



PROFILE

POSITIONING ► For already 58 years, **unternehmermagazin** focuses on the political, professional and private needs of family firms in the upper bracket of the German Mittelstand. This includes owners, partners, owner-managers and board members of medium and large-sized businesses – many of whom are German, European and global market leaders. The magazine's long-standing USP is concentration on truly independent decisionmakers.

MARKET POSITION ► From 1953 to 2001, **unternehmermagazin** was the official national voice of the »Arbeitsgemeinschaft Selbständiger Unternehmer« (ASU) and »Bundesverband Junger Unternehmer« (BJU). Since 2002, the magazine has operated as an independent publication under the umbrella of Bonn-based Unternehmer Medien GmbH whose shareholders are all heads of medium-sized family-run enterprises themselves. Today, the magazine is coverage leader in its segment.

BUSINESS-TO-BUSINESS ► **unternehmermagazin's** personally addressed readers hold equity capital and sole decisionmaking authority, assume overall management responsibility and decide personally on major business investments. The magazine reaches entrepreneurs with workforces numbering well beyond fifty. Annual sales of these largely internally operating companies range from € 2 million to more than € 2 billion.

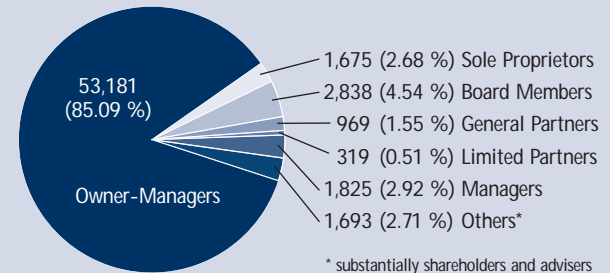
BUSINESS-TO-CONSUMER ► The amount of privately owned capital held by **unternehmermagazin's** readers is extraordinary. Average net income is far higher than other groups of the population. Owner-managers and board members are well-situated, prosperous or wealthy, well-versed in investments and show an interest in exclusive consumer goods. What's more, they often have their private property managed by »Family Offices«.

COMMUNICATION ► The top professional status enjoyed by **unternehmermagazin's** readers is no less extraordinary. Their general entrepreneurial skills, high levels of education and social standing guarantee ideal advertising impact in the B-to-B and B-to-C sectors. High-class products and services produce optimal awareness, high response and excellent facilitator effects, not least with regard to distinct subsidiaries and shareholdings.

EDITORIAL PHILOSOPHY ► **unternehmermagazin** has always been flying the flag for the market economy and competitive base. Its economy-focussed front-page topics are opinion formers. Special features spotlight core business responsibilities. Respected entrepreneurs, prominent university lecturers, foremost politicians and top industry association representatives as well as leading specialist book writers appear in bylined articles.

Readership Analysis: Status within company

(Data Basis: Regular subscribers, n = 36,210 of 62,500 recipients)



Readership Analysis: Company employees

(Data Basis: Regular subscribers, n = 36,210 of 62,500 recipients)

