for free at the Apple-App-Store under "FRA Airport". Businesses located in the airport do not have to specifically register to appear on the App. Approximately 140,000 passengers visit Frankfurt Airport on a daily basis. +++

September 2011

### Digital Distribution: Newspapers publishers compete for ABC figure listing



+++ Until now E-Papers have been of secondary financial importance for newspaper publishers. BILD sells approximately 25,000 copies per day, which is less than 1% of the sales circulation. Despite this, electronic newspapers are a growing segment. The almost 3,000 copies of the TAZ represent almost 50% of the regular retail sales circulation. The internationally acclaimed iPad-App of the FRANKFURTER RUNDSCHAU on the other hand is not included in the ABC figures. Digital products can only be marketed profitably by publishers if they can be listed as circulation – and here if possible as part of the sales circulation. Only E-Papers which depict an image of the printed newspaper are included to date. The report takes place separately however in the „additional E-Paper“ category, divided into subscription, retail sales and other sales. A summation of the relevant partial circulations of the printed title does not exist. +++

## PUBLISHERS

### BERLINER MORGENPOST launches tabloid edition

+++Tabloid versions of BILD, WELT and WamS in limited distribution areas have been followed by the launch of a compact edition of the Axel Springer's BERLINER MORGENPOST for a limited period only: from 15th August, four weeks prior to the Berlin House of Representatives elections, up until the government forms in the autumn. As the "Election Newspaper" the BERLINER MORGENPOST KOMPAKT, aims to accompany the most important political weeks of the year in Berlin. It is published Monday to Friday with 44 – 48 pages, which are taken from the regular BERLINER MORGENPOST. The tabloid edition is available at retailers only and, like the broadsheet edition, costs 90 Cents. The aim of this campaign is to address "a younger, urban target group". +++

**September 2011**

**Metro sells French free paper to TF1**

+++As recently announced, Metro International, the Swedish free paper provider has sold all French activities to the private network TF1. Up to now TF1 had held 34.3% of the shares in Metro France. The TV Group will publish the free paper under licence in future. According to Metro International, the French edition has the second highest readership scope on the local daily newspaper market. The Swedish Group is now looking more closely at Latin America as expansion area, where there are already six editions of the 'Metro' free paper. Following the initial launch in Sweden in 1995 the publisher has since brought his paper onto the market in 100 cities in 20 countries worldwide. +++

Sources: dnv-online 10.8., 15.8., 17.8., 8.9., 06.09.2011, kontakter.de 19.8., GROSSO INTERN 16, 29/2011, 22.08.2011; horizont.net 1.9., new-business.de 18.8.

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