



The magazine for business owners

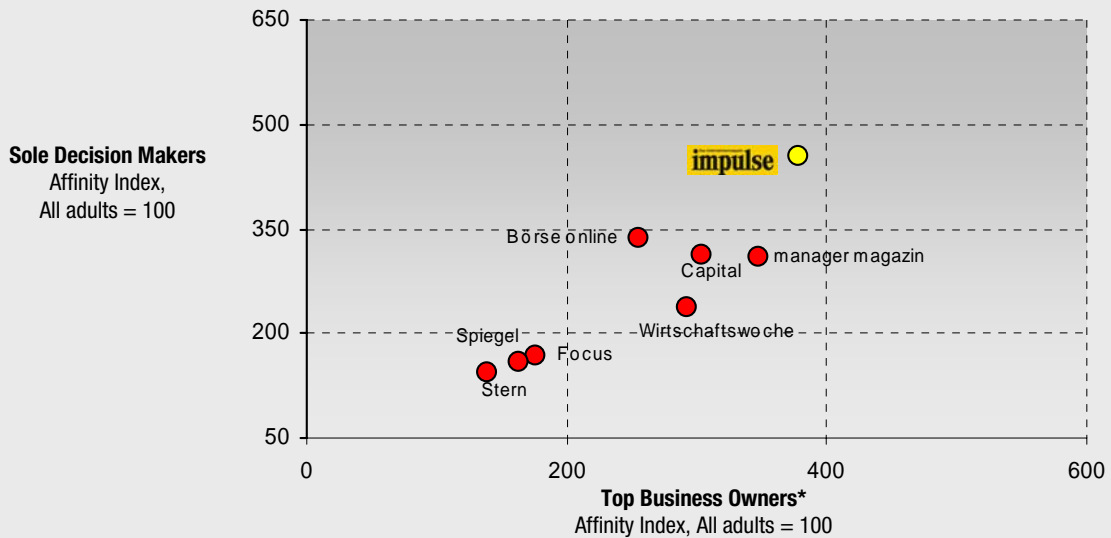
- **The leading magazine for business owners.** IMPULSE is a respected advisor on all areas of entrepreneurial decision-making.
- **Required reading for owners of smaller and medium sized companies.** No other German business title has such a high proportion of entrepreneurial readers.
- **Highest affinity among top business-owners.** IMPULSE is the leading title for reaching executives with high entrepreneurial skills.
- **At the crossroads of the New and Old Economies.** Information technology, telecommunication and the internet are all major editorial areas.
- **The magazine for winners and leaders.** IMPULSE is written for profit-oriented business owners who think and act proactively.
- **Reaching the mainstay of the German economy.** IMPULSE reaches as no other title the vital sector of smaller and medium sized businesses.

Readership Profile



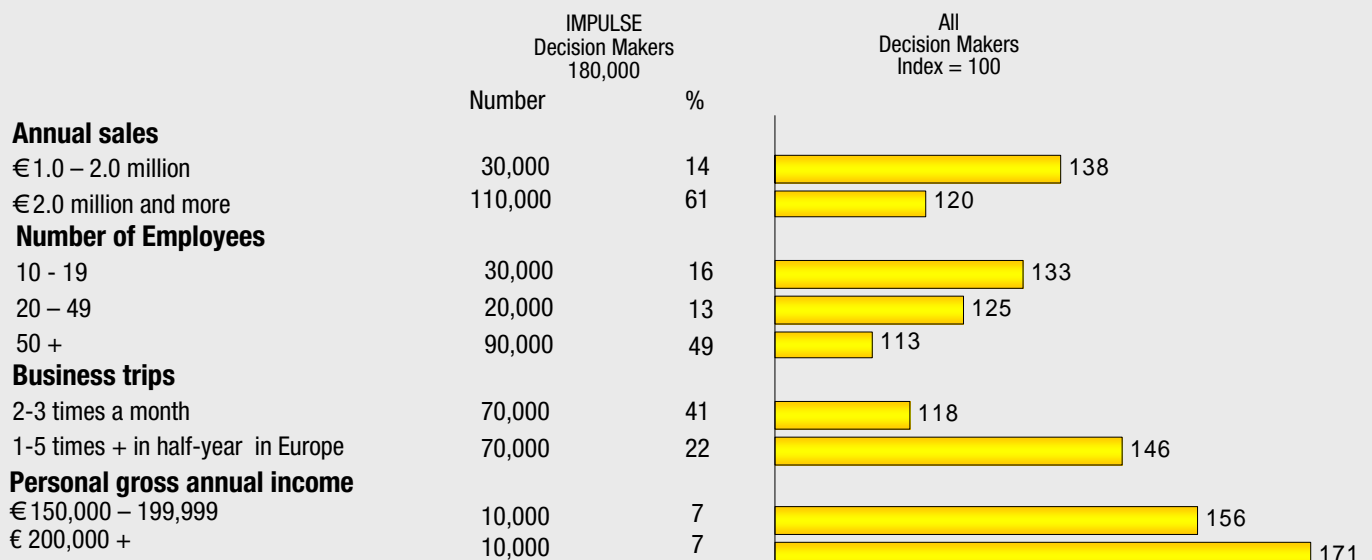
Source: AWA 2007 * Population average €2,395

IMPULSE is unmatched in reaching top business owners



Source: AWA 2007 *Self-appraisal: "I am a top executive" plus "I am a skilled business owner"

IMPULSE readers stand out - even among all decision makers



Source: LAE 2007, 2.26 million decision makers

Cover price	€6.00	Coverage	
Frequency	Monthly	Adults	0.4% / 0.28 million (AWA 2007)
Ad closing	4 weeks prior to on sale date	Decision makers	7.9% / 180,000 (LAE 2007)
Last-minute ads	Are possible	Cost per 1,000 readers*	
Launch year	1980	Adults	€ 58.33 (AWA 2007)
Circulation		Decision makers	€ 87.95 (LAE 2007)
Paid	121,225 copies (IVW IV/2007)	Technical information	
Subscriptions	61,348 copies (50%)	Trim size	212 mm x 275 mm (8-7/16" x 10-7/8")
2008 ad rates*		Printing process	Cover: offset Inner pages: rotogravure
Full page mono,	€ 16,350	Binding method	Perfect bound
multi-colour			
Discounts	Start at 5% for 3 pages		
Agency commission	15%		

*Average annual rate. For complete current ad rates and data, please consult www.gujmedia.com