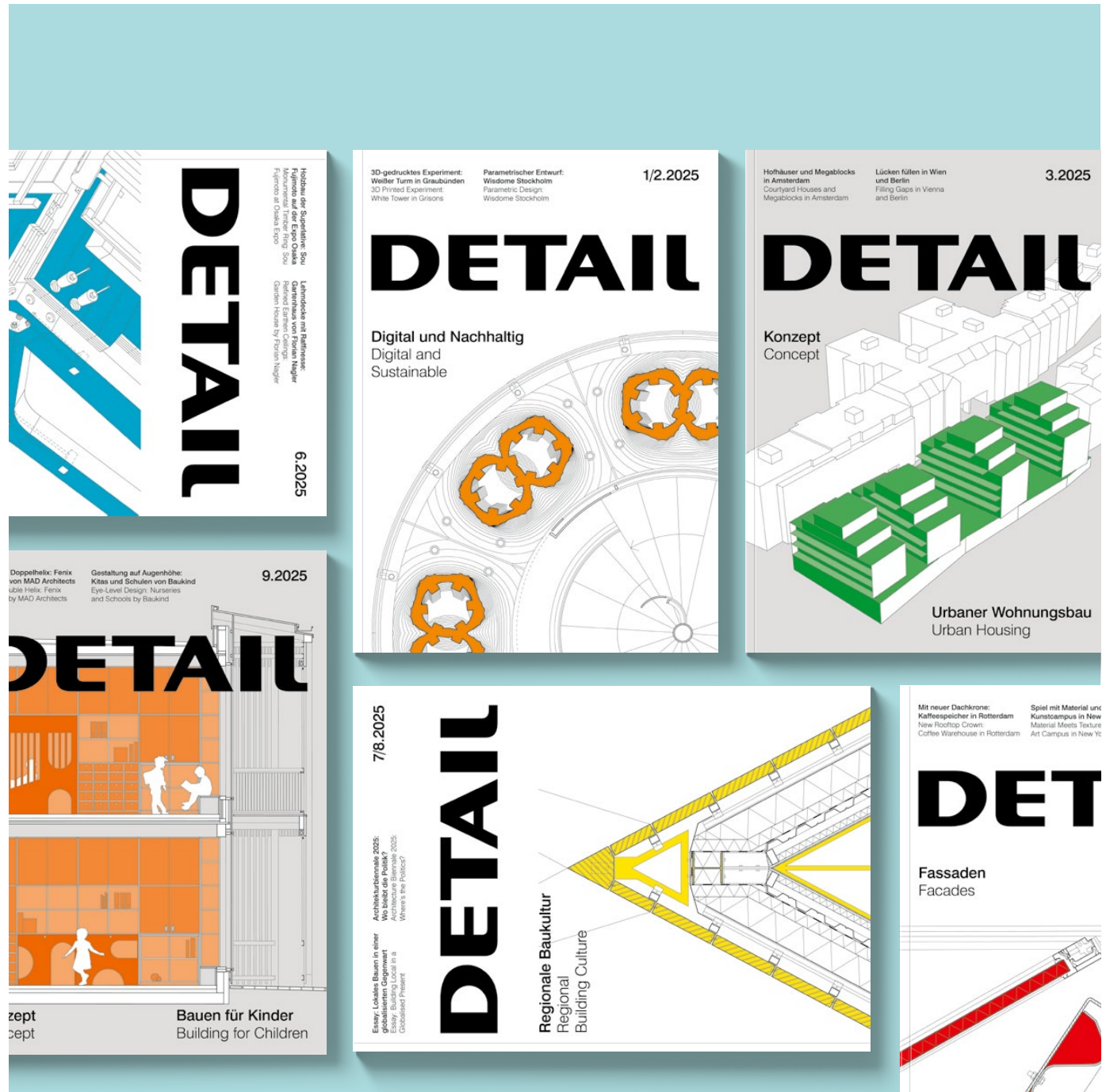


# DETAIL

## READERSHIP STRUCTURE ANALYSIS

Representative structure  
analysis by IFAK Institute

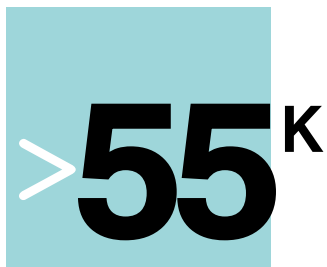
The analysis was carried out  
according to the ZAW framework  
for advertising media analyses.





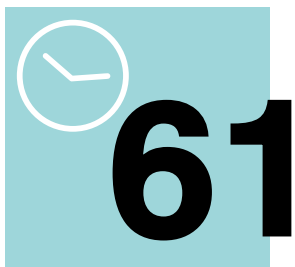
# DETAIL READERSHIP STRUCTURE ANALYSIS

## OVERVIEW



>55<sup>K</sup>

DETAIL readers per issue



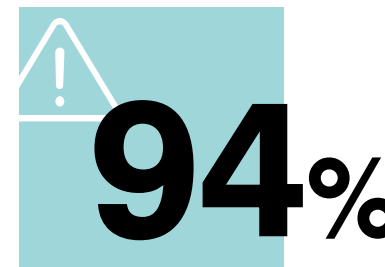
61

minutes on average are spent reading a copy of DETAIL.



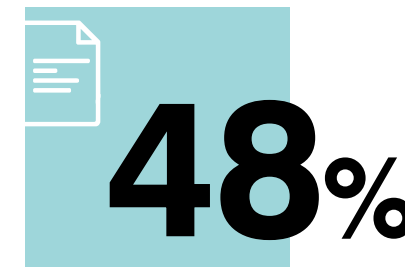
4.3

people on average read one copy of DETAIL.



94%

of the readers pay attention to ads/advertising/advertorials for products and services when reading DETAIL.



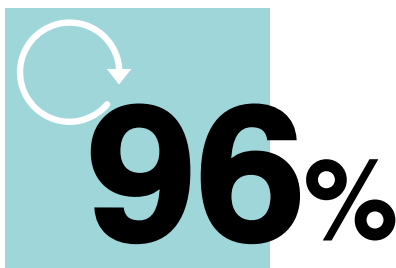
48%

Over the past 12 months, DETAIL readers have become aware of a new company, product or service through an advertisement or advertorial.



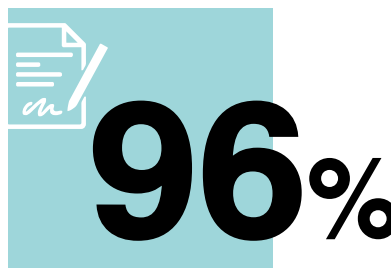
100%

of DETAIL readers keep or archive their issues, in whole or in part.



96%

of readers use DETAIL regularly to frequently.



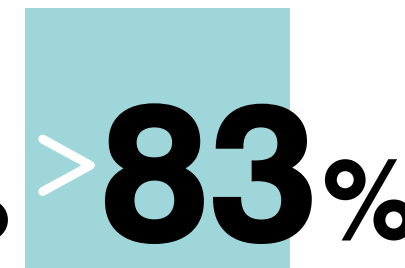
96%

of the readers are involved in product decisions, 73 % decide independently or are co-decision-makers.



88%

DETAIL readers are owners or hold management positions.



>83%

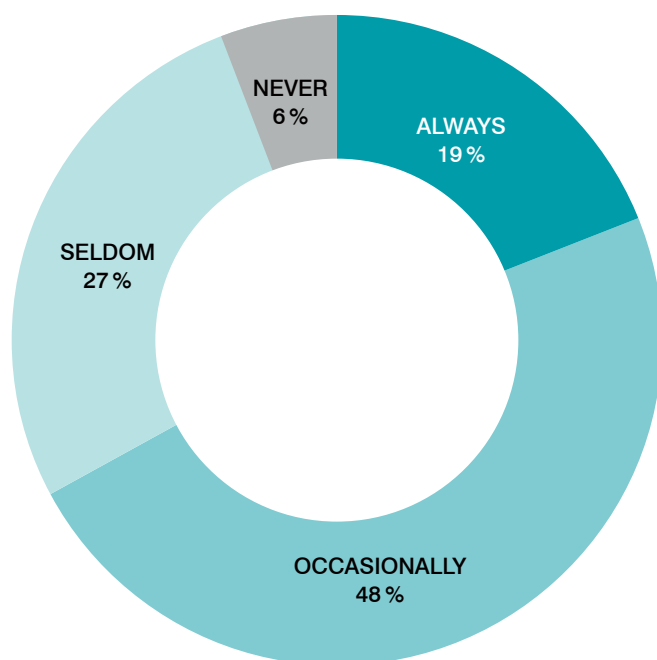
At least 83 % of DETAIL readers manage and implement construction projects.



# DETAIL READERSHIP STRUCTURE ANALYSIS

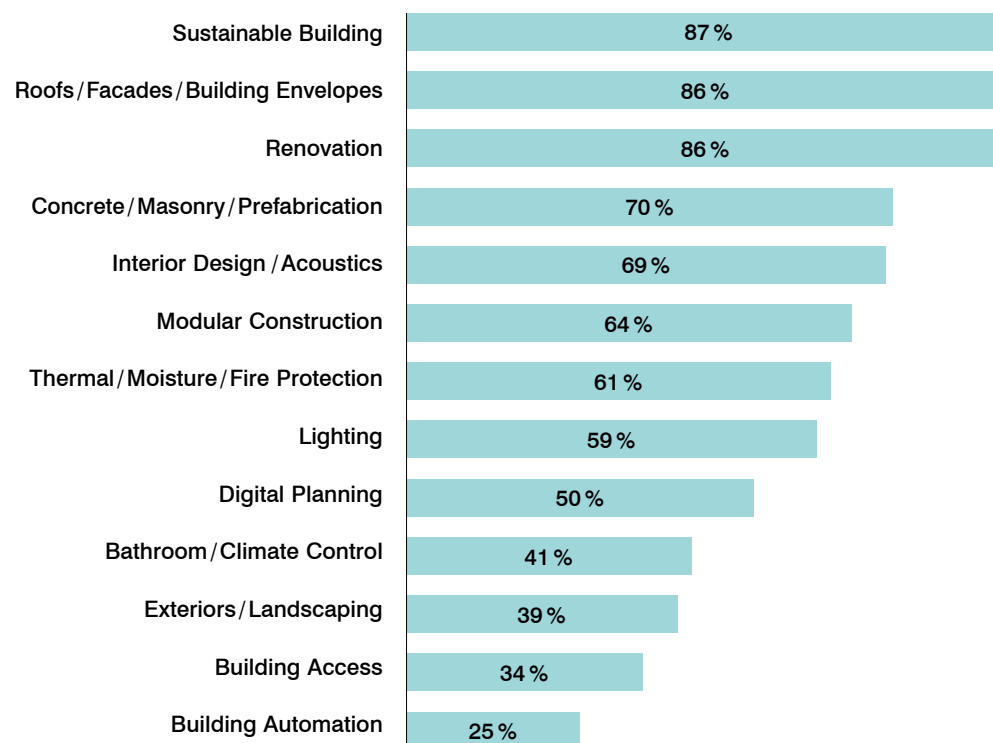
94 % of readers pay attention to ads / advertising / advertorials for products and services.

Question: How often do you pay attention to advertisements / advertising / advertorials for products and services when reading DETAIL?



98 % of readers seek information on at least one of the listed product areas.

Question: On which of these product areas do you need information in the short to medium term, whether due to personal interest or upcoming planning or recommendations?

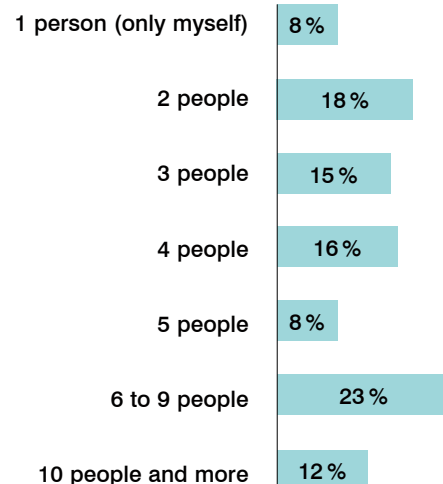




# DETAIL READERSHIP STRUCTURE ANALYSIS

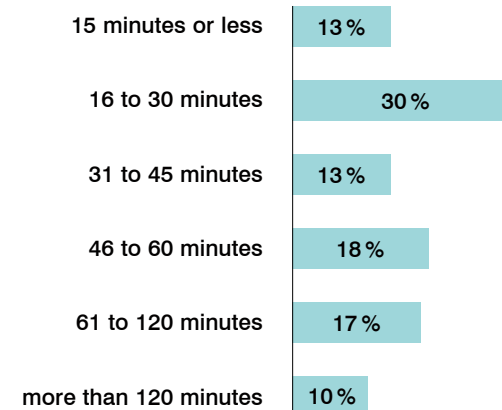
## On average, each copy of DETAIL is read by 4.3 people

Question: How many other people read your copy of DETAIL? If unsure, please provide an estimate.



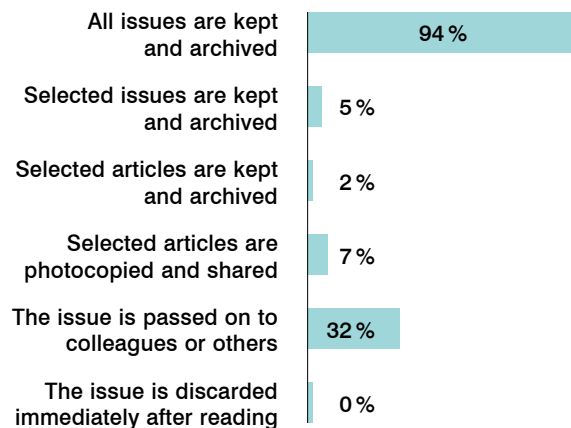
## On average, each copy of DETAIL is read for 61 minutes

Question: On average, how much total time do you spend reading a copy of DETAIL? If you read it on multiple occasions, please estimate the combined reading time in minutes.



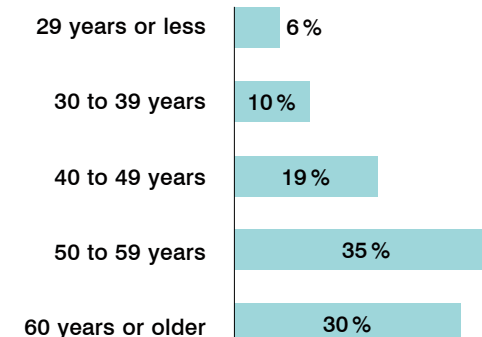
## 100 % of readers collect and archive their magazines in whole or in part

Question: What generally happens to your copy of DETAIL once you have finished reading it? (Multiple answers possible)



## The average reader age is 52

Question: What is your age?

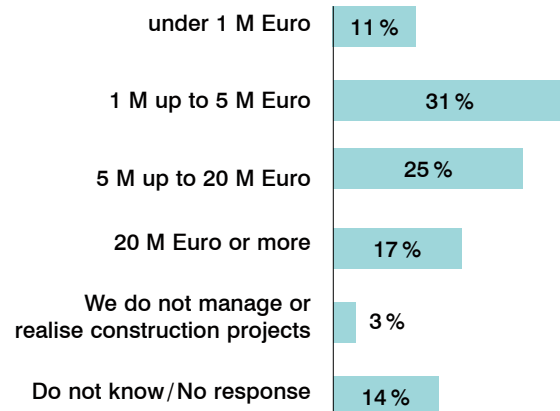




# DETAIL READERSHIP STRUCTURE ANALYSIS

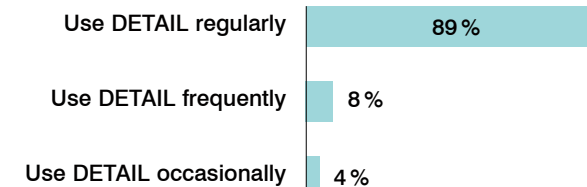
## Project volume

Question: What was the total project volume of all construction projects managed or completed by your office or company last year? If you are unsure of the exact amount, please provide an estimate.



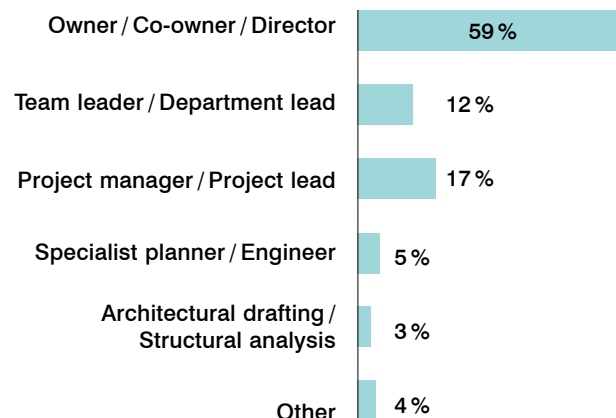
## 97 % of readers use DETAIL regularly or frequently

Question: I will read out the names of several journals. Please indicate whether you read each one regularly, frequently, occasionally, or not at all.



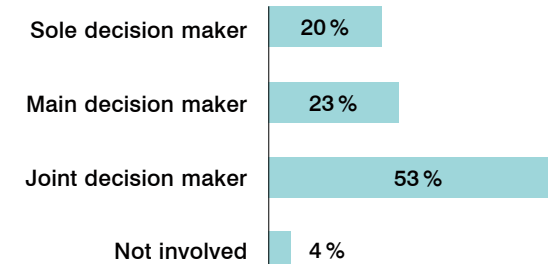
## 88 % of readers are owners or hold a leadership position

Question: What is your current professional role within your organisation?



## 96 % of readers have sole or significant influence on product decisions

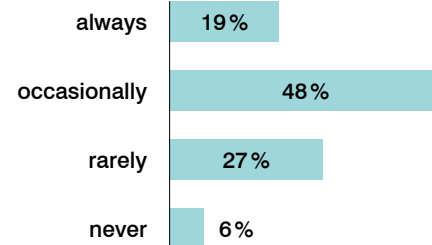
Question: How would you rate your influence on product decisions?



# DETAIL READERSHIP STRUCTURE ANALYSIS

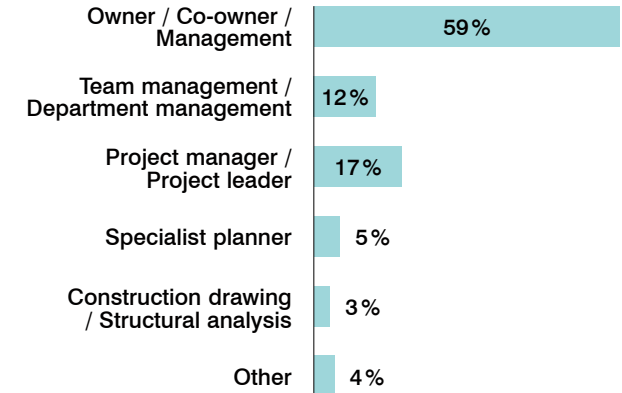
**94 % of readers pay attention to ads / advertorials for products or services when reading DETAIL**

Question: How often do you pay attention to ads / advertorials for products or services when reading DETAIL?



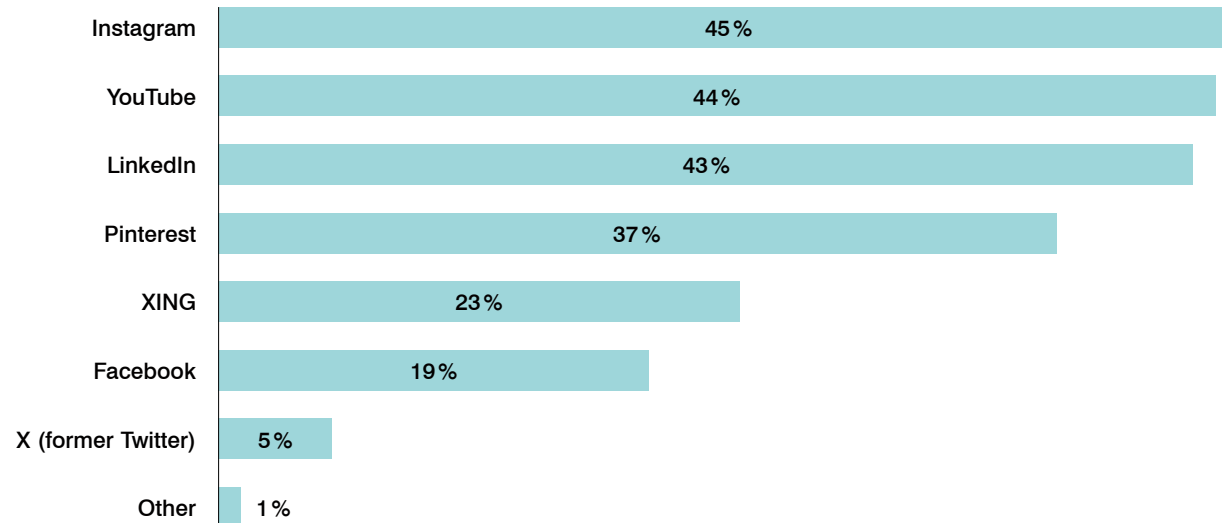
**At least 83 % of DETAIL readers manage and implement construction projects**

Question: What is your current professional role within your organisation?



**79 % of readers use at least one of the listed social networks for professional purposes**

Question: Which of the following social networks do you use at least occasionally for professional purposes? (Multiple answers possible)





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