

## Auflagenmeldung 3. Quartal 2018

| Titel                                   | Verkauf        | EV     | Druck   | Abo     | davon<br>Mengenabo | davon<br>Mitglieder | EV<br>Lieferung | EV<br>Remi | Lesezirkel | Bord-<br>exemplare | Sonstiger<br>Verkauf | Freistücke | Rest-,<br>Archiv, ... | Verbreitete<br>Auflage |
|---|----------------|--------|---------|---------|--------------------|---------------------|-----------------|------------|------------|--------------------|----------------------|------------|-----------------------|------------------------|
| <b>aerokurier</b>                       | <b>14.038</b>  | 2.009  | 18.647  | 10.223  | 0                  | 0                   | 6.481           | 4.472      | 2          | 380                | 1.424                | 550        | 903                   | 14.588                 |
| davon Ausland                           | 1.773          | 430    | 0       | 1.180   | 0                  | 0                   | 1.264           | 834        | 0          | 84                 | 79                   | 68         | 0                     | 1.841                  |
| davon ePaper                            | 1.316          | 98     | 0       | 354     | 0                  | 0                   | 98              | 0          | 0          | 380                | 484                  | 0          | 0                     | 1.316                  |
| <b>auto motor und sport</b>             | <b>341.924</b> | 49.958 | 420.786 | 161.059 | 0                  | 0                   | 143.203         | 93.245     | 67.718     | 40.322             | 22.867               | 3.778      | 7.878                 | 345.702                |
| davon Ausland                           | 23.299         | 11.667 | 0       | 8.524   | 0                  | 0                   | 36.043          | 24.376     | 2.139      | 488                | 481                  | 359        | 0                     | 23.658                 |
| davon ePaper                            | 26.039         | 945    | 0       | 1.745   | 0                  | 0                   | 945             | 0          | 0          | 2.032              | 21.317               | 0          | 0                     | 26.039                 |
| <b>AUTOSTraßenverkehr</b>               | <b>119.340</b> | 47.603 | 172.806 | 33.828  | 0                  | 0                   | 101.513         | 53.910     | 29.499     | 6.232              | 2.178                | 743        | 1.572                 | 120.083                |
| davon Ausland                           | 3.744          | 3.299  | 0       | 300     | 0                  | 0                   | 9.006           | 5.707      | 0          | 45                 | 100                  | 61         | 0                     | 3.805                  |
| davon ePaper                            | 2.759          | 203    | 0       | 260     | 0                  | 0                   | 203             | 0          | 0          | 172                | 2.124                | 0          | 0                     | 2.759                  |
| <b>CARAVANING</b>                       | <b>34.682</b>  | 17.803 | 57.144  | 14.616  | 0                  | 0                   | 40.286          | 22.483     | 612        | 0                  | 1.651                | 606        | 1.160                 | 35.288                 |
| davon Ausland                           | 2.388          | 1.582  | 0       | 781     | 0                  | 0                   | 4.223           | 2.641      | 0          | 0                  | 25                   | 72         | 0                     | 2.460                  |
| davon ePaper                            | 1.787          | 161    | 0       | 237     | 0                  | 0                   | 161             | 0          | 0          | 0                  | 1.389                | 0          | 0                     | 1.787                  |
| <b>CAVALLO</b>                          | <b>37.053</b>  | 15.179 | 63.114  | 19.633  | 0                  | 5                   | 40.169          | 24.990     | 852        | 173                | 1.216                | 806        | 1.129                 | 37.859                 |
| davon Ausland                           | 3.308          | 1.642  | 0       | 1.590   | 0                  | 0                   | 3.244           | 1.602      | 0          | 26                 | 50                   | 57         | 0                     | 3.365                  |
| davon ePaper                            | 864            | 33     | 0       | 294     | 0                  | 0                   | 33              | 0          | 0          | 173                | 364                  | 0          | 0                     | 864                    |
| <b>FLUG REVUE</b>                       | <b>26.248</b>  | 10.367 | 39.548  | 13.566  | 0                  | 1.154               | 25.028          | 14.661     | 83         | 1.203              | 1.029                | 526        | 805                   | 26.774                 |
| davon Ausland                           | 5.220          | 2.628  | 0       | 2.172   | 0                  | 26                  | 6.079           | 3.451      | 0          | 317                | 103                  | 109        | 0                     | 5.329                  |
| davon ePaper                            | 2.692          | 170    | 0       | 386     | 0                  | 0                   | 170             | 0          | 0          | 1.203              | 933                  | 0          | 0                     | 2.692                  |
| <b>klettern</b>                         | <b>13.443</b>  | 3.388  | 20.800  | 8.971   | 0                  | 0                   | 9.779           | 6.391      | 72         | 285                | 727                  | 489        | 1.332                 | 13.932                 |
| davon Ausland                           | 3.372          | 1.078  | 0       | 2.096   | 0                  | 0                   | 3.077           | 1.999      | 0          | 82                 | 116                  | 130        | 0                     | 3.502                  |
| davon ePaper                            | 855            | 32     | 0       | 244     | 0                  | 0                   | 32              | 0          | 0          | 285                | 294                  | 0          | 0                     | 855                    |
| <b>Men's Health</b>                     | <b>135.838</b> | 41.343 | 210.350 | 26.941  | 0                  | 0                   | 116.707         | 75.364     | 33.494     | 28.601             | 5.459                | 2.702      | 3.625                 | 138.540                |
| davon Ausland                           | 17.676         | 13.096 | 0       | 3.355   | 0                  | 0                   | 23.824          | 10.728     | 261        | 703                | 261                  | 177        | 0                     | 17.853                 |
| davon Pocket                            | 57.106         | 10.521 | 73.950  | 0       | 0                  | 0                   | 26.897          | 16.376     | 19.620     | 24.945             | 2.020                | 12         | 456                   | 57.118                 |
| davon ePaper                            | 7.179          | 245    | 0       | 863     | 0                  | 0                   | 245             | 0          | 0          | 3.326              | 2.745                | 0          | 0                     | 7.179                  |
| <b>Motor Klassik</b>                    | <b>62.727</b>  | 28.545 | 106.612 | 28.728  | 0                  | 3.104               | 70.774          | 42.229     | 3.645      | 0                  | 1.809                | 1.258      | 2.472                 | 63.985                 |
| davon Ausland                           | 9.106          | 5.285  | 0       | 3.723   | 0                  | 139                 | 12.960          | 7.675      | 3          | 0                  | 95                   | 113        | 0                     | 9.219                  |
| davon ePaper                            | 2.074          | 186    | 0       | 499     | 0                  | 0                   | 186             | 0          | 0          | 0                  | 1.389                | 0          | 0                     | 2.074                  |
| <b>MOTORRAD</b>                         | <b>93.632</b>  | 30.531 | 141.239 | 45.407  | 0                  | 0                   | 79.382          | 48.851     | 3.819      | 389                | 13.486               | 1.624      | 2.570                 | 95.256                 |
| davon Ausland                           | 6.373          | 3.430  | 0       | 2.742   | 0                  | 0                   | 9.456           | 6.026      | 2          | 74                 | 125                  | 320        | 0                     | 6.693                  |
| davon ePaper                            | 5.438          | 893    | 0       | 1.475   | 0                  | 0                   | 893             | 0          | 0          | 389                | 2.681                | 0          | 0                     | 5.438                  |
| <b>MOTORRAD CLASSIC</b>                 | <b>16.745</b>  | 7.933  | 37.026  | 8.164   | 0                  | 0                   | 27.288          | 19.355     | 0          | 260                | 388                  | 429        | 1.224                 | 17.174                 |
| davon Ausland                           | 1.935          | 936    | 0       | 893     | 0                  | 0                   | 3.513           | 2.577      | 0          | 47                 | 59                   | 78         | 0                     | 2.013                  |
| davon ePaper                            | 727            | 38     | 0       | 64      | 0                  | 0                   | 38              | 0          | 0          | 260                | 365                  | 0          | 0                     | 727                    |
| <b>MOTORSPORT aktuell</b>               | <b>31.452</b>  | 6.906  | 47.931  | 24.215  | 0                  | 32                  | 22.800          | 15.894     | 0          | 0                  | 331                  | 367        | 718                   | 31.819                 |
| davon Ausland                           | 5.836          | 1.740  | 0       | 4.078   | 0                  | 0                   | 5.542           | 3.802      | 0          | 0                  | 18                   | 39         | 0                     | 5.875                  |
| davon ePaper                            | 500            | 26     | 0       | 264     | 0                  | 0                   | 26              | 0          | 0          | 0                  | 210                  | 0          | 0                     | 500                    |
| <b>MountainBIKE</b>                     | <b>54.578</b>  | 23.524 | 88.487  | 19.549  | 0                  | 0                   | 58.957          | 35.433     | 5.387      | 1.325              | 4.793                | 1.381      | 2.060                 | 55.959                 |
| davon Ausland                           | 8.735          | 5.406  | 0       | 2.799   | 0                  | 0                   | 13.943          | 8.537      | 0          | 278                | 252                  | 353        | 0                     | 9.088                  |
| davon ePaper                            | 4.965          | 221    | 0       | 779     | 0                  | 0                   | 221             | 0          | 0          | 1.325              | 2.640                | 0          | 0                     | 4.965                  |
| <b>outdoor</b>                          | <b>44.115</b>  | 16.526 | 62.928  | 12.501  | 0                  | 0                   | 36.568          | 20.042     | 5.658      | 6.349              | 3.081                | 1.441      | 1.919                 | 45.556                 |
| davon Ausland                           | 2.237          | 920    | 0       | 842     | 0                  | 0                   | 3.128           | 2.208      | 0          | 250                | 225                  | 272        | 0                     | 2.509                  |
| davon ePaper                            | 4.589          | 255    | 0       | 472     | 0                  | 0                   | 255             | 0          | 0          | 1.349              | 2.513                | 0          | 0                     | 4.589                  |
| <b>promobil</b>                         | <b>82.076</b>  | 37.713 | 115.045 | 39.636  | 0                  | 0                   | 72.835          | 35.122     | 498        | 0                  | 4.229                | 1.026      | 1.789                 | 83.102                 |
| davon Ausland                           | 6.269          | 3.457  | 0       | 2.711   | 0                  | 0                   | 8.000           | 4.543      | 0          | 0                  | 101                  | 90         | 0                     | 6.359                  |
| davon ePaper                            | 4.968          | 402    | 0       | 782     | 0                  | 0                   | 402             | 0          | 0          | 0                  | 3.784                | 0          | 0                     | 4.968                  |
| <b>PS</b>                               | <b>25.544</b>  | 12.234 | 52.833  | 10.620  | 0                  | 1.189               | 38.822          | 26.588     | 5          | 235                | 2.450                | 729        | 1.341                 | 26.273                 |
| davon Ausland                           | 3.398          | 2.107  | 0       | 1.185   | 0                  | 24                  | 6.138           | 4.031      | 0          | 50                 | 56                   | 118        | 0                     | 3.516                  |
| davon ePaper                            | 1.369          | 157    | 0       | 224     | 0                  | 0                   | 157             | 0          | 0          | 235                | 753                  | 0          | 0                     | 1.369                  |
| <b>RoadBIKE</b>                         | <b>31.002</b>  | 10.737 | 49.052  | 10.872  | 0                  | 0                   | 29.186          | 18.449     | 47         | 7.767              | 1.579                | 1.146      | 1.502                 | 32.148                 |
| davon Ausland                           | 4.110          | 2.451  | 0       | 1.358   | 0                  | 0                   | 6.458           | 4.007      | 0          | 155                | 146                  | 228        | 0                     | 4.338                  |
| davon ePaper                            | 3.047          | 297    | 0       | 819     | 0                  | 0                   | 297             | 0          | 0          | 767                | 1.164                | 0          | 0                     | 3.047                  |
| <b>RUNNER'S WORLD</b>                   | <b>37.009</b>  | 11.694 | 57.488  | 21.754  | 0                  | 0                   | 32.723          | 21.029     | 556        | 996                | 2.009                | 945        | 1.957                 | 37.954                 |
| davon Ausland                           | 4.070          | 1.723  | 0       | 1.961   | 0                  | 0                   | 5.074           | 3.351      | 0          | 211                | 175                  | 80         | 0                     | 4.150                  |
| davon ePaper                            | 3.452          | 281    | 0       | 667     | 0                  | 0                   | 281             | 0          | 0          | 996                | 1.508                | 0          | 0                     | 3.452                  |
| <b>sport auto</b>                       | <b>44.731</b>  | 22.465 | 72.606  | 20.020  | 0                  | 9.452               | 49.645          | 27.180     | 901        | 0                  | 1.345                | 852        | 1.853                 | 45.583                 |
| davon Ausland                           | 6.940          | 4.946  | 0       | 1.884   | 0                  | 298                 | 11.782          | 6.836      | 0          | 0                  | 110                  | 75         | 0                     | 7.015                  |
| davon ePaper                            | 2.010          | 345    | 0       | 558     | 0                  | 0                   | 345             | 0          | 0          | 0                  | 1.107                | 0          | 0                     | 2.010                  |
| <b>Women's Health</b>                   | <b>104.221</b> | 59.271 | 206.381 | 15.693  | 0                  | 0                   | 160.259         | 100.988    | 20.007     | 7.084              | 2.166                | 1.697      | 4.032                 | 105.918                |
| davon Ausland                           | 19.669         | 16.229 | 0       | 2.681   | 0                  | 0                   | 38.580          | 22.351     | 0          | 438                | 321                  | 67         | 0                     | 19.736                 |
| davon Pocket                            | 70.479         | 40.405 | 116.781 | 6.661   | 0                  | 0                   | 85.263          | 44.858     | 18.401     | 5.000              | 12                   | 76         | 1.368                 | 70.555                 |
| davon ePaper                            | 4.557          | 277    | 0       | 506     | 0                  | 0                   | 277             | 0          | 0          | 2.084              | 1.690                | 0          | 0                     | 4.557                  |
| <b>YOUNGTIMER</b>                       | <b>36.022</b>  | 23.995 | 66.326  | 10.976  | 0                  | 22                  | 53.282          | 29.287     | 6          | 0                  | 1.045                | 357        | 1.640                 | 36.379                 |
| davon Ausland                           | 3.147          | 2.291  | 0       | 844     | 0                  | 1                   | 5.882           | 3.591      | 0          | 0                  | 12                   | 45         | 0                     | 3.192                  |
| davon ePaper                            | 980            | 75     | 0       | 144     | 0                  | 0                   | 75              | 0          | 0          | 0                  | 761                  | 0          | 0                     | 980                    |
| <b>DSV aktiv Ski &amp; Sportmagazin</b> | <b>167.360</b> |        | 172.981 | 167.360 |                    | 167.310             |                 |            |            |                    |                      | 4.632      | 989                   | 171.992                |
| davon Ausland                           | 14.219         |        |         | 14.219  |                    | 14.219              |                 |            |            |                    |                      | 589        |                       | 14.808                 |