

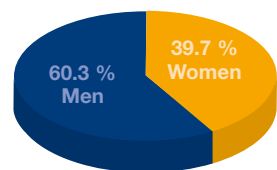
cawi-print 2011

CAWI-Print 2011

Elite readers

Every month, **72,000 readers** look forward to Yachtrevue. The regular reader base of Yachtrevue includes **well-off men in their prime**. 63.3 % of readers are between 30 and 59 years old, come from a **higher social class**, have **top-level professional profiles** as well as an **above-average net household income** and a broad range of interests.

Readership



AB-class



Top jobs*



Household net income > € 3,300,-



Source: CAWI-Print 2011, 5,000 online interviews, 14–65 age group, GfK Austria, March–June 2011, *self-employed/free-lance/company owners, senior employees and civil servants, structure, reader per issue

Excellent exposure

Austria's sailing and motor yacht aficionados love Yachtrevue and read it with great enthusiasm – **63% read at least half of the magazine**. This excellent exposure makes Yachtrevue the perfect medium for your advertisement.

Source: CAWI-Print 2011, 5,000 online interviews, 14–65 age group, GfK Austria, March–June 2011, structure, widest readership circle

facts and figures

Yachtrevue at a glance

Readers	72,000 (CAWI-Print 2011, reader per issue)
Print run	26,300
Subscribers	16,840
Publishing interval	monthly
Distribution	newsagents and subscriptions
Price per copy	€ 3.50
Founded in	1977

Special sections

BOOT TULLN trade fair journal	5,000 extra copies, February 2012
Yachtrevue de luxe	4,500 extra copies, October 2012
Motorboot Spezial	3,000 extra copies, February, May, July, October 2012
Charter Spezial	April, December 2012

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Member of
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Yachtrevue 2012 – a must-have for all fans of sailboats and motorboats - **for 35 years now!**



AUSTRIA'S WATER SPORT MAGAZINE



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Results of the independent coverage survey:

- 232,000 readers*
- high levels of buying power and education
- awareness: 1.36 million

HAPPY BIRTHDAY!
35th ANNIVERSARY

**yacht
revue**

* WRC = widest readership circle

cawi-print 2011

CAWI-Print 2011

A reliable currency for the Austrian print market

The **CAWI-Print survey** is a media analysis covering Austrian magazines, journals and other specific print products. It was launched in 2006 by GfK Austria and The Media Consultants and has been conducted annually ever since.

Its purpose is to provide representative data on media coverage for a whole range of media never surveyed so far with a view to enabling **high-quality media planning**.

Methodology used by CAWI-Print 2011

- Universe:** Austrians aged 14 to 65
- Geographical region:** All of Austria
- Survey period:** 4 March to 24 June 2011
- Sample size:** 5000 interviews
- Interview method:** CAWI = Computer-Assisted Web Interviews



© Wolfgang Slanec



Remarkable possessions

Yachtrevue readers fall into the high-income brackets and have the buying power to match. It comes as no surprise then that they live their lives to the full, enjoying prized possessions such as top-of-the-range watches or a GPS system for their car.

	Yachtrevue	Total population	Affinity*
Life insurance	72.8 %	58.5 %	124
GPS/car navigation system**	64.8 %	56.3 %	115
Private health insurance	39.3 %	31.9 %	123
Holiday/weekend home**	20.5 %	7.1 %	291
Wine cellar/refrigerated cabinet**	16.6 %	8.7 %	191
Wrist watch (from € 2,000,-)	15.0 %	6.8 %	221

Source: CAWI-Print 2011, 5,000 online interviews, 14–65 age group, GfK Austria, March–June 2011, personal belongings, ** household goods, structure, affinity, reader per issue

* Affinity expresses the extent to which one can identify with a given topic: 100 = average, > 110 = above average

Multi-faceted interests

Yachtrevue readers are interested in a broad range of subjects. Quite naturally, sailing figures high on the list, but topics such as cars, hifi equipment and travel are fast favourites as well. And it is to Yachtrevue that the sailing and motor sports turn for information.

	Yachtrevue	Total population	Affinity*
Travel, holidays	60.4 %	44.6 %	135
Intended purchase of a car**	48.0 %	32.0 %	150
Sports	40.2 %	27.6 %	146
Car tests & reports	39.5 %	24.1 %	164
Hifi equipment	28.9 %	22.2 %	130
Photography/video	27.6 %	21.4 %	129
Watches/jewellery	17.5 %	13.2 %	133

Source: CAWI-Print 2011, 5,000 online interviews, 14–65 age group, GfK Austria, March–June 2011, **intended purchase of a car: yes, interests, structure, affinity, reader per issue

