

LA ELFA



The latest edition of LA ELFA (readership analysis of electronics trade media), a firmly established tool in the media business, indicates target group and investment potential as well as media use in the electronics industry.

For the fourth time LA ELFA takes an in-depth look at how the media are used by decision-makers in the electronics industry. The objective scientific approach and proven methodology make LA ELFA 07/08 to a stable currency in the hands of those looking for the right media.

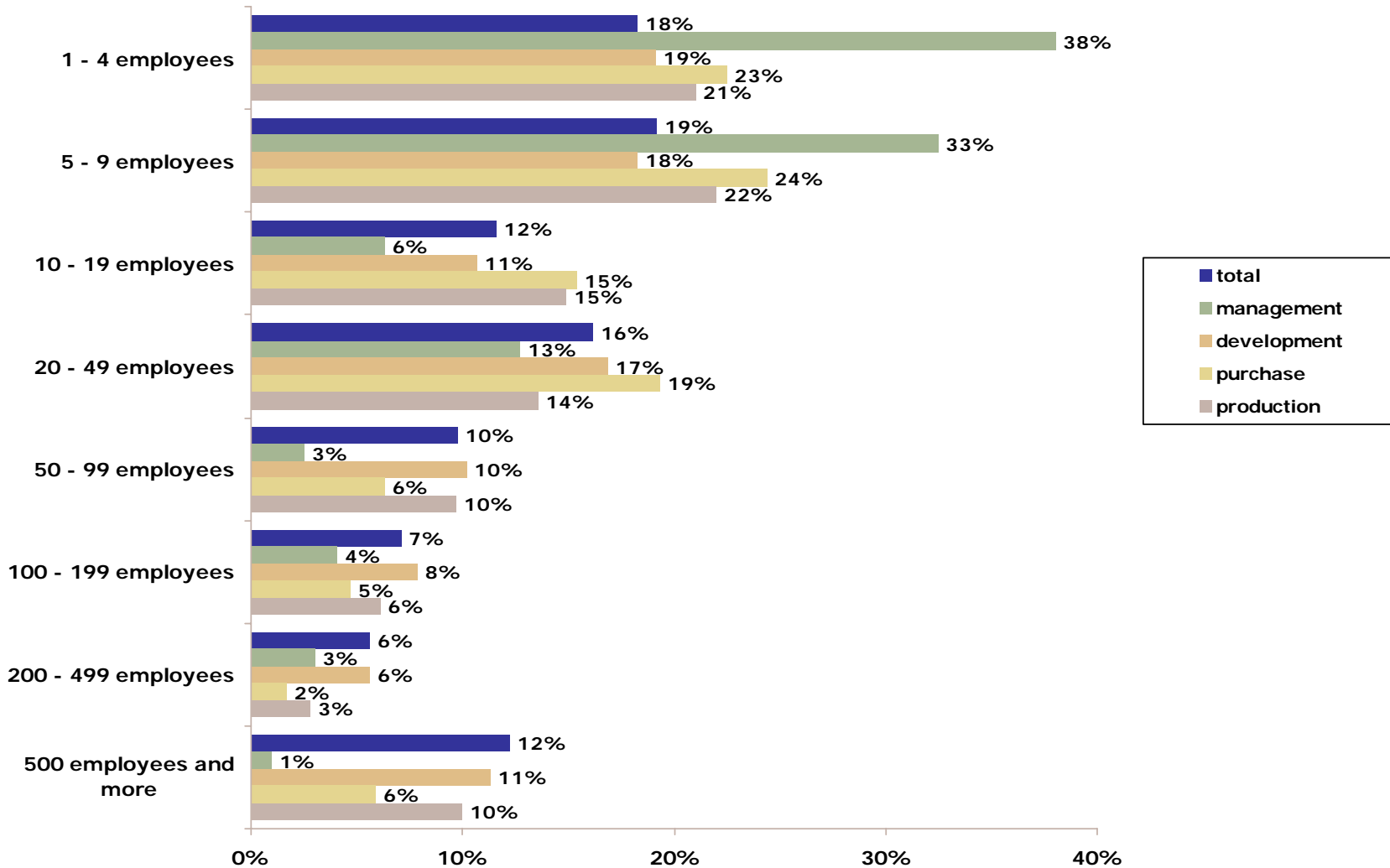
LA ELFA 07/08 – at a glance:

- Approved transparency:
REELFA 2001 – LA ELFA 2003 – LA ELFA 2005 – LA ELFA 07/08
- Sample size LA ELFA 07/08:
3,812 screening interviews, 753 main interviews with decision makers in professional electronics
- Universe: 269,400 decision makers in electronics in Germany
- Scientific and methodological supervision (preparation, conception, supervision of questioning and evaluation of the collected data): TestLab, psychological methodology and analysis, part of the Department of Psychology of Ludwig Maximilian University in Munich, Germany
- Fieldwork:
IFAK Institute (independent body has earned itself an excellent reputation not only in large-scale coverage studies like Print-MA, Online-MA, LAE, TdW, VUMA, LA PHARM and LA DENT but also in researching the market for electronics media)
- Evaluation service:
Axel-Springer-Verlag AG supplies the MDS (media planning dialogue system) evaluation program for LA ELFA 2005 in German and English <http://www.la-elfa.org/de/zaehlung/zaehlung.htm>
- Address source: For the fieldwork the institutes only used third-party addresses from Europe's leading data base provider, Schober, from companies in relevant sectors according to the sales tax statistics structure of the federal statistical office of Germany (Statistisches Bundesamt). No data from any publishing house was used in the sample composition of this survey.
- Content as follows:
 1. Definition: decision makers in professional electronics
 2. Demographics
 3. Investments
 4. Usage of electronics titles
 5. Methodology
 6. Contact

LA ELFA analysis:

The smaller the company the more decision makers are working in management. The bigger the company the more the decision makers in electronics are specialised.

Size of company



Demographics of decision makers in electronics: main working fields within the companies

LA ELFA background:

Main industries according to the industry classification O3 of the statistical federal office of the Federal Republic of Germany

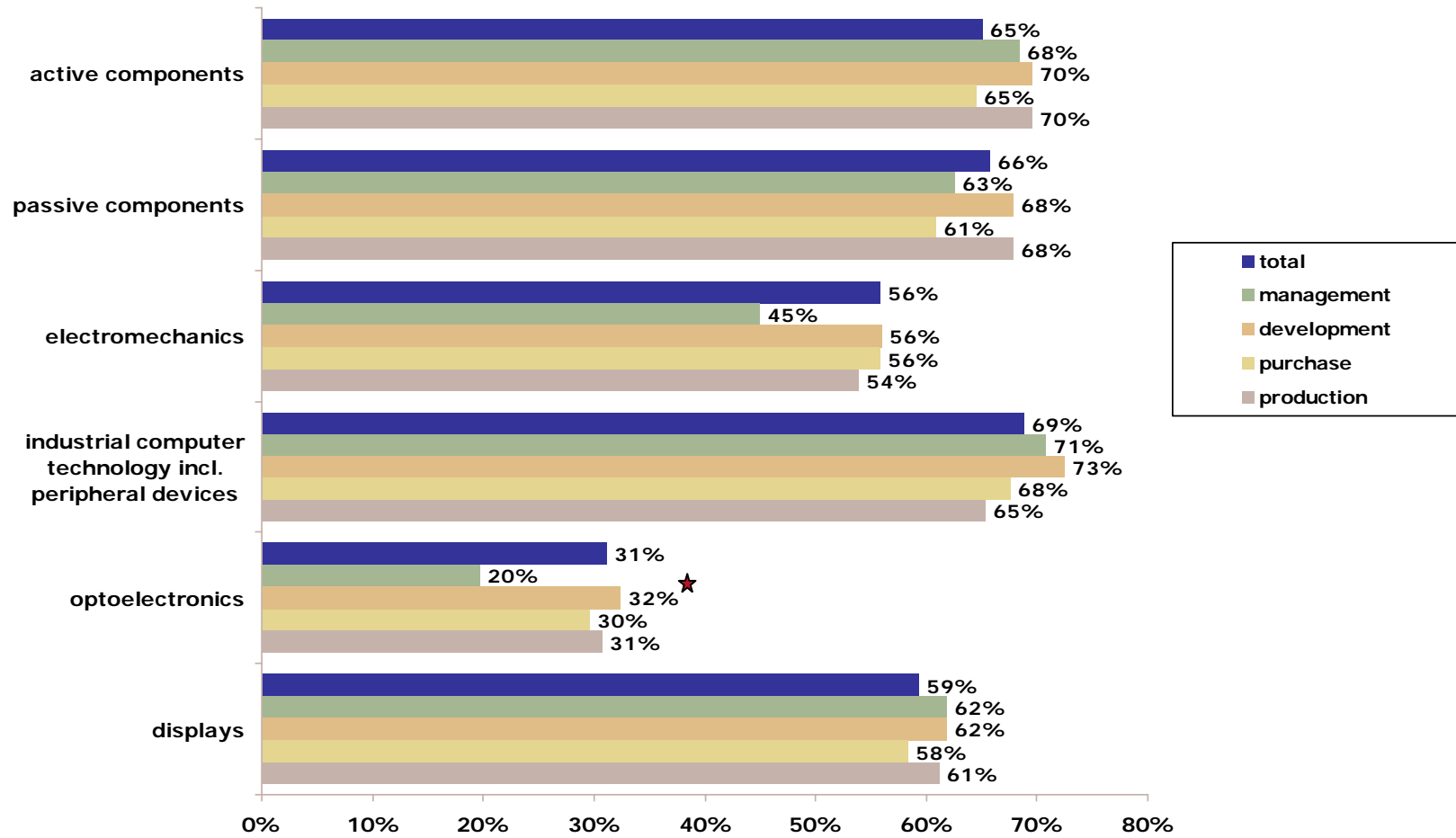
	total	management	development	purchase	production
main industries	269,410	%	%	%	%
chemical industry	5,778	19%	59%	46%	70%
mechanical engineering	38,010	21%	66%	47%	59%
production of office machines, data processing devices - and equipment	12,920	37%	45%	57%	89%
production of devices for electricity production and distribution	17,577	27%	63%	25%	44%
broadcast-, television and communications technology	14,818 [★]	25%	80% [★]	48%	57%
medicine-, measuring-, test and control engineering, optics	47,087	41%	75%	55%	62%
production of motor vehicles and motor vehicle parts	3,715	8%	55%	67%	62%
other construction of vehicles	2,046	33%	58%	47%	51%
wholesale of electronic components	2,102	44%	31%	59%	47%
retail trade for computers parts, peripherals and software	22,606	20%	75%	64%	78%
communications services	2,099	32%	3%	22%	60%
dataprocessing (software development and construction, data bases, hardware consultation...)	94,838	61%	67%	79%	65%
research and development in economics-, nature and other sciences	3,525	2%	97%	74%	81%
technical, physical and chemical investigations	2,289	83%	94%	93%	14%

[★]Reading example: 80 percent out of the 14,818 electronics decision makers in broadcast-, television and communications technology are working in R&D.

Purchasing plans for key product segments – part 1

LA ELFA analysis:

Decision makers in management are as strongly involved in the purchase of active components as design engineers, whereas in the fields of electromechanics and optoelectronics the management is underrepresented ...

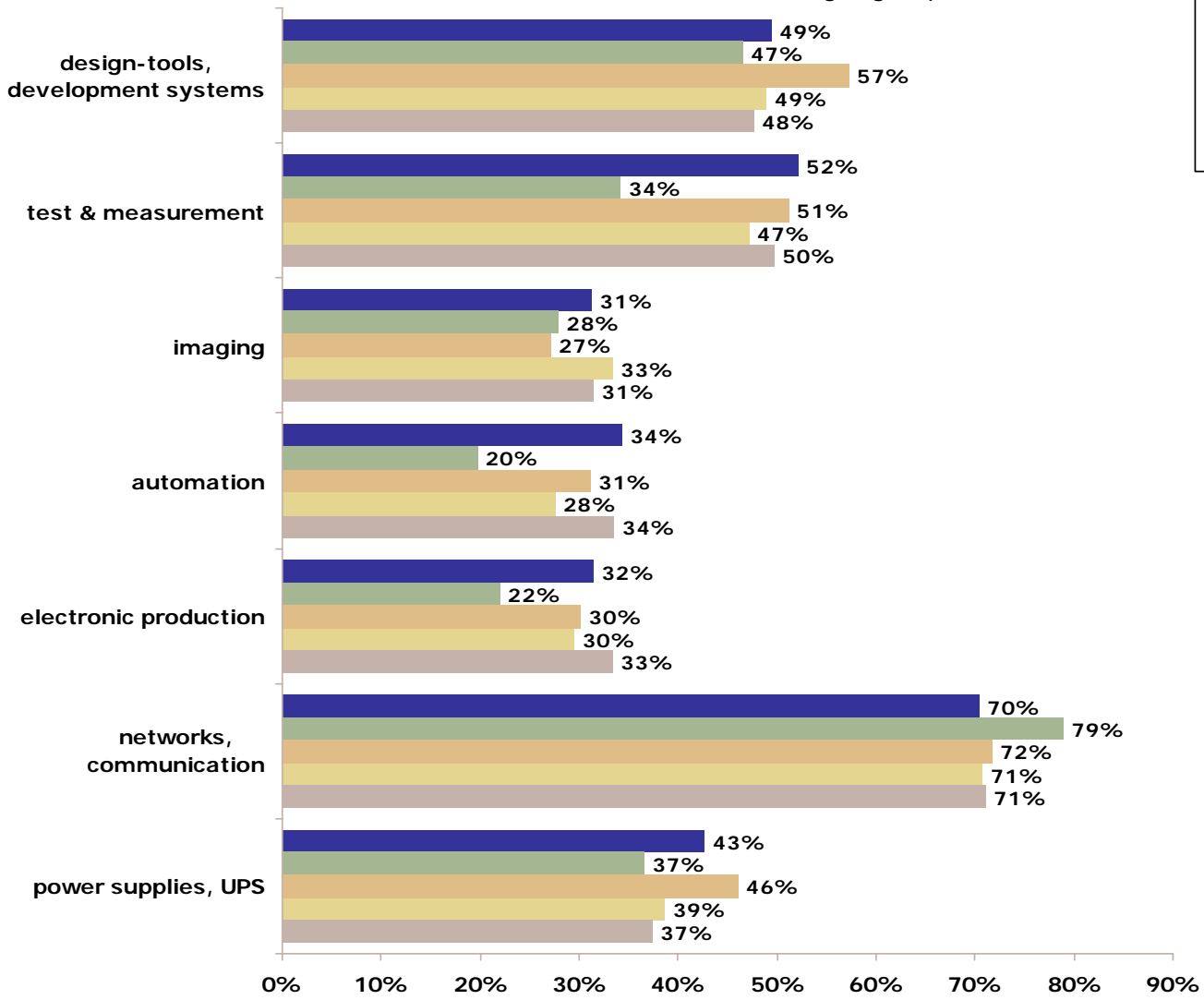
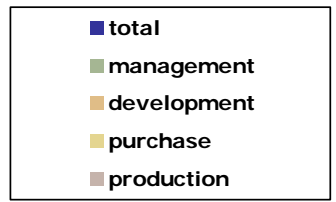


Reading example: 32% of the decision makers in R&D plan purchases in the field of optoelectronics with the next 12 months.

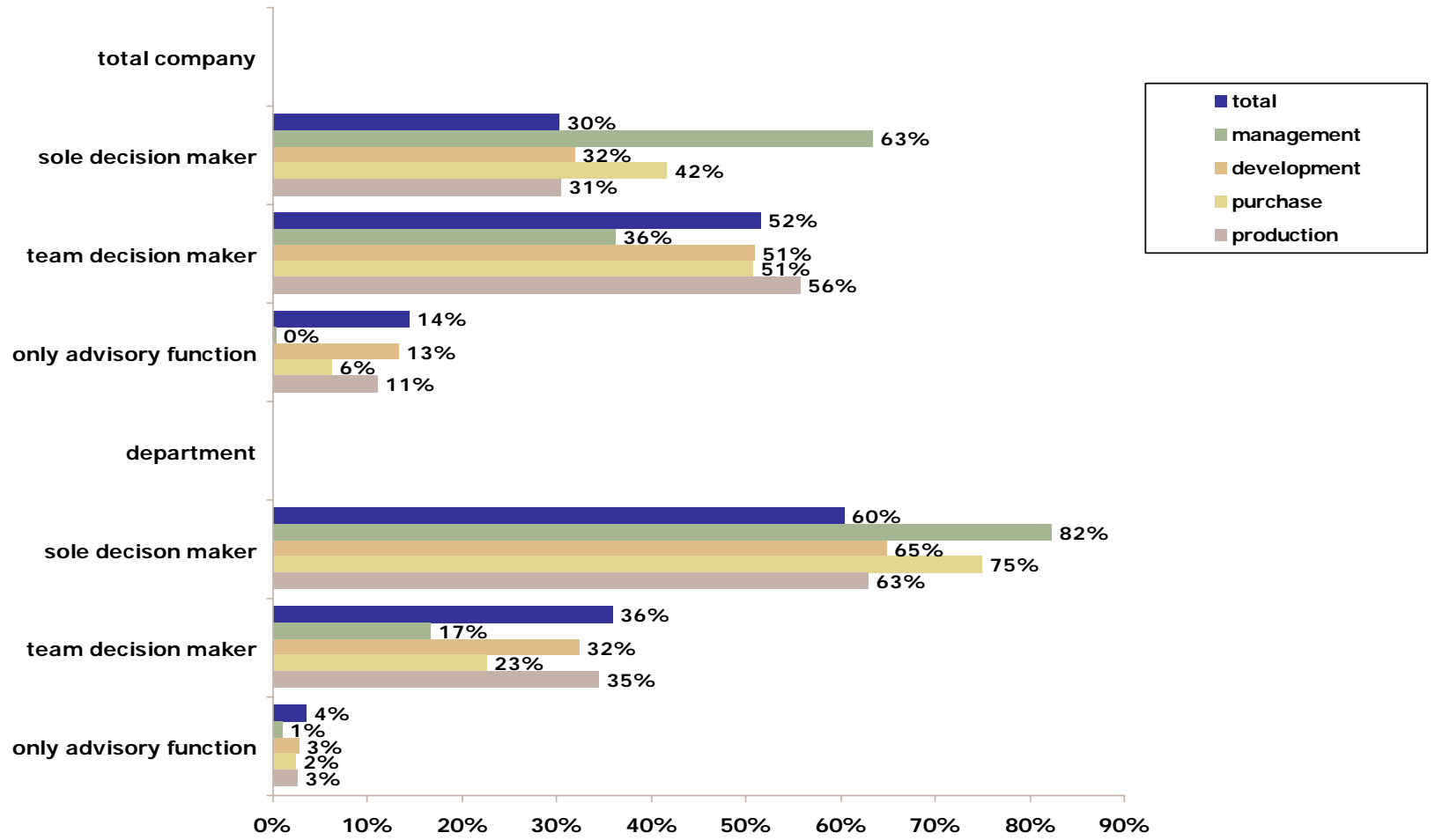
Purchasing plans for key product segments – part 2

LA ELFA analysis:

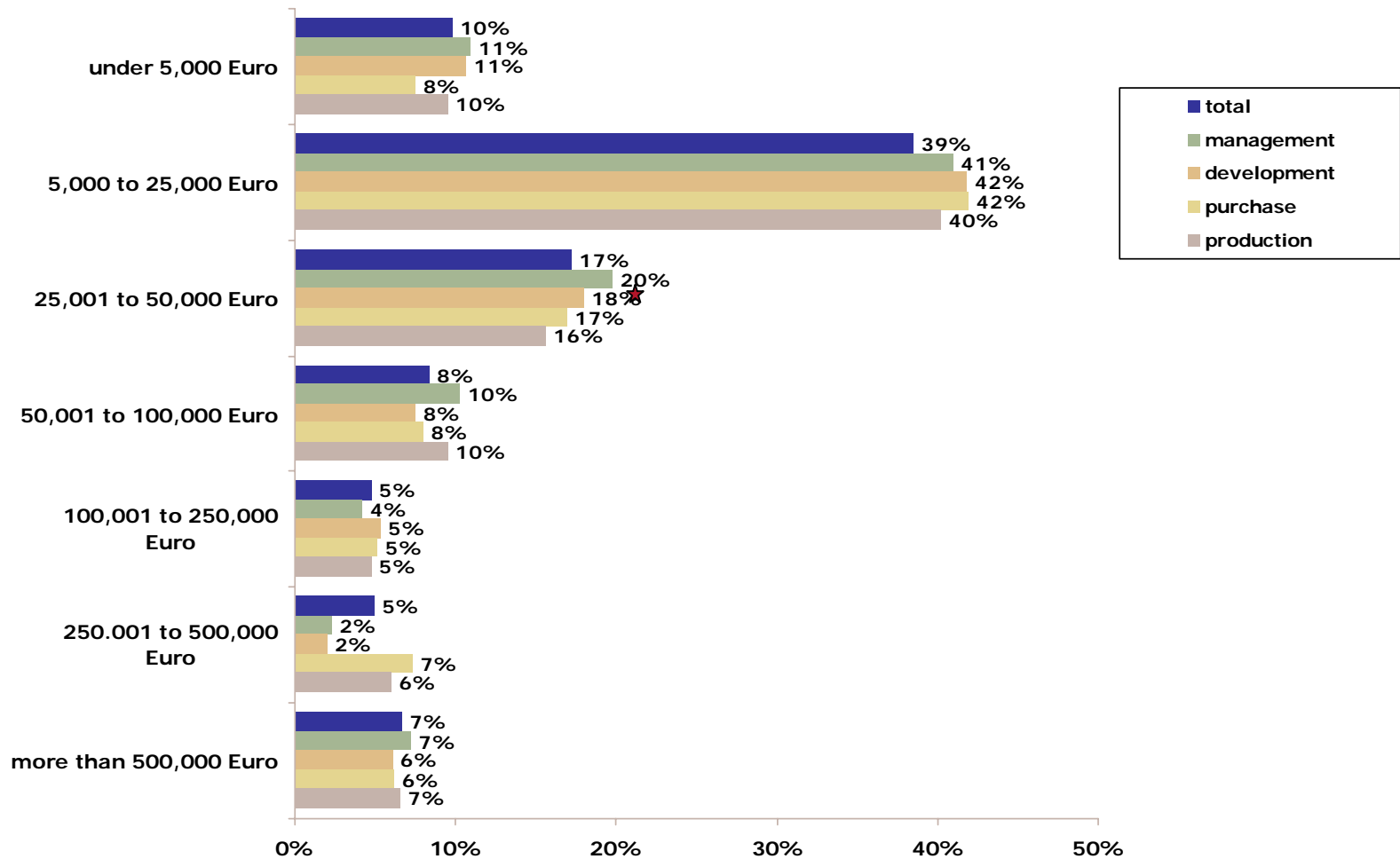
... the same goes for test & measurement, design tools or power supplies. Here, design engineers in R&D are the most important target group as well.



Involvement in the decision making process

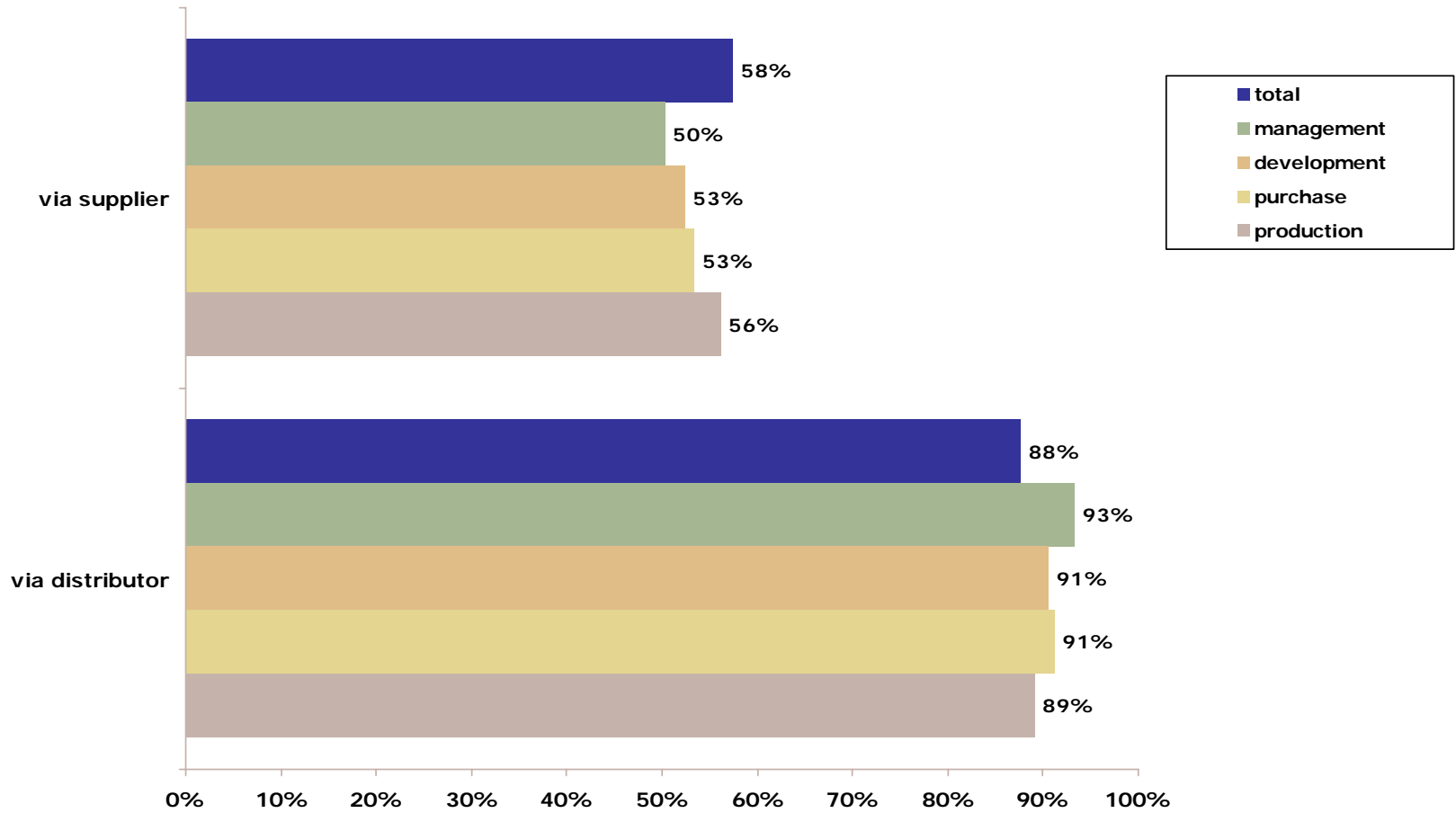


Investment volume per capita



★ Reading example: 18% of the decision makers in R&D spent 25,001 to 50,000 Euro for electronics products within the past 12 months.

Purchase source of electronic components

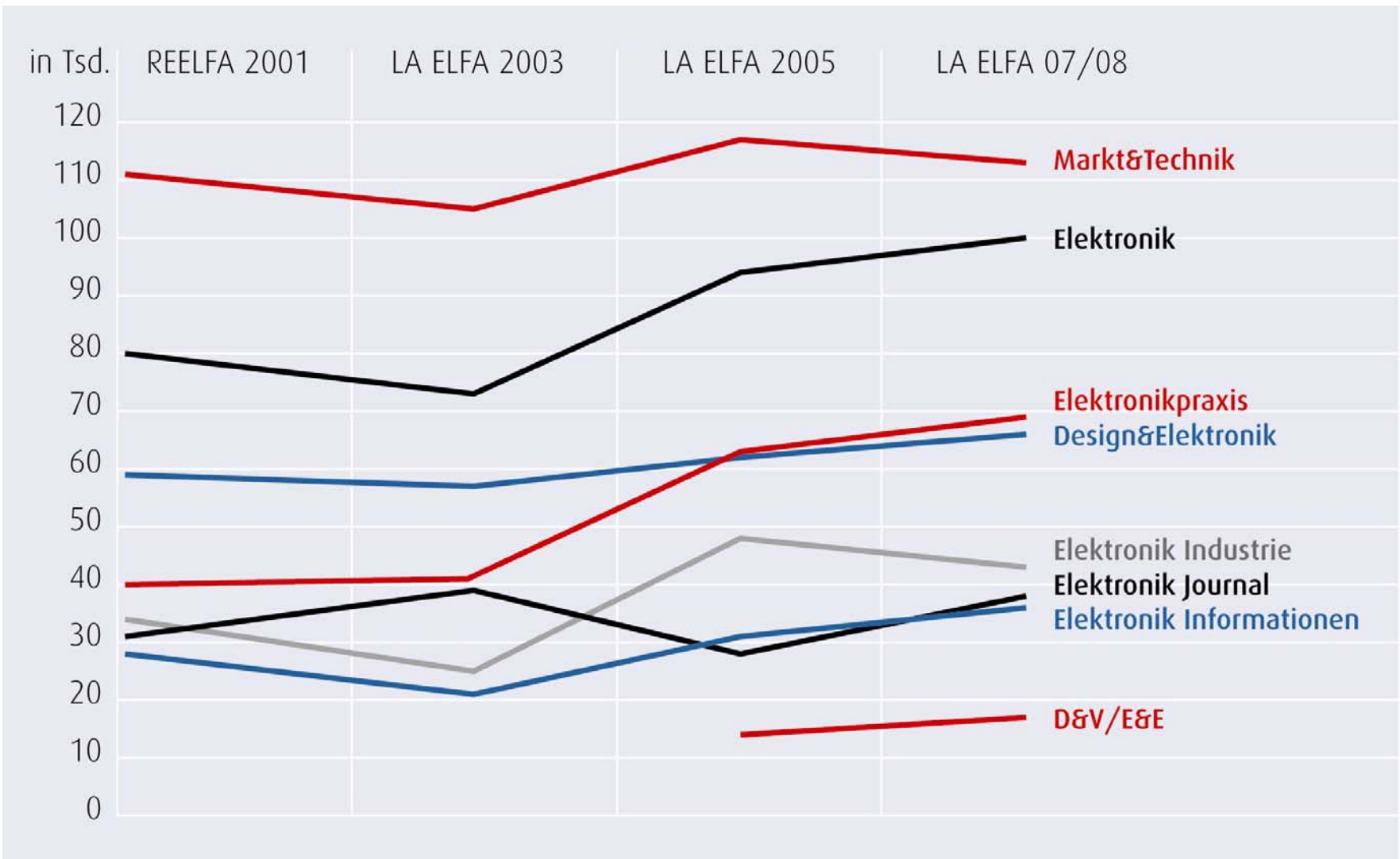


LA ELFA analysis:

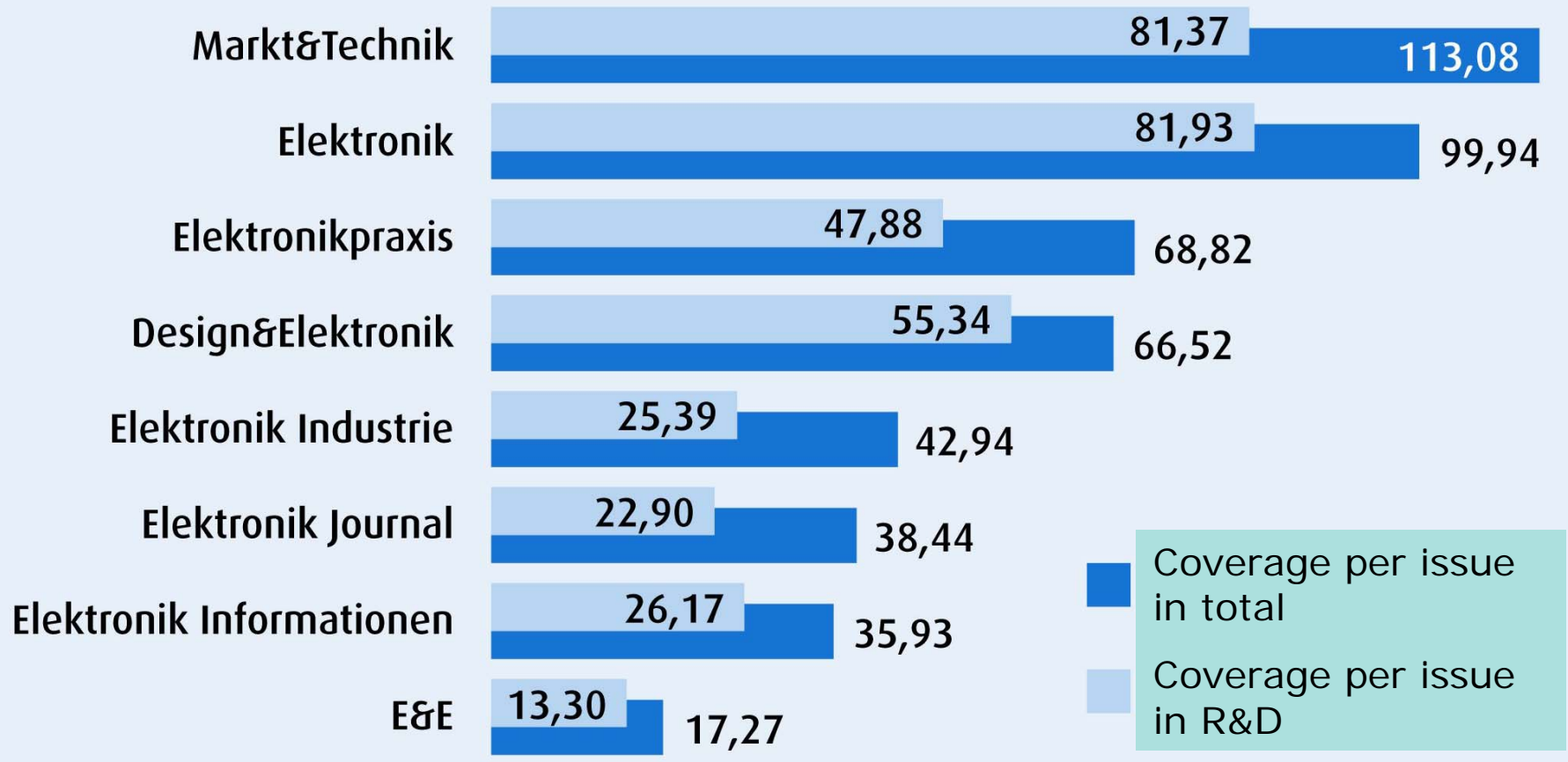
Distributors are very important in the German electronics market.

But the more expensive the products are, the more often the decision makers buy directly from the supplier.

readers per issue in comparison 2001 – 2003 – 2005 – 2007



Coverage per issue in total and in R&D in thousands



Coverage per issue amongst decision makers with planned investments in different product fields

	Total	active components	passive components	electromechanics	industrial computers	optoelectronics	displays	Design tools
Design&Elektronik E&E	66,520	53,450	54,510	45,290	48,360	28,110	43,080	39,210
Elektronik	17,270	14,770	12,800	12,480	11,640	9,500	13,790	12,410
Elektronik Industrie	99,940	79,860*	80,780	69,040	72,810	37,750	65,930	58,460
Elektronik Inform.	42,940	25,700	26,580	32,040	20,570	16,030	21,520	23,160
Elektronik Journal	35,490	30,280	31,220	29,000	22,350	19,070	21,610	23,380
Elektronikpraxis	38,440	26,070	27,250	32,060	18,440	14,870	20,150	19,510
Markt&Technik	68,820	53,340	53,510	48,370	45,520	30,350	42,870	38,090
Total	113,080	83,910	83,820	76,790	78,290	42,650	67,830	60,770

	Total	Test & Measurement	imaging	automation	electronics production	communications	power supplies
Design&Elektronik E&E	66,520	40,180	12,520	23,180	23,460	48,340	32,620
Elektronik	17,270	12,300	3,490	7,970	8,910	11,390	8,100
Elektronik Industrie	99,940	61,580	27,760	31,210	45,600	67,610	48,810
Elektronik Inform.	42,940	30,090	14,300	18,820	20,130	22,910	11,410
Elektronik Journal	35,490	19,860	12,280	15,270	14,570	23,050	13,110
Elektronikpraxis	38,440	25,090	11,440	18,130	16,320	20,870	15,530
Markt&Technik	68,820	45,240	17,050	24,350	32,560	47,150	29,170
Total	113,080	62,850	35,820	44,450	42,170	74,620	47,920

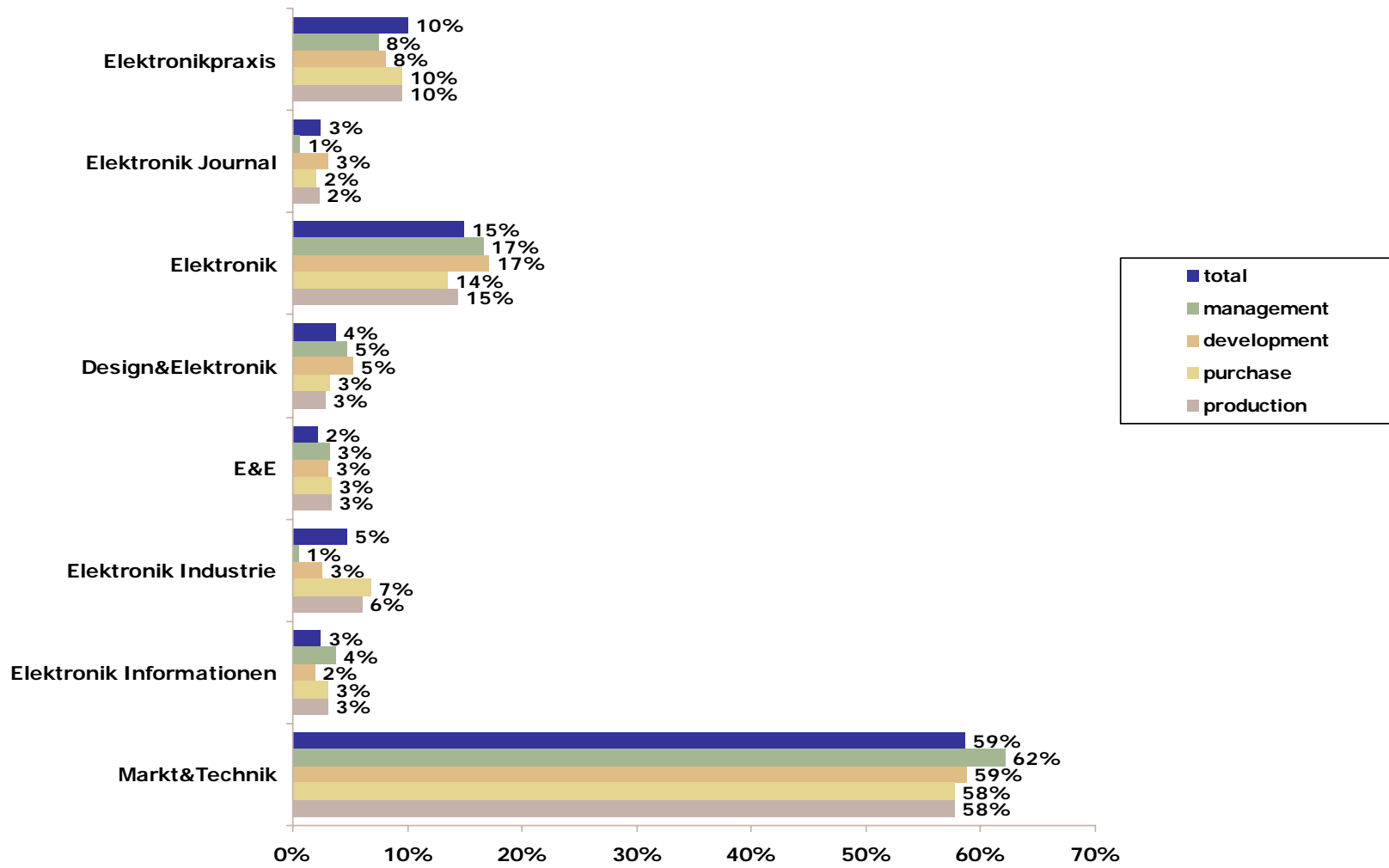
★ Reading example: Elektronik reaches with one single issue on an average basis 79,860 decision makers planning investments in the field of "active components" within the next 12 months.

Coverage per issue according to purchase source

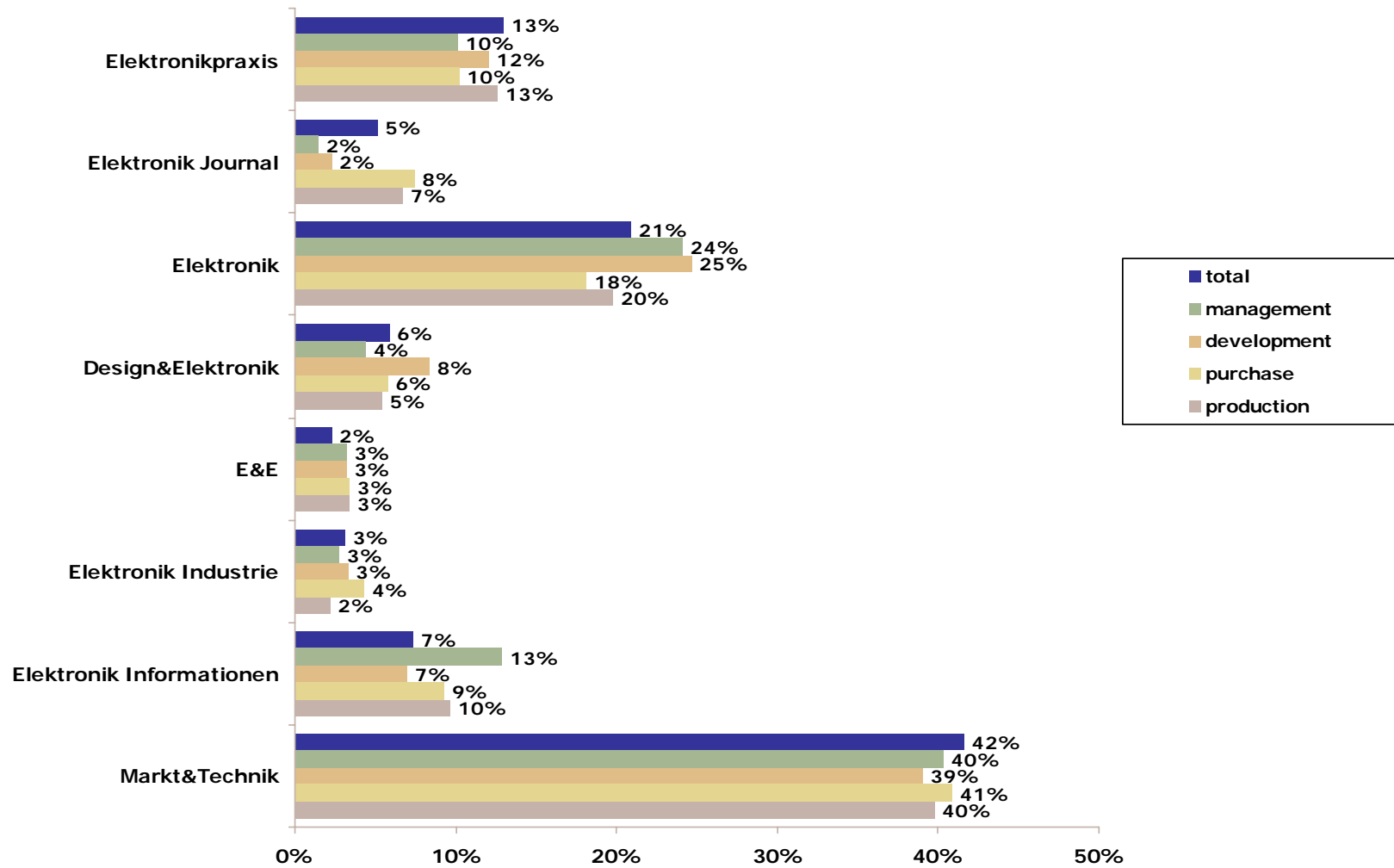
	total	via supplier	via distributor
Design&Elektronik	66,520	40,290	58,190
E&E	17,270	9,780	14,940
Elektronik	99,940	65,520	89,800
Elektronik Industrie	42,940	29,380	36,820
Elektronik Informationen	35,490	18,420	29,110
Elektronik Journal	38,440	24,140	32,160
Elektronikpraxis	68,820	43,190	58,470
Markt&Technik	113,080	67,810	99,990 [★]

★ Reading example: „Markt&Technik“ reaches per issue 99,990 decision makers in electronics who buy components from distributors.

Preferred title for industry news



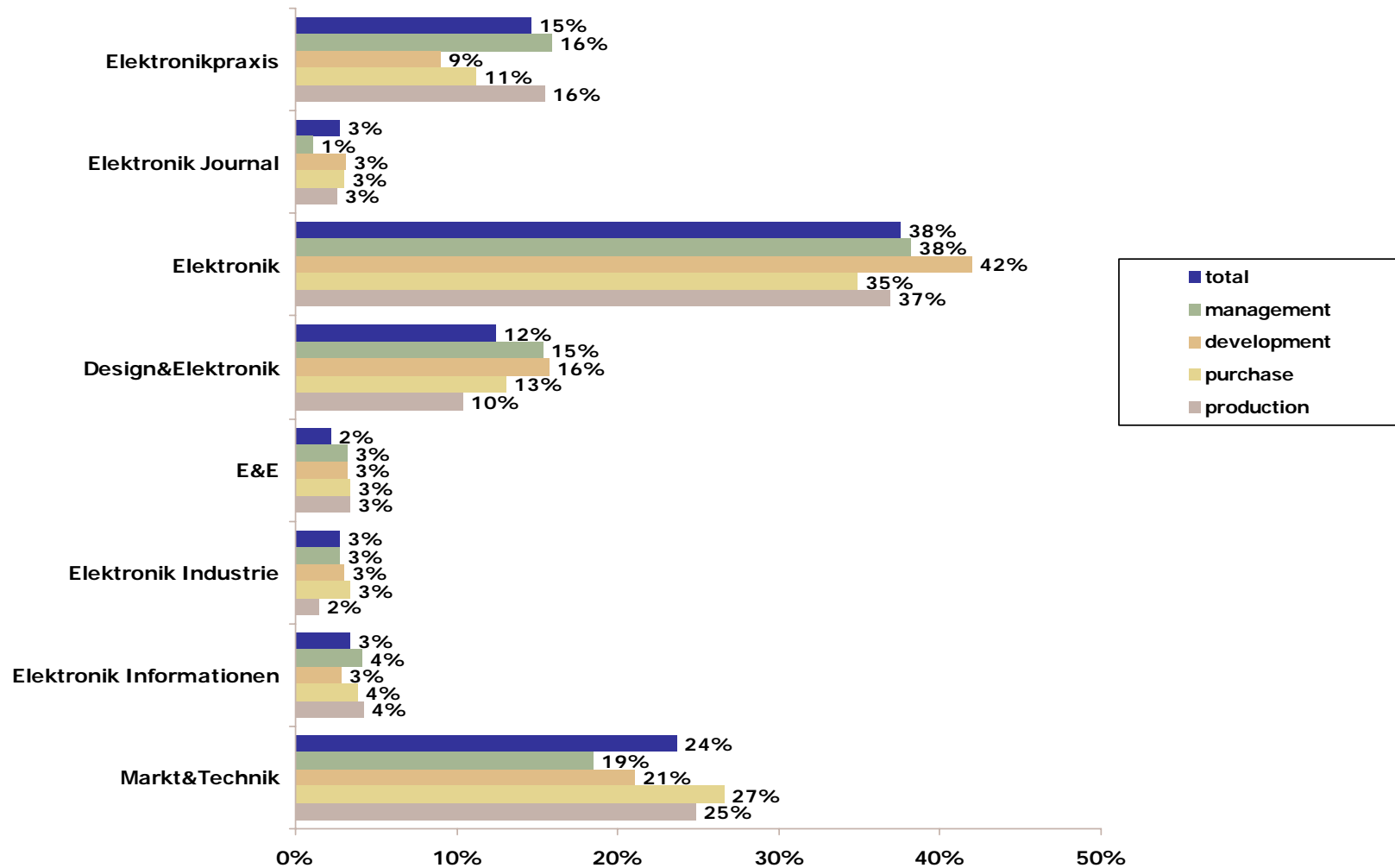
Preferred title for product news



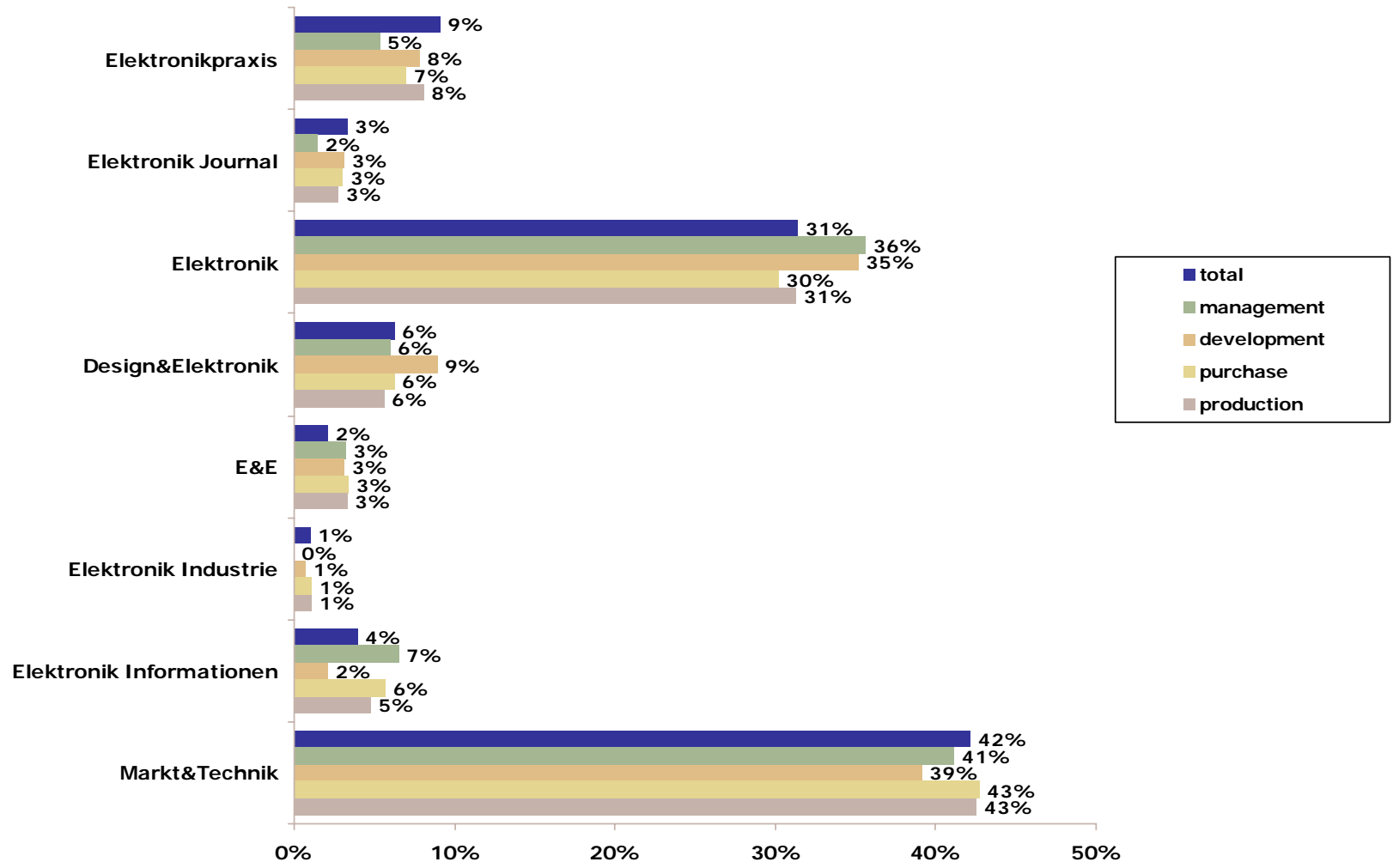
LA ELFA analysis:

Design engineers over all appreciate „Elektronik“ for its indepth technical articles.

Preferred title for indepth technical articles

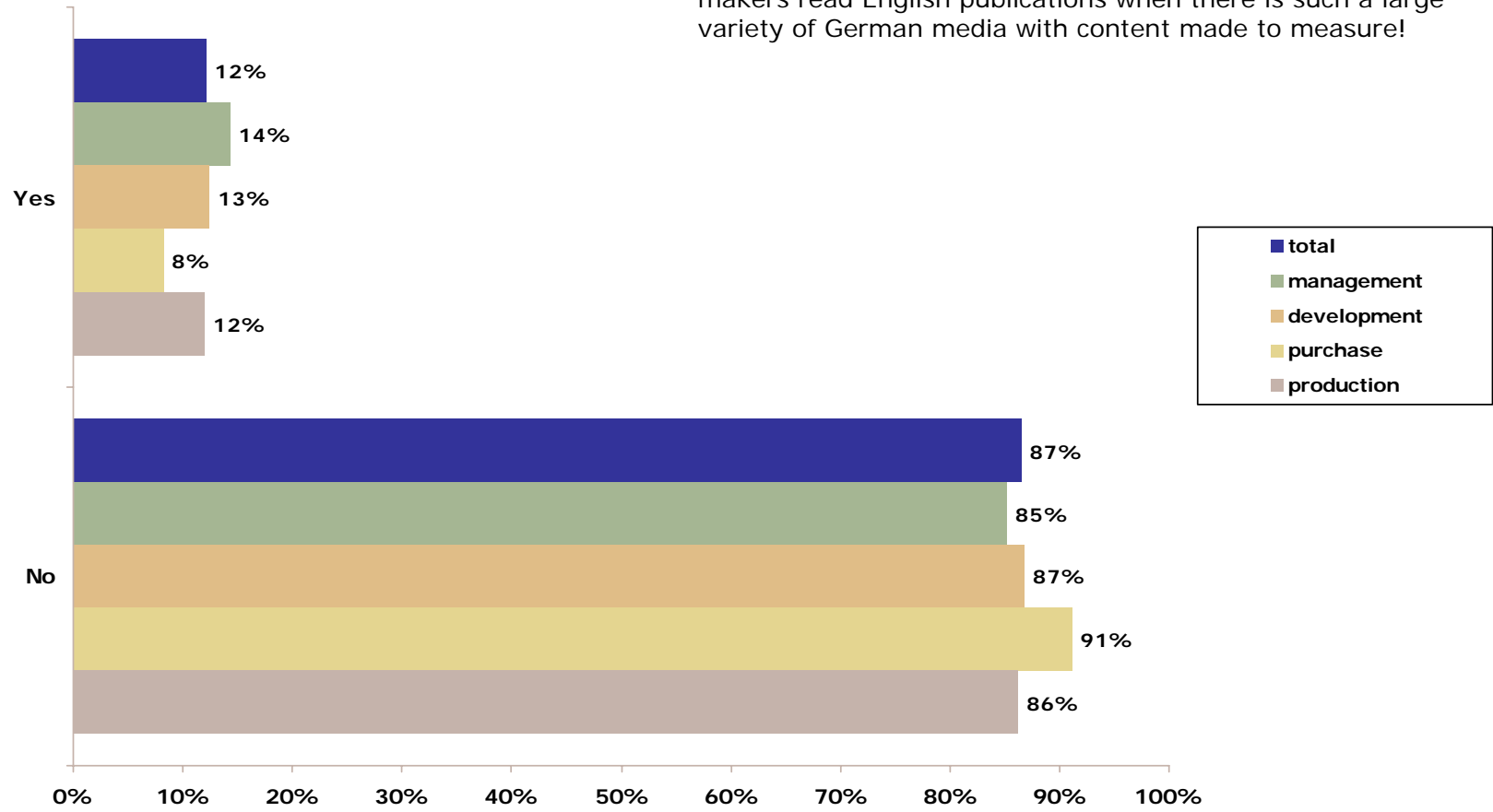


Title with highest editorial credibility



Use of pan-European titles

LA ELFA analysis: Pan-European electronics publications have only little appeal in Germany. English or pan-European titles can count relatively few readers among electronics industry decision-makers in Germany. LA ELFA 07/08 shows that barely 12 percent of them page through English language trade press for the electronics sector. A result that does not come as a surprise to media professionals. After all, why should these decision-makers read English publications when there is such a large variety of German media with content made to measure!



LA ELFA 07/08 methodology

a) Brief description

LA ELFA 07/08 (readership analysis of electronics trade media) indicates target group and investment potential as well as media use in the electronics industry. LA ELFA 07/08 is conducted on behalf of WEKA Fachmedien GmbH. Data were collected by the IFAK institute for market and social research. Overall control of LA ELFA 07/08 was also entrusted to an independent institution – TestLab, part of the Department of Psychology of Ludwig Maximilian University in Munich, more specifically to its team for psychological methodology and analysis. This was responsible for the scientific correctness of LA ELFA 07/08, for its preparation, conception, supervision of questioning and evaluation of the collected data.

The survey refers in composition, realisation, coverage and reporting to the official guidelines for media analysis from the German Advertising Federation (ZAW). Universe of companies in relevant sectors according to the sales tax statistics structure of the federal statistical office of Germany (Statistisches Bundesamt).

b) Methodology of LA ELFA 07/08:

- Sample size: 3,812 Screening interviews + 753 main interviews
- Interviews conducted using masthead card technique
- Period of survey: June 19th to October 5th, 2007
- Region: Federal Republic of Germany
- Address source: For the fieldwork the institutes only used third-party addresses from Europe's leading data base provider, Schober, from companies in relevant sectors according to the sales tax statistics structure of the federal statistical office of Germany (Statistisches Bundesamt). No data from any publishing house was used in the sample composition of this survey.
- preparation, conception, supervision of questioning and evaluation of the collected data by TestLab of Ludwig Maximilian University in Munich
- trade media played no part in surveying electronics industry decision-makers and evaluating the results
- Scientific and methodological supervision: TestLab, psychological methodology and analysis, part of the Department of Psychology of Ludwig Maximilian University in Munich, Germany, Prof. Dr. Markus Bühner
- The survey refers in composition, realisation, coverage and reporting to the official guidelines for media analysis from the German Advertising Federation (ZAW).
- Evaluation tool available: MDS (media planning dialogue system) by Axel Springer AG, Hamburg, further information upon request: info@la-elfa.org

c) Contact LA ELFA 07/08

- Scientific and methodological supervision:
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- MDS evaluation service at www.la-elfa.org

Contact

- **Contact LA ELFA 07/08**
- Scientific and methodological supervision:
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- Evaluation service: www.la-elfa.org,
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