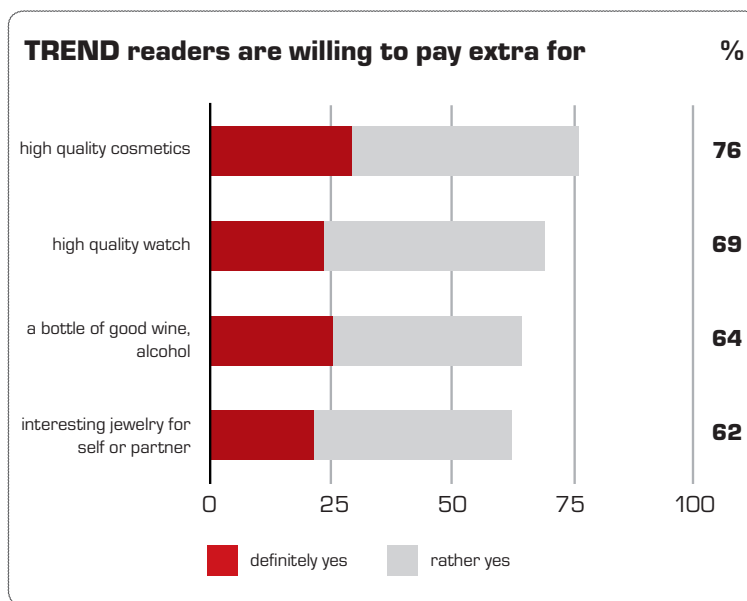


WHY ADVERTISE IN THE TREND WEEKLY

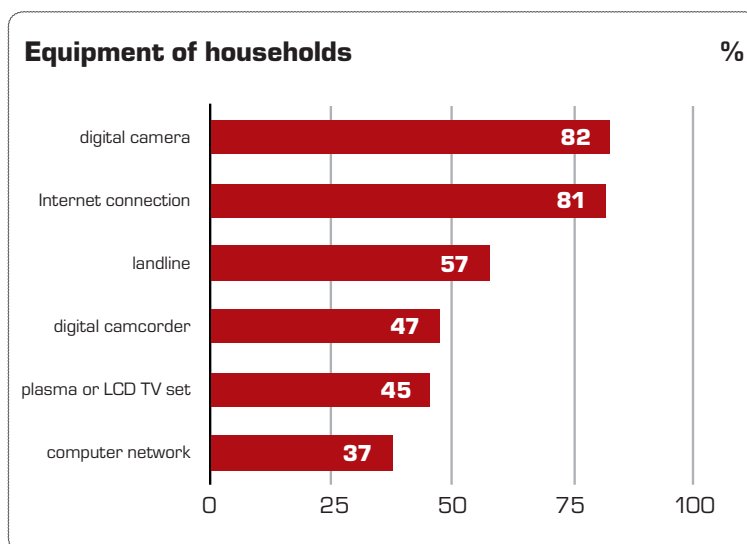


Purchasing behavior
of TREND readers

TREND readers are selective...



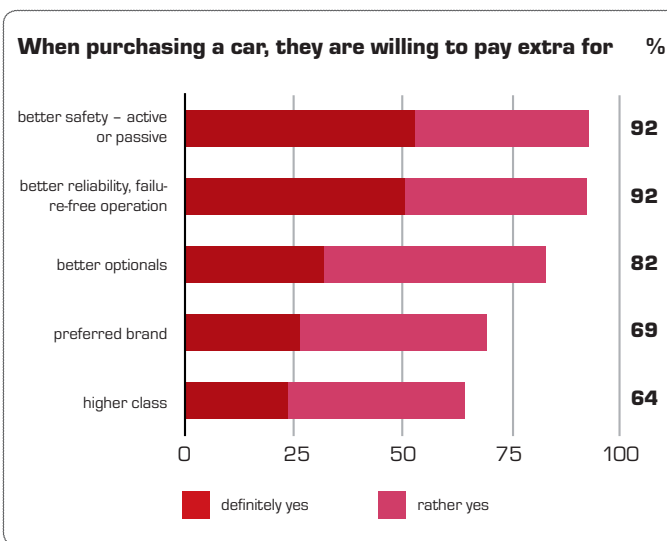
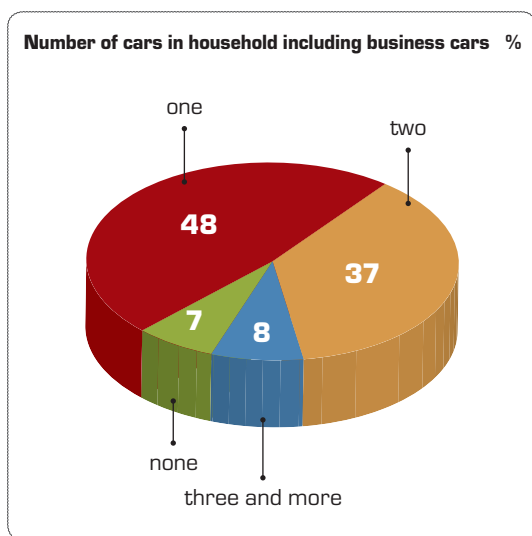
TREND readers are trying to have state-of-the-art equipment in their households...



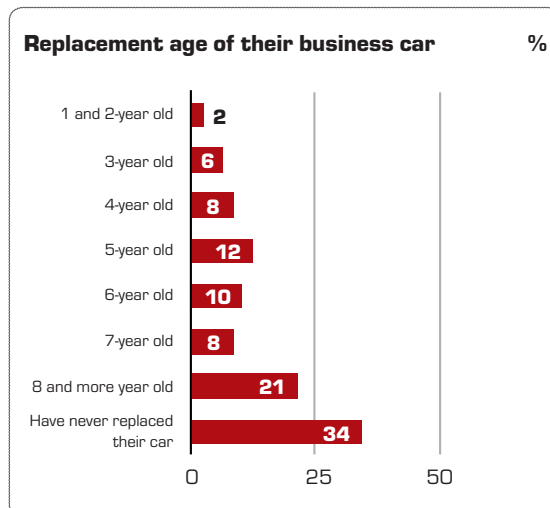
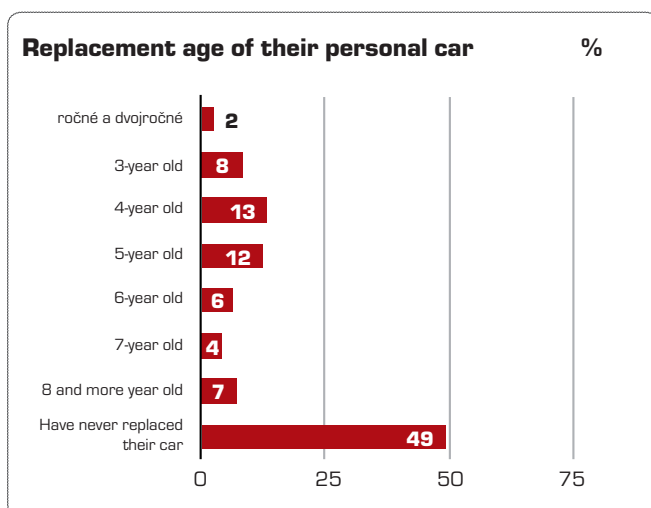
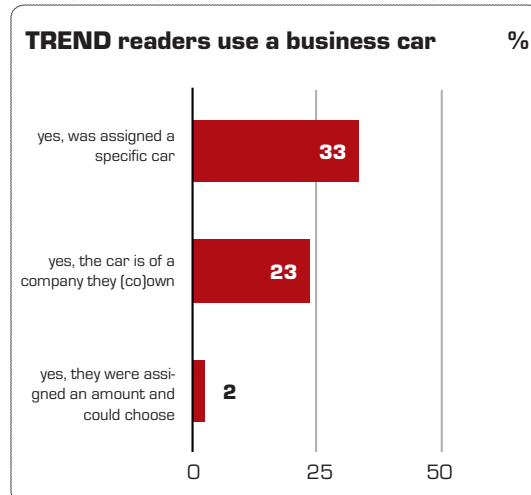
79 % of all TREND readers are planning to use the services of a travel agent to go on holiday over the next 12 months

Source: quantitative survey conducted by TNS AISA Slovakia, number of respondents: 345, data collection: April 2008

TREND readers drive...



- » **58 %** of TREND readers use a **business car**
- » **66 %** of TREND readers have a **personal car**
- » **45 %** of TREND readers have **2 and more** cars in their household
- » When purchasing a car, TREND readers are willing **to pay extra for better safety, better reliability, better options, for their preferred brand and higher class**

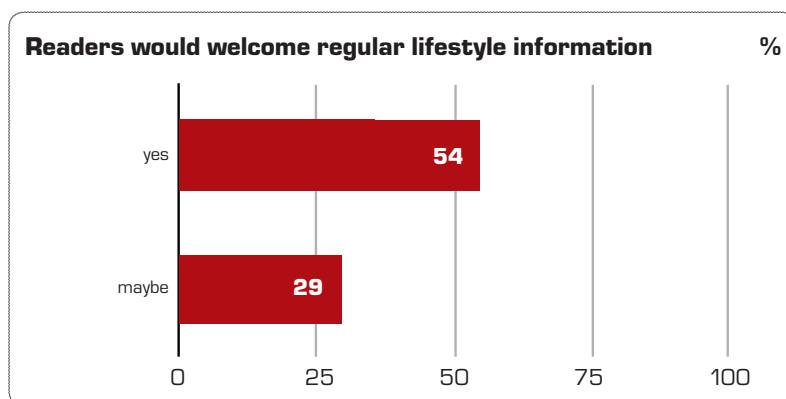


Source: quantitative survey conducted by TNS AISA Slovakia, number of respondents: 345, data collection: April 2008

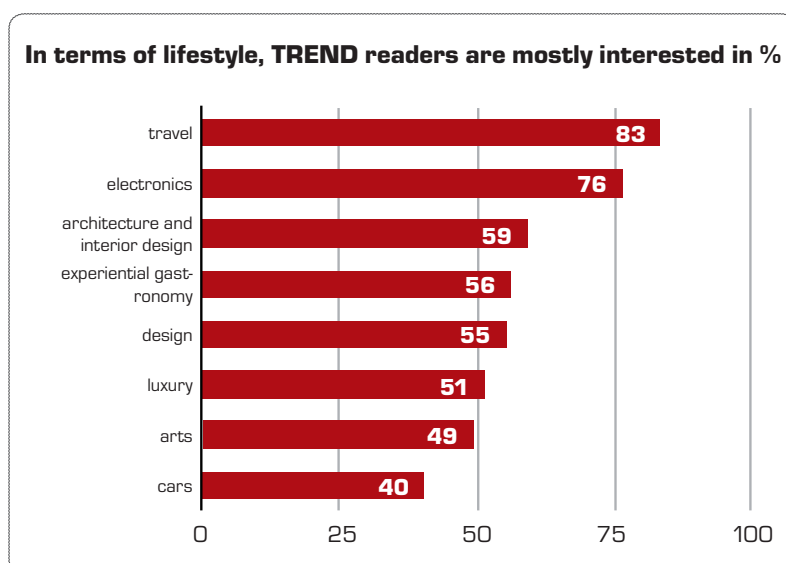
TREND readers and their attitude concerning lifestyle topics

✎ **54%** of TREND readers would welcome a regular lifestyle enclosure

✎ **29%** more TREND readers might read the enclosure depending on its contents



✎ In terms of lifestyle, TREND readers are mostly interested in travel – exotic countries and Slovakia as we don't know it (83 %), in electronics – design, quality, performance (76 %), in **architecture and interior design** – global trends and milestones (59 %). Also the field **experiential gastronomy** is of a high interest – culinary delicacies and beverages, their creators and connoisseurs (56 %), **design** – current trends and world design icons (55 %), **luxury** – watches, jewelry, fashion, perfumes, accessories (51 %) and **art** – present artists, world arts geniuses, art as a value (49 %).

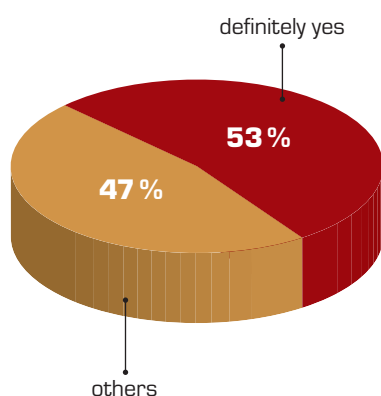


Source: quantitative survey conducted by TNS AISA Slovakia, number of respondents: 345, data collection: April 2008

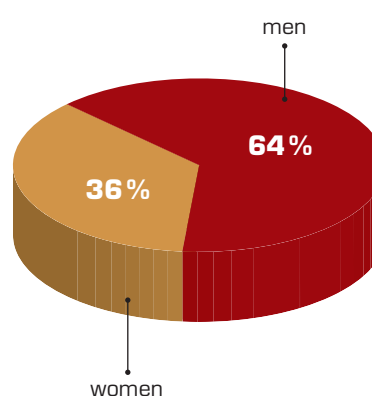
Who are the readers of the IT column and of the TREND TOP IT Yearbook?

- » IT topics are **regularly** read in the TREND weekly by **45 thousand** readers. **64 %** of them are **men**.
- » Nearly none of them work for IT companies, meaning they do not come up with **IT solutions**, they **use** them instead.
- » More often than other readers they have a technical education background.
- » Nearly 1/3 of them **are decision makers involving sums exceeding 16 600 EUR**.
- » They are **very happy** with **TREND** – **92 %** consider it outstanding or very good.

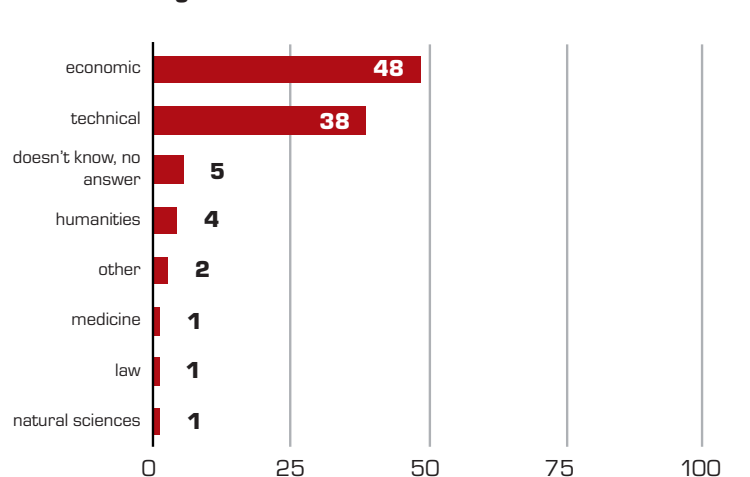
Interest of TREND readers in IT



Sex of IT column readers

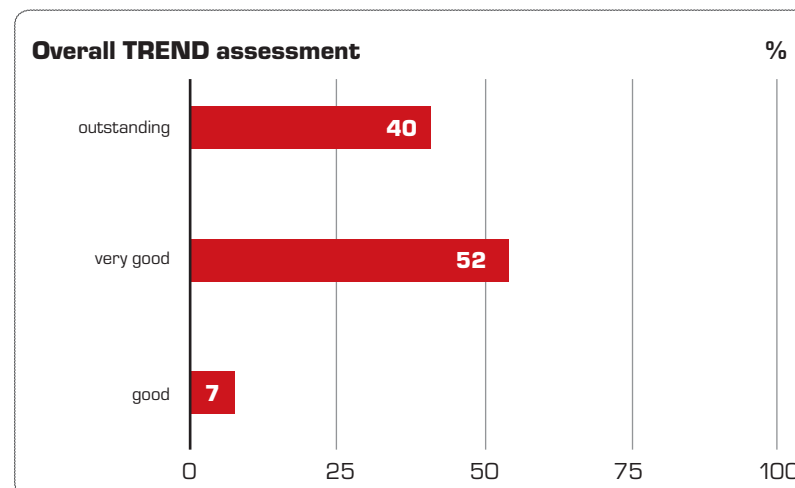
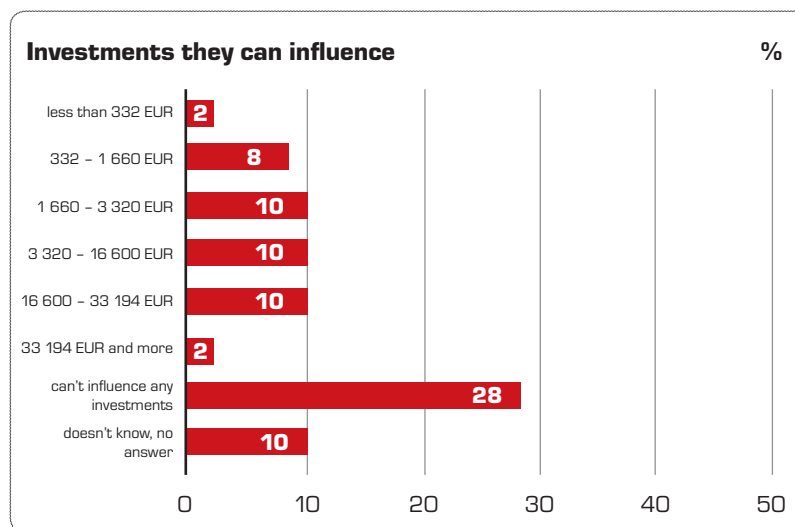
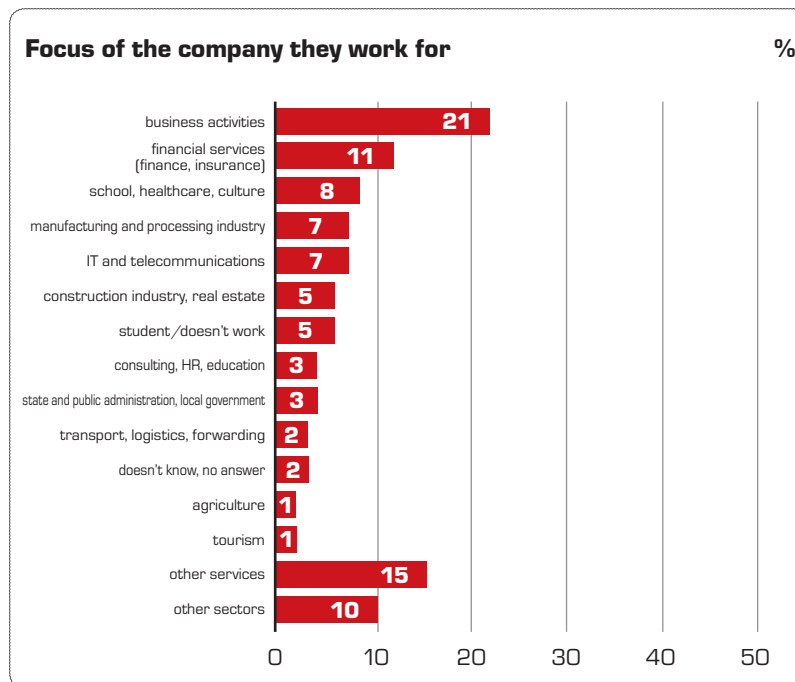


Education background of IT column readers



Source: quantitative survey conducted by TNS AISA Slovakia, number of respondents: 345, data collection: April 2008

Who are the readers of the IT column and of the TREND TOP IT Yearbook?



Source: quantitative survey conducted by TNS AISA Slovakia, number of respondents: 345, data collection: April 2008