

|             |              | International publications  | National publications (incl. regional overlap)   |  |  |
|-------------|--------------|---|--|--|--|
|             |              |   | Austria  | Belgium Dutch  | Belgium French   |
| PRINT       | Dailies      | Financial Times***<br>International Herald Tribune***<br>USA Today***<br>Wall Street Journal Europe***<br>20 Minutes (all country editions)<br>Metro (all country editions)   | Kronen Zeitung<br>Kurier<br>Die Presse<br>Standard, Der<br>Wirtschaftsblatt<br>FAZ Frankfurter Allgemeine***<br>Handelsblatt***<br>NZZ Neue Zürcher Zeitung***<br>Süddeutsche Zeitung<br>Die Welt<br>Financial Times Deutschland***                        | De Tijd<br>Gazet van Antwerpen<br>Het Laatste Nieuws<br>De Morgen<br>Het Nieuwsblad<br>De Standaard<br>Het Belang van Limburg<br>Metro (BEL)   | L'Echo<br>La Libre Belgique<br>Le Soir<br>La Dernière Heure<br>Le Monde***<br>Metro (BEL)  |
|             | Weeklies     | BusinessWeek***<br>The Economist***<br>Newsweek***<br>TIME***<br>Paris Match***<br>Le Point***<br>L'Express***  | Die Industrie<br>News<br>Profil<br>Format<br>Focus***<br>Der Spiegel***<br>Stern***<br>Die Deutsche Wirtschaftswoche   | Cash!, in Dutch<br>Knack<br>Trends, in het Nederlands<br>Libre Match<br>Cash! (BEL_D, BEL_F)<br>Humo   | Cash!, in French<br>Trends/Tendances, in French<br>Le Vif/L'Express<br>Libre Match<br>Cash! (BEL_D, BEL_F)   |
|             | Fortn.       | Fortune***<br>Forbes Magazine***  | Capital (GER)  |  |  |
|             | Monthlies    | Euromoney***<br>Institutional Investor***<br>National Geographic, in English***<br>Scientific American, in English***<br>Harvard Business Review, in English***<br>National Geographic (all languages)***<br>Reader's Digest (all languages)***<br>CNBC European Business***<br>Capital (FRA, GER, ITA, SPA)<br>Geo (CZE, FRA, GER, HUN, SPA) | Geo (GER)<br>Gewinn<br>Manager Magazin<br>National Geographic, in German***<br>Die Wirtschaft<br>Reader's Digest, Das Beste für Deutschland***<br>Reader's Digest, Österreich***<br>Trend<br>Top Gewinn  | Forward<br>National Geographic, in Dutch***<br>Reader's Digest, Het Beste voor België***<br>Industrie Technisch Management<br>/Industrie Technique et Management   | Forward<br>Capital (FRA)<br>National Geographic, in French***<br>Reader's Digest, Sélection Belgique***<br>Industrie Technisch Management<br>/Industrie Technique et Management<br>Le Monde Diplomatique   |
|             | Bi-M.        |   |  |  |  |
| IN-FLIGHTS  | Monthlies    |   | All in-flights<br><br>Air France Magazine<br>Brit.Airways - Business Life<br>British Airways - High Life<br>KLM - Holland Herald<br>Lufthansa Magazin<br>Iberia Ronda Magazine<br>SAS - Scanorama<br>Swiss Air Lines - Swiss Magazine<br>Alitalia - Ulisse | All in-flights<br><br>Air France Magazine<br>Brit.Airways - Business Life<br>British Airways - High Life<br>KLM - Holland Herald<br>Lufthansa Magazin<br>Iberia Ronda Magazine<br>SAS - Scanorama<br>Swiss Air Lines - Swiss Magazine<br>Alitalia - Ulisse | All in-flights<br><br>Air France Magazine<br>Brit.Airways - Business Life<br>British Airways - High Life<br>KLM - Holland Herald<br>Lufthansa Magazin<br>Iberia Ronda Magazine<br>SAS - Scanorama<br>Swiss Air Lines - Swiss Magazine<br>Alitalia - Ulisse |
|             | Bi-Monthlies |   | Austrian Airlines - Sky Lines**<br>Ryanair Magazine  | Finnair - Blue Wings<br>Brussels Airlines - B There! Magazine**<br>BMI - Voyager<br>Austrian Airlines - Sky Lines<br>Ryanair Magazine  | Finnair - Blue Wings<br>Brussels Airlines - B There! Magazine**<br>BMI - Voyager<br>Austrian Airlines - Sky Lines<br>Ryanair Magazine  |
|             |              |   |  |  |  |
| TV CHANNELS |              | Arte<br>BBC Prime<br>BBC World*<br>Bloomberg TV*<br>CNBC*<br>CNN International*<br>Deutsche Welle<br>Discovery Channel*<br>Discovery Travel & Living<br>EuroNews*<br>Eurosport*<br>Eurosport 2*<br>FTV Fashion TV*<br>MTV*<br>National Geographic Channel*<br>Sky News*<br>Travel Channel*<br>TV5Monde*                                       | ARD<br>Kabel 1<br>n-tv<br>ORF 1*<br>ORF 2*<br>Pro 7<br>RTL<br>SAT 1<br>ZDF<br>3sat   | Club RTL<br>Kanaal 2*<br>RTBF 1, La Une<br>RTBF 2, La Deux<br>RTL TVi<br>TV 1, één<br>TV 2 Ketnet/Canvas<br>VT 4 (VT vier)*<br>VTM*<br>Kanaal Z/Canal Z  | Club RTL<br>Kanaal 2<br>RTBF 1, La Une*<br>RTBF 2, La Deux<br>RTL TVi*<br>TV 1, één<br>TV 2 Ketnet/Canvas<br>VT 4 (VT vier)<br>VTM<br>France 2<br>France 3<br>TF 1<br>Kanaal Z/Canal Z   |

(\*): TV channels included in "Day Part Viewing"-questions and "Viewing frequency"-question  
(\*\*): in-flights included for "flyers" as well as "non-flyers"

|  |         |               |                |
|--|---------|---------------|----------------|
|  | Austria | Belgium Dutch | Belgium French |
|--|---------|---------------|----------------|

(\*\*): print titles included in "Source of Copy"-questions

| National publications (incl. regional overlap) |              |  |   |   |   |
|--|--------------|--|---|---|---|
|  |              | Luxembourg   | Denmark   | Finland   | France  |
| PRINT  | Dailies      | Le Monde***<br>Financial Times Deutschland***<br>Le Soir   | Berlingske Tidende<br>BT<br>Børsen<br>Ekstra Bladet<br>ErhvervsBladet<br>Morgenavisen Jyllands-Posten<br>Politiken<br>idag Industriens Dagblad<br>metroXpress<br>Urban  | Aamulehti<br>Helsingin Sanomat<br>Hufvudstadsbladet<br>Iltalehti<br>Ilta-Sanomat<br>Kauppalehti<br>Taloussanomat<br>Turun Sanomat<br>Metro (FIN)  | Les Echos<br>Le Figaro<br>Libération<br>Le Monde***<br>La Tribune<br>L'Equipe<br>Le Parisien<br>20 Minutes<br>Metro (FRA)   |
|  | Weeklies     | Le Nouvel Observateur<br>Der Spiegel***<br>Focus***  | Berlingske Tidende Søndag<br>BT Søndag<br>Ekstra Bladet Søndag<br>Morgenavisen Jyllands-Posten Søndag<br>Politiken Søndag<br>Weekendavisen<br>Berlingske Nyhedsmagasin<br>Computer World<br>Ingeniøren  | Aamulehti Sunnuntainumero<br>Helsingin Sanomat Sunnuntainumero<br>Hufvudstadsbladet Sunnuntainumero<br>Turun Sanomat Sunnuntainumero<br>Suomen Kuvalehti<br>Talouselämä<br>Tekniikka & Talous<br>Nyt<br>Presso                          | Courrier International<br>Le Nouvel Observateur<br>Le Revenu Hebdo<br>Investir Hebdomadaire<br>Le Journal des Finances<br>L'Usine Nouvelle<br>La Vie Financière<br>Challenges<br>L'Express***<br>Paris Match***<br>Le Point***  |
|  | Fortn.       |  | Markedsføring<br>Djøfbladet   | Kauppalehti Optio<br>Tekniikan Maailma  | Le Nouvel Economiste  |
|  | Monthlies    | Capital (FRA)<br>Geo (FRA)<br>Geo (GER)<br>Reader's Digest Sélection***<br>Le Monde Diplomatique   | Bo Bedre<br>Børsen Magasiner<br>Euroman<br>Illustreret Videnskab<br>Motor<br>Penge & Privatøkonomi<br>National Geographic, in Danish***<br>Civiløkonomen<br>Dansk Golf<br>Finans<br>Lederne<br>PC World   | Fakta<br>Helsingin Sanomat Kuukausiliite<br>Moottori<br>Reader's Digest Valitut Palat***<br>Tuulilasi<br>National Geographic, in Finnish***<br>Gloria   | Capital (FRA)<br>Enjeux-Les Echos<br>L'Entreprise<br>Geo (FRA)<br>Investir Magazine<br>Mieux Vivre Votre Argent<br>National Geographic, in French***<br>Reader's Digest Sélection***<br>L'Expansion<br>Le Monde Diplomatique<br>Pour la Science<br>Le Revenu Mensuel<br>Management                |
| IN-FLIGHTS                                     | Bi-M.        |  | Golf Magasinet  |   |   |
|  | Monthlies    | All in-flights<br><br>Air France Magazine<br>Brit.Airways - Business Life<br>British Airways - High Life<br>KLM - Holland Herald<br>Lufthansa Magazin<br>Iberia Ronda Magazine<br>Swiss Air Lines - Swiss Magazine | All in-flights<br><br>Air France Magazine<br>Brit.Airways - Business Life<br>British Airways - High Life<br>KLM - Holland Herald<br>Lufthansa Magazin<br>Iberia Ronda Magazine<br>SAS - Scanorama**<br>Swiss Air Lines - Swiss Magazine<br>Alitalia - Ulisse<br>easyJet Inflight Magazine | All in-flights<br><br>Air France Magazine<br>Brit.Airways - Business Life<br>British Airways - High Life<br>KLM - Holland Herald<br>Lufthansa Magazin<br>Iberia Ronda Magazine<br>SAS - Scanorama**<br>Swiss Air Lines - Swiss Magazine | All in-flights<br><br>Air France Magazine**<br>Brit.Airways - Business Life**<br>British Airways - High Life**<br>KLM - Holland Herald<br>Lufthansa Magazin**<br>Iberia Ronda Magazine<br>SAS - Scanorama<br>Swiss Air Lines - Swiss Magazine**<br>Alitalia - Ulisse<br>easyJet Inflight Magazine |
|  | Bi-Monthlies | Brussels Airlines - B There! Magazine<br>BMI - Voyager<br>Austrian Airlines - Sky Lines<br>Ryanair Magazine  | Finnair - Blue Wings<br>BMI - Voyager<br>Brussels Airlines - B There! Magazine<br>Austrian Airlines - Sky Lines<br>Ryanair Magazine   | Finnair - Blue Wings**<br>Finnair - Lento**<br>Austrian Airlines - Sky Lines<br>Ryanair Magazine  | Austrian Airlines - Sky Lines<br>Finnair - Blue Wings<br>BMI - Voyager<br>Ryanair Magazine  |
|  | TV CHANNELS  | ARD<br>France 2<br>France 3<br>RTL<br>TF 1<br>ZDF  | DR 1<br>DR 2<br>TV 2 *<br>TV 3<br>TV 3+   | MTV 3 *<br>Nelonen<br>YLE 1<br>YLE 2  | Canal+<br>France 2*<br>France 3*<br>France 5<br>LCI La Chaîne Info*<br>M 6 (M six)<br>Sport+<br>TF 1*<br>I-Télé*  |

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(\*\*): in-flights included for "flyers" as well as "non-flyers"

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|--|------------|---------|---------|--------|
|  | Luxembourg | Denmark | Finland | France |
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(\*\*): print titles included in "Source of Copy"-questions

| National publications (incl. regional overlap) |                     |   |                                   |                                       |  |
|--|---------------------|---|-----------------------------------|---------------------------------------|--|
|  | Germany             | Ireland                                       | Italy                             | Netherlands                           |  |
| PRINT  | Dailies             | Bild  | Irish Examiner                    | Corriere Della Sera                   | Algemeen Dagblad                             |
|  |                     | FAZ Frankfurter Allgemeine***                 | Irish Independent                 | Il Giornale                           | Het Financieele Dagblad                      |
|  |                     | Financial Times Deutschland***                | The Irish Times                   | Italia Oggi                           | NRC Handelsblad                              |
|  |                     | Handelsblatt***                               | The Daily Telegraph               | Il Messaggero                         | De Telegraaf                                 |
|  |                     | Süddeutsche Zeitung                           | The Guardian                      | La Repubblica                         | De Volkskrant                                |
|  |                     | Die Welt                                      | The Independent from London       | Il Sole 24 Ore                        | Metro (NET)                                  |
|  |                     | NZZ Neue Zürcher Zeitung***                   | The Times from London             | La Stampa                             | Spits  |
|  |                     | Hannoversche Allgemeine                       | Metro (IRE)                       | La Gazzetta dello Sport               |  |
|  |                     | Stuttgarter Zeitung                           | Irish Daily Mail                  | Metro (ITA)                           |  |
|  |                     | Rheinische Post                               |                                   | City (ITA)                            |  |
|  |                     | Leggo   |                                   |                                       |  |
| PRINT  | Weeklies            | Bild am Sonntag                               | Sunday Business Post              | Affari e Finanza, Repubblica          | Beleggers Belangen                           |
|  |                     | VDI Nachrichten                               | Sunday Independent                | Corriere Della Sera Magazine          | Elsevier                                     |
|  |                     | Welt am Sonntag                               | Sunday Tribune                    | Il Venerdì, Repubblica                | FEM Business                                 |
|  |                     | Die Zeit                                      | Ireland on Sunday                 | L'Espresso                            | HP/De Tijd                                   |
|  |                     | Frankfurter Allgemeine                        | Independent on Sunday, UK         | Milano Finanza                        | Vrij Nederland                               |
|  |                     | Sonntagszeitung                               | The Observer                      | Il Mondo                              | Intermediair                                 |
|  |                     | Focus***                                      | The Sunday Times                  | Panorama                              | Der Spiegel***                               |
|  |                     | Der Spiegel***                                | Irish Farmer's Journal            | Gente                                 |  |
|  |                     | Stern***                                      | The Business, the weekly magazine | Economy                               |  |
|  |                     | Wirtschaftswoche                              |                                   | Oggi                                  |  |
| Börse Online                                   |                     | CorrierEconomia                               |                                   |                                       |  |
| PRINT  | Fortn.              | Capital (GER)                                 | The Phoenix                       |                                       | Management Team                              |
|  |                     |   | Business and Finance              |                                       |  |
|  |                     |   |                                   |                                       |  |
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|  |                     |   |                                   |                                       |  |
| PRINT  | Monthlies           | DM Euro                                       | Reader's Digest***                | Airone                                | National Geographic, in Dutch***             |
|  |                     | Geo (GER)                                     | Magill                            | Capital                               | Quote  |
|  |                     | Impulse                                       | Business Plus                     | Class                                 | Reader's Digest, Het Beste voor Nederland*** |
|  |                     | Manager Magazin                               |                                   | Dove                                  | Bizz   |
|  |                     | National Geographic, in German***             |                                   | Focus                                 |  |
|  |                     | Reader's Digest, Das Beste für Deutschland*** |                                   | Gente Money                           |  |
|  |                     | Spektrum der Wissenschaft                     |                                   | Gente Viaggi                          |  |
|  |                     |   |                                   | National Geographic, in Italian***    |  |
|  |                     |   |                                   | Reader's Digest Selezione***          |  |
|  |                     |   |                                   | Tuttoturismo                          |  |
|  |                     | Le Scienze                                    |                                   |                                       |  |
|  |                     | Geo (ITA)                                     |                                   |                                       |  |
| PRINT  | Bi-M.               |   |                                   |                                       | Safe   |
|  |                     |   |                                   |                                       | De Zaak                                      |
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| IN-FLIGHTS                                     | Monthlies           | All in-flights                                | All in-flights                    | All in-flights                        | All in-flights                               |
|  |                     | Air France Magazine**                         | Air France Magazine               | Air France Magazine**                 | Air France Magazine                          |
|  |                     | Brit.Airways - Business Life**                | Brit.Airways - Business Life      | Brit.Airways - Business Life**        | Brit.Airways - Business Life                 |
|  |                     | British Airways - High Life**                 | British Airways - High Life       | British Airways - High Life**         | British Airways - High Life                  |
|  |                     | KLM - Holland Herald**                        | KLM - Holland Herald              | KLM - Holland Herald                  | KLM - Holland Herald**                       |
|  |                     | Lufthansa Magazin**                           | Lufthansa Magazin                 | Lufthansa Magazin**                   | Lufthansa Magazin                            |
|  |                     | Iberia Ronda Magazine                         | Iberia Ronda Magazine             | Iberia Ronda Magazine                 | Iberia Ronda Magazine                        |
|  |                     | SAS - Scanorama                               | SAS - Scanorama                   | SAS - Scanorama                       | SAS - Scanorama                              |
|  |                     | Swiss Air Lines - Swiss Magazine**            | Swiss Air Lines - Swiss Magazine  | Swiss Air Lines - Swiss Magazine**    | Swiss Air Lines - Swiss Magazine             |
|  |                     | Alitalia - Ulisse                             | Alitalia - Ulisse                 | Alitalia - Ulisse**                   | Alitalia - Ulisse                            |
| easyJet Inflight Magazine                      | Aer Lingus - Cara** | easyJet Inflight Magazine                     | easyJet Inflight Magazine         |                                       |  |
| IN-FLIGHTS                                     | Bi-Monthlies        | Finnair - Blue Wings                          | BMI - Voyager                     | Finnair - Blue Wings                  | Austrian Airlines - Sky Lines                |
|  |                     | Austrian Airlines - Sky Lines                 | Ryanair Magazine**                | Brussels Airlines - B There! Magazine | Finnair - Blue Wings                         |
|  |                     | BMI - Voyager                                 |                                   | BMI - Voyager                         | KLM - Flying Dutchman**                      |
|  |                     | Ryanair Magazine                              |                                   | Austrian Airlines - Sky Lines         | BMI - Voyager                                |
|  |                     |   |                                   | Ryanair Magazine                      | Ryanair Magazine                             |
|  |                     |   |                                   |                                       | Brussels Airlines - B There! Magazine        |
|  |                     |   |                                   |                                       |  |
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|  |                     |   |                                   |                                       |  |
| TV CHANNELS                                    |                     | ARD   | RTE 2 *                           | Canale 5*                             | Nederland 1*                                 |
|  |                     | Drittes Programm                              | RTE 1 *                           | Italia 1                              | Nederland 2*                                 |
|  |                     | DSF   | UTV Ulster TV                     | La 7                                  | Nederland 3                                  |
|  |                     | Kabel 1                                       | TV 3 *                            | RAI 1*                                | Net 5  |
|  |                     | n-tv*   | BBC 1                             | RAI 2                                 | RTL 4*                                       |
|  |                     | N24*  | BBC 2                             | RAI 3                                 | RTL 5  |
|  |                     | Pro 7*  | Channel 4                         | Rete 4                                | SBS 6  |
|  |                     | RTL*  | Sky One                           | Sky TG 24, not Sky News*              | RTL 7  |
|  |                     | SAT 1*  |                                   | Rai News 24*                          | Tien   |
|  |                     | Vox   |                                   | ventiquattrore.tv                     |  |
| ZDF  |                     |   |                                   |                                       |  |
| 3sat   |                     |   |                                   |                                       |  |
| Phoenix *                                      |                     |   |                                   |                                       |  |

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|  |         |         |       |             |
|--|---------|---------|-------|-------------|
|  | Germany | Ireland | Italy | Netherlands |
|--|---------|---------|-------|-------------|

(\*\*): print titles included in "Source of Copy"-questions

| National publications (incl. regional overlap) |              |                                      |                                       |                                       |                                       |
|--|--------------|--------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
|  | Norway       | Portugal                             | Spain                                 | Sweden                                |                                       |
| PRINT  | Dailies      | Adresseavisen, Trondheim             | Correio da Manha                      | ABC                                   | Dagens Industri                       |
|  |              | Aftenpostens Aftennummer             | Diário de Notícias                    | Cinco Dias                            | Dagens Nyheter                        |
|  |              | Aftenpostens Morgennummer            | Jornal de Notícias                    | Expansión                             | Göteborgs-Posten                      |
|  |              | BT Bergens Tidende                   | Público                               | La Gaceta de los Negocios             | GT                                    |
|  |              | Dagbladet                            | Diário Económico                      | El Mundo                              | Svenska Dagbladet                     |
|  |              | Dagens Næringsliv                    | Metro (POR)                           | El País                               | Sydsvenskan                           |
|  |              | Dagsavisen                           |                                       | La Vanguardia                         | Aftonbladet                           |
|  |              | Finansavisen                         |                                       | Marca                                 | Expressen                             |
|  |              | Stavanger Aftenblad                  |                                       | El Periódico                          | Kvällsposten                          |
|  |              | VG                                   |                                       | La Razón                              | Swedish City Package                  |
|  |              | 20 Minutos                           | Metro (SWE)                           |                                       |                                       |
|  |              | Metro (SPA)                          | Stockholm City                        |                                       |                                       |
|  |              | Qué!                                 |                                       |                                       |                                       |
| PRINT  | Weeklies     | Aftenposten Lørdag                   | Expresso                              | El Mundo Magazine                     | Dagens Nyheter Söndag                 |
|  |              | Aftenposten Søndag                   | O Independente                        | El País Semanal                       | Göteborgs-Posten Söndag               |
|  |              | Dagbladet Lørdag                     | Semanário                             | Actualidad Económica                  | Svenska Dagbladet Söndag              |
|  |              | Dagbladet Søndag                     | Semanário Económico                   | El Dominical de ABC                   | Sydsvenskan Söndag                    |
|  |              | Dagens Næringsliv Lørdag             | Tal e Qual                            | Cambio 16                             | Aftonbladet Söndag                    |
|  |              | VG Lørdag                            | Visao                                 | El Dominical de el Periódico          | Expressen Söndag                      |
|  |              | VG Søndag                            | Vida Económica                        | Época                                 | Affärsvärlden                         |
|  |              | KK                                   | Focus                                 | Tiempo                                | Ny Teknik                             |
|  |              | Teknisk Ukeblad                      | Jornal de Negócios                    |                                       | Veckans Affärer                       |
|  |              | Vi Menn                              |                                       |                                       | Computer Sweden                       |
|  |              |                                      | Fokus                                 |                                       |                                       |
| PRINT  | Forth.       | Kapital                              | Exame                                 |                                       | Amelia                                |
|  |              | Økonomisk Rapport                    |                                       |                                       |                                       |
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| PRINT  | Monthlies    | Bonytt                               | Fortuna e Negócios                    | Muy Interesante                       | Chef                                  |
|  |              | Dine Penger                          | Grande Reportagem                     | National Geographic, in Spanish***    | Hus + Hem                             |
|  |              | Illustrert Vitenskap                 | Reader's Digest Seleccöes***          | Reader's Digest Selecciones***        | Illustrerad Vetenskap                 |
|  |              | Kampanje                             | National Geographic, in Portuguese*** | Emprendedores                         | Internet World                        |
|  |              | Motor                                | Executive Digest                      | Investigación y Ciencia               | Motor                                 |
|  |              | Det Nye                              | Rotas e Destinos                      | Capital (SPA)                         | Privata Affärer                       |
|  |              | PC World                             |                                       | Geo (SPA)                             | Reader's Digest Det Bästa***          |
|  |              | Reader's Digest Det Beste***         |                                       |                                       | Sköna Hem                             |
|  |              | Villmarksliv                         |                                       |                                       | Svensk Golf                           |
|  |              | National Geographic, in Norwegian*** |                                       |                                       | National Geographic, in Swedish***    |
|  |              |                                      | Elle                                  |                                       |                                       |
|  |              |                                      | Femina                                |                                       |                                       |
| IN-FLIGHTS                                     | Bi-M.        |                                      |                                       | Alta Dirección                        |                                       |
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| IN-FLIGHTS                                     | Monthlies    | All in-flights                       | All in-flights                        | All in-flights                        | All in-flights                        |
|  |              | Air France Magazine                  | Air France Magazine                   | Air France Magazine                   | Air France Magazine                   |
|  |              | Brit.Airways - Business Life         | Brit.Airways - Business Life          | Brit.Airways - Business Life          | Brit.Airways - Business Life          |
|  |              | British Airways - High Life          | British Airways - High Life           | British Airways - High Life           | British Airways - High Life           |
|  |              | KLM - Holland Herald                 | KLM - Holland Herald                  | KLM - Holland Herald                  | KLM - Holland Herald                  |
|  |              | Lufthansa Magazin                    | Lufthansa Magazin                     | Lufthansa Magazin                     | Lufthansa Magazin                     |
|  |              | Iberia Ronda Magazine                | Iberia Ronda Magazine                 | Iberia Ronda Magazine**               | Iberia Ronda Magazine                 |
|  |              | SAS Braathens Magasinet**            | Swiss Air Lines - Swiss Magazine      | SAS - Scanorama                       | SAS - Scanorama**                     |
|  |              | SAS - Scanorama**                    | Alitalia - Ulisse                     | Swiss Air Lines - Swiss Magazine      | Swiss Air Lines - Swiss Magazine      |
|  |              | Swiss Air Lines - Swiss Magazine     | easyJet Inflight Magazine             | Alitalia - Ulisse**                   |                                       |
|  |              | easyJet Inflight Magazine            |                                       |                                       |                                       |
| IN-FLIGHTS                                     | Bi-Monthlies | Finnair - Blue Wings                 | TAP - Atlantis**                      | Finnair - Blue Wings                  | Finnair - Blue Wings                  |
|  |              | BMI - Voyager                        | Ryanair Magazine                      | Brussels Airlines - B There! Magazine | Brussels Airlines - B There! Magazine |
|  |              | Austrian Airlines - Sky Lines        | Brussels Airlines - B There! Magazine | BMI - Voyager                         | Austrian Airlines - Sky Lines         |
|  |              | Ryanair Magazine                     | Austrian Airlines - Sky Lines         | TAP - Atlantis                        | Ryanair Magazine                      |
|  |              |                                      |                                       | Ryanair Magazine                      | BMI - Voyager                         |
|  |              |                                      |                                       | Austrian Airlines - Sky Lines         |                                       |
|  |              |                                      |                                       |                                       |                                       |
|  |              |                                      |                                       |                                       |                                       |
|  |              |                                      |                                       |                                       |                                       |
|  |              |                                      |                                       |                                       |                                       |
| TV CHANNELS                                    |              | NRK 1                                | RTP 1                                 | Antena 3*                             | Kanal 5 *                             |
|  |              | NRK 2                                | RTP 2, a dois                         | Cuarto                                | SVT 1                                 |
|  |              | TV 2 *                               | SIC*                                  | CNN+, not CNN International*          | SVT 2                                 |
|  |              | TV 3                                 | TVI*                                  | Telecinco*                            | TV 3 *                                |
|  |              | TV Norge                             |                                       | Televisión Autonómica                 | TV 4 *                                |
|  |              |                                      |                                       | TVE 1 (La Primera)*                   |                                       |
|  |              | TVE 2 (La 2)                         |                                       |                                       |                                       |

(\*): TV channels included in "Day Part Viewing"-questions and "Viewing frequency"-question

(\*\*): in-flights included for "flyers" as well as "non-flyers"

|  | Norway | Portugal | Spain | Sweden |
|--|--------|----------|-------|--------|
|--|--------|----------|-------|--------|

(\*\*): print titles included in "Source of Copy"-questions

| National publications (incl. regional overlap) |   |   |   |  |
|--|---|---|---|--|
|  | Switzerland French  | Switzerland German  | United Kingdom  |  |
| PRINT  | <b>Dailies</b>  | 24 heures<br>Le Matin<br>NZZ Neue Zürcher Zeitung***<br>Le Temps<br>Tribune de Genève<br>Le Monde***  | Basler Zeitung<br>Berner Zeitung<br>Blick<br>Der Bund<br>Tages Anzeiger<br>FAZ Frankfurter Allgemeine***<br>Handelsblatt***<br>Süddeutsche Zeitung<br>Die Welt<br>Financial Times Deutschland***<br>NZZ Neue Zürcher Zeitung***<br>20 Minuten/Minutes (SWI)         | The Daily Mail<br>The Daily Telegraph<br>Evening Standard<br>Daily Express<br>The Guardian<br>The Independent<br>The Times<br>Metro (UK)<br>Financial Times***<br>City A.M. (UK)   |
|  | <b>Weeklies</b>   | Le Matin Dimanche<br>L'Hebdo  | Cash<br>Handelszeitung<br>Sonntags-Blick<br>Sonntags-Zeitung<br>Die Weltwoche<br>Neue Zürcher Zeitung am Sonntag<br>Facts<br>Focus***<br>Der Spiegel***<br>Stern***<br>Wirtschaftswoche   | Sunday Express<br>Independent on Sunday<br>Mail on Sunday<br>The Observer<br>The Sunday Telegraph<br>The Sunday Times<br>New Scientist<br>The Business, the weekly magazine<br>The Economist***  |
|  | <b>Forth.</b>   | Bilan<br>Bilan/Bilanz   | Capital (GER)<br>Bilanz<br>Bilan/Bilanz   |  |
|  | <b>Monthlies</b>  | Capital (FRA)<br>Geo (FRA)<br>National Geographic, in French***<br>Reader's Digest Sélection***<br>Le Monde Diplomatique  | Geo (GER)<br>Manager Magazin<br>National Geographic, in German***<br>Reader's Digest Das Beste***<br>KMU Manager  | Business Traveller<br>Director<br>Management Today<br>Reader's Digest***   |
| IN-FLIGHTS                                     | <b>Bi-M.</b>  |   |   |  |
|  | <b>Monthlies</b>  | All in-flights  | All in-flights  | All in-flights   |
|  | <b>Monthlies</b>  | Air France Magazine<br>Brit.Airways - Business Life<br>British Airways - High Life<br>KLM - Holland Herald<br>Lufthansa Magazin<br>Iberia Ronda Magazine<br>SAS - Scanorama<br>Swiss Air Lines - Swiss Magazine**<br>Alitalia - Ulisse<br>easyJet Inflight Magazine | Air France Magazine<br>Brit.Airways - Business Life<br>British Airways - High Life<br>KLM - Holland Herald<br>Lufthansa Magazin<br>Iberia Ronda Magazine<br>SAS - Scanorama<br>Swiss Air Lines - Swiss Magazine**<br>Alitalia - Ulisse<br>easyJet Inflight Magazine | Air France Magazine<br>Brit.Airways - Business Life**<br>British Airways - High Life**<br>KLM - Holland Herald<br>Lufthansa Magazin<br>Iberia Ronda Magazine<br>SAS - Scanorama<br>Swiss Air Lines - Swiss Magazine<br>Alitalia - Ulisse<br>easyJet Inflight Magazine**<br>Aer Lingus - Cara |
|  | <b>Bi-Monthlies</b>   | Finnair - Blue Wings<br>Austrian Airlines - Sky Lines<br>Brussels Airlines - B There! Magazine<br>Ryanair Magazine  | Finnair - Blue Wings<br>Austrian Airlines - Sky Lines<br>BMI - Voyager<br>Brussels Airlines - B There! Magazine<br>Ryanair Magazine   | Finnair - Blue Wings<br>Brussels Airlines - B There! Magazine**<br>BMI - Voyager**<br>Austrian Airlines - Sky Lines<br>Ryanair Magazine  |
| TV CHANNELS                                    | SF 1<br>TSR 1*<br>France 2<br>France 3<br>M 6 (M six)<br>TF 1 | ARD<br>Kabel 1<br>n-tv<br>ORF 1<br>ORF 2<br>Pro 7<br>RTL<br>SAT 1<br>SF 1*<br>SF 2*<br>TSR 1<br>ZDF<br>3sat   | BBC 1<br>BBC 2<br>Channel 4 *<br>Five<br>Sky One<br>UK Gold<br>Sky Sports<br>ITV 1 *<br>BBC 3<br>BBC News 24, not BBC 1 or 2 *<br>E 4<br>ITV 2<br>Sky Movies  |  |

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(\*\*): in-flights included for "flyers" as well as "non-flyers"

Switzerland French

Switzerland German

United Kingdom

(\*\*): print titles included in "Source of Copy"-questions

| National publications (incl. regional overlap) |  |  |   |   |
|--|--|--|---|---|
|  | Czech Republic                           | Hungary  | Poland  |   |
| PRINT  | <b>Dailies</b>                           | Hospodářské Noviny<br>Lidové Noviny<br>Metro (CZE)<br>Mladá Fronta DNES<br>Právo<br>24 Hodin | Magyar Hírlap<br>Magyar Nemzet<br>Metro (HUN)<br>Napi Gazdaság<br>Népszabadság<br>Népszava<br>Világgazdaság   | Fakt<br>Gazeta Prawna<br>Gazeta Wyborcza<br>Metropol<br>Rzeczpospolita<br>Super Express<br>Metro (POL)            |
|  | <b>Weeklies</b>                          | Ekonom<br>Euro<br>Reflex<br>Respekt<br>Týden   | 168 Óra<br>Figyelo<br>HVG<br>Magyar Narancs   | Newsweek Polska<br>Polityka<br>Wprost   |
|  | <b>Fortn.</b>                            |  |   |   |
|  | <b>Monthlies</b>                         | Geo (CZE)<br>National Geographic Česko***<br>Reader's Digest Výber***                        | Geo (HUN)<br>Manager Magazin, in Hungarian<br>National Geographic Magyarország***<br>Reader's Digest Magyarország***  | Forbes Polska<br>National Geographic Polska***<br>Reader's Digest, edycja Polska***<br>Manager Magazin, in Polish |
|  | <b>Bi-M.</b>                             |  |   |   |
| IN-FLIGHTS                                     | <b>Monthlies</b>                         |  | All in-flights<br><br>Air France Magazine<br>Brit.Airways - Business Life<br>British Airways - High Life<br>KLM - Holland Herald<br>Alitalia - Ulisse<br>SAS - Scanorama<br>Lufthansa Magazin<br>Iberia - Ronda Magazine<br>Swiss Air Lines - Swiss Magazine<br>easyJet Inflight Magazine<br>LOT Polish Airlines - Kaleidoscope** |   |
|  | <b>Bi-Monthlies</b>                      |  | Finnair - Blue Wings<br>Austrian Airlines - Sky Lines<br>Ryanair Magazine   |   |
| TV CHANNELS                                    | ČT 1<br>ČT 2<br>Nova*<br>Prima*<br>ČT 24 | MTV 1, not MTV<br>TV 2*<br>RTL Klub*   | TVP 1*<br>TVP 2*<br>POLSAT*<br>tvn*<br>tvn 24*<br>TV Biznes   |   |

(\*): TV channels included in "Day Part Viewing"-questions and "Viewing frequency"-question

(\*\*): in-flights included for "flyers" as well as "non-flyers"

Czech Republic

Hungary

Poland

(\*\*): print titles included in "Source of Copy"-questions