

P R E S S R E L E A S E



Deutscher Fachverlag: Readers stay true to specialist media

Sales 2009: 123 million euros / Print, online services, and events drive growth

Stable sales revenue, growing online sales and successful event and conference concepts characterised the 2009 business year for the Deutscher Fachverlag (dfv). The Frankfurt publishing group did, however, also feel the impact of advertising customers' reluctance to place ads in some titles, with overall sales dropping by 9.4 per cent to 123 million euros in 2009.

“Our strategic capital is our access to target groups, and content is what matters most in the long run”, says Klaus Kottmeier, chairman of the supervisory board, on the occasion of the publication of the Frankfurt-based publishing group’s 2009 sales figures. “We place our trust in the power of our respected media brands. Media corporations which are able to provide high-quality content under strong umbrella brands across different channels will continue to be the winners shaping the markets”, Kottmeier points out. The publishing group intends not only to expand by launching new event concepts and products for new target groups, but also to become increasingly involved in developing specific new types of media.

Although the publishing group’s **advertising sales** were, at 76.2 million euros, below last year’s 91.0 million euros, almost all projects managed to gain market share in 2009. The copy sales business remained stable at approximately 25 per cent of overall turnover, indicating that readers continue to trust the dfv’s specialist media even (or especially) in this challenging business climate, drawing upon them more than ever for career planning. Overall, the publishing group continues to post a profit in 2009. Business is expected to stabilise in 2010.

There was sustained investment in 2009, particularly in the online and event sectors as well as in corporate media. The expansion of the conference and event business over the past financial year was particularly gratifying. **Events, conferences, and seminars** generated sales of 8.8 million euros in 2009 (5.9 million in the previous year), an increase of 49.2 percent.

In 2008, the Deutscher Fachverlag transferred its event organisation to **The Conference Group GmbH (TCG)**. Among other projects, this newly-established subsidiary organises top events for trade and commerce, the consumer goods industry, and the communications sector. Around 50 events are in the pipeline for 2010, tapping into both future and trend topics in key industry sectors.

The **Deutscher Hotelkongress with HotelExpo**, organised jointly by the Allgemeine Hotel- und Gastronomie-Zeitung (Matthaes Verlag, Stuttgart) and TCG for the third time, is an exceptional example of an industry-specific platform for a business network. This showcases the publishing group's event organisation prowess, which is successfully backed by the specialist expertise and industry knowledge of the participating specialist media.

More than **60 online services and numerous B2B communities** continue to drive the publisher's solid growth. Total sales of online services grew to 6.0m euros (an increase of 11.1 percent) in 2009. Despite a continuing high level of investment, the gross profits from the internet business remain at an excellent level.

Paid subscriptions to the online services for the Lebensmittel Zeitung (LZnet) and TextilWirtschaft (TextilWirtschaft.de) proved to be an extremely stable source of revenue. Whilst other media houses have progressed no further than merely considering plans for subscription-based online services, the Deutscher Fachverlag has been implementing these for many years. **Online job portals** also demonstrated growth, since the job market has largely shifted to the internet. It is essential to provide those industries targeted by the publishing group with professional online job portals offering convenient service features.

In terms of gross advertising sales, the Deutscher Fachverlag is, once again, the only publishing house with three titles (Lebensmittel Zeitung, TextilWirtschaft, HORIZONT) amongst Germany's **Top 10 biggest-selling specialist magazines**. dfv is also in a pole position in the Top 25, with five magazines among the top titles.

Foreign business in 2009 was affected by the prevailing economic conditions, with sales dropping 15.8 per cent to 23.4 million euros. With sales of 10.2 million euros, the Manstein Zeitschriftenverlag in Austria is the largest foreign subsidiary.

*The **Deutscher Fachverlag Publishing Group**, Frankfurt/ Main, employs 835 people in Germany and in its numerous foreign subsidiaries. The group is one of the largest independent specialist media corporations in Germany and in Europe, publishing more than 90 specialist titles and providing over 60 online services, as well as hosting numerous B2B communities. The group also publishes a large number of specialist book titles and achieved a total turnover of 123.0 million euros in the business year 2009.*

Shareholders: *Andreas Lorch, Catrin Lorch, Anette Lorch, Britta Lorch*

Supervisory Board: *Klaus Kottmeier (Chairman), Andreas Lorch, Catrin Lorch, Peter Ruß*

Executive

Management Board: *Peter Kley, Holger Knapp, Sönke Reimers*

Divisional

Managing Directors: *Peter Esser, Florian Fischer, Markus Gotta*

Contact: Birgit Clemens, dfv Corporate Communications
Tel. +49 69 7595-2051, fax +49 69 7595-2055
E-mail: birgit.clemens@dfv.de

August 1st 2010