

MMM MEDIAMARKETMONITOR

BERGVEIEN, 37, P.O.BOX 264, 1450 NESODDTANGEN, NORWAY, PHONE 66917320, FAX 66917311

Oslo, April 2008
From: Stein B. Ellingsen
Publisher

To: Paper & Media Executives Worldwide

CD + Hardcover!!
Full 2008 Update

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 300 leading world publishers (**1500 pages**).

The report is split up into three main volumes; one on European publishers (800 pages); one on North American publishers (450 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 300 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:

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MMM WORLDWIDE FINANCIAL DATABASE

BERGVEIEN, 37, P.O.BOX 264, 1450 NESODDTANGEN, NORWAY, PHONE 66917320, FAX 66917311

From: Stein B. Ellingsen

Fax Order to: 47-66917311

E-mail: Sppr@sppr.no

To: Paper & Media Executives Worldwide

Oslo, April 2008

Worldwide Financial Database on Media Corporations

Newspaper Publishers - Magazine Publishers - Broadcasters - New Media

Dear Colleague,

Updated Financial Information

MMM offers updated financial information on each one of **300** world leading media corporations. In addition to the most recent figures the database include historical data back 5-10 years. Information as stated below is supplied in Microsoft Excel Format on CD-ROM (standard):

1. Profit and Loss Account
2. Balance Sheet
3. Cash Flow Data
4. Per Share Data
5. A number of ratios
6. Processed summary sheets with rankings
7. Segment data & statistics
7. Comparative Graphics

Prices (**2 updates per year**) are as follows:

European Database	EUR 1450.-
North American Database	EUR 1250.-
Rest of World Database	EUR 1050.-
Global Database	EUR 2690.-

Valuable Insight - The database will provide you with valuable insight into the media business and its various players. It will make it easy for you to benchmark your company's position in an industrial context.

Standard Software - Data is supplied in standard software (Microsoft Excel). This makes it **very easy to use** and to process further according to individual needs.

Easy to Order - In order to subscribe we kindly ask you to fill in the below order form and to return it to us by telefax. The full database will be mailed out to you **immediately** upon receipt of your order:

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This is the most comprehensive package of financial information ever compiled on the media industry!

MMM PUBLICATION PAPERS

BERGVEIEN, 37, P.O.BOX 264, 1450 NESODDTANGEN, NORWAY, PHONE 66917320, FAX 66917311

From: **Stein B. Ellingsen**
Fax Order No: **47-66917311**

To: **Publication Paper Executives Worldwide**

Oslo, April 2008

MMM Publication Paper & Print Media Monitoring Program

Dear Colleague,

MMM is closely monitoring world newsprint & publication paper markets as well as the development of major publishers of newspapers and magazines. Paper industry executives will find our information of great help in regards to price negotiations, production & investment planning, mergers, acquisitions, etc. Publishers and Paper manufacturers will likewise be able to monitor their relative performance compared to their competitors and peers. Publishers will find excellent support for their efforts to reduce costs in their newsprint and magazine paper purchasing activities.

The Performance of World

Publishers: MMM provides detailed company profiles on more than 200 leading publishers worldwide a total of more than 800 pages. Comprehensive information on organization of business, financial performance (including segment performance), income & cost structure, capital expenditure, ownership, etc. Comparative statistics on key financial criteria.
EUR 2550.- (incl. CD + hardcover versions).

The Performance of World Manufacturers of Publication

Papers: - Updated profiles on more than 50 companies – all the world's leading manufacturers. Information on operational and financial performance, sales, production volumes, sales volumes, markets, capital expenditures, ownership, etc. Total of 400 pages. The listed companies are responsible for practically 100% of the world's production of publication papers (newsprint, LWC, SC papers, etc).
EUR 1770.- (including CD + hardcover).

Publication Paper Machine Capacity

Update: MMM provides a complete listing of all machines which produce newsprint as well as SC & LWC papers. Information will also contain data on grades & capacity and to a large extent also on machine type, date of installation, time for major upgrades,

conversions, furnish, etc. 2 yearly updates. Also reporting on actual production volumes of individual mills. 550 pages (machine description by company) and summary shortlist (50 pages - machines by country).
Price: **EUR 1875.-** (hardcover + Pdf formats)

Quarterly Profitability: In addition to 4 **quarterly CD's** containing updated financial data for **each individual company** we shall also provide you with a brief quarterly **profitability report** (newsletter) outlining the business development of the main actors of the industry. Separate issues on:

1. **Profitability of Paper Manufacturers**
2. **Profitability of Publishers**

The reports contain time-series of all key financial data and ratios as well as graphs describing profitability trends and forecasts for individual companies - as well as for the industry in general (indexes). Analysis of the interaction between the supply and demand side of the business. **EUR 1460.-**

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The Performance of World Publication Paper Manufacturers	EUR 1.770.-	<input type="checkbox"/>
Worldwide Publication Paper Machine List	EUR 1.875.-	<input type="checkbox"/>
Quarterly Profitability Update	EUR 1.460.-	<input type="checkbox"/>
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