

# WHY ADVERTISE IN THE TREND WEEKLY

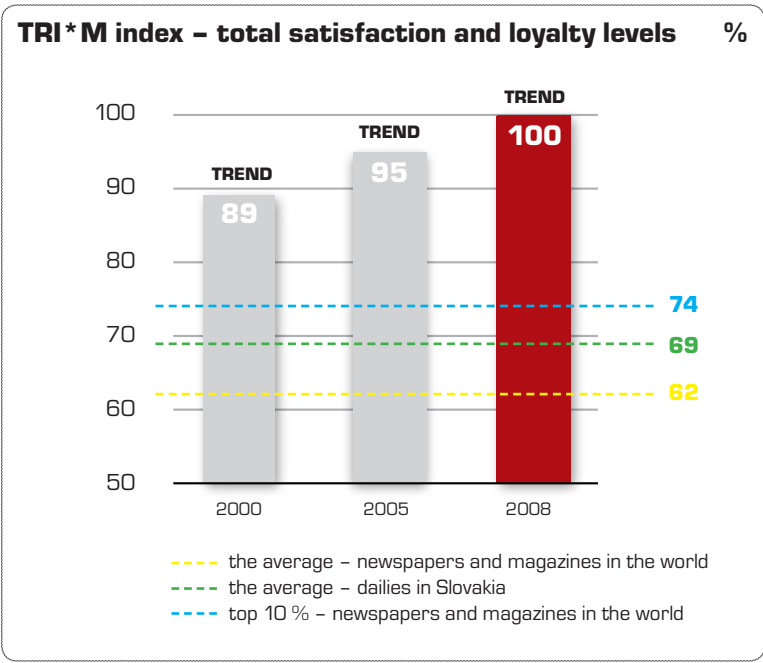


TREND readers

## TREND has satisfied and loyal readers

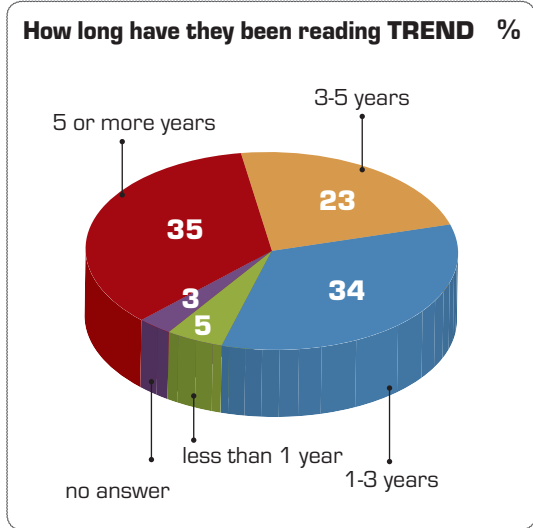
» Client retention rate is expressed by a single figure TRI\*M index – that expresses also satisfaction and loyalty rates.

TRI * M index	TRI * M index	TRI * M index	TRI * M index	TRI * M index
>100	70 – 100	40 – 70	10 – 40	<10
Highly loyal	Loyal	Potentially at risk	At risk	Practically lost



» Retention rate (satisfaction and loyalty rate) of regular TREND readers is very high – on the level of 100 points. In comparison with the previous years, the Clients' retention rate has increased and is **significantly higher than the world average** in the segment of newspapers and magazines.

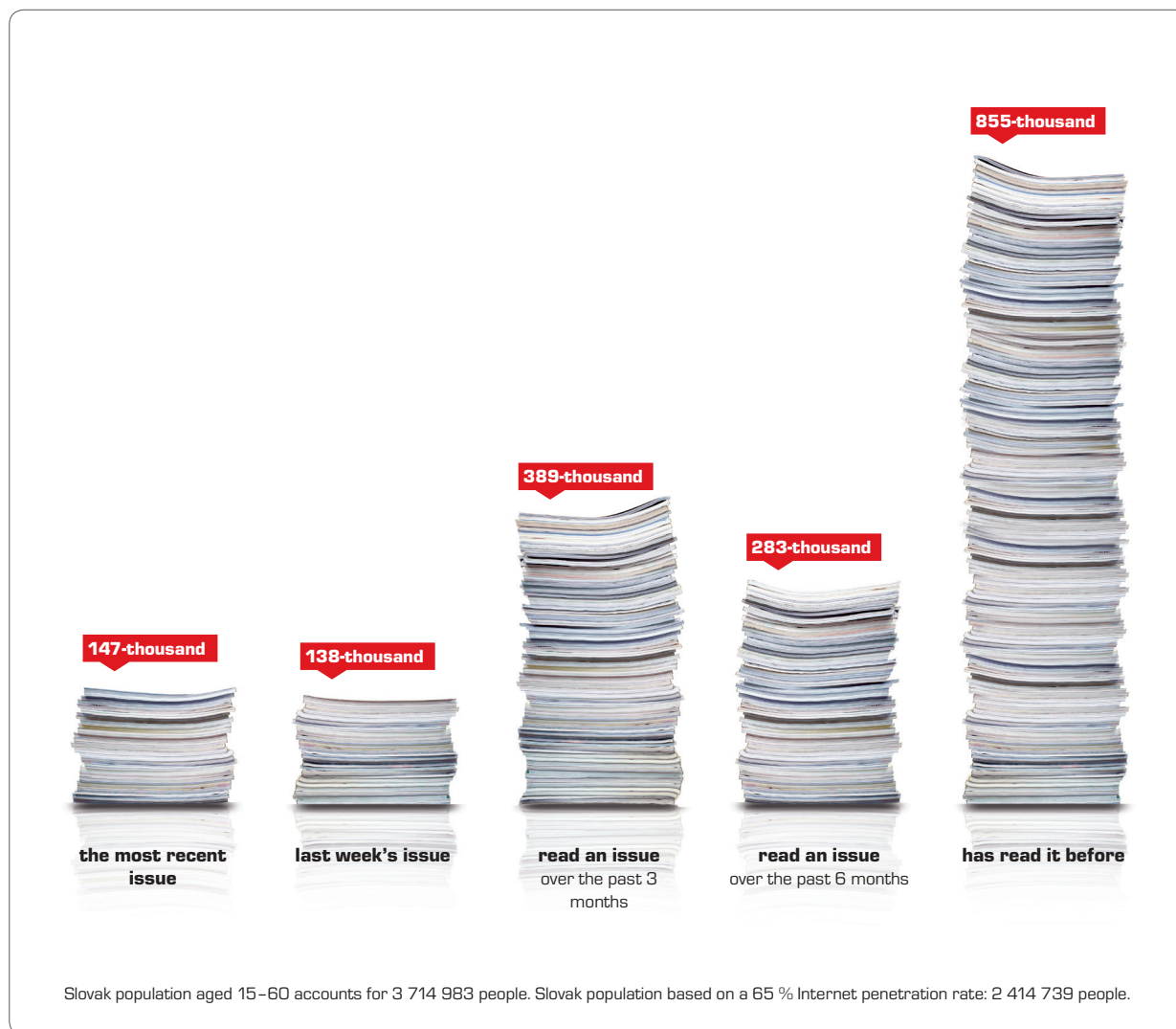
» Retention rate exceeds the average among all TREND readers – both new and old. Depending on how long a reader has been reading TREND, their retention rate has an increasing tendency. Retention rate of readers who have been reading TREND for less than 3 years (42 % of all readers) is 95 points, of readers who have been reading TREND between 3 and 5 years (23 % of all readers) is 101 points and retention rate of readers who have been reading TREND for over 5 years (35 % of all readers) is 105 points.



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

## TREND is read by 147 thousand readers a week

- » **The most recent TREND Weekly issue was read by 6,1 % of Slovakia's** Internet population based on the results of the June online-omnibus survey conducted by GfK. Projected based on the Internet population, Internet penetration rate being 65 % among Slovak population aged 15–60, it means 147 thousand readers.

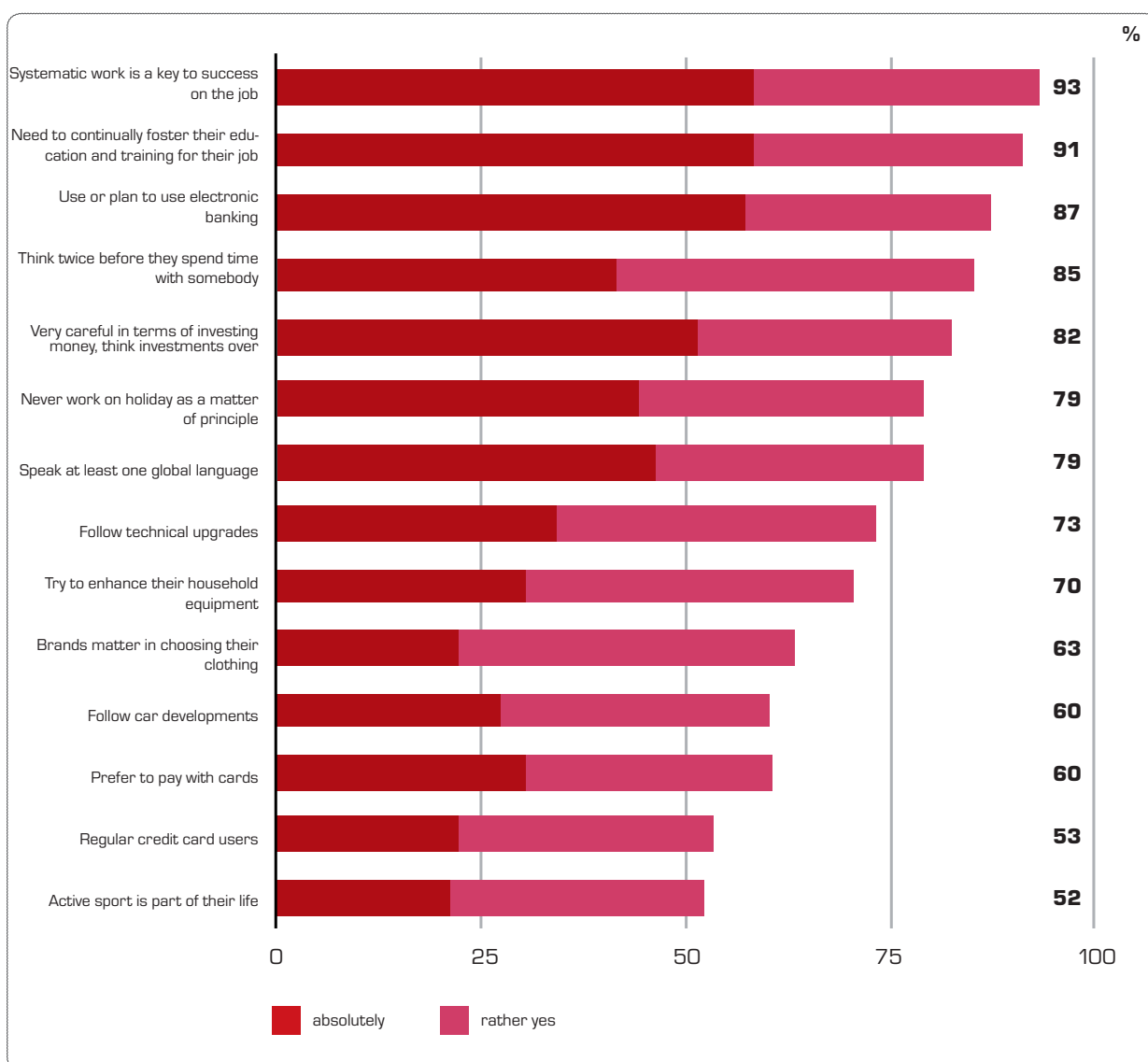


Source: GfK online omnibus, data collection: June 10 – 15, 2010 sample size: 1 000 respondents

- » **The advantage of an omnibus survey is a shorter questionnaire and the fact that even respondents in management positions are willing to fill it in.** Based on the results of the online-omnibus survey conducted by GfK, the reading rate of TREND is higher than in the survey conducted by MML – TGI. The project MML – TGI despite its detailed methodology does not fully reflect representation of regular TREND Weekly readers in the population. The reason is the exceptionally high complexity of MML – TGI that is reflected in the fact that it takes several hours to fill in the questionnaire. TREND readers' lifestyle makes it virtually impossible to reach them by the people conducting the survey. The number of respondents in the online-omnibus survey conducted by GfK, its representativeness and the organization implementing the survey are a guarantee of the validity of the measured values.

## TREND readers are the elite

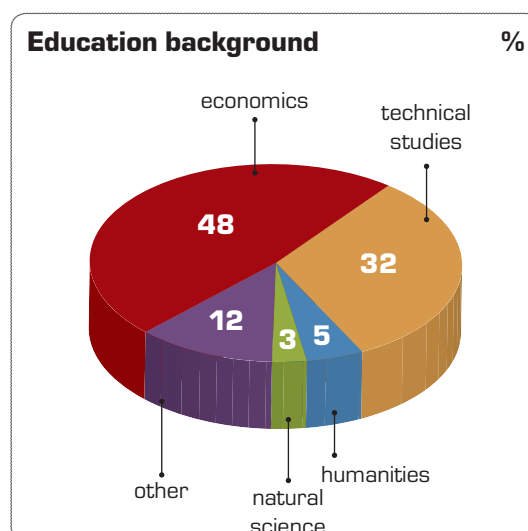
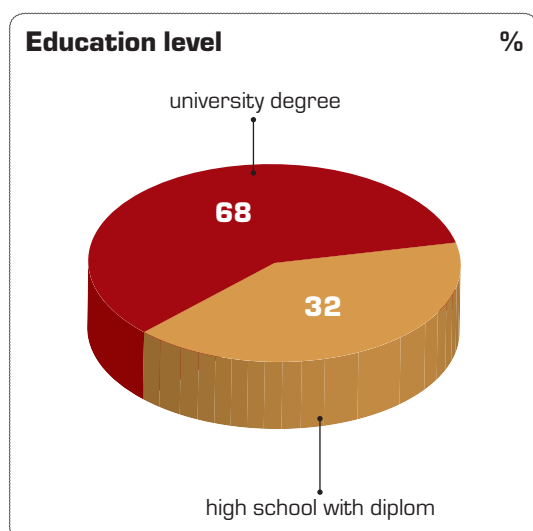
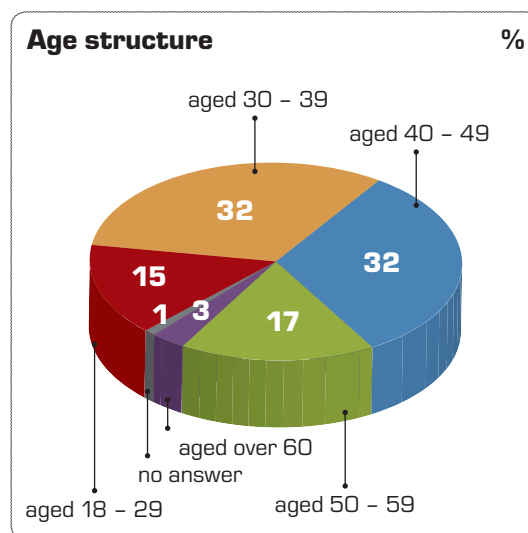
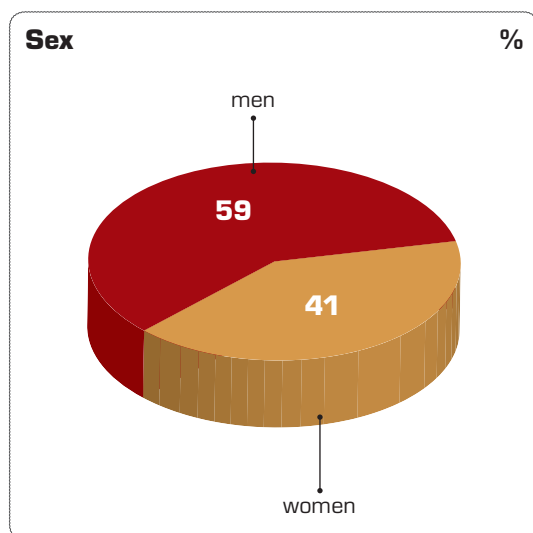
- » TREND readers **have high ambitions** as well as the competences to attain them.
- » They are likely to succeed because they are **objective focused, hard working, and well informed.**
- » As many as **two thirds of all** TREND readers are **business owners, top managers and department heads.**
- » **Decision making powers** they have are the result of their responsible work attitude.
- » They want to **live satisfying lives at full speed.**



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

## Socio-demographic profile of TREND readers

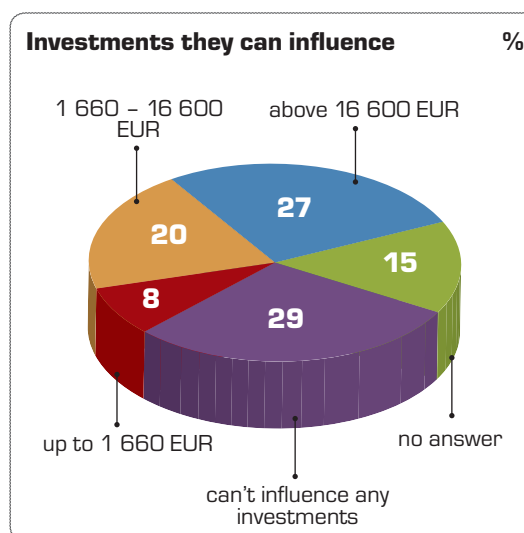
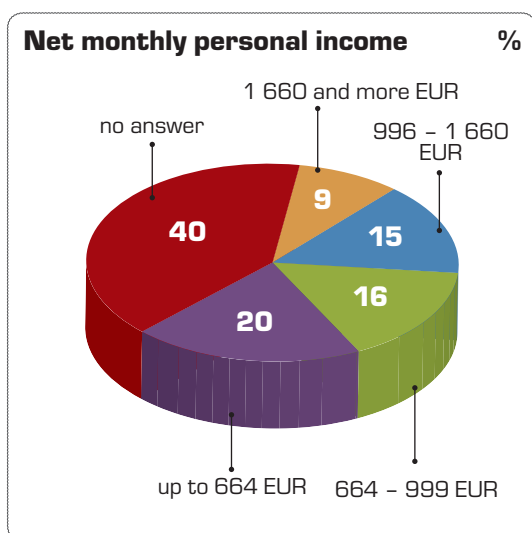
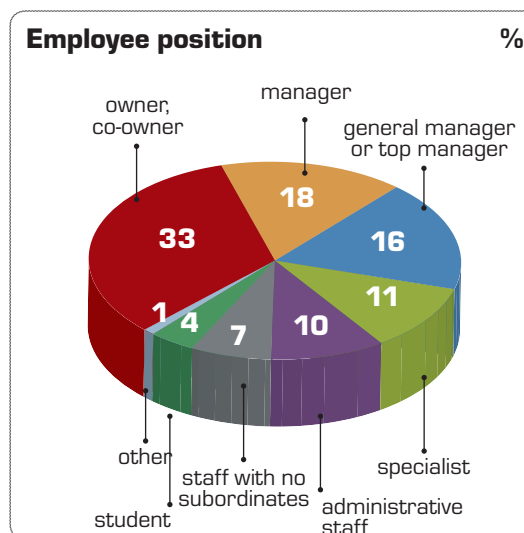
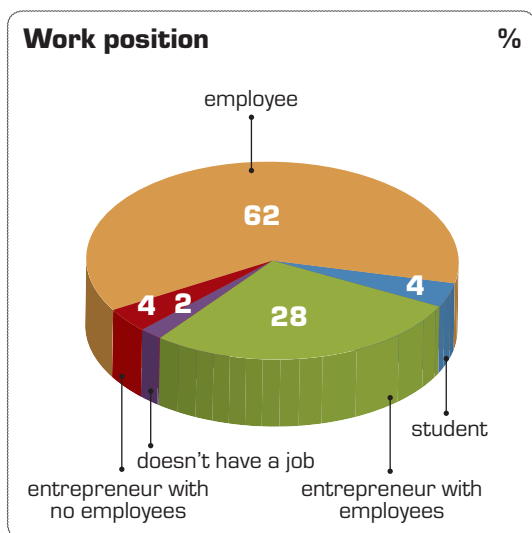
- **2/3** of all TREND readers have a **university degree**
- The average **age** of TREND readers is **40 years**
- **80%** of TREND readers have a degree in **economics** or **technical studies**



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

## Socio-demographic profile of TREND readers

- ✎ **1/3** of TREND readers are **entrepreneurs**
- ✎ **1/3** of TREND readers are **top managers or managers**
- ✎ **40%** of TREND readers have an **above-average monthly income**, in reality the figure is even higher since as many as 40 % of TREND readers did not state their income in the TREND survey due to personal reasons
- ✎ **1/3** of TREND readers influence **investments exceeding 16 600 EUR**



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