



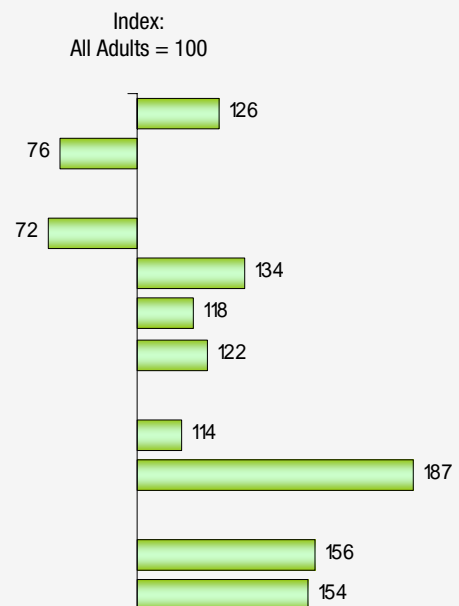
The inspiration of knowledge and the challenge of the future

- **P.M. asks the contemporary questions of the future.**
It shows which trends will really have a future – and which ideas will shape the world of tomorrow.
- **Leading magazine for science and technology.**
P.M. explores technology in all its many dimensions – from aerospace to z-axis.
- **Ideal for image and innovative product advertising.**
The P.M. readers are the modern knowledge generation: opinion-leaders with a wide range of interests.

- **Loyal readers.**
Compared to other leading magazines, P.M. readers more often read nearly every issue, and all or nearly all pages.
- **A young, male readership.**
61 % of the P.M. readers are men – mostly aged 20 to 49 and with higher incomes and educations.
- **P.M. enjoys a strong reader loyalty.**
In the latest AWA survey, P.M. once again picked up new readers and now reaches a total 1.80 million adults.

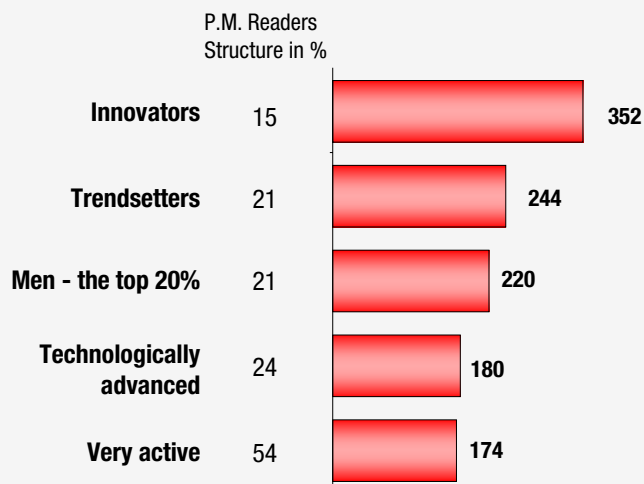
Readership Profile

	All Adults 64.82 million %	P.M. Readers 1.80 million %
Men	48	63
Women	52	37
Age		
14 - 19	8	7
20 - 29	13	17
30 - 39	16	21
40 - 49	19	23
Education		
Intermediate	32	39
Higher, university	23	41
Net monthly household income*		
€ 3,500 – 3,999	6	10
€ 4,000 and more	10	16



P.M. readers are the very first to know

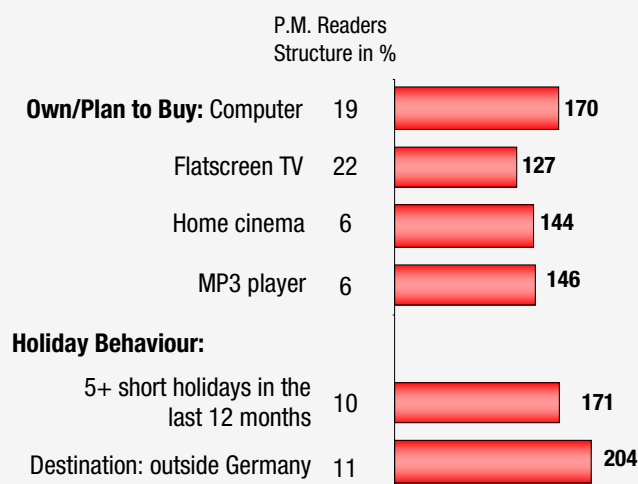
Index: All adults = 100



Source: AWA 2007

... and to follow up with purchase plans

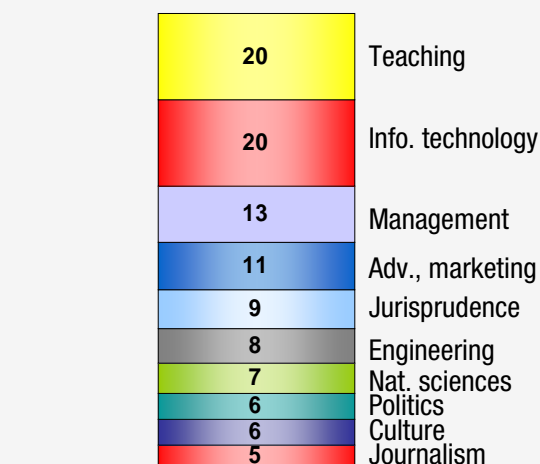
Index: All adults = 100



Source: AWA 2007

Professional readership ...

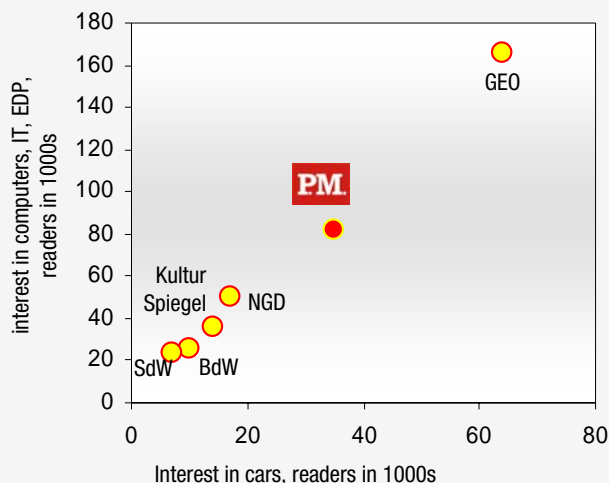
Occupational areas of readers, top 10 in %



Source: AWA 2007

... aimed at readers eager to spend

Interested in information on two largest ad categories in PM



Source: AWA 2007

Cover price	€3.30
Frequency	Monthly
Ad closing	6 weeks prior to on sale date
Launch year	1978
Circulation	
Paid	340,464 copies (IVW IV/2007)
Subscriptions	192,187 copies (56%)
2008 ad rates	
Full page mono, multi-colour	€21,700
Discounts	Start at 2% for 2 pages
Agency commission	15%

Coverage	
Adults	2.8% / 1.80 million (AWA 2007)
Men	3.5% / 1.10 million
Cost per 1,000 readers	
Adults	€12.08
Men	€19.80
Technical information	
Trim size	212 mm x 275 mm (8-3/8" x 10-7/8")
Printing process	Cover: offset Inner pages: rotogravure
Binding method	Saddle stitched

For complete current ad rates and data, please consult www.gujmedia.com