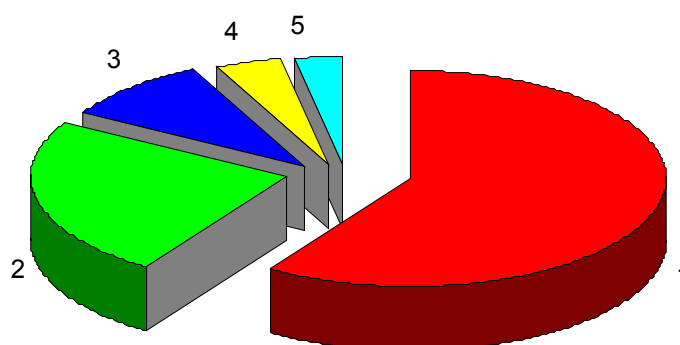


**display #INTERNATIONAL**  
the international magazine for P.O.P.-marketing,  
appears every third month four times a year.

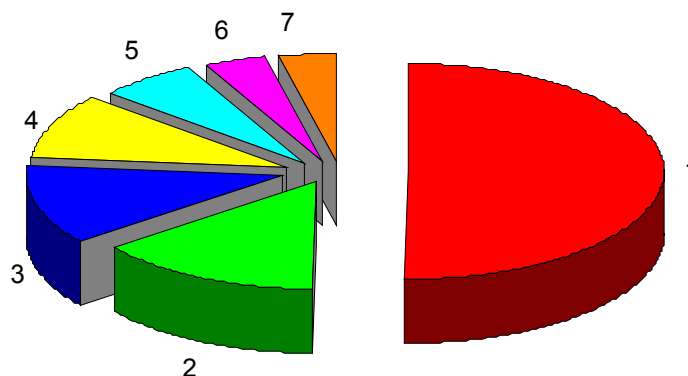
**Circulation Italian market  
(Italian/English version)**

No.	Target group	Copies	per cent
1	Brands	6.869	54,95
2	Advertising, sales and promotion agencies	3.235	25,88
3	Display producers, designers etc.	1.398	11,18
4	Supplier (shop fitting, fair booths)	528	4,22
5	Trade (retailer, supermarkets, megastores)	470	3,76
<b>Total number of copies per issue</b>		<b>12.500</b>	<b>100,00</b>



**Additional circulation worldwide  
(English/Italian version)**

No.	Distribution	Copies	per cent
1	International fairs / exhibitions +)	1.210	48,40
2	EU-Countries (subscriptions)	463	18,52
3	Publisher's reserve	200	8,00
4	Germany (selected) *)	314	12,56
5	Consolidated sale / Bulk purchaser	120	4,80
6	Not EU-Countries (subscriptions)	106	4,24
7	Oversea (subscriptions)	87	3,48
<b>Total number of copies per issue</b>		<b>2.500</b>	<b>100,00</b>



\*) additional: display magazine, 6x annually, per issue 16.500 copies

+) e.g. **January:** ISM, Cologne • **February:** EuroShop 2008, Düsseldorf • **March:** Design & Advertising, Moscow, EURO-REKLAMA Outdoor-Expo, Poznan • **May:** Marketing Services, 11<sup>th</sup> DISPLAY-Trade fair for P.O.P.-Marketing® Frankfurt/Main • **June:** The In-Store Show, London • **September:** Shop Design, Moscow • **November:** VISCOM Visual Communication Italia, Milan • **December:** SIGN Istanbul