



One of Germany's leading business magazines

- **CAPITAL generates 860,000 readers per month.** (AWA 2015).
- **Indispensable business reporting.** CAPITAL establishes and explores relevant topics while giving the reader an insider, behind-the-scenes perspective, entertainingly and insightfully presented.
- **Reaching the movers and shakers in German business.** 262,000 CAPITAL readers number among the decision-makers in Germany (LAE 2015).
- **One brand for a multi-media future.** The multi-media CAPITAL Portfolio includes CAPITAL magazine, CAPITAL.de, CAPITAL Events, and the CAPITAL Individual service.
- **A clean and contemporary look.** CAPITAL's optical language also reflects its exclusiveness in such areas as cars, watches, fashion, and design.

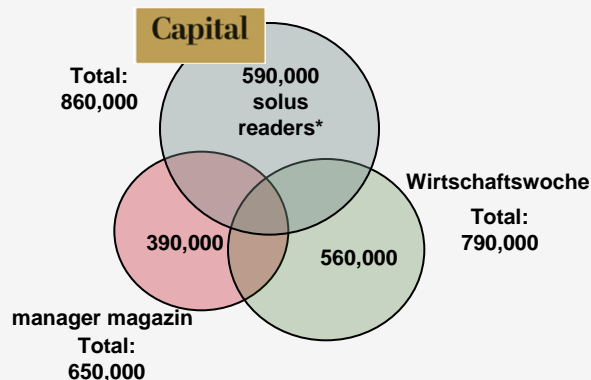
Readership Profile



Source: AWA 2015 *population average = € 2,874, CAPITAL readership average = € 4,186

CAPITAL is indispensable

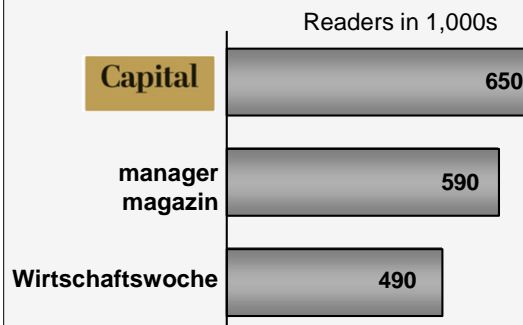
Solus (exclusive) and duplicate readers



Source: AWA 2015; *CAPITAL readers who neither read mm nor WiWo.

CAPITAL reaches German investors

Own/plan to buy financial investments (27.43 million)



Source: AWA 2015; "I own or plan to buy stocks, fixed-term deposits, structured deposits, warrants" etc.

Decision-maker readership

	CAPITAL Decision-Maker Readers 262,000		All Decision-Makers Index = 100
	In 1,000s	%	
Large corporations			
Annual turnover € 50 million and more	87	33	135
Position in company			
Board member, director etc.*	124	47	121
All senior managers	160	61	109
Job Function			
DM ¹ ICT	198	76	105
DM capital/financial investments	167	64	117
Business travellers			
Business travellers, 1x a month +	121	46	110
Flight abroad, Business/First Class, or hotel category abroad 4-5 Stars	136	52	118

Source: LAE 2015; universe: 2.95 million decision makers, *incl. plant manager, proxy holder, head of department, ¹decision makers

Cover price	€ 8.00	Coverage	Adults	1.2% / 0.86 million (AWA 2015)
Frequency	Monthly			
Launch year	1962			
Circulation		Cost per 1,000 readers	Adults	€ 34.70
Paid	138,103 copies (IVW III/2015)	Full page		
Subscriptions	46,570 copies (34%)	Technical information	Trim size	200 mm x 265 mm
2016 ad rates*		Technical Specifications: Current and binding		
Full page multi-colour	€ 29,900	English-language information is available under:		
Discounts	Start at 2% for 2 pages	www.duon-portal.de		
www.capital.de	1,66 mill. online PIs. (IVW 11/2015)			

*For complete current ad rates and data, please consult www.gujmedia.com / the information in this fact sheet is non-binding and without liability.