

MMM MEDIAMARKETMONITOR

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From: Stein B. Ellingsen
Publisher

To: Paper & Media Executives Worldwide

New Updated Reports!!

CD + Hardcover- included

The Performance of World Publishers

All Major Newspaper & Magazine Publishers – At your Fingertips

Dear Colleague,

MMM offers you the **new 2008 edition** of its famous report on world publishing corporations. This comprehensive report offers updated profiles on 250 leading world publishers (**1200 pages**).

The report is split up into three main volumes; one on European publishers (500 pages); one on North American publishers (400 pages); and one on ROW publishers (300p). A statistical supplement is enclosed to each of the two main reports.

Hardcover + CD-Version are included.

Company Profiles - Each one of **185** company profiles (2-8 pages) features:

General Orientation of Business: description of main business areas, titles, market shares, audience, circulation, strategy, etc.

Financial Performance - Data from profit & loss account and balance sheet. Circulation figures, audience shares, market shares.

Income Structure/Sales Distribution - Breakdown of sales and earnings on divisions, product groups - advertising, subscription, etc.

Cost Structure - Focus on key components, - labour, materials, financial costs, etc.

International Operations - Operations and investments abroad. Strategic approach.

Capital Expenditures/Acquisitions - details on expenditures, acquisitions and divestitures.

Intercorporate Ownership - Ownership data will help you keep track of who is owning who in the rapidly changing media business.

Charts – A number of charts on key financial criteria.

Statistical Supplement - A

comprehensive statistical supplement - one for each main report - makes it possible instantly to *compare company performance* on a number of different financial criteria. Combined there are more than 100 tables with comparative statistics on criteria such as sales, advertising, costs, profitability, solidity, productivity. Data is ranked according to performance.

Easy to Order - Just mail a signed copy of this letter back to us by mail or telefax:

Yes, We hereby order «The Performance of World Publishers»:

European Publishers	EUR 1660	<input type="checkbox"/>
North American Publ.	EUR 1440	<input type="checkbox"/>
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