



# BPA - Statement 06/2008

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A not-for-profit organization since 1931, BPAWorldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

## ChannelPartner

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vertrieb@channelpartner.de  
URL: [www.channelpartner.de](http://www.channelpartner.de)  
established: 1995  
Frequency of publication: 50 issues

### Target Group

ChannelPartner is aimed at trading companies in Germany that gain their added value from reselling IT, telecommunications and digital photography products to end users or influencing their purchase decisions by offering services and advice.

### Qualification

A „qualified recipient“ is the name used to describe people who are involved in trade with IT products or services as decision-makers or in an advisory capacity.

### Purpose

The additional facts and figures listed here consist of a summary of the recipients' business activities, decision-making powers, annual sales, target markets and distribution channels.

Average, non-qualified circulation		1. Average Qualified Circulation Breakout for Period					
NON-QUALIFIED		Total qualified		qualified non paid		qualified paid	
Not included Elsewhere	Number	Number	%age	Number	%age	Number	%age
Other Paid Circulation	-	28.943	97,3	28.943	97,3	-	-
Advertiser and Agency	780	-	-	-	-	-	-
Rotated or Occasional	-	-	-	-	-	-	-
Allocated for Trade Shows and Conventions	137	799	2,7	799	2,7	-	-
All other	664	-	-	-	-	-	-
<b>Total</b>	<b>1.581</b>	<b>30.166</b>	<b>100.0</b>	<b>30.166</b>	<b>100.0</b>	-	-

### 2. Qualified circulation according to edition with gains and losses in the reporting period

Issues 2007	Number of losses	Number of gains	qualified - not paid	qualified paid	Total qualified	Issues 2007	Number of losses	Number of gains	qualified - not paid	qualified paid	Total qualified
Jan 17	147	38			30.305	April 17	602	10			29.200
Jan 24	1	-			30.304	April 24	71	115			29.244
Jan 31	87	2			30.219	Mai 2	71	25			29.198
Feb 07	72	10			30.157	Mai 08	80	9			29.127
Februar 14	94	2			30.065	Mai 15	64	208			29.271
Februar 21	62	9			30.012	Mai 22	71	40			29.240
Februar 28	96	120			30.036	<b>Mai 29</b>	<b>87</b>	<b>643</b>			<b>29.796</b>
März 6	63	5			29.978	Juni 5	59	5			29.742
März 13	82	26			29.922	Juni 12	88	1			29.655
März 20	116	8			29.814	Juni 19	82	2			29.575
März 27	78	72			29.808	Juni 26	61	17			29.531
April 3	45	42			29.805						
April 10	70	57			29.792						
						<b>TOTAL</b>	<b>2.349</b>	<b>1.466</b>			

**3a. QUALIFIED CIRCULATION ACCORDING TO EDITION No. 22 OF 29th Mai 2008**

This issue is 0,2% or 57 copies above the average of the other 23 issues reported in Paragraph two.

Position	Total qualified	%age
CEO, Owner, MD	20.459	68,7
Director, branch manager	1.887	6,3
Division head	2.720	9,1
Technical, trading employee	3.337	11,2
Others.....	1.007	3,4
Not answered.....	386	1,3
<b>Total qualified circulation</b>	<b>29.796</b>	<b>100.0</b>

Function in the company	Total qualified	%age
Company management	20.623	69,2
Purchasing/Procurement	1.581	5,3
Sales	4.015	13,5
System analysis/planning/consulting	1.071	3,6
Marketing/Advertising	796	2,7
Education	84	0,3
Development	394	1,3
Others	815	2,7
Not answered	417	1,4
<b>Total qualified circulation</b>	<b>29.796</b>	<b>100.0</b>

Business Activity	Total qualified	%age
ITC - Dealer	11.733	39,4
System houses / System integrator / VAR	14.291	48,0
Independent Software Vendor (ISV)	337	1,1
Vendor	2.245	7,5
Distributor	944	3,2
Not answered	246	0,8
<b>Total qualified circulation</b>	<b>29.796</b>	<b>100.0</b>

**ADDITIONAL FACTS AND FIGURES ON EDITION No. 22 OF 29th Mai 2008**

Summary of the decision-making powers of the qualified recipients.

This summary corresponds to 98.2%, or 29.245 copies, of the total qualified recipients who replied to the following question. ( Question 9: How are you involved in decisions relating to changes in your merchandise assortment?) This summary was compiled for statistical and marketing reasons.

Competence in deciding	Number	%age
Sole decision-maker	18.819	63,3
Consulting and decision-maker	7.403	24,8
Consulting only	3.023	10,1
Not answered	551	1,8
<b>Total</b>	<b>29.796</b>	<b>100.0</b>

## ADDITIONAL FACTS AND FIGURES ON EDITION No. 22 OF 29th Mai 2008

This summary corresponds to 97.8% or 29.139 copies, of the total qualified recipients who replied to the following Question. (Question 2: Business Activities) Multiple responses to this question were possible so that the figures must not be added. The sum may be larger than the qualified circulation in total. This summary was compiled for statistical and marketing reasons.

Business Activity	Answers in total	%age of total
<b>Sale of following products:</b>		
PCs.....	17.866	60,0
PC-server.....	14.325	48,1
Mobile computers.....	16.692	56,0
PDA's/Organizers/Hand-held PCs.....	10.251	34,4
Mainframe computers.....	3.804	12,8
Workstations.....	10.296	34,6
Components (CPUs, hard discs, motherboards etc.).....	13.810	46,3
Removable storage systems.....	11.657	39,1
Security products / Services	9.048	30,4
Printers.....	16.721	56,1
Monitors.....	16.659	55,9
Scanners.....	14.881	49,9
Projectors.....	11879,000	39,9
USV.....	12.043	40,4
Other peripherals/input equipment (mouse, graphic tablets etc.).....	13552,000	45,5
Network components (routers, switches, hubs etc.).....	15.634	52,5
Standard software (Office, Lotus Notes, graphic-pakets etc.).....	15.483	52,0
Industry-specific software (SAP, Sage KHK etc.).....	10.111	33,9
Network software (Novell, Microsoft NT etc.).....	11.346	38,1
Linux.....	6.167	20,7
Used equipment.....	4.078	13,7
IT accessoires (speakers, graphic cards, sound cards etc.).....	13.349	44,8
Telephones, telephone systems, mobile phones.....	10.223	34,3
Other telecommunication products (ISDN cards, modems etc.).....	8.468	28,4
Office machines, office equipment.....	7.242	24,3
Expendable items (paper, labels etc.).....	11.148	37,4
Digital cameras.....	8.987	30,2
Video and music post-production equipment.....	4.957	16,6
WLAN.....	14.247	47,8
Telecommunications services.....	4.851	16,3
Camcorders.....	6.287	21,1
TV (Plasma, LCD).....	6.955	23,3
Digital video recorders.....	5.870	19,7
SAT receiver technology.....	5.549	18,6
Home-Cinema (Player, amplifier, speakers).....	5.231	17,6
Home-Networking.....	4.601	15,4
Car Infotainment.....	2.622	8,8
<b>Assembly/development of:</b>		
PC hardware.....	6.926	23,2
Industry-specific/individualized software.....	6.682	22,4
<b>Services</b>		
Installation.....	21.207	71,2
Network/cable provider.....	17.478	58,7
Telecom connection.....	9.602	32,2
Service/repair.....	19.141	64,2
Software customisation.....	11.867	39,8
Rentals/Loans.....	5.667	19,0
Leasing/Financing.....	7.788	26,1
Internet provider.....	3.395	11,4
Internet services.....	6.514	21,9
Graphics services.....	3.578	12,0
Training/education.....	11.591	38,9
Consulting/IT consulting.....	17.828	59,8

Size of business (number of permanent employees)	Total qualified	%age
1 to 9	18751	63,0
10 to 49	6029	20,2
50 to 99	1.436	4,8
100 to 499	1.668	5,6
500 and more	1.518	5,1
<b>Total sum of replies</b>	<b>29.402</b>	<b>98,7</b>
Not answered	394	1,3
<b>Total qualified circulation</b>	<b>29.796</b>	<b>100.0</b>

#### ADDITIONAL FACTS AND FIGURES ON EDITION No. 22 OF 29th Mai 2008

This summary corresponds to 92,6% or 27.595 copies, of the total qualified recipients who replied to the following question. (Question 11: How high are your company's annual sales?) This summary was compiled for statistical and marketing reasons.

Yearly turnover	Total answers	%age of total
less than € 0,5 m	12.947	43,4
€ 0,5 m to € 2,5 m	7.229	24,3
€ 2,5 m to € 5 m	2.165	7,3
€ 5 m to € 25 m	2.195	7,4
over € 25 m	2.784	9,3
not answered	2.476	8,3
<b>Total qualified circulation</b>	<b>29.796</b>	<b>100.0</b>

#### ADDITIONAL FACTS AND FIGURES ON EDITION No. 22 OF 29th Mai 2008

This summary corresponds to 92,6% or 27.595 copies, of the total qualified recipients who replied to the following question. (Question 4: What target markets does your company address?) Multiple responses to this question were possible so that the figures must not be added.

The sum may be larger than the qualified circulation in total. This summary was compiled for statistical and marketing reasons.

Target Markets	Total answers	%age
Public administration	12.147	40,8
Education and apprenticeship	10.258	34,4
Public health	9.290	31,2
Industrial purchases	20.511	68,8
Trade, banks and insurance companies	12.725	42,7
Industry	15.309	51,4
Services	15.993	53,7
Skilled crafts	16.240	54,5
Liberal professions	15.693	52,7
<b>Total qualified circulation</b>	<b>29.796</b>	<b>100.0</b>

### ADDITIONAL FACTS AND FIGURES ON EDITION No. 22 OF 29th Mai 2008

This summary corresponds to 96.9% or 28.878 copies of the total qualified recipients who replied to the following question. (Question 5: Who are your main clients?) Multiple responses to this question were possible so that the figures must not be added. The sum may be larger than the qualified circulation in total. This summary was compiled for statistical and marketing reasons.

Who are your main clients?	Total answers	%age of total
Large companies (>500 employees)	8.011	26,9
Medium companies (<500 employees)	23.795	79,9
Small companies (<25 employees)	18.178	61,0
Freelancer / Self employed	13.502	45,3
Private users	13.525	45,4
<b>Total qualified circulation</b>	<b>29.796</b>	<b>100.0</b>

### ADDITIONAL FACTS AND FIGURES ON EDITION No. 22 OF 29th Mai 2008

This summary corresponds to 91.6% or 27.289 copies of the total qualified recipients who replied to the following question. (Question 3: distribution channels) Multiple responses to this question were possible so that the figures must not be added. The sum may be larger than the qualified circulation in total. This summary was compiled for statistical and marketing reasons.

Distribution areas	Total answers	%age of total
Retail store	9.023	30,3
Internet	8.828	29,6
Field service	4.163	14,0
Mail order	17.511	58,8
telesales	4.703	15,8
<b>Total qualified circulation</b>	<b>29.796</b>	<b>100.0</b>

### 3b. Source list of recipients addresses for Edition No. 22 of 29th Mai 2008

Source List of recipients addresses	Qualified within			qualified not paid	qualified paid	Total qualified	%age
	1 year old	2 years old	3 years old				
<b>I. Total - personal direct inquiry from the recipient:</b>	<b>12.241</b>	<b>7.633</b>	<b>2.364</b>			<b>22.238</b>	<b>100.0</b>
a. Written / Fax	299	156	163			618	2,1
b. Telephone	5.521	4.875	1.110			11.506	38,6
c. Internet and E-mail	6.421	2.602	1.091			10.114	33,9
<b>II. Total - inquiry from the recipient's company:</b>	-	-	-			-	-
a. Written / Fax	-	-	-			-	-
b. Telephone	-	-	-			-	-
c. Internet and E-mail	-	-	-			-	-
<b>III. Total - associations or affiliations:</b>	-	-	-			-	-
a. Individuell	-	-	-			-	-
b. Organiced	-	-	-			-	-
<b>IV. Total - inquiries from recipients or recipient companies (other than I - III)</b>	<b>7.558</b>	-	-			<b>7.558</b>	<b>25,4</b>
a. Written	-	-	-			-	-
b. Telephone / Fax	7.558	-	-			7.558	25,4
c. Internet and E-mail	-	-	-			-	-
<b>V. Total - sources other than those named above</b>	-	-	-			-	-
Membership rolls of associations	-	-	-			-	-
Company address books	-	-	-			-	-
Independent list brokers	-	-	-			-	-
Official and government mailing lists	-	-	-			-	-
Customer lists of manufacturers, distributors + dealers	-	-	-			-	-
Other sources	-	-	-			-	-
<b>VI. TOTAL - paid issues</b>	-	-	-			-	-
<b>Total qualified circulation</b>	<b>19.799</b>	<b>7.633</b>	<b>2.364</b>			<b>29.796</b>	<b>100.0</b>
<b>Percentage</b>	<b>66,5</b>	<b>25,6</b>	<b>7,9</b>			<b>100.0</b>	-

### 3c. Qualification of the mailing addresses for Edition 22 of 29th Mai 2008

POSTALADDRESSES	qualified not paid	qualified paid	Total qualified	%age
Recipient according to first name / family name and title or position			28.545	95,8
Recipient according to first name / family name			203	0,7
Recipient according to title or position			249	0,8
Recipient only according to company address			-	-
Mass mailing			799	2,7
Newstand Sales			-	-
<b>Total qualified circulation</b>			<b>29.796</b>	<b>100.0</b>

### 4. Geographical analysis of distribution for Edition 22 of 29th Mai 2008

Federal State	Total qualified	%age
Schleswig-Holstein	839	2.8
Hamburg	643	2,2
Niedersachsen	2.343	7.8
Bremen	176	0.6
Nordrhein- Westfalen	6.027	20,2
Hessen	2.789	9,4
Rheinland Pfalz	1.367	4,6
Baden-Württemberg	4.378	14,7
Bayern	6.279	21,1
Saarland	366	1,2
Berlin	1.009	3,4
Brandenburg	620	2.1
Mecklenburg-Western Pomerania	349	1.2
Sachsen	1.233	4.1
Sachsen- Anhalt	487	1.6
Thüringen	621	2.1
<b>Germany</b>	<b>29.526</b>	<b>99,1</b>
Austria	140	0.5
Switzerland	67	0.2
Total foreign	63	0.2
<b>Total qualified circulation</b>	<b>29.796</b>	<b>100.0</b>

### 9. Five Calendar Year Analysis: Average Annual Audited Qualified Circulation and Current Unaudited Circulation Statements

	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2004	2005	2006	*2007	**2008
Total audit average qualified:	30.970	32.637	31.229	30.131	29.742
Qualified non-paid:	30.970	32637,000	31229,000	30.131	29.742
Qualified paid:	-	-	-	-	-
Post expire copies included in paid circulation:	***NC	***NC	***NC	***NC	***NC
Average annual order price:	***NC	***NC	***NC	***NC	***NC

\*NOTE: The audited average qualified circulation for January-June 2007 = 30,096. The unaudited average qualified circulation for July-December 2007 = 30,166. Yielding an average qualified circulation of 30,131.

\*\*2008 data is unaudited.

\*\*\*NC = None Claimed.

### 11. Additional Data

Paragraphs 5 through 8 are not required.

# QUALIFICATION FORMULAR

**Yes, I would like a complimentary free of charge subscription to ChannelPartner.**

**Yes, I would like the following ChannelPartner e-mail newsletter free of charge:**

- daily     Law     CE     Tax and finances  
 Distribution and logistic     Management and career  
 Assemblieren     Blitz     Whitepaper

**o Please change**

- Address     Changes are valid at once.  
 Company name     Changes are valid from:  
 Contact person    .....

Please indicate registration number from your current ComputerPartner issue (see sample below):

Please find your registration number here.

**1a) How would you best describe your business activities? (check one answer only)**

- |  |  |
|--|--|
| <input type="radio"/> ITC dealer<br><input type="radio"/> Systems house / systems integrator / VAR<br><input type="radio"/> Independent Software Vendor (ISV)<br><input type="radio"/> Service provider<br><input type="radio"/> Distributor<br><input type="radio"/> Manufacturer | <input type="radio"/> Digital video recorder s<br><input type="radio"/> Satellite Receiver technique<br><input type="radio"/> Home Cinema (Player, amplifier, speakers, etc.)<br><input type="radio"/> Home Networking<br><input type="radio"/> Car Infotainment |
|--|--|

**1b) In which product segments are you mainly working?**

- IT     TC     CE

**2) Business activities (Check all that apply)**

**a) Sales of the following products**

- PCs
- PC servers
- Notebooks
- PDAs/Smartphones
- Mainframe computers
- Workstations
- Components (CPUs, hard drives, motherboards etc.)
- Storage / back-up systems
- Security Products / Services
- Printers
- Monitors
- Scanners
- Projectors / Beamers
- UPS (uninterruptible power supply)
- Other peripherals/pointing devices (mouse, graphic tablets etc.)
- Wireless LAN
- Network components (routers, switches, hubs etc.)
- Standard software (Office, Lotus Notes, graphics packages etc.)
- Industry-specific software (SAP, Sage KHK etc.)
- Network software (Novell, Microsoft NT etc.)
- Linux
- IT accessories (speakers, graphic cards, sound cards, etc.)
- Used equipment
- Office machines / O. equipment (fax mach., multi purpose devices etc.)
- Expendable items (toner, cartridges, paper, labels, etc.)
- Telephones, telephone systems, cellular phones
- Other computer telecommunication products
- Telecommunication services (contracts, cards, connection)
- Digital cameras
- Camcorders
- Picture, video and music post-production
- TV (Plasma, LCD, etc.)

**b) Assembly/development of:**

- PC hardware
- Industry specific/individualised software

**c) Services**

- Installation
- Network / installation of cables
- Consulting / IT consulting
- Telecom connection
- Training / education
- Service / repair
- Software customisation
- Rentals / Loans
- Leasing / Financing
- Internet provider
- Internet services
- Graphics services

**3) Sales Channels (check all that apply)**

- Store front - Please indicate size ..... sqm
- Internet                       Mail order
- field work     Tele sales

**4) Which market segment does your company target? (check all that apply)**

- Public administration
- Education and teaching
- Public health
- Business consumers
- Trade, banks and insurance companies
- Industry
- Service providers
- Skilled crafts
- Self-employed consumers

**5) Who are your main clients? (check all that apply)**

- Large companies (> 500 employees)
- Medium companies (< 500 employees)
- Small companies (< 25 employees)
- Freelancer / Self employed

Company (if delivery address) .....

Department .....

Last name /First name .....

Street/P.O. Box No.....

Postal Code/Town.....

Telephone .....

Telefax .....E-mail address.....

Homepage.....

Date.....Signature.....

Private users

**6) I am member of:**

- purchasing co-op (e.g. Akcent, Conteam etc)
- Name:.....
- A business group (e.g. Vobis, EP, PC-Spezialist, etc.)
- Name:.....

**7) Company size\* (full-time employees)**

- 1 - 9                       100 - 499
- 10 - 49                       500 and over
- 50 - 99

**8) Position (check one answer only)**

- CEO, owner, MD
- Director / branch manager
- Division head
- Commercial / technical employee
- Others (Please specify) .....

**9) How do you influence inventory changes? (check one answer only)**

- Sole decision maker
- Consulting and decision maker
- Consulting only

**11) Function (check one answer only)**

- Company management
- Procurement / purchasing
- Sales
- Systems analysis / planning / consulting
- Marketing / Advertising
- Development
- Training/Education
- Others (please specify) .....

**13) Company's annual sales\***

\*) In the case of branch offices, please only indicate details for your branch.

- less than 0.5 Mill €
- 0.5 Mill. to 2.5 Mill. €
- 2.5 Mill. to 5 Mill. €
- 5 Mill to 25 Mill €
- over 25 Mill. €

**N.B. Please send the completed questionnaire to: ComputerPartner, Vertrieb, Brabanter Str. 4, D-80805 München, Fax: +49 89 360 86 292 Only fully completed questionnaires with attached proof of dealer status can receive a free subscription!**

Stand 04/2008 EF