

MAK 2004



| Grossnummer / Name | Gebiet | Cluster | Frauenzeitschriften | Frauenzeitschriften | Frauenzeitschriften | Frauenzeitschriften | Frauenzeitschriften | Frauenzeitschriften | Frauenzeitschriften | Aktuelle Illustrierte |
|--------------------|--|---------|-------------------------------|------------------------------|----------------------------|--------------------------|---------------------|---------------------|---------------------|-----------------------|
| | | | wöchentlich niedrigpreisig | wöchentlich mittelpreisig | wöchentlich hochpreisig | wöchentlich insgesamt | 14-täglich | monatlich | Segment-Nr. 0204 | |
| | | | Segment-Nr. 0111 | Segment-Nr. 0112 | Segment-Nr. 0113 | Segment-Nr. 0124 | Segment-Nr. 0134 | Segment-Nr. 0134 | Segment-Nr. 0134 | Segment-Nr. 0204 |
| 002700 | V.V., Berlin | West | 1 | 97 | 100 | 102 | 100 | 91 | 102 | 103 |
| 003501 | B + W, Trier | West | 7 | 103 | 93 | 95 | 97 | 93 | 104 | 99 |
| 003502 | B + W, Bad Kreuznach | West | 4 | 105 | 96 | 101 | 101 | 107 | 93 | 98 |
| 004300 | Beutz, Wilhelmshaven | West | 7 | 105 | 98 | 92 | 97 | 97 | 95 | 92 |
| 006000 | BZH, Bremen | West | 5 | 91 | 107 | 109 | 103 | 94 | 95 | 103 |
| 008601 | Carlsen, Kiel | West | 5 | 95 | 96 | 103 | 99 | 106 | 94 | 97 |
| 008602 | Carlsen, Flensburg | West | 9 | 99 | 96 | 105 | 101 | 98 | 107 | 100 |
| 011600 | Crämer, Hannover | West | 5 | 91 | 107 | 105 | 101 | 105 | 97 | 95 |
| 012400 | Dittmann, Staufenberg | West | 5 | 95 | 108 | 102 | 101 | 95 | 105 | 98 |
| 013200 | PV Köln Doll & Esser | West | 2 | 95 | 100 | 105 | 101 | 103 | 95 | 104 |
| 014000 | Zöttl, Ergolding | West | 9 | 103 | 99 | 95 | 98 | 103 | 103 | 93 |
| 018300 | ACMV, Aachen | West | 5 | 106 | 89 | 103 | 101 | 105 | 95 | 110 |
| 020500 | Finsterbusch, Mühldorf a. Inn | West | 9 | 109 | 99 | 100 | 102 | 97 | 100 | 106 |
| 021301 | Südwestvertrieb, Freiburg | West | 4 | 89 | 96 | 111 | 102 | 109 | 99 | 99 |
| 021302 | Südwestvertrieb, Friedrichshafen | West | 7 | 98 | 99 | 101 | 102 | 116 | 108 | 91 |
| 022100 | IFOTON, Limburgerhof | West | 7 | 107 | 97 | 94 | 98 | 99 | 102 | 94 |
| 025600 | Getzkow, Ulm | West | 7 | 100 | 104 | 97 | 99 | 107 | 101 | 90 |
| 026400 | Giesdorf, Detmold | West | 5 | 95 | 108 | 97 | 98 | 97 | 100 | 100 |
| 027200 | Grade, Elmshorn | West | 4 | 109 | 100 | 91 | 98 | 101 | 96 | 99 |
| 029900 | Salzmann, Braunschweig | West | 5 | 95 | 108 | 104 | 102 | 94 | 100 | 100 |
| 034500 | Haberer, Schopfheim | West | 7 | 97 | 103 | 114 | 107 | 98 | 100 | 109 |
| 037000 | Heuser, Vellert | West | 3 | 106 | 93 | 99 | 100 | 106 | 105 | 100 |
| 042601 | Jost, München | West | 2 | 106 | 101 | 91 | 96 | 97 | 101 | 102 |
| 042602 | Jost, Gersthofen | West | 7 | 105 | 95 | 97 | 99 | 105 | 102 | 95 |
| 042603 | Jost, Ingolstadt | West | 9 | 110 | 98 | 103 | 104 | 102 | 98 | 99 |
| 043400 | Kaschewitz, Gelsenkirchen | West | 3 | 108 | 97 | 99 | 101 | 101 | 109 | 101 |
| 044200 | Keppel, Krefeld | West | 5 | 101 | 96 | 100 | 100 | 108 | 100 | 100 |
| 045000 | Keppel, Koblenz | West | 4 | 99 | 99 | 94 | 96 | 92 | 99 | 108 |
| 046900 | PG Bonn-Rhein-Sieg KG, Troisdorf | West | 4 | 103 | 92 | 107 | 103 | 99 | 97 | 112 |
| 048500 | Könemann, Hagen | West | 5 | 101 | 96 | 107 | 103 | 97 | 98 | 107 |
| 049300 | Küpper, Uelzen | West | 9 | 103 | 99 | 101 | 101 | 77 | 91 | 120 |
| 052300 | Liebig, Kolbermoor | West | 9 | 104 | 92 | 103 | 101 | 101 | 97 | 106 |
| 054000 | Lütkemeyer, Münster | West | 7 | 98 | 101 | 95 | 97 | 111 | 104 | 100 |
| 055800 | Maurer, Lübeck | West | 5 | 102 | 94 | 100 | 99 | 102 | 99 | 101 |
| 056600 | Mende, Eggenstein Leopoldshafen | West | 4 | 97 | 97 | 97 | 97 | 101 | 97 | 95 |
| 057400 | Merkur, Frankfurt | West | 2 | 88 | 103 | 99 | 97 | 95 | 95 | 104 |
| 058201 | NPV, Nürnberg | West | 7 | 93 | 100 | 101 | 99 | 103 | 101 | 92 |
| 058202 | NPV, Würzburg | West | 7 | 92 | 100 | 88 | 91 | 104 | 109 | 92 |
| 058205 | NPV, Bayreuth | West | 9 | 100 | 103 | 100 | 100 | 98 | 103 | 95 |
| 059000 | Mölk, Osnabrück | West | 7 | 98 | 106 | 102 | 101 | 93 | 92 | 115 |
| 060400 | Mügge, Stade | West | 9 | 105 | 99 | 107 | 105 | 104 | 95 | 95 |
| 061200 | Muggenthaler, Cham | West | 9 | 106 | 104 | 97 | 101 | 88 | 102 | 102 |
| 063900 | Nolte, Bremerhaven | West | 5 | 107 | 103 | 103 | 104 | 88 | 91 | 111 |
| 065500 | Lehmann, Oldenburg | West | 5 | 97 | 102 | 92 | 95 | 106 | 93 | 91 |
| 069800 | Schiessl, Regensburg | West | 7 | 106 | 98 | 94 | 98 | 106 | 107 | 93 |
| 070101 | PVG, Frankfurt | West | 2 | 92 | 110 | 98 | 98 | 94 | 105 | 97 |
| 070102 | PVG, Fulda | West | 7 | 93 | 107 | 89 | 94 | 94 | 118 | 88 |
| 070103 | PVG, Gießen | West | 7 | 90 | 103 | 99 | 97 | 106 | 108 | 88 |
| 070107 | PVG, Wiesbaden | West | 4 | 92 | 100 | 99 | 97 | 101 | 98 | 101 |
| 071000 | Probst, Wuppertal | West | 3 | 98 | 99 | 108 | 103 | 95 | 83 | 133 |
| 074400 | Kossmann & Fergg KG, Reutlingen | West | 7 | 96 | 102 | 104 | 101 | 106 | 115 | 86 |
| 076000 | Richter, Essen | West | 3 | 103 | 101 | 102 | 102 | 101 | 104 | 96 |
| 082501 | Schmitt KG, Heidelberg | West | 4 | 100 | 97 | 101 | 100 | 100 | 101 | 99 |
| 082503 | Schmitt KG, Pforzheim | West | 4 | 100 | 94 | 92 | 95 | 100 | 105 | 102 |
| 082505 | Schmitt, Schutterwald | West | 7 | 106 | 98 | 97 | 99 | 94 | 103 | 105 |
| 083300 | Schmitz, Bochum | West | 3 | 102 | 99 | 105 | 103 | 109 | 107 | 89 |
| 084100 | Schmitz, Dortmund | West | 3 | 104 | 104 | 101 | 102 | 106 | 103 | 97 |
| 085000 | Schmitz, Duisburg | West | 3 | 104 | 101 | 100 | 101 | 102 | 102 | 103 |
| 088400 | Schwarz, Fallingb. B. | West | 7 | 99 | 105 | 104 | 102 | 97 | 95 | 103 |
| 092200 | Strobel, Sindelfingen | West | 4 | 105 | 94 | 108 | 104 | 106 | 102 | 93 |
| 094900 | Umbreit, Bietigheim-Bissingen | West | 7 | 96 | 98 | 102 | 99 | 98 | 97 | 98 |
| 095700 | Tonollo, Göttingen | West | 5 | 98 | 108 | 102 | 102 | 103 | 98 | 126 |
| 096501 | Trunk, München | West | 4 | 109 | 92 | 96 | 99 | 100 | 101 | 104 |
| 096503 | Trunk, Allgäu | West | 9 | 100 | 100 | 104 | 101 | 100 | 100 | 102 |
| 098100 | SZZ, Esslingen | West | 2 | 95 | 100 | 106 | 102 | 105 | 104 | 91 |
| 100701 | Wehling, Bielefeld | West | 5 | 90 | 112 | 101 | 99 | 102 | 95 | 102 |
| 100702 | Wehling, Hamm | West | 7 | 101 | 105 | 93 | 98 | 98 | 82 | 109 |
| 100703 | Wehling, Paderborn | West | 7 | 99 | 107 | 99 | 100 | 106 | 99 | 103 |
| 103100 | Zeitschau, Tuttingen | West | 7 | 95 | 103 | 105 | 102 | 92 | 99 | 108 |
| 104000 | R + H, Weiterstadt | West | 4 | 93 | 105 | 100 | 99 | 101 | 94 | 103 |
| 106600 | B + P, Hamburg | West | 1 | 103 | 104 | 86 | 94 | 104 | 107 | 100 |
| 108200 | PVP, Frankenthal | West | 7 | 105 | 96 | 95 | 98 | 95 | 97 | 100 |
| 109000 | DPV & Leister, Düsseldorf | West | 2 | 106 | 100 | 97 | 100 | 100 | 111 | 99 |
| 110400 | VPV-Lamich | West | 9 | 99 | 103 | 103 | 102 | 96 | 101 | 102 |
| 114700 | R + R, Mönchengladbach | West | 5 | 99 | 97 | 102 | 100 | 105 | 103 | 102 |
| 115500 | PV Saar, Heusweiler | West | 5 | 103 | 95 | 98 | 99 | 88 | 104 | 109 |
| 116300 | PVS, Betzdorf | West | 7 | 102 | 101 | 104 | 103 | 91 | 89 | 119 |
| 913000 | PMW, Leezen | Ost | 8 | 97 | 102 | 102 | 100 | 96 | 105 | 103 |
| 920200 | PV Berlin, Berlin | Ost | 1 | 101 | 99 | 100 | 100 | 100 | 100 | 98 |
| 921000 | PV Potsdam, Brieselang | Ost | 8 | 98 | 99 | 98 | 98 | 101 | 100 | 107 |
| 922900 | PV Magdeburg, Langenweddingen | Ost | 8 | 96 | 101 | 102 | 100 | 95 | 101 | 105 |
| 923700 | PMO, Neubrandenburg | Ost | 8 | 103 | 97 | 96 | 99 | 107 | 95 | 90 |
| 924500 | PV Leipzig, Gerichshain | Ost | 6 | 102 | 98 | 102 | 102 | 99 | 99 | 103 |
| 925300 | Mitteldeutscher Pressevertrieb, Mörzdorf | Ost | 6 | 100 | 101 | 100 | 100 | 101 | 103 | 109 |
| 926100 | PV Dresden, Dresden | Ost | 6 | 97 | 100 | 101 | 99 | 102 | 99 | 106 |
| 929600 | PV Halle, Landsberg | Ost | 8 | 105 | 97 | 98 | 101 | 97 | 107 | 94 |
| 930000 | PV Cottbus, Cottbus | Ost | 8 | 99 | 102 | 99 | 100 | 96 | 102 | 96 |
| 937700 | Mietke, Kittlitz | Ost | 8 | 103 | 99 | 101 | 101 | 89 | 100 | 106 |
| 938500 | Weigelt, Mehltheuer | Ost | 8 | 97 | 101 | 99 | 99 | 108 | 90 | 98 |
| 939300 | Greiser, Suhli | Ost | 8 | 101 | 100 | 95 | 99 | 109 | 101 | 90 |
| 940700 | Gast, Mühlhausen | Ost | 8 | 97 | 101 | 103 | 100 | 103 | 101 | 95 |
| 941500 | PV Riedel, Emersleben | Ost | 8 | 99 | 104 | 100 | 100 | 103 | 100 | 98 |
| 942300 | Fritzenschaft, Lutherstadt Wittenberg | Ost | 8 | 103 | 101 | 102 | 102 | 93 | 96 | 102 |

MAK Ausreißer: die MAKs dienen lediglich der groben Orientierung

MAK 2004



| Grossnummer / Name | Gebiet | Cluster | Lifestyle-Zeitschriften | Preisrätselmagazine | Sportzeitschriften | Motorpresse | Haus/Garten/Kochen/Tiere | Jugend/Comic-Zeitschriften | Elternzeitschriften | Erotik-Zeitschriften |
|--------------------|--|---------|-------------------------|---------------------|--------------------|------------------|--------------------------|----------------------------|---------------------|----------------------|
| | | | Segment-Nr. 0304 | Segment-Nr. 0404 | Segment-Nr. 0504 | Segment-Nr. 0604 | Segment-Nr. 0704 | Segment-Nr. 0904 | Segment-Nr. 1004 | Segment-Nr. 1104 |
| 002700 | V.V., Berlin | West | 92 | 89 | 96 | 102 | 89 | 92 | 100 | 74 |
| 003501 | B + W, Trier | West | 116 | 102 | 105 | 101 | 90 | 103 | 108 | 94 |
| 003502 | B + W, Bad Kreuznach | West | 4 | 105 | 100 | 106 | 102 | 105 | 102 | 94 |
| 004300 | Beutz, Wilhelmshaven | West | 7 | 92 | 103 | 97 | 101 | 88 | 109 | 121 |
| 006000 | BZH, Bremen | West | 5 | 97 | 89 | 118 | 96 | 106 | 103 | 95 |
| 008601 | Carlsen, Kiel | West | 5 | 110 | 110 | 92 | 103 | 109 | 99 | 91 |
| 008602 | Carlsen, Flensburg | West | 9 | 108 | 96 | 96 | 114 | 111 | 105 | 91 |
| 011600 | Crämer, Hannover | West | 5 | 104 | 99 | 109 | 99 | 91 | 97 | 111 |
| 012400 | Dittmann, Staufenberg | West | 5 | 111 | 107 | 109 | 117 | 87 | 101 | 121 |
| 013200 | PV Köln Doll & Esser | West | 2 | 103 | 111 | 92 | 97 | 96 | 90 | 104 |
| 014000 | Zöttl, Ergolding | West | 9 | 92 | 97 | 68 | 101 | 100 | 105 | 100 |
| 018300 | ACMV, Aachen | West | 5 | 97 | 96 | 88 | 100 | 100 | 100 | 97 |
| 020500 | Finsterbusch, Mühldorf a. Inn | West | 9 | 97 | 99 | 103 | 103 | 107 | 92 | 83 |
| 021301 | Südwestvertrieb, Freiburg | West | 4 | 87 | 108 | 119 | 96 | 97 | 104 | 106 |
| 021302 | Südwestvertrieb, Friedrichshafen | West | 7 | 97 | 120 | 78 | 97 | 114 | 93 | 97 |
| 022100 | IFOTON, Limburgerhof | West | 7 | 101 | 92 | 100 | 95 | 95 | 98 | 97 |
| 025600 | Getzkow, Ulm | West | 7 | 109 | 108 | 85 | 93 | 107 | 99 | 94 |
| 026400 | Giesdorf, Detmold | West | 5 | 100 | 99 | 103 | 99 | 105 | 95 | 99 |
| 027200 | Grade, Elmshorn | West | 4 | 100 | 100 | 88 | 98 | 100 | 101 | 103 |
| 029900 | Salzmann, Braunschweig | West | 5 | 99 | 110 | 115 | 109 | 98 | 100 | 101 |
| 034500 | Haberer, Schopfheim | West | 7 | 83 | 97 | 107 | 108 | 100 | 112 | 115 |
| 037000 | Heuser, Velbert | West | 3 | 96 | 106 | 101 | 104 | 103 | 111 | 103 |
| 042601 | Jost, München | West | 2 | 97 | 95 | 104 | 100 | 101 | 100 | 109 |
| 042602 | Jost, Gersthofen | West | 7 | 95 | 95 | 90 | 92 | 101 | 96 | 98 |
| 042603 | Jost, Ingolstadt | West | 9 | 109 | 95 | 78 | 112 | 106 | 92 | 101 |
| 043400 | Kaschwitz, Gelsenkirchen | West | 3 | 92 | 92 | 107 | 100 | 104 | 104 | 103 |
| 044200 | Keppel, Krefeld | West | 5 | 94 | 108 | 86 | 88 | 106 | 103 | 97 |
| 045000 | Keppel, Koblenz | West | 4 | 113 | 108 | 111 | 99 | 98 | 103 | 94 |
| 046900 | PG Bonn-Rhein-Sieg KG, Troisdorf | West | 4 | 104 | 114 | 89 | 99 | 105 | 98 | 95 |
| 048500 | Könemann, Hagen | West | 5 | 89 | 104 | 101 | 110 | 99 | 93 | 98 |
| 049300 | Küpper, Uelzen | West | 9 | 79 | 135 | 95 | 91 | 107 | 95 | 83 |
| 052300 | Liebig, Kolbermoor | West | 9 | 100 | 95 | 104 | 102 | 101 | 93 | 95 |
| 054000 | Lütkemeyer, Münster | West | 7 | 107 | 102 | 112 | 94 | 110 | 99 | 99 |
| 055800 | Maurer, Lübeck | West | 5 | 94 | 93 | 82 | 96 | 107 | 96 | 96 |
| 056600 | Mende, Eggenstein Leopoldshafen | West | 4 | 110 | 106 | 103 | 93 | 91 | 106 | 99 |
| 057400 | Merkur, Frankfurt | West | 2 | 98 | 91 | 94 | 105 | 98 | 99 | 101 |
| 058201 | NPV, Nürnberg | West | 7 | 99 | 101 | 97 | 94 | 92 | 103 | 99 |
| 058202 | NPV, Würzburg | West | 7 | 115 | 112 | 110 | 89 | 93 | 99 | 110 |
| 058205 | NPV, Bayreuth | West | 9 | 86 | 122 | 114 | 104 | 91 | 96 | 98 |
| 059000 | Mölk, Osnabrück | West | 7 | 98 | 100 | 118 | 100 | 96 | 99 | 106 |
| 060400 | Mügge, Stade | West | 9 | 96 | 105 | 105 | 96 | 96 | 97 | 109 |
| 061200 | Muggenthaler, Cham | West | 9 | 78 | 93 | 117 | 94 | 111 | 103 | 85 |
| 063900 | Nolte, Bremerhaven | West | 5 | 106 | 99 | 110 | 100 | 86 | 101 | 109 |
| 065500 | Lehmann, Oldenburg | West | 5 | 107 | 92 | 88 | 98 | 103 | 100 | 103 |
| 069800 | Schiessl, Regensburg | West | 7 | 97 | 93 | 84 | 96 | 103 | 98 | 97 |
| 070101 | PVG, Frankfurt | West | 2 | 96 | 102 | 103 | 100 | 94 | 100 | 98 |
| 070102 | PVG, Fulda | West | 7 | 110 | 84 | 96 | 100 | 96 | 102 | 105 |
| 070103 | PVG, Gießen | West | 7 | 98 | 97 | 89 | 106 | 95 | 104 | 103 |
| 070107 | PVG, Wiesbaden | West | 4 | 102 | 96 | 110 | 101 | 103 | 106 | 93 |
| 071000 | Probst, Wuppertal | West | 3 | 88 | 103 | 89 | 116 | 96 | 102 | 103 |
| 074400 | Kossmann & Fergg KG, Reutlingen | West | 7 | 96 | 100 | 84 | 94 | 99 | 107 | 100 |
| 076000 | Richter, Essen | West | 3 | 99 | 90 | 105 | 104 | 98 | 103 | 103 |
| 082501 | Schmitt KG, Heidelberg | West | 4 | 102 | 95 | 102 | 96 | 85 | 97 | 103 |
| 082503 | Schmitt KG, Pforzheim | West | 4 | 114 | 108 | 97 | 102 | 103 | 103 | 94 |
| 082505 | Schmitt, Schutterwald | West | 7 | 95 | 87 | 88 | 91 | 113 | 101 | 92 |
| 083300 | Schmitz, Bochum | West | 3 | 92 | 97 | 93 | 113 | 98 | 99 | 109 |
| 084100 | Schmitz, Dortmund | West | 3 | 98 | 92 | 97 | 102 | 104 | 102 | 102 |
| 085000 | Schmitz, Duisburg | West | 3 | 98 | 101 | 90 | 107 | 107 | 100 | 97 |
| 088400 | Schwarz, Fallingb. Ostel | West | 7 | 112 | 96 | 107 | 102 | 99 | 105 | 106 |
| 092200 | Strobel, Sindelfingen | West | 4 | 108 | 90 | 103 | 117 | 111 | 105 | 92 |
| 094900 | Umbreit, Bietigheim-Bissingen | West | 7 | 99 | 100 | 104 | 106 | 88 | 107 | 108 |
| 095700 | Tonollo, Göttingen | West | 5 | 105 | 96 | 96 | 92 | 96 | 94 | 100 |
| 096501 | Trunk, München | West | 4 | 106 | 103 | 100 | 98 | 101 | 107 | 104 |
| 096503 | Trunk, Allgäu | West | 9 | 113 | 109 | 101 | 94 | 104 | 96 | 96 |
| 098100 | SZZ, Esslingen | West | 2 | 98 | 100 | 104 | 110 | 104 | 105 | 102 |
| 100701 | Wehling, Bielefeld | West | 5 | 105 | 90 | 103 | 98 | 102 | 99 | 101 |
| 100702 | Wehling, Hamm | West | 7 | 99 | 86 | 115 | 91 | 103 | 95 | 99 |
| 100703 | Wehling, Paderborn | West | 7 | 108 | 87 | 106 | 94 | 105 | 94 | 103 |
| 103100 | Zeitschau, Tuttingen | West | 7 | 92 | 106 | 81 | 98 | 93 | 93 | 96 |
| 104000 | R + H, Weiterstadt | West | 4 | 108 | 120 | 110 | 101 | 93 | 97 | 100 |
| 106600 | B + P, Hamburg | West | 1 | 96 | 109 | 106 | 93 | 106 | 102 | 103 |
| 108200 | PVP, Frankenthal | West | 7 | 100 | 98 | 119 | 94 | 100 | 99 | 91 |
| 109000 | DPV & Leister, Düsseldorf | West | 2 | 99 | 104 | 97 | 96 | 107 | 93 | 95 |
| 110400 | VPV-Lamich | West | 9 | 101 | 100 | 124 | 105 | 104 | 104 | 99 |
| 114700 | R + R, Mönchengladbach | West | 5 | 98 | 108 | 110 | 88 | 101 | 101 | 100 |
| 115500 | PV Saar, Heusweiler | West | 5 | 95 | 105 | 90 | 105 | 94 | 105 | 88 |
| 116300 | PVS, Betzdorf | West | 7 | 110 | 107 | 103 | 109 | 96 | 99 | 98 |
| 913000 | PMW, Leezen | Ost | 8 | 98 | 102 | 107 | 97 | 100 | 101 | 101 |
| 920200 | PV Berlin, Berlin | Ost | 1 | 99 | 100 | 99 | 101 | 100 | 101 | 100 |
| 921000 | PV Potsdam, Brieselang | Ost | 8 | 97 | 96 | 94 | 101 | 100 | 99 | 103 |
| 922900 | PV Magdeburg, Langenweddingen | Ost | 8 | 98 | 96 | 100 | 98 | 100 | 99 | 94 |
| 923700 | PMO, Neubrandenburg | Ost | 8 | 100 | 103 | 97 | 101 | 99 | 101 | 99 |
| 924500 | PV Leipzig, Gerichshain | Ost | 6 | 105 | 95 | 104 | 98 | 100 | 100 | 101 |
| 925300 | Mitteldeutscher Pressevertrieb, Mörsdorf | Ost | 6 | 96 | 97 | 99 | 101 | 94 | 100 | 100 |
| 926100 | PV Dresden, Dresden | Ost | 6 | 105 | 104 | 100 | 100 | 102 | 101 | 99 |
| 929600 | PV Halle, Landsberg | Ost | 8 | 100 | 112 | 99 | 98 | 101 | 101 | 103 |
| 930000 | PV Cottbus, Cottbus | Ost | 8 | 101 | 99 | 108 | 99 | 100 | 99 | 97 |
| 937700 | Mietke, Kittlitz | Ost | 8 | 97 | 102 | 93 | 97 | 96 | 101 | 96 |
| 938500 | Weigelt, Mehltheuer | Ost | 8 | 99 | 89 | 110 | 106 | 100 | 99 | 101 |
| 939300 | Greiser, Suhl | Ost | 8 | 101 | 102 | 93 | 96 | 100 | 97 | 102 |
| 940700 | Gast, Mühlhausen | Ost | 8 | 108 | 107 | 95 | 101 | 105 | 102 | 100 |
| 941500 | PV Riedel, Emersleben | Ost | 8 | 92 | 104 | 109 | 100 | 102 | 100 | 105 |
| 942300 | Fritzenschaft, Lutherstadt Wittenberg | Ost | 8 | 105 | 92 | 92 | 105 | 101 | 100 | 101 |

MAK Ausreißer: die MAKs dienen lediglich der groben Orientierung

MAK 2004



| Grossnummer / Name | Gebiet | Cluster | Computerpresse | Wissensmagazine | Nachrichtenmagazine/ politische Wochenpresse | Wirtschaftspresse wöchentlich | Wirtschaftspresse monatlich/14-tätig | Programm- wöchentlich niedrigpreisig | Programm- wöchentlich mittelpreisig |
|--------------------|--|---------|------------------|------------------|--|----------------------------------|---|--|---|
| | | | Segment-Nr. 1204 | Segment-Nr. 1304 | Segment-Nr. 1404 | Segment-Nr. 1514 | Segment-Nr. 1524 | Segment-Nr. 1611 | Segment-Nr. 1612 |
| 002700 | V.V., Berlin | West | 98 | 113 | 113 | 118 | 79 | 128 | 111 |
| 003501 | B + W, Trier | West | 89 | 96 | 106 | 131 | 90 | 98 | 103 |
| 003502 | B + W, Bad Kreuznach | West | 106 | 92 | 108 | 102 | 111 | 99 | 78 |
| 004300 | Beutz, Wilhelmshaven | West | 104 | 102 | 119 | 77 | 107 | 102 | 115 |
| 006000 | BZH, Bremen | West | 103 | 104 | 106 | 85 | 108 | 70 | 123 |
| 008601 | Carlsen, Kiel | West | 105 | 98 | 96 | 96 | 93 | 87 | 103 |
| 008602 | Carlsen, Flensburg | West | 111 | 121 | 103 | 89 | 100 | 85 | 108 |
| 011600 | Cramer, Hannover | West | 104 | 96 | 98 | 89 | 102 | 94 | 110 |
| 012400 | Dittmann, Staufenberg | West | 98 | 124 | 100 | 86 | 101 | 108 | 107 |
| 013200 | PV Köln Doll & Esser | West | 105 | 98 | 107 | 111 | 95 | 102 | 98 |
| 014000 | Zöttl, Ergolding | West | 101 | 90 | 98 | 124 | 70 | 178 | 110 |
| 018300 | ACMV, Aachen | West | 101 | 91 | 91 | 77 | 109 | 109 | 104 |
| 020500 | Finsterbusch, Mühldorf a. Inn | West | 101 | 108 | 90 | 93 | 102 | 73 | 102 |
| 021301 | Südwestvertrieb, Freiburg | West | 98 | 107 | 101 | 94 | 93 | 89 | 105 |
| 021302 | Südwestvertrieb, Friedrichshafen | West | 104 | 108 | 90 | 123 | 86 | 75 | 82 |
| 022100 | IFOTON, Limburgerhof | West | 95 | 82 | 107 | 125 | 95 | 103 | 88 |
| 025600 | Getzkow, Ulm | West | 106 | 114 | 94 | 128 | 84 | 125 | 95 |
| 026400 | Giesdorf, Detmold | West | 94 | 97 | 108 | 94 | 106 | 87 | 105 |
| 027200 | Grade, Elmshorn | West | 100 | 94 | 96 | 114 | 86 | 107 | 101 |
| 029900 | Salzmann, Braunschweig | West | 103 | 111 | 98 | 89 | 107 | 94 | 104 |
| 034500 | Haberer, Schopfheim | West | 117 | 115 | 92 | 105 | 96 | 79 | 62 |
| 037000 | Heuser, Velbert | West | 94 | 93 | 93 | 92 | 116 | 110 | 102 |
| 042801 | Jost, München | West | 106 | 107 | 88 | 101 | 102 | 82 | 109 |
| 042802 | Jost, Gersthofen | West | 100 | 107 | 99 | 106 | 95 | 104 | 103 |
| 042603 | Jost, Ingolstadt | West | 106 | 92 | 105 | 102 | 104 | 145 | 104 |
| 043400 | Kaschewitz, Gelsenkirchen | West | 97 | 95 | 77 | 103 | 85 | 108 | 85 |
| 044200 | Keppel, Krefeld | West | 99 | 82 | 85 | 91 | 99 | 120 | 96 |
| 045000 | Keppel, Koblenz | West | 94 | 100 | 117 | 91 | 125 | 123 | 102 |
| 046900 | PG Bonn-Rhein-Sieg KG, Troisdorf | West | 108 | 99 | 111 | 98 | 113 | 99 | 99 |
| 048500 | Könemann, Hagen | West | 93 | 99 | 98 | 87 | 113 | 101 | 105 |
| 049300 | Küpper, Uelzen | West | 108 | 110 | 98 | 90 | 120 | 77 | 87 |
| 052300 | Liebig, Kolbermoor | West | 98 | 101 | 90 | 96 | 102 | 88 | 100 |
| 054000 | Lütkemeyer, Münster | West | 100 | 91 | 123 | 80 | 110 | 86 | 84 |
| 055800 | Maurer, Lübeck | West | 105 | 90 | 90 | 84 | 98 | 107 | 101 |
| 056600 | Mende, Eggenstein Leopoldshafen | West | 102 | 101 | 96 | 126 | 90 | 100 | 119 |
| 057400 | Merkur, Frankfurt | West | 102 | 103 | 104 | 95 | 132 | 99 | 116 |
| 058201 | NPV, Nürnberg | West | 99 | 102 | 103 | 118 | 90 | 112 | 140 |
| 058202 | NPV, Würzburg | West | 103 | 93 | 101 | 110 | 101 | 104 | 103 |
| 058205 | NPV, Bayreuth | West | 103 | 88 | 90 | 115 | 89 | 101 | 94 |
| 059000 | Mölk, Osnabrück | West | 100 | 84 | 120 | 98 | 102 | 110 | 97 |
| 060400 | Mügge, Stade | West | 101 | 82 | 124 | 112 | 94 | 71 | 94 |
| 061200 | Muggenthaler, Cham | West | 99 | 76 | 103 | 123 | 69 | 102 | 118 |
| 063900 | Nolte, Bremerhaven | West | 103 | 91 | 114 | 113 | 87 | 87 | 88 |
| 065500 | Lehmann, Oldenburg | West | 101 | 101 | 104 | 91 | 102 | 78 | 104 |
| 069800 | Schiessl, Regensburg | West | 103 | 93 | 85 | 99 | 92 | 100 | 108 |
| 070101 | PVG, Frankfurt | West | 96 | 100 | 111 | 98 | 110 | 98 | 105 |
| 070102 | PVG, Fulda | West | 94 | 135 | 92 | 90 | 101 | 134 | 140 |
| 070103 | PVG, Gießen | West | 91 | 104 | 95 | 93 | 90 | 86 | 111 |
| 070107 | PVG, Wiesbaden | West | 96 | 95 | 96 | 89 | 106 | 93 | 100 |
| 071000 | Probst, Wuppertal | West | 97 | 96 | 95 | 97 | 103 | 99 | 102 |
| 074400 | Kossmann & Fergg KG, Reutlingen | West | 93 | 106 | 109 | 91 | 93 | 117 | 75 |
| 076000 | Richter, Essen | West | 96 | 135 | 93 | 115 | 95 | 105 | 97 |
| 082501 | Schmitt KG, Heidelberg | West | 97 | 95 | 110 | 91 | 116 | 103 | 85 |
| 082503 | Schmitt KG, Pforzheim | West | 95 | 107 | 93 | 110 | 92 | 96 | 110 |
| 082505 | Schmitt, Schutterwald | West | 92 | 105 | 98 | 93 | 109 | 85 | 94 |
| 083300 | Schmitz, Bochum | West | 96 | 101 | 87 | 97 | 103 | 105 | 99 |
| 084100 | Schmitz, Dortmund | West | 94 | 102 | 92 | 101 | 93 | 97 | 84 |
| 085000 | Schmitz, Duisburg | West | 95 | 112 | 83 | 105 | 95 | 109 | 98 |
| 088400 | Schwarz, Fallingb. Ostel | West | 106 | 104 | 122 | 91 | 110 | 102 | 102 |
| 092200 | Strobel, Sindelfingen | West | 103 | 110 | 94 | 112 | 90 | 103 | 79 |
| 094900 | Umbreit, Bietigheim-Bissingen | West | 96 | 100 | 102 | 108 | 97 | 132 | 109 |
| 095700 | Tonollo, Göttingen | West | 97 | 100 | 101 | 96 | 112 | 81 | 92 |
| 096501 | Trunk, München | West | 112 | 97 | 88 | 90 | 110 | 76 | 92 |
| 096503 | Trunk, Allgäu | West | 102 | 119 | 92 | 100 | 108 | 77 | 99 |
| 098100 | SZZ, Esslingen | West | 97 | 108 | 96 | 102 | 104 | 103 | 101 |
| 100701 | Wehling, Bielefeld | West | 97 | 88 | 98 | 90 | 108 | 98 | 103 |
| 100702 | Wehling, Hamm | West | 98 | 97 | 101 | 92 | 100 | 121 | 84 |
| 100703 | Wehling, Paderborn | West | 102 | 91 | 101 | 88 | 119 | 108 | 88 |
| 103100 | Zeitschau, Tuttlingen | West | 96 | 100 | 108 | 98 | 95 | 112 | 105 |
| 104000 | R + H, Weiterstadt | West | 101 | 96 | 97 | 111 | 93 | 102 | 94 |
| 106600 | B + P, Hamburg | West | 100 | 94 | 105 | 97 | 92 | 98 | 118 |
| 108200 | PVP, Frankenthal | West | 95 | 91 | 99 | 112 | 98 | 111 | 88 |
| 109000 | DPV & Leister, Düsseldorf | West | 2 | 103 | 89 | 108 | 117 | 100 | 94 |
| 110400 | VPV-Lamich | West | 9 | 104 | 91 | 101 | 92 | 97 | 101 |
| 114700 | R + R, Mönchengladbach | West | 99 | 103 | 79 | 92 | 92 | 119 | 100 |
| 115500 | PV Saar, Heusweiler | West | 94 | 106 | 119 | 105 | 101 | 100 | 94 |
| 116300 | PVS, Betzdorf | West | 99 | 98 | 110 | 96 | 110 | 88 | 93 |
| 913000 | PMW, Leezen | Ost | 8 | 100 | 94 | 103 | 96 | 101 | 101 |
| 920200 | PV Berlin, Berlin | Ost | 1 | 102 | 101 | 100 | 101 | 100 | 98 |
| 921000 | PV Potsdam, Brieselang | Ost | 8 | 101 | 101 | 95 | 99 | 102 | 102 |
| 922900 | PV Magdeburg, Langenweddingen | Ost | 8 | 102 | 99 | 104 | 99 | 83 | 104 |
| 923700 | PMO, Neubrandenburg | Ost | 8 | 96 | 100 | 103 | 99 | 104 | 101 |
| 924500 | PV Leipzig, Gerichshain | Ost | 6 | 98 | 92 | 99 | 100 | 96 | 99 |
| 925300 | Mitteldeutscher Pressevertrieb, Mörsdorf | Ost | 6 | 97 | 106 | 100 | 100 | 100 | 95 |
| 926100 | PV Dresden, Dresden | Ost | 6 | 101 | 106 | 101 | 102 | 104 | 105 |
| 929600 | PV Halle, Landsberg | Ost | 8 | 100 | 91 | 97 | 105 | 106 | 97 |
| 930000 | PV Cottbus, Cottbus | Ost | 8 | 100 | 103 | 94 | 100 | 101 | 100 |
| 937700 | Mietke, Kittlitz | Ost | 8 | 103 | 94 | 108 | 101 | 97 | 101 |
| 938500 | Weigelt, Mehltheuer | Ost | 8 | 101 | 101 | 90 | 103 | 101 | 102 |
| 939300 | Greiser, Suhli | Ost | 8 | 100 | 109 | 94 | 87 | 114 | 104 |
| 940700 | Gast, Mühlhausen | Ost | 8 | 100 | 94 | 105 | 96 | 100 | 103 |
| 941500 | PV Riedel, Emersleben | Ost | 8 | 100 | 108 | 99 | 98 | 101 | 107 |
| 942300 | Fritzenschaft, Lutherstadt Wittenberg | Ost | 8 | 99 | 104 | 108 | 101 | 102 | 94 |

MAK Ausreißer: die MAKs dienen lediglich der groben Orientierung

MAK 2004



| Grossnummer / Name | Gebiet | Cluster | Programmpresse | Programmpresse | Programmpresse | Programmpresse | Audio/Foto/Video | |
|--------------------|--|---------|----------------------------|--------------------------|------------------|------------------|------------------|-----|
| | | | wöchentlich hochpreisig | wöchentlich insgesamt | 14-täglich | monatlich | | |
| | | | Segment-Nr. 1613 | Segment-Nr. 1614 | Segment-Nr. 1624 | Segment-Nr. 1634 | Segment-Nr. 1704 | |
| 002700 | V.V., Berlin | West | 1 | 104 | 109 | 92 | 110 | 104 |
| 003501 | B + W, Trier | West | 7 | 94 | 99 | 101 | 104 | 109 |
| 003502 | B + W, Bad Kreuznach | West | 4 | 83 | 81 | 100 | 101 | 98 |
| 004300 | Beutz, Wilhelmshaven | West | 7 | 92 | 107 | 99 | 107 | 98 |
| 006000 | BZH, Bremen | West | 5 | 93 | 105 | 100 | 110 | 96 |
| 008601 | Carlsen, Kiel | West | 5 | 98 | 100 | 106 | 96 | 102 |
| 008602 | Carlsen, Flensburg | West | 9 | 95 | 102 | 111 | 118 | 93 |
| 011600 | Cramer, Hannover | West | 5 | 99 | 104 | 89 | 84 | 96 |
| 012400 | Dittmann, Staufenberg | West | 5 | 98 | 104 | 94 | 98 | 109 |
| 013200 | PV Köln Doll & Esser | West | 2 | 107 | 102 | 102 | 109 | 93 |
| 014000 | Zöttl, Ergolding | West | 9 | 95 | 108 | 104 | 96 | 99 |
| 018300 | ACMV, Aachen | West | 5 | 108 | 106 | 102 | 116 | 95 |
| 020500 | Finsterbusch, Mühldorf a. Inn | West | 9 | 113 | 104 | 106 | 86 | 99 |
| 021301 | Südwestvertrieb, Freiburg | West | 4 | 91 | 97 | 94 | 88 | 104 |
| 021302 | Südwestvertrieb, Friedrichshafen | West | 7 | 79 | 81 | 103 | 86 | 92 |
| 022100 | IFOTON, Limburgerhof | West | 7 | 94 | 92 | 105 | 127 | 101 |
| 025600 | Getzkow, Ulm | West | 7 | 97 | 98 | 101 | 103 | 87 |
| 026400 | Giesdorf, Detmold | West | 5 | 96 | 100 | 101 | 99 | 107 |
| 027200 | Grade, Elmshorn | West | 4 | 110 | 105 | 94 | 75 | 102 |
| 029900 | Salzmann, Braunschweig | West | 5 | 103 | 103 | 95 | 90 | 99 |
| 034500 | Haberer, Schopfheim | West | 7 | 81 | 70 | 107 | 110 | 89 |
| 037000 | Heuser, Vellert | West | 3 | 106 | 104 | 92 | 98 | 105 |
| 042601 | Jost, München | West | 2 | 88 | 94 | 98 | 125 | 96 |
| 042602 | Jost, Gersthofen | West | 7 | 96 | 101 | 94 | 99 | 95 |
| 042603 | Jost, Ingolstadt | West | 9 | 85 | 101 | 100 | 98 | 99 |
| 043400 | Kaschewitz, Gelsenkirchen | West | 3 | 86 | 88 | 96 | 101 | 98 |
| 044200 | Keppel, Krefeld | West | 5 | 105 | 102 | 103 | 98 | 99 |
| 045000 | Keppel, Koblenz | West | 4 | 111 | 107 | 99 | 101 | 104 |
| 046900 | PG Bonn-Rhein-Sieg KG, Troisdorf | West | 4 | 105 | 102 | 105 | 112 | 90 |
| 048500 | Könemann, Hagen | West | 5 | 113 | 108 | 102 | 88 | 104 |
| 049300 | Küpper, Uelzen | West | 9 | 89 | 86 | 99 | 90 | 86 |
| 052300 | Liebig, Kolbermoor | West | 9 | 107 | 102 | 96 | 98 | 105 |
| 054000 | Lütkemeyer, Münster | West | 7 | 104 | 92 | 96 | 104 | 110 |
| 055800 | Maurer, Lübeck | West | 5 | 94 | 99 | 104 | 106 | 95 |
| 056600 | Mende, Eggenstein Leopoldshafen | West | 4 | 103 | 110 | 102 | 90 | 97 |
| 057400 | Merkur, Frankfurt | West | 2 | 118 | 115 | 102 | 111 | 100 |
| 058201 | NPV, Nürnberg | West | 7 | 109 | 125 | 99 | 110 | 101 |
| 058202 | NPV, Würzburg | West | 7 | 87 | 97 | 101 | 93 | 98 |
| 058205 | NPV, Bayreuth | West | 9 | 108 | 99 | 98 | 104 | 98 |
| 059000 | Mölk, Osnabrück | West | 7 | 109 | 101 | 90 | 98 | 101 |
| 060400 | Mügge, Stade | West | 9 | 94 | 92 | 106 | 93 | 103 |
| 061200 | Muggenthaler, Cham | West | 9 | 80 | 105 | 88 | 81 | 96 |
| 063900 | Nolte, Bremerhaven | West | 5 | 100 | 92 | 103 | 107 | 96 |
| 065500 | Lehmann, Oldenburg | West | 5 | 93 | 98 | 109 | 96 | 101 |
| 069800 | Schiessl, Regensburg | West | 7 | 91 | 101 | 102 | 98 | 98 |
| 070101 | PVG, Frankfurt | West | 2 | 124 | 112 | 108 | 103 | 108 |
| 070102 | PVG, Fulda | West | 7 | 98 | 127 | 92 | 114 | 109 |
| 070103 | PVG, Gießen | West | 7 | 101 | 105 | 105 | 89 | 114 |
| 070107 | PVG, Wiesbaden | West | 4 | 111 | 104 | 108 | 96 | 106 |
| 071000 | Probst, Wuppertal | West | 3 | 112 | 105 | 106 | 90 | 101 |
| 074400 | Kossmann & Fergg KG, Reutlingen | West | 7 | 108 | 89 | 100 | 90 | 101 |
| 076000 | Richter, Essen | West | 3 | 105 | 101 | 96 | 103 | 104 |
| 082501 | Schmitt KG, Heidelberg | West | 4 | 117 | 99 | 98 | 115 | 103 |
| 082503 | Schmitt KG, Pforzheim | West | 4 | 110 | 109 | 111 | 85 | 105 |
| 082505 | Schmitt, Schutterwald | West | 7 | 82 | 89 | 114 | 96 | 113 |
| 083300 | Schmitz, Bochum | West | 3 | 88 | 96 | 102 | 96 | 104 |
| 084100 | Schmitz, Dortmund | West | 3 | 84 | 85 | 103 | 97 | 106 |
| 085000 | Schmitz, Duisburg | West | 3 | 95 | 98 | 99 | 92 | 105 |
| 088400 | Schwarz, Fallingb. Bostel | West | 7 | 96 | 100 | 99 | 107 | 97 |
| 092200 | Strobel, Sindelfingen | West | 4 | 90 | 85 | 100 | 102 | 95 |
| 094900 | Umbreit, Bietigheim-Bissingen | West | 7 | 118 | 115 | 96 | 113 | 97 |
| 095700 | Tonollo, Göttingen | West | 5 | 97 | 92 | 100 | 108 | 103 |
| 096501 | Trunk, München | West | 4 | 84 | 87 | 97 | 97 | 89 |
| 096503 | Trunk, Allgäu | West | 9 | 88 | 93 | 95 | 107 | 93 |
| 098100 | SZZ, Esslingen | West | 2 | 91 | 97 | 95 | 99 | 100 |
| 100701 | Wehling, Bielefeld | West | 5 | 104 | 103 | 95 | 107 | 107 |
| 100702 | Wehling, Hamm | West | 7 | 104 | 94 | 92 | 96 | 97 |
| 100703 | Wehling, Paderborn | West | 7 | 100 | 94 | 97 | 111 | 98 |
| 103100 | Zeitschau, Tuttingen | West | 7 | 123 | 112 | 94 | 77 | 96 |
| 104000 | R + H, Weiterstadt | West | 4 | 130 | 108 | 106 | 83 | 101 |
| 106600 | B + P, Hamburg | West | 1 | 92 | 105 | 95 | 92 | 101 |
| 108200 | PVP, Frankenthal | West | 7 | 96 | 93 | 94 | 110 | 101 |
| 109000 | DPV & Leister, Düsseldorf | West | 2 | 105 | 100 | 105 | 108 | 100 |
| 110400 | VPV-Lamich | West | 9 | 96 | 99 | 104 | 99 | 100 |
| 114700 | R + R, Mönchengladbach | West | 5 | 111 | 106 | 97 | 100 | 96 |
| 115500 | PV Saar, Heusweiler | West | 5 | 104 | 98 | 101 | 100 | 106 |
| 116300 | PVS, Betzdorf | West | 7 | 126 | 104 | 105 | 101 | 92 |
| 913000 | PMW, Leezen | Ost | 8 | 93 | 101 | 104 | 98 | 99 |
| 920200 | PV Berlin, Berlin | Ost | 1 | 106 | 100 | 100 | 94 | 100 |
| 921000 | PV Potsdam, Brieselang | Ost | 8 | 140 | 105 | 98 | 104 | 97 |
| 922900 | PV Magdeburg, Langenweddingen | Ost | 8 | 81 | 97 | 98 | 99 | 96 |
| 923700 | PMO, Neubrandenburg | Ost | 8 | 109 | 102 | 98 | 100 | 102 |
| 924500 | PV Leipzig, Gerichshain | Ost | 6 | 103 | 98 | 106 | 97 | 107 |
| 925300 | Mitteldeutscher Pressevertrieb, Mörsdorf | Ost | 6 | 112 | 97 | 94 | 101 | 99 |
| 926100 | PV Dresden, Dresden | Ost | 6 | 82 | 103 | 97 | 107 | 99 |
| 929600 | PV Halle, Landsberg | Ost | 8 | 110 | 100 | 102 | 102 | 98 |
| 930000 | PV Cottbus, Cottbus | Ost | 8 | 86 | 100 | 100 | 102 | 95 |
| 937700 | Mietke, Kittlitz | Ost | 8 | 122 | 100 | 93 | 101 | 97 |
| 938500 | Weigelt, Mehltheuer | Ost | 8 | 126 | 100 | 103 | 98 | 100 |
| 939300 | Greiser, Suhli | Ost | 8 | 86 | 105 | 105 | 95 | 100 |
| 940700 | Gast, Mühlhausen | Ost | 8 | 85 | 93 | 98 | 102 | 101 |
| 941500 | PV Riedel, Emersleben | Ost | 8 | 108 | 107 | 98 | 102 | 101 |
| 942300 | Fritzenschaft, Lutherstadt Wittenberg | Ost | 8 | 98 | 94 | 105 | 96 | 107 |

MAK Ausreißer: die MAKs dienen lediglich der groben Orientierung

MAK und Umsätze 2004



| Grossnummer / Name | Gebiet | Cluster | Frauenzeitschriften wöchentlich niedrigpreisig | | | Frauenzeitschriften wöchentlich mittelpreisig | | | Frauenzeitschriften wöchentlich hochpreisig | | | |
|--------------------|--|---------|--|--------------|-----------------------|---|------------|-----------------------|---|------------|-----------------------|-------|
| | | | MAK | IST-Umsatz | vorhergesagter Umsatz | MAK | IST-Umsatz | vorhergesagter Umsatz | MAK | IST-Umsatz | vorhergesagter Umsatz | |
| | | | 002700 | V.V., Berlin | West | 1 | 97 | 460 | 474 | 100 | 249 | 248 |
| 003501 | B + W, Trier | West | 7 | 103 | 430 | 418 | 93 | 286 | 286 | 95 | 742 | 780 |
| 003502 | B + W, Bad Kreuznach | West | 4 | 105 | 435 | 416 | 96 | 252 | 261 | 101 | 774 | 764 |
| 004300 | Beutz, Wilhelmshaven | West | 7 | 105 | 631 | 600 | 98 | 338 | 347 | 92 | 855 | 934 |
| 006000 | BZH, Bremen | West | 5 | 91 | 462 | 509 | 107 | 326 | 304 | 109 | 905 | 829 |
| 008601 | Carlsen, Kiel | West | 5 | 95 | 627 | 661 | 96 | 349 | 363 | 103 | 1.035 | 1.009 |
| 008602 | Carlsen, Flensburg | West | 9 | 99 | 567 | 576 | 96 | 327 | 341 | 105 | 941 | 893 |
| 011600 | Crämer, Hannover | West | 5 | 91 | 495 | 546 | 107 | 332 | 309 | 105 | 924 | 876 |
| 012400 | Dittmann, Staufenberg | West | 5 | 95 | 488 | 515 | 108 | 337 | 313 | 102 | 880 | 861 |
| 013200 | PV Köln Doll & Esser | West | 2 | 95 | 450 | 474 | 100 | 277 | 277 | 105 | 888 | 847 |
| 014000 | Zöttl, Ergolding | West | 9 | 103 | 424 | 410 | 99 | 245 | 247 | 95 | 636 | 668 |
| 018300 | ACMV, Aachen | West | 5 | 106 | 477 | 452 | 99 | 285 | 298 | 103 | 815 | 793 |
| 020500 | Finsterbusch, Mühldorf a. Inn | West | 9 | 109 | 509 | 469 | 99 | 310 | 312 | 100 | 849 | 852 |
| 021301 | Südwestvertrieb, Freiburg | West | 4 | 89 | 334 | 374 | 96 | 248 | 258 | 111 | 737 | 661 |
| 021302 | Südwestvertrieb, Friedrichshafen | West | 7 | 98 | 359 | 366 | 99 | 264 | 266 | 101 | 729 | 720 |
| 022100 | IFOTON, Limburgerhof | West | 7 | 107 | 503 | 470 | 97 | 291 | 299 | 94 | 817 | 868 |
| 025600 | Getzkow, Ulm | West | 7 | 100 | 332 | 332 | 104 | 245 | 234 | 97 | 602 | 619 |
| 026400 | Giesdorf, Detmold | West | 5 | 95 | 511 | 536 | 108 | 368 | 340 | 97 | 940 | 973 |
| 027200 | Grade, Elmshorn | West | 4 | 109 | 567 | 518 | 100 | 298 | 298 | 91 | 793 | 873 |
| 029900 | Salzmann, Braunschweig | West | 5 | 95 | 601 | 633 | 108 | 406 | 378 | 104 | 1.061 | 1.025 |
| 034500 | Haberer, Schopfheim | West | 7 | 97 | 469 | 482 | 103 | 355 | 344 | 114 | 1.034 | 903 |
| 037000 | Heuser, Velbert | West | 3 | 106 | 507 | 479 | 93 | 291 | 313 | 99 | 920 | 934 |
| 042601 | Jost, München | West | 2 | 106 | 319 | 301 | 101 | 203 | 200 | 91 | 701 | 768 |
| 042602 | Jost, Gersthofen | West | 7 | 105 | 395 | 376 | 95 | 241 | 253 | 97 | 656 | 678 |
| 042603 | Jost, Ingolstadt | West | 9 | 110 | 422 | 383 | 98 | 247 | 253 | 103 | 638 | 621 |
| 043400 | Kaschewitz, Gelsenkirchen | West | 3 | 108 | 571 | 528 | 97 | 313 | 324 | 99 | 905 | 915 |
| 044200 | Keppel, Krefeld | West | 5 | 101 | 505 | 501 | 96 | 293 | 305 | 100 | 868 | 866 |
| 045000 | Keppel, Koblenz | West | 4 | 99 | 477 | 481 | 99 | 306 | 308 | 94 | 838 | 895 |
| 046900 | PG Bonn-Rhein-Sieg KG, Troisdorf | West | 4 | 103 | 422 | 408 | 92 | 263 | 285 | 107 | 849 | 791 |
| 048500 | Könemann, Hagen | West | 5 | 101 | 477 | 474 | 96 | 306 | 319 | 107 | 931 | 867 |
| 049300 | Küpper, Uelzen | West | 9 | 103 | 535 | 522 | 99 | 342 | 345 | 101 | 914 | 901 |
| 052300 | Liebig, Kolbermoor | West | 9 | 104 | 440 | 422 | 92 | 282 | 306 | 103 | 850 | 829 |
| 054000 | Lükemeyer, Münster | West | 7 | 98 | 404 | 412 | 101 | 264 | 260 | 95 | 664 | 700 |
| 055800 | Maurer, Lübeck | West | 5 | 102 | 646 | 634 | 94 | 344 | 365 | 100 | 1.027 | 1.030 |
| 056600 | Mende, Eggenstein Leopoldshafen | West | 4 | 97 | 406 | 420 | 97 | 243 | 251 | 97 | 738 | 760 |
| 057400 | Merkur, Frankfurt | West | 2 | 88 | 372 | 422 | 103 | 244 | 238 | 99 | 748 | 754 |
| 058201 | NPV, Nürnberg | West | 7 | 93 | 396 | 425 | 100 | 258 | 259 | 101 | 723 | 714 |
| 058202 | NPV, Würzburg | West | 7 | 92 | 404 | 437 | 100 | 255 | 256 | 88 | 632 | 720 |
| 058205 | NPV, Bayreuth | West | 9 | 100 | 518 | 516 | 103 | 333 | 325 | 100 | 868 | 872 |
| 059000 | Mölk, Osnabrück | West | 7 | 98 | 446 | 455 | 106 | 299 | 282 | 102 | 703 | 692 |
| 060400 | Mügge, Stade | West | 9 | 105 | 562 | 534 | 99 | 331 | 335 | 107 | 877 | 817 |
| 061200 | Muggenthaler, Cham | West | 9 | 106 | 521 | 493 | 104 | 322 | 310 | 97 | 775 | 796 |
| 063900 | Nolte, Bremerhaven | West | 5 | 107 | 600 | 559 | 103 | 376 | 365 | 103 | 991 | 959 |
| 065500 | Lehmann, Oldenburg | West | 5 | 97 | 496 | 511 | 102 | 302 | 296 | 92 | 762 | 827 |
| 069800 | Schiessl, Regensburg | West | 7 | 106 | 504 | 476 | 98 | 283 | 290 | 94 | 725 | 773 |
| 070101 | PVG, Frankfurt | West | 2 | 92 | 433 | 472 | 110 | 273 | 249 | 98 | 789 | 803 |
| 070102 | PVG, Fulda | West | 7 | 93 | 436 | 467 | 107 | 291 | 271 | 89 | 693 | 776 |
| 070103 | PVG, Gießen | West | 7 | 90 | 384 | 425 | 103 | 264 | 256 | 99 | 674 | 680 |
| 070107 | PVG, Wiesbaden | West | 4 | 92 | 446 | 484 | 100 | 270 | 271 | 99 | 827 | 834 |
| 071000 | Probst, Wuppertal | West | 3 | 98 | 484 | 496 | 99 | 303 | 307 | 108 | 964 | 895 |
| 074400 | Kossmann & Fergg KG, Reutlingen | West | 7 | 96 | 335 | 348 | 102 | 251 | 246 | 104 | 661 | 639 |
| 076000 | Richter, Essen | West | 3 | 103 | 552 | 538 | 101 | 311 | 309 | 102 | 994 | 974 |
| 082501 | Schmitt KG, Heidelberg | West | 4 | 100 | 401 | 401 | 97 | 250 | 257 | 101 | 741 | 736 |
| 082503 | Schmitt KG, Pforzheim | West | 4 | 100 | 414 | 413 | 94 | 263 | 279 | 92 | 765 | 828 |
| 082505 | Schmitt, Schutterwald | West | 7 | 106 | 387 | 366 | 98 | 271 | 277 | 97 | 768 | 794 |
| 083300 | Schmitz, Bochum | West | 3 | 102 | 566 | 554 | 99 | 326 | 330 | 105 | 1.001 | 957 |
| 084100 | Schmitz, Dortmund | West | 3 | 104 | 534 | 512 | 100 | 308 | 307 | 101 | 904 | 894 |
| 085000 | Schmitz, Duisburg | West | 3 | 104 | 571 | 550 | 101 | 321 | 319 | 100 | 969 | 973 |
| 088400 | Schwarz, Fallingbostal | West | 7 | 99 | 527 | 533 | 105 | 342 | 326 | 104 | 875 | 845 |
| 092200 | Strobel, Sindelfingen | West | 4 | 105 | 301 | 287 | 94 | 218 | 232 | 108 | 633 | 586 |
| 094900 | Umbreit, Bietigheim-Bissingen | West | 7 | 96 | 321 | 335 | 98 | 228 | 232 | 102 | 621 | 610 |
| 095700 | Tonollo, Göttingen | West | 5 | 98 | 462 | 471 | 108 | 318 | 295 | 102 | 742 | 731 |
| 096501 | Trunk, München | West | 4 | 109 | 327 | 301 | 92 | 212 | 230 | 96 | 684 | 709 |
| 096503 | Trunk, Allgäu | West | 9 | 100 | 427 | 428 | 96 | 283 | 295 | 104 | 799 | 771 |
| 098100 | SZZ, Esslingen | West | 2 | 95 | 301 | 315 | 100 | 231 | 231 | 106 | 690 | 652 |
| 100701 | Wehling, Bielefeld | West | 5 | 90 | 463 | 516 | 112 | 332 | 295 | 101 | 853 | 847 |
| 100702 | Wehling, Hamm | West | 7 | 101 | 491 | 484 | 105 | 303 | 287 | 93 | 806 | 862 |
| 100703 | Wehling, Paderborn | West | 7 | 99 | 476 | 483 | 107 | 311 | 290 | 99 | 744 | 751 |
| 103100 | Zeitschau, Tuttingen | West | 7 | 95 | 346 | 363 | 103 | 269 | 260 | 105 | 712 | 680 |
| 104000 | R + H, Weiterstadt | West | 4 | 93 | 423 | 456 | 105 | 271 | 257 | 100 | 741 | 741 |
| 106600 | B + P, Hamburg | West | 1 | 103 | 486 | 471 | 104 | 247 | 237 | 86 | 772 | 900 |
| 108200 | PVP, Frankenthal | West | 7 | 105 | 468 | 447 | 96 | 273 | 284 | 95 | 774 | 814 |
| 109000 | DPV & Leister, Düsseldorf | West | 2 | 106 | 516 | 485 | 100 | 297 | 298 | 97 | 967 | 995 |
| 110400 | VPV-Lamich | West | 9 | 103 | 675 | 652 | 99 | 376 | 381 | 103 | 1.071 | 1.042 |
| 114700 | R + R, Mönchengladbach | West | 5 | 99 | 516 | 523 | 97 | 292 | 302 | 102 | 877 | 857 |
| 115500 | PV Saar, Heusweiler | West | 5 | 103 | 577 | 560 | 95 | 326 | 344 | 98 | 944 | 965 |
| 116300 | PVS, Betzdorf | West | 7 | 102 | 414 | 404 | 101 | 284 | 281 | 104 | 752 | 721 |
| 913000 | PMW, Leezen | Ost | 8 | 97 | 610 | 630 | 102 | 332 | 327 | 102 | 615 | 601 |
| 920200 | PV Berlin, Berlin | Ost | 1 | 101 | 479 | 475 | 99 | 235 | 237 | 100 | 497 | 500 |
| 921000 | PV Potsdam, Brieselang | Ost | 8 | 98 | 571 | 581 | 99 | 306 | 310 | 98 | 614 | 625 |
| 922900 | PV Magdeburg, Langenweddingen | Ost | 8 | 96 | 627 | 652 | 101 | 332 | 327 | 102 | 698 | 684 |
| 923700 | PMO, Neubrandenburg | Ost | 8 | 103 | 615 | 598 | 97 | 329 | 340 | 96 | 629 | 657 |
| 924500 | PV Leipzig, Gerichshain | Ost | 6 | 102 | 635 | 620 | 98 | 303 | 309 | 102 | 620 | 606 |
| 925300 | Mitteldeutscher Pressevertrieb, Mörsdorf | Ost | 6 | 100 | 581 | 579 | 101 | 301 | 299 | 100 | 614 | 612 |
| 926100 | PV Dresden, Dresden | Ost | 6 | 97 | 527 | 542 | 100 | 288 | 289 | 101 | 589 | 583 |
| 929600 | PV Halle, Landsberg | Ost | 8 | 105 | 732 | 696 | 97 | 329 | 341 | 98 | 675 | 689 |
| 930000 | PV Cottbus, Cottbus | Ost | 8 | 99 | 641 | 646 | 102 | 337 | 332 | 99 | 623 | 628 |
| 937700 | Mietke, Kittlitz | Ost | 8 | 103 | 542 | 528 | 99 | 298 | 300 | 101 | 567 | 564 |
| 938500 | Weigelt, Mehltheuer | Ost | 8 | 97 | 580 | 597 | 101 | 303 | 299 | 99 | 678 | 683 |
| 939300 | Greiser, Suhl | Ost | 8 | 101 | 567 | 562 | 100 | 285 | 285 | 95 | 527 | 553 |
| 940700 | Gast, Mühlhausen | Ost | 8 | 97 | 580 | 596 | 101 | 284 | 282 | 103 | 648 | 627 |
| 941500 | PV Riedel, Emersleben | Ost | 8 | 99 | 698 | 705 | 104 | 350 | 338 | 100 | 725 | 722 |
| 942300 | Fritzenschaft, Lutherstadt Wittenberg | Ost | 8 | 103 | 604 | 584 | 101 | 323 | 320 | 102 | 634 | 620 |

MAK Ausreißer: die MAKs dienen lediglich der groben Orientierung

MAK und Umsätze 2004



| Grossnummer / Name | Gebiet | Cluster | Frauenzeitschriften wöchentlich insgesamt | | | Frauenzeitschriften 14-tägig | | | Frauenzeitschriften monatlich | | | |
|--------------------|--|---------|---|------------|-----------------------|------------------------------|------------|-----------------------|-------------------------------|------------|-----------------------|-----|
| | | | MAK | IST-Umsatz | vorhergesagter Umsatz | MAK | IST-Umsatz | vorhergesagter Umsatz | MAK | IST-Umsatz | vorhergesagter Umsatz | |
| 002700 | V.V., Berlin | West | 1 | 100 | 1.521 | 1.519 | 91 | 201 | 221 | 102 | 172 | 169 |
| 003501 | B + W, Trier | West | 7 | 97 | 1.439 | 1.484 | 93 | 124 | 133 | 108 | 117 | 108 |
| 003502 | B + W, Bad Kreuznach | West | 4 | 101 | 1.461 | 1.441 | 107 | 196 | 184 | 93 | 161 | 174 |
| 004300 | Beutz, Wilhelmshaven | West | 7 | 97 | 1.824 | 1.880 | 97 | 128 | 132 | 95 | 100 | 105 |
| 006000 | BZH, Bremen | West | 5 | 103 | 1.693 | 1.642 | 94 | 161 | 171 | 95 | 132 | 140 |
| 008601 | Carlsen, Kiel | West | 5 | 99 | 2.012 | 2.033 | 106 | 198 | 186 | 94 | 145 | 154 |
| 008602 | Carlsen, Flensburg | West | 9 | 101 | 1.836 | 1.810 | 98 | 157 | 160 | 107 | 131 | 122 |
| 011600 | Crämer, Hannover | West | 5 | 101 | 1.750 | 1.732 | 105 | 183 | 174 | 97 | 142 | 147 |
| 012400 | Dittmann, Staufenberg | West | 5 | 101 | 1.706 | 1.689 | 95 | 137 | 144 | 105 | 115 | 110 |
| 013200 | PV Köln Doll & Esser | West | 2 | 101 | 1.616 | 1.599 | 103 | 237 | 231 | 95 | 204 | 214 |
| 014000 | Zöttl, Ergolding | West | 9 | 98 | 1.305 | 1.325 | 103 | 131 | 127 | 103 | 147 | 142 |
| 018300 | ACMV, Aachen | West | 5 | 101 | 1.557 | 1.543 | 105 | 151 | 144 | 95 | 130 | 137 |
| 020500 | Finsterbusch, Mühlendorf a. Inn | West | 9 | 102 | 1.668 | 1.633 | 97 | 141 | 145 | 100 | 145 | 145 |
| 021301 | Südwestvertrieb, Freiburg | West | 4 | 102 | 1.319 | 1.293 | 109 | 202 | 184 | 99 | 167 | 168 |
| 021302 | Südwestvertrieb, Friedrichshafen | West | 7 | 100 | 1.352 | 1.352 | 116 | 187 | 162 | 108 | 158 | 146 |
| 022100 | IFOTON, Limburgerhof | West | 7 | 98 | 1.612 | 1.637 | 99 | 142 | 143 | 102 | 118 | 115 |
| 025600 | Getzkow, Ulm | West | 7 | 99 | 1.179 | 1.185 | 107 | 126 | 118 | 101 | 118 | 116 |
| 026400 | Giesdorf, Detmold | West | 5 | 98 | 1.819 | 1.849 | 97 | 145 | 150 | 100 | 115 | 114 |
| 027200 | Grade, Elmshorn | West | 4 | 98 | 1.658 | 1.689 | 101 | 169 | 167 | 96 | 117 | 121 |
| 029900 | Salzmann, Braunschweig | West | 5 | 102 | 2.068 | 2.035 | 94 | 139 | 148 | 100 | 117 | 118 |
| 034500 | Haberer, Schopfheim | West | 7 | 107 | 1.857 | 1.729 | 98 | 189 | 193 | 100 | 176 | 177 |
| 037000 | Heuser, Velbert | West | 3 | 100 | 1.718 | 1.726 | 106 | 186 | 175 | 105 | 144 | 137 |
| 042601 | Jost, München | West | 2 | 96 | 1.223 | 1.269 | 97 | 268 | 276 | 101 | 298 | 294 |
| 042602 | Jost, Gersthofen | West | 7 | 99 | 1.292 | 1.307 | 105 | 139 | 132 | 102 | 139 | 136 |
| 042603 | Jost, Ingolstadt | West | 9 | 104 | 1.307 | 1.257 | 102 | 139 | 136 | 98 | 145 | 148 |
| 043400 | Kaschewitz, Geisenkirchen | West | 3 | 101 | 1.789 | 1.767 | 101 | 124 | 123 | 109 | 110 | 101 |
| 044200 | Keppel, Krefeld | West | 5 | 100 | 1.666 | 1.672 | 108 | 159 | 147 | 100 | 127 | 126 |
| 045000 | Keppel, Koblenz | West | 4 | 96 | 1.621 | 1.684 | 92 | 148 | 161 | 99 | 131 | 131 |
| 046900 | PG Bonn-Rhein-Sieg KG, Troisdorf | West | 4 | 103 | 1.535 | 1.484 | 99 | 207 | 209 | 97 | 178 | 183 |
| 048500 | Könemann, Hagen | West | 5 | 103 | 1.714 | 1.660 | 97 | 137 | 140 | 98 | 110 | 111 |
| 049300 | Küpper, Uelzen | West | 9 | 101 | 1.791 | 1.768 | 77 | 92 | 119 | 91 | 74 | 81 |
| 052300 | Liebig, Kolbermoor | West | 9 | 101 | 1.573 | 1.556 | 101 | 193 | 191 | 97 | 188 | 193 |
| 054000 | Lükemeyer, Münster | West | 7 | 97 | 1.332 | 1.373 | 111 | 165 | 148 | 104 | 142 | 136 |
| 055800 | Maurer, Lübeck | West | 5 | 99 | 2.017 | 2.029 | 99 | 171 | 173 | 103 | 132 | 129 |
| 056600 | Mende, Eggenstein Leopoldshafen | West | 4 | 97 | 1.388 | 1.431 | 101 | 175 | 173 | 97 | 153 | 158 |
| 057400 | Merkur, Frankfurt | West | 2 | 97 | 1.365 | 1.413 | 95 | 223 | 234 | 95 | 201 | 211 |
| 058201 | NPV, Nürnberg | West | 7 | 99 | 1.376 | 1.397 | 103 | 148 | 143 | 101 | 139 | 137 |
| 058202 | NPV, Würzburg | West | 7 | 91 | 1.291 | 1.413 | 104 | 145 | 139 | 109 | 144 | 132 |
| 058205 | NPV, Bayreuth | West | 9 | 100 | 1.719 | 1.713 | 98 | 120 | 123 | 103 | 117 | 114 |
| 059000 | Mölk, Osnabrück | West | 7 | 101 | 1.448 | 1.429 | 93 | 115 | 123 | 92 | 106 | 116 |
| 060400 | Mügge, Stade | West | 9 | 105 | 1.770 | 1.685 | 104 | 149 | 144 | 95 | 109 | 114 |
| 061200 | Muggenthaler, Cham | West | 9 | 101 | 1.618 | 1.599 | 88 | 98 | 111 | 102 | 124 | 122 |
| 063900 | Nolte, Bremerhaven | West | 5 | 104 | 1.967 | 1.884 | 86 | 128 | 149 | 91 | 96 | 106 |
| 065500 | Lehmann, Oldenburg | West | 5 | 95 | 1.560 | 1.634 | 106 | 164 | 154 | 93 | 127 | 137 |
| 069800 | Schiessl, Regensburg | West | 7 | 98 | 1.512 | 1.539 | 106 | 136 | 129 | 107 | 148 | 139 |
| 070101 | PVG, Frankfurt | West | 2 | 98 | 1.495 | 1.524 | 94 | 215 | 228 | 105 | 215 | 204 |
| 070102 | PVG, Fulda | West | 7 | 94 | 1.419 | 1.515 | 94 | 114 | 121 | 118 | 109 | 93 |
| 070103 | PVG, Gießen | West | 7 | 97 | 1.321 | 1.361 | 106 | 141 | 133 | 108 | 122 | 113 |
| 070107 | PVG, Wiesbaden | West | 4 | 97 | 1.544 | 1.589 | 101 | 208 | 206 | 98 | 181 | 186 |
| 071000 | Probst, Wuppertal | West | 3 | 103 | 1.752 | 1.698 | 95 | 154 | 163 | 83 | 117 | 142 |
| 074400 | Kossmann & Fergg KG, Reutlingen | West | 7 | 101 | 1.247 | 1.233 | 106 | 138 | 130 | 115 | 139 | 121 |
| 076000 | Richter, Essen | West | 3 | 102 | 1.857 | 1.820 | 101 | 174 | 171 | 104 | 145 | 140 |
| 082501 | Schmitt KG, Heidelberg | West | 4 | 100 | 1.392 | 1.394 | 100 | 177 | 177 | 101 | 165 | 163 |
| 082503 | Schmitt KG, Pforzheim | West | 4 | 95 | 1.442 | 1.520 | 100 | 157 | 157 | 105 | 146 | 139 |
| 082505 | Schmitt, Schutterwald | West | 7 | 99 | 1.427 | 1.437 | 94 | 147 | 157 | 103 | 144 | 141 |
| 083300 | Schmitz, Bochum | West | 3 | 103 | 1.893 | 1.841 | 109 | 163 | 149 | 107 | 136 | 128 |
| 084100 | Schmitz, Dortmund | West | 3 | 102 | 1.745 | 1.713 | 106 | 155 | 146 | 103 | 124 | 121 |
| 085000 | Schmitz, Duisburg | West | 3 | 101 | 1.860 | 1.841 | 102 | 145 | 142 | 102 | 117 | 115 |
| 088400 | Schwarz, Fallingb. Postel | West | 7 | 102 | 1.745 | 1.705 | 97 | 160 | 166 | 95 | 129 | 135 |
| 092200 | Strobel, Sindelfingen | West | 4 | 104 | 1.152 | 1.105 | 106 | 163 | 154 | 102 | 151 | 148 |
| 094900 | Umbreit, Bietigheim-Bissingen | West | 7 | 99 | 1.170 | 1.177 | 98 | 127 | 131 | 97 | 118 | 121 |
| 095700 | Tonollo, Göttingen | West | 5 | 102 | 1.522 | 1.496 | 103 | 141 | 137 | 98 | 122 | 125 |
| 096501 | Trunk, München | West | 4 | 99 | 1.223 | 1.241 | 100 | 230 | 229 | 101 | 243 | 242 |
| 096503 | Trunk, Altgäu | West | 9 | 101 | 1.509 | 1.493 | 100 | 149 | 149 | 100 | 144 | 143 |
| 098100 | SZZ, Esslingen | West | 2 | 102 | 1.221 | 1.198 | 105 | 175 | 167 | 104 | 171 | 164 |
| 100701 | Wehling, Bielefeld | West | 5 | 99 | 1.648 | 1.658 | 102 | 159 | 155 | 95 | 134 | 141 |
| 100702 | Wehling, Hamm | West | 7 | 98 | 1.600 | 1.634 | 98 | 128 | 130 | 92 | 102 | 111 |
| 100703 | Wehling, Paderborn | West | 7 | 100 | 1.531 | 1.524 | 106 | 144 | 136 | 99 | 128 | 129 |
| 103100 | Zeitschau, Tuttingen | West | 7 | 102 | 1.326 | 1.303 | 92 | 117 | 127 | 99 | 113 | 115 |
| 104000 | R + H, Weiterstadt | West | 4 | 99 | 1.435 | 1.455 | 101 | 183 | 181 | 94 | 150 | 160 |
| 106600 | B + P, Hamburg | West | 1 | 94 | 1.505 | 1.608 | 104 | 253 | 243 | 107 | 218 | 205 |
| 108200 | PVP, Frankenthal | West | 7 | 98 | 1.515 | 1.544 | 95 | 136 | 143 | 97 | 127 | 130 |
| 109000 | DPV & Leister, Düsseldorf | West | 2 | 100 | 1.781 | 1.778 | 100 | 272 | 272 | 111 | 271 | 245 |
| 110400 | VPV-Lamich | West | 9 | 102 | 2.122 | 2.076 | 96 | 169 | 176 | 101 | 135 | 133 |
| 114700 | R + R, Mönchengladbach | West | 5 | 100 | 1.685 | 1.682 | 105 | 156 | 148 | 103 | 135 | 132 |
| 115500 | PV Saar, Heusweiler | West | 5 | 99 | 1.847 | 1.869 | 88 | 138 | 156 | 104 | 124 | 119 |
| 116300 | PVS, Betzdorf | West | 7 | 103 | 1.450 | 1.406 | 91 | 115 | 126 | 89 | 100 | 112 |
| 913000 | PMW, Leezen | Ost | 8 | 100 | 1.557 | 1.557 | 96 | 80 | 83 | 105 | 93 | 89 |
| 920200 | PV Berlin, Berlin | Ost | 1 | 100 | 1.212 | 1.212 | 100 | 116 | 116 | 100 | 125 | 125 |
| 921000 | PV Potsdam, Brieselang | Ost | 8 | 98 | 1.491 | 1.516 | 101 | 81 | 80 | 100 | 84 | 84 |
| 922900 | PV Magdeburg, Langenweddingen | Ost | 8 | 100 | 1.657 | 1.663 | 95 | 55 | 55 | 101 | 69 | 68 |
| 923700 | PMO, Neubrandenburg | Ost | 8 | 99 | 1.573 | 1.596 | 107 | 73 | 68 | 95 | 76 | 80 |
| 924500 | PV Leipzig, Gerichshain | Ost | 6 | 102 | 1.558 | 1.535 | 99 | 66 | 67 | 99 | 80 | 80 |
| 925300 | Mitteldeutscher Pressevertrieb, Mörsdorf | Ost | 6 | 100 | 1.495 | 1.490 | 101 | 58 | 58 | 103 | 77 | 75 |
| 926100 | PV Dresden, Dresden | Ost | 6 | 99 | 1.405 | 1.414 | 102 | 70 | 69 | 99 | 82 | 82 |
| 929600 | PV Halle, Landsberg | Ost | 8 | 101 | 1.736 | 1.726 | 97 | 54 | 56 | 107 | 74 | 69 |
| 930000 | PV Cottbus, Cottbus | Ost | 8 | 100 | 1.601 | 1.606 | 96 | 46 | 48 | 102 | 69 | 68 |
| 937700 | Mietke, Kittlitz | Ost | 8 | 101 | 1.407 | 1.392 | 89 | 39 | 44 | 100 | 56 | 56 |
| 938500 | Weigelt, Mehltheuer | Ost | 8 | 99 | 1.561 | 1.579 | 108 | 53 | 49 | 90 | 65 | 72 |
| 939300 | Greiser, Suhl | Ost | 8 | 99 | 1.380 | 1.400 | 109 | 55 | 50 | 101 | 77 | 76 |
| 940700 | Gast, Mühlhausen | Ost | 8 | 100 | 1.512 | 1.505 | 103 | 55 | 53 | 101 | 69 | 68 |
| 941500 | PV Riedel, Emersleben | Ost | 8 | 100 | 1.774 | 1.765 | 103 | 45 | 43 | 100 | 57 | 57 |
| 942300 | Fritzenschaft, Lutherstadt Wittenberg | Ost | 8 | 102 | 1.561 | 1.524 | 93 | 56 | 60 | 96 | 66 | 69 |

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| Grossnummer / Name | Gebiet | Cluster | Aktuelle Illustrierte | | | Lifestyle-Zeitschriften | | | Preisrätselmagazine | | | |
|--------------------|--|---------|-----------------------|------------|-----------------------|-------------------------|------------|-----------------------|---------------------|------------|-----------------------|----|
| | | | MAK | IST-Umsatz | vorhergesagter Umsatz | MAK | IST-Umsatz | vorhergesagter Umsatz | MAK | IST-Umsatz | vorhergesagter Umsatz | |
| 002700 | V.V., Berlin | West | 1 | 103 | 270 | 263 | 92 | 88 | 96 | 89 | 24 | 27 |
| 003501 | B + W, Trier | West | 7 | 99 | 147 | 149 | 116 | 97 | 84 | 102 | 37 | 36 |
| 003502 | B + W, Bad Kreuznach | West | 4 | 98 | 237 | 243 | 105 | 106 | 102 | 100 | 32 | 32 |
| 004300 | Beutz, Wilhelmshaven | West | 7 | 92 | 139 | 152 | 92 | 76 | 82 | 103 | 40 | 39 |
| 006000 | BZH, Bremen | West | 5 | 103 | 212 | 206 | 97 | 91 | 94 | 89 | 31 | 35 |
| 008601 | Carlsen, Kiel | West | 5 | 97 | 228 | 234 | 110 | 107 | 97 | 110 | 40 | 37 |
| 008602 | Carlsen, Flensburg | West | 9 | 100 | 193 | 193 | 108 | 98 | 90 | 96 | 36 | 38 |
| 011600 | Crämer, Hannover | West | 5 | 95 | 215 | 228 | 104 | 102 | 98 | 99 | 33 | 34 |
| 012400 | Dittmann, Staufenberg | West | 5 | 98 | 165 | 168 | 111 | 97 | 87 | 107 | 40 | 38 |
| 013200 | PV Köln Doll & Esser | West | 2 | 104 | 332 | 320 | 103 | 126 | 123 | 111 | 38 | 34 |
| 014000 | Zöttl, Ergolding | West | 9 | 93 | 165 | 178 | 92 | 100 | 109 | 97 | 23 | 24 |
| 018300 | ACMV, Aachen | West | 5 | 110 | 181 | 165 | 97 | 86 | 90 | 96 | 33 | 35 |
| 020500 | Finsterbusch, Mühlendorf a. Inn | West | 9 | 106 | 204 | 193 | 97 | 94 | 97 | 99 | 27 | 28 |
| 021301 | Südwestvertrieb, Freiburg | West | 4 | 99 | 220 | 224 | 87 | 91 | 104 | 108 | 27 | 25 |
| 021302 | Südwestvertrieb, Friedrichshafen | West | 7 | 91 | 203 | 223 | 97 | 94 | 98 | 120 | 32 | 26 |
| 022100 | IFOTON, Limburgerhof | West | 7 | 94 | 174 | 184 | 101 | 95 | 94 | 92 | 37 | 40 |
| 025600 | Getzkow, Ulm | West | 7 | 90 | 124 | 138 | 109 | 94 | 86 | 108 | 26 | 24 |
| 026400 | Giesdorf, Detmold | West | 5 | 100 | 181 | 181 | 100 | 84 | 84 | 99 | 36 | 36 |
| 027200 | Grade, Elmshorn | West | 4 | 99 | 218 | 221 | 100 | 82 | 83 | 100 | 30 | 30 |
| 029900 | Salzmann, Braunschweig | West | 5 | 100 | 177 | 178 | 99 | 97 | 98 | 110 | 42 | 39 |
| 034500 | Haberer, Schopfheim | West | 7 | 109 | 284 | 260 | 83 | 96 | 116 | 97 | 35 | 36 |
| 037000 | Heuser, Velbert | West | 3 | 100 | 246 | 246 | 96 | 89 | 93 | 106 | 40 | 38 |
| 042601 | Jost, München | West | 2 | 102 | 446 | 437 | 97 | 159 | 164 | 95 | 22 | 23 |
| 042602 | Jost, Gersthofen | West | 7 | 95 | 161 | 169 | 95 | 98 | 103 | 95 | 24 | 25 |
| 042603 | Jost, Ingolstadt | West | 9 | 99 | 177 | 180 | 109 | 121 | 111 | 95 | 24 | 25 |
| 043400 | Kaschewitz, Gelsenkirchen | West | 3 | 101 | 146 | 145 | 92 | 71 | 77 | 92 | 30 | 32 |
| 044200 | Keppel, Krefeld | West | 5 | 100 | 196 | 196 | 94 | 84 | 89 | 108 | 36 | 33 |
| 045000 | Keppel, Koblenz | West | 4 | 108 | 207 | 192 | 113 | 118 | 105 | 108 | 41 | 38 |
| 046900 | PG Bonn-Rhein-Sieg KG, Troisdorf | West | 4 | 112 | 287 | 256 | 104 | 116 | 112 | 114 | 38 | 33 |
| 048500 | Könemann, Hagen | West | 5 | 107 | 179 | 168 | 89 | 77 | 87 | 104 | 32 | 31 |
| 049300 | Küpper, Uelzen | West | 9 | 120 | 120 | 100 | 79 | 56 | 71 | 135 | 56 | 41 |
| 052300 | Liebig, Kolbermoor | West | 9 | 106 | 295 | 278 | 100 | 117 | 117 | 95 | 26 | 27 |
| 054000 | Lükemeyer, Münster | West | 7 | 100 | 170 | 169 | 107 | 97 | 90 | 102 | 27 | 26 |
| 055800 | Maurer, Lübeck | West | 5 | 101 | 218 | 216 | 94 | 91 | 97 | 93 | 36 | 39 |
| 056600 | Mende, Eggenstein Leopoldshafen | West | 4 | 95 | 213 | 225 | 110 | 108 | 98 | 106 | 32 | 30 |
| 057400 | Merkur, Frankfurt | West | 2 | 104 | 331 | 320 | 98 | 117 | 119 | 91 | 28 | 30 |
| 058201 | NPV, Nürnberg | West | 7 | 92 | 175 | 191 | 99 | 102 | 104 | 101 | 30 | 29 |
| 058202 | NPV, Würzburg | West | 7 | 92 | 166 | 179 | 115 | 120 | 104 | 112 | 31 | 28 |
| 058205 | NPV, Bayreuth | West | 9 | 95 | 146 | 154 | 86 | 80 | 93 | 122 | 42 | 34 |
| 059000 | Mölk, Osnabrück | West | 7 | 115 | 135 | 118 | 98 | 78 | 79 | 100 | 28 | 28 |
| 060400 | Mügge, Stade | West | 9 | 95 | 165 | 174 | 96 | 81 | 84 | 105 | 36 | 34 |
| 061200 | Muggenthaler, Cham | West | 9 | 102 | 135 | 132 | 78 | 69 | 89 | 93 | 26 | 28 |
| 063900 | Nolte, Bremerhaven | West | 5 | 111 | 180 | 162 | 106 | 83 | 78 | 99 | 36 | 36 |
| 065500 | Lehmann, Oldenburg | West | 5 | 91 | 178 | 196 | 107 | 94 | 88 | 92 | 32 | 35 |
| 069800 | Schiessl, Regensburg | West | 7 | 93 | 159 | 171 | 97 | 104 | 108 | 93 | 27 | 29 |
| 070101 | PVG, Frankfurt | West | 2 | 97 | 313 | 324 | 96 | 117 | 122 | 102 | 30 | 29 |
| 070102 | PVG, Fulda | West | 7 | 88 | 126 | 144 | 110 | 91 | 83 | 84 | 28 | 34 |
| 070103 | PVG, Gießen | West | 7 | 88 | 138 | 157 | 98 | 89 | 91 | 97 | 29 | 30 |
| 070107 | PVG, Wiesbaden | West | 4 | 101 | 287 | 284 | 102 | 116 | 114 | 96 | 31 | 32 |
| 071000 | Probst, Wuppertal | West | 3 | 133 | 222 | 167 | 88 | 80 | 91 | 103 | 35 | 34 |
| 074400 | Kossmann & Fergg KG, Reutlingen | West | 7 | 86 | 146 | 171 | 96 | 88 | 92 | 100 | 25 | 25 |
| 076000 | Richter, Essen | West | 3 | 96 | 231 | 239 | 99 | 90 | 91 | 90 | 32 | 36 |
| 082501 | Schmitt KG, Heidelberg | West | 4 | 99 | 221 | 223 | 102 | 109 | 106 | 95 | 30 | 32 |
| 082503 | Schmitt KG, Pforzheim | West | 4 | 102 | 206 | 203 | 114 | 108 | 94 | 108 | 34 | 31 |
| 082505 | Schmitt, Schutterwald | West | 7 | 105 | 205 | 195 | 95 | 94 | 99 | 87 | 26 | 30 |
| 083300 | Schmitz, Bochum | West | 3 | 89 | 181 | 204 | 92 | 85 | 92 | 97 | 35 | 36 |
| 084100 | Schmitz, Dortmund | West | 3 | 97 | 180 | 185 | 98 | 85 | 87 | 92 | 31 | 34 |
| 085000 | Schmitz, Duisburg | West | 3 | 103 | 183 | 177 | 98 | 79 | 81 | 101 | 37 | 36 |
| 088400 | Schwarz, Fallingb. Postel | West | 7 | 103 | 206 | 200 | 112 | 113 | 101 | 96 | 34 | 35 |
| 092200 | Strobel, Sindelfingen | West | 4 | 93 | 196 | 210 | 108 | 106 | 98 | 90 | 23 | 25 |
| 094900 | Umbreit, Bietigheim-Bissingen | West | 7 | 98 | 152 | 155 | 99 | 84 | 85 | 100 | 26 | 26 |
| 095700 | Tonolilo, Göttingen | West | 5 | 126 | 137 | 109 | 105 | 93 | 88 | 96 | 35 | 36 |
| 096501 | Trunk, München | West | 4 | 104 | 362 | 349 | 106 | 146 | 138 | 103 | 24 | 24 |
| 096503 | Trunk, Allgäu | West | 9 | 102 | 202 | 199 | 113 | 112 | 99 | 109 | 31 | 28 |
| 098100 | SZZ, Esslingen | West | 2 | 91 | 213 | 235 | 98 | 106 | 108 | 100 | 26 | 26 |
| 100701 | Wehling, Bielefeld | West | 5 | 102 | 200 | 197 | 105 | 95 | 90 | 90 | 29 | 32 |
| 100702 | Wehling, Hamm | West | 7 | 109 | 157 | 145 | 99 | 76 | 77 | 86 | 28 | 32 |
| 100703 | Wehling, Paderborn | West | 7 | 103 | 160 | 155 | 108 | 92 | 85 | 87 | 26 | 30 |
| 103100 | Zeitschau, Tuttingen | West | 7 | 108 | 153 | 142 | 92 | 87 | 94 | 106 | 28 | 26 |
| 104000 | R + H, Weiterstadt | West | 4 | 103 | 238 | 231 | 108 | 108 | 99 | 120 | 35 | 29 |
| 106600 | B + P, Hamburg | West | 1 | 100 | 331 | 331 | 96 | 117 | 122 | 109 | 25 | 23 |
| 108200 | PVP, Frankenthal | West | 7 | 100 | 173 | 172 | 100 | 91 | 91 | 98 | 33 | 34 |
| 109000 | DPV & Leister, Düsseldorf | West | 2 | 99 | 417 | 422 | 99 | 145 | 146 | 104 | 37 | 36 |
| 110400 | VPV-Lamich | West | 9 | 102 | 230 | 226 | 101 | 101 | 100 | 100 | 39 | 39 |
| 114700 | R + R, Mönchengladbach | West | 5 | 102 | 206 | 203 | 98 | 92 | 94 | 108 | 38 | 35 |
| 115500 | PV Saar, Heusweiler | West | 5 | 109 | 196 | 180 | 95 | 91 | 96 | 105 | 48 | 45 |
| 116300 | PVS, Betzdorf | West | 7 | 119 | 144 | 121 | 110 | 87 | 80 | 107 | 32 | 30 |
| 913000 | PMW, Leezen | Ost | 8 | 103 | 100 | 97 | 98 | 99 | 100 | 102 | 44 | 43 |
| 920200 | PV Berlin, Berlin | Ost | 1 | 98 | 131 | 134 | 99 | 94 | 95 | 100 | 27 | 27 |
| 921000 | PV Potsdam, Brieselang | Ost | 8 | 107 | 100 | 94 | 97 | 90 | 93 | 96 | 44 | 46 |
| 922900 | PV Magdeburg, Langenweddingen | Ost | 8 | 105 | 65 | 62 | 98 | 73 | 74 | 96 | 39 | 41 |
| 923700 | PMO, Neubrandenburg | Ost | 8 | 90 | 78 | 87 | 100 | 83 | 84 | 103 | 53 | 52 |
| 924500 | PV Leipzig, Gerichshain | Ost | 6 | 103 | 68 | 66 | 105 | 83 | 79 | 95 | 41 | 43 |
| 925300 | Mitteldeutscher Pressevertrieb, Mörsdorf | Ost | 6 | 109 | 61 | 55 | 96 | 85 | 88 | 97 | 44 | 45 |
| 926100 | PV Dresden, Dresden | Ost | 6 | 106 | 83 | 79 | 105 | 89 | 85 | 104 | 43 | 41 |
| 929600 | PV Halle, Landsberg | Ost | 8 | 94 | 56 | 59 | 100 | 78 | 78 | 112 | 53 | 47 |
| 930000 | PV Cottbus, Cottbus | Ost | 8 | 96 | 52 | 55 | 101 | 84 | 84 | 99 | 52 | 53 |
| 937700 | Mietke, Kittlitz | Ost | 8 | 106 | 40 | 38 | 97 | 61 | 63 | 102 | 53 | 52 |
| 938500 | Weigelt, Mehltheuer | Ost | 8 | 98 | 51 | 53 | 99 | 67 | 67 | 89 | 44 | 50 |
| 939300 | Greiser, Suhl | Ost | 8 | 90 | 45 | 50 | 101 | 80 | 79 | 102 | 50 | 49 |
| 940700 | Gast, Mühlhausen | Ost | 8 | 95 | 47 | 50 | 108 | 78 | 73 | 107 | 49 | 46 |
| 941500 | PV Riedel, Emersleben | Ost | 8 | 98 | 51 | 52 | 92 | 52 | 57 | 104 | 44 | 43 |
| 942300 | Fritzenschaft, Lutherstadt Wittenberg | Ost | 8 | 102 | 71 | 70 | 105 | 79 | 75 | 92 | 44 | 48 |

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| Grossnummer / Name | Gebiet | Cluster | Sportzeitschriften | | | Motorpresse | | | Haus/Garten/Kochen/Tiere | | | |
|--------------------|--|---------|--------------------|------------|-----------------------|-------------|------------|-----------------------|--------------------------|------------|-----------------------|-----|
| | | | MAK | IST-Umsatz | vorhergesagter Umsatz | MAK | IST-Umsatz | vorhergesagter Umsatz | MAK | IST-Umsatz | vorhergesagter Umsatz | |
| 002700 | V.V., Berlin | West | 1 | 96 | 98 | 102 | 102 | 139 | 137 | 89 | 175 | 198 |
| 003501 | B + W, Trier | West | 7 | 105 | 126 | 120 | 101 | 160 | 158 | 90 | 216 | 241 |
| 003502 | B + W, Bad Kreuznach | West | 4 | 106 | 147 | 139 | 102 | 163 | 159 | 105 | 279 | 266 |
| 004300 | Beutz, Wilhelmshaven | West | 7 | 97 | 97 | 100 | 101 | 159 | 158 | 88 | 231 | 262 |
| 006000 | BZH, Bremen | West | 5 | 118 | 127 | 108 | 96 | 166 | 173 | 106 | 272 | 258 |
| 008601 | Carlsen, Kiel | West | 5 | 92 | 102 | 111 | 103 | 184 | 179 | 109 | 293 | 269 |
| 008602 | Carlsen, Flensburg | West | 9 | 96 | 85 | 89 | 114 | 194 | 170 | 111 | 273 | 246 |
| 011600 | Crämer, Hannover | West | 5 | 109 | 116 | 107 | 99 | 169 | 171 | 91 | 252 | 279 |
| 012400 | Dittmann, Staufenberg | West | 5 | 109 | 116 | 106 | 117 | 182 | 156 | 87 | 211 | 243 |
| 013200 | PV Köln Doll & Esser | West | 2 | 92 | 116 | 126 | 97 | 185 | 191 | 98 | 278 | 283 |
| 014000 | Zöttl, Ergolding | West | 9 | 68 | 46 | 68 | 101 | 161 | 160 | 100 | 257 | 258 |
| 018300 | ACMV, Aachen | West | 5 | 88 | 116 | 132 | 100 | 162 | 162 | 100 | 232 | 232 |
| 020500 | Finsterbusch, Mühlhof a. Inn | West | 9 | 103 | 58 | 56 | 103 | 166 | 160 | 107 | 255 | 239 |
| 021301 | Südwestvertrieb, Freiburg | West | 4 | 119 | 128 | 107 | 96 | 137 | 143 | 97 | 216 | 222 |
| 021302 | Südwestvertrieb, Friedrichshafen | West | 7 | 78 | 60 | 77 | 97 | 156 | 161 | 114 | 240 | 211 |
| 022100 | IFOTON, Limburgerhof | West | 7 | 100 | 122 | 122 | 95 | 154 | 162 | 95 | 216 | 227 |
| 025600 | Getzkow, Ulm | West | 7 | 85 | 71 | 84 | 93 | 141 | 151 | 107 | 208 | 195 |
| 026400 | Giesdorf, Detmold | West | 5 | 103 | 115 | 112 | 99 | 175 | 175 | 105 | 270 | 258 |
| 027200 | Grade, Elmshorn | West | 4 | 88 | 74 | 84 | 98 | 174 | 177 | 100 | 314 | 315 |
| 029900 | Salzmann, Braunschweig | West | 5 | 115 | 127 | 110 | 109 | 191 | 176 | 98 | 259 | 265 |
| 034500 | Haberer, Schopfheim | West | 7 | 107 | 101 | 95 | 108 | 191 | 177 | 100 | 267 | 266 |
| 037000 | Heuser, Velbert | West | 3 | 101 | 108 | 107 | 104 | 199 | 191 | 103 | 296 | 288 |
| 042601 | Jost, München | West | 2 | 104 | 69 | 66 | 100 | 189 | 189 | 101 | 288 | 287 |
| 042602 | Jost, Gersthofen | West | 7 | 90 | 68 | 76 | 92 | 142 | 154 | 101 | 221 | 218 |
| 042603 | Jost, Ingolstadt | West | 9 | 78 | 63 | 81 | 112 | 197 | 175 | 106 | 238 | 225 |
| 043400 | Kaschewitz, Geisenkirchen | West | 3 | 107 | 130 | 122 | 100 | 151 | 151 | 104 | 210 | 203 |
| 044200 | Keppel, Krefeld | West | 5 | 86 | 99 | 116 | 88 | 159 | 180 | 106 | 272 | 256 |
| 045000 | Keppel, Koblenz | West | 4 | 111 | 134 | 121 | 99 | 182 | 183 | 98 | 250 | 256 |
| 046900 | PG Bonn-Rhein-Sieg KG, Troisdorf | West | 4 | 89 | 109 | 123 | 99 | 193 | 195 | 105 | 302 | 287 |
| 048500 | Könemann, Hagen | West | 5 | 101 | 101 | 100 | 110 | 180 | 164 | 99 | 233 | 234 |
| 049300 | Küpper, Uelzen | West | 9 | 95 | 81 | 85 | 91 | 126 | 138 | 107 | 197 | 184 |
| 052300 | Liebig, Kolbermoor | West | 9 | 104 | 59 | 57 | 102 | 185 | 181 | 101 | 281 | 277 |
| 054000 | Lükemeyer, Münster | West | 7 | 112 | 142 | 127 | 94 | 165 | 176 | 110 | 282 | 255 |
| 055800 | Maurer, Lübeck | West | 5 | 82 | 83 | 101 | 96 | 168 | 175 | 107 | 275 | 256 |
| 056600 | Mende, Eggenstein Leopoldshafen | West | 4 | 103 | 126 | 122 | 93 | 147 | 158 | 91 | 218 | 239 |
| 057400 | Merkur, Frankfurt | West | 2 | 94 | 109 | 116 | 105 | 202 | 192 | 98 | 306 | 313 |
| 058201 | NPV, Nürnberg | West | 7 | 97 | 88 | 90 | 94 | 145 | 155 | 92 | 210 | 229 |
| 058202 | NPV, Würzburg | West | 7 | 110 | 98 | 89 | 89 | 147 | 166 | 93 | 222 | 240 |
| 058205 | NPV, Bayreuth | West | 9 | 114 | 91 | 80 | 104 | 145 | 139 | 91 | 206 | 228 |
| 059000 | Mölk, Osnabrück | West | 7 | 118 | 116 | 98 | 100 | 153 | 154 | 96 | 229 | 238 |
| 060400 | Mügge, Stade | West | 9 | 105 | 92 | 87 | 96 | 173 | 181 | 96 | 311 | 322 |
| 061200 | Muggenthaler, Cham | West | 9 | 117 | 68 | 59 | 94 | 132 | 140 | 111 | 218 | 197 |
| 063900 | Nolte, Bremerhaven | West | 5 | 110 | 108 | 98 | 100 | 164 | 165 | 86 | 216 | 252 |
| 065500 | Lehmann, Oldenburg | West | 5 | 88 | 100 | 113 | 98 | 173 | 177 | 103 | 271 | 264 |
| 069800 | Schiessl, Regensburg | West | 7 | 84 | 74 | 88 | 96 | 153 | 159 | 103 | 234 | 228 |
| 070101 | PVG, Frankfurt | West | 2 | 103 | 122 | 119 | 100 | 175 | 175 | 94 | 255 | 272 |
| 070102 | PVG, Fulda | West | 7 | 96 | 102 | 107 | 100 | 151 | 152 | 96 | 194 | 202 |
| 070103 | PVG, Gießen | West | 7 | 89 | 109 | 122 | 106 | 151 | 142 | 95 | 205 | 215 |
| 070107 | PVG, Wiesbaden | West | 4 | 110 | 129 | 118 | 101 | 182 | 181 | 103 | 269 | 262 |
| 071000 | Probst, Wuppertal | West | 3 | 89 | 116 | 130 | 116 | 192 | 165 | 96 | 242 | 253 |
| 074400 | Kossmann & Fergg KG, Reutlingen | West | 7 | 84 | 76 | 91 | 94 | 135 | 144 | 99 | 196 | 199 |
| 076000 | Richter, Essen | West | 3 | 105 | 122 | 116 | 104 | 177 | 170 | 98 | 254 | 260 |
| 082501 | Schmitt KG, Heidelberg | West | 4 | 102 | 114 | 112 | 96 | 149 | 155 | 85 | 201 | 236 |
| 082503 | Schmitt KG, Pforzheim | West | 4 | 97 | 104 | 107 | 102 | 168 | 165 | 103 | 210 | 204 |
| 082505 | Schmitt, Schutterwald | West | 7 | 88 | 95 | 108 | 91 | 147 | 161 | 113 | 230 | 202 |
| 083300 | Schmitz, Bochum | West | 3 | 93 | 129 | 139 | 113 | 176 | 156 | 98 | 239 | 243 |
| 084100 | Schmitz, Dortmund | West | 3 | 97 | 119 | 123 | 102 | 165 | 161 | 104 | 230 | 220 |
| 085000 | Schmitz, Duisburg | West | 3 | 90 | 109 | 122 | 98 | 164 | 168 | 107 | 250 | 235 |
| 088400 | Schwarz, Fallingb. Postel | West | 7 | 107 | 100 | 93 | 102 | 199 | 195 | 99 | 305 | 307 |
| 092200 | Strobel, Sindelfingen | West | 4 | 103 | 91 | 89 | 117 | 202 | 174 | 111 | 244 | 220 |
| 094900 | Umbreit, Bietigheim-Bissingen | West | 7 | 104 | 92 | 88 | 106 | 149 | 141 | 88 | 178 | 203 |
| 095700 | Tonollo, Göttingen | West | 5 | 96 | 120 | 125 | 92 | 138 | 151 | 96 | 212 | 220 |
| 096501 | Trunk, München | West | 4 | 100 | 62 | 62 | 98 | 190 | 193 | 101 | 290 | 286 |
| 096503 | Trunk, Allgäu | West | 9 | 101 | 64 | 64 | 94 | 160 | 170 | 104 | 243 | 233 |
| 098100 | SZZ, Esslingen | West | 2 | 104 | 95 | 91 | 110 | 180 | 163 | 104 | 223 | 215 |
| 100701 | Wehling, Bielefeld | West | 5 | 103 | 124 | 120 | 98 | 177 | 181 | 102 | 275 | 269 |
| 100702 | Wehling, Hamm | West | 7 | 115 | 128 | 111 | 91 | 148 | 162 | 103 | 222 | 215 |
| 100703 | Wehling, Paderborn | West | 7 | 106 | 128 | 121 | 94 | 162 | 172 | 105 | 249 | 239 |
| 103100 | Zeitschau, Tuttingen | West | 7 | 81 | 62 | 76 | 98 | 137 | 140 | 93 | 168 | 182 |
| 104000 | R + H, Weiterstadt | West | 4 | 110 | 114 | 104 | 101 | 173 | 172 | 93 | 254 | 273 |
| 106600 | B + P, Hamburg | West | 1 | 106 | 95 | 90 | 93 | 166 | 177 | 106 | 284 | 267 |
| 108200 | PVP, Frankenthal | West | 7 | 119 | 130 | 109 | 94 | 143 | 151 | 100 | 209 | 209 |
| 109000 | DPV & Leister, Düsseldorf | West | 2 | 97 | 122 | 126 | 96 | 214 | 223 | 107 | 344 | 320 |
| 110400 | VPV-Lamich | West | 9 | 124 | 102 | 82 | 105 | 188 | 179 | 104 | 295 | 283 |
| 114700 | R + R, Mönchengladbach | West | 5 | 110 | 121 | 110 | 88 | 165 | 188 | 101 | 280 | 276 |
| 115500 | PV Saar, Heusweiler | West | 5 | 90 | 124 | 139 | 105 | 178 | 170 | 94 | 235 | 249 |
| 116300 | PVS, Betzdorf | West | 7 | 103 | 116 | 112 | 108 | 173 | 159 | 96 | 219 | 228 |
| 913000 | PMW, Leezen | Ost | 8 | 107 | 79 | 74 | 97 | 112 | 115 | 100 | 136 | 136 |
| 920200 | PV Berlin, Berlin | Ost | 1 | 99 | 77 | 77 | 101 | 94 | 93 | 100 | 113 | 112 |
| 921000 | PV Potsdam, Brieselang | Ost | 8 | 94 | 68 | 72 | 101 | 111 | 110 | 100 | 141 | 141 |
| 922900 | PV Magdeburg, Langenweddingen | Ost | 8 | 100 | 66 | 66 | 98 | 96 | 98 | 100 | 108 | 108 |
| 923700 | PMO, Neubrandenburg | Ost | 8 | 97 | 68 | 69 | 101 | 103 | 102 | 99 | 115 | 116 |
| 924500 | PV Leipzig, Gerichshain | Ost | 6 | 104 | 64 | 61 | 98 | 96 | 98 | 100 | 107 | 107 |
| 925300 | Mitteldeutscher Pressevertrieb, Mörsdorf | Ost | 6 | 99 | 68 | 68 | 101 | 106 | 104 | 94 | 100 | 107 |
| 926100 | PV Dresden, Dresden | Ost | 6 | 100 | 61 | 61 | 100 | 103 | 102 | 102 | 103 | 101 |
| 929600 | PV Halle, Landsberg | Ost | 8 | 99 | 72 | 73 | 98 | 101 | 103 | 101 | 104 | 103 |
| 930000 | PV Cottbus, Cottbus | Ost | 8 | 108 | 75 | 70 | 99 | 95 | 96 | 100 | 97 | 97 |
| 937700 | Mietke, Kittlitz | Ost | 8 | 93 | 51 | 55 | 97 | 92 | 95 | 96 | 93 | 98 |
| 938500 | Weigelt, Mehltheuer | Ost | 8 | 110 | 63 | 57 | 106 | 108 | 101 | 100 | 102 | 102 |
| 939300 | Greiser, Suhl | Ost | 8 | 93 | 55 | 59 | 96 | 98 | 101 | 100 | 106 | 106 |
| 940700 | Gast, Mühlhausen | Ost | 8 | 95 | 59 | 61 | 101 | 102 | 100 | 105 | 112 | 107 |
| 941500 | PV Riedel, Emersleben | Ost | 8 | 109 | 65 | 60 | 100 | 87 | 88 | 102 | 93 | 91 |
| 942300 | Fritzenschaft, Lutherstadt Wittenberg | Ost | 8 | 92 | 59 | 65 | 105 | 107 | 102 | 101 | 114 | 113 |

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MAK und Umsätze 2004



| Grossnummer / Name | Gebiet | Cluster | Jugend/Comic-Zeitschriften | | | Elternzeitschriften | | | Erotik-Zeitschriften | | | |
|--------------------|--|---------|----------------------------|------------|-----------------------|---------------------|------------|-----------------------|----------------------|------------|-----------------------|----|
| | | | MAK | IST-Umsatz | vorhergesagter Umsatz | MAK | IST-Umsatz | vorhergesagter Umsatz | MAK | IST-Umsatz | vorhergesagter Umsatz | |
| 002700 | V.V., Berlin | West | 1 | 92 | 333 | 361 | 100 | 13 | 13 | 74 | 25 | 34 |
| 003501 | B + W, Trier | West | 7 | 103 | 420 | 410 | 108 | 15 | 14 | 94 | 47 | 50 |
| 003502 | B + W, Bad Kreuznach | West | 4 | 102 | 420 | 410 | 94 | 18 | 19 | 99 | 42 | 42 |
| 004300 | Beutz, Wilhelmshaven | West | 7 | 109 | 548 | 502 | 121 | 18 | 15 | 97 | 57 | 59 |
| 006000 | BZH, Bremen | West | 5 | 103 | 443 | 432 | 95 | 17 | 18 | 96 | 44 | 47 |
| 008601 | Carlsen, Kiel | West | 5 | 99 | 514 | 518 | 91 | 18 | 20 | 91 | 49 | 54 |
| 008602 | Carlsen, Flensburg | West | 9 | 105 | 518 | 495 | 91 | 17 | 18 | 87 | 51 | 58 |
| 011600 | Crämer, Hannover | West | 5 | 97 | 435 | 451 | 111 | 19 | 17 | 114 | 49 | 42 |
| 012400 | Dittmann, Staufenberg | West | 5 | 101 | 471 | 465 | 121 | 18 | 15 | 106 | 55 | 52 |
| 013200 | PV Köln Doll & Esser | West | 2 | 90 | 373 | 416 | 104 | 18 | 17 | 112 | 40 | 35 |
| 014000 | Zöttl, Ergolding | West | 9 | 105 | 438 | 418 | 100 | 17 | 17 | 100 | 51 | 51 |
| 018300 | ACMV, Aachen | West | 5 | 100 | 416 | 415 | 97 | 15 | 16 | 81 | 33 | 41 |
| 020500 | Finsterbusch, Mühlendorf a. Inn | West | 9 | 92 | 409 | 444 | 83 | 13 | 16 | 96 | 45 | 47 |
| 021301 | Südwestvertrieb, Freiburg | West | 4 | 104 | 413 | 399 | 106 | 16 | 15 | 89 | 40 | 45 |
| 021302 | Südwestvertrieb, Friedrichshafen | West | 7 | 93 | 371 | 397 | 97 | 15 | 16 | 90 | 37 | 41 |
| 022100 | IFOTON, Limburgerhof | West | 7 | 98 | 437 | 447 | 97 | 15 | 16 | 119 | 53 | 44 |
| 025600 | Getzkow, Ulm | West | 7 | 99 | 384 | 388 | 94 | 14 | 15 | 106 | 46 | 43 |
| 026400 | Giesdorf, Detmold | West | 5 | 95 | 447 | 473 | 99 | 17 | 17 | 107 | 51 | 48 |
| 027200 | Grade, Elmshorn | West | 4 | 101 | 476 | 473 | 103 | 23 | 23 | 97 | 44 | 45 |
| 029900 | Salzmann, Braunschweig | West | 5 | 100 | 514 | 515 | 101 | 18 | 17 | 106 | 58 | 54 |
| 034500 | Haberer, Schopfheim | West | 7 | 112 | 588 | 524 | 115 | 19 | 17 | 103 | 62 | 61 |
| 037000 | Heuser, Velbert | West | 3 | 111 | 456 | 411 | 103 | 18 | 18 | 78 | 31 | 39 |
| 042601 | Jost, München | West | 2 | 100 | 336 | 336 | 109 | 20 | 19 | 97 | 33 | 34 |
| 042602 | Jost, Gersthofen | West | 7 | 96 | 387 | 402 | 98 | 15 | 15 | 103 | 44 | 43 |
| 042603 | Jost, Ingolstadt | West | 9 | 92 | 420 | 456 | 101 | 16 | 16 | 122 | 57 | 47 |
| 043400 | Kaschewitz, Gelsenkirchen | West | 3 | 104 | 441 | 423 | 103 | 13 | 13 | 103 | 40 | 39 |
| 044200 | Keppel, Krefeld | West | 5 | 103 | 444 | 431 | 97 | 17 | 17 | 95 | 40 | 42 |
| 045000 | Keppel, Koblenz | West | 4 | 93 | 417 | 447 | 94 | 16 | 17 | 113 | 51 | 45 |
| 046900 | PG Bonn-Rhein-Sieg KG, Troisdorf | West | 4 | 98 | 394 | 403 | 95 | 19 | 20 | 88 | 33 | 38 |
| 048500 | Könemann, Hagen | West | 5 | 93 | 418 | 452 | 98 | 14 | 15 | 117 | 47 | 40 |
| 049300 | Küpper, Uelzen | West | 9 | 95 | 458 | 485 | 83 | 12 | 15 | 97 | 63 | 65 |
| 052300 | Liebig, Kolbermoor | West | 9 | 93 | 400 | 432 | 95 | 18 | 18 | 95 | 44 | 47 |
| 054000 | Lükemeyer, Münster | West | 7 | 99 | 403 | 407 | 99 | 18 | 18 | 81 | 35 | 43 |
| 055800 | Maurer, Lübeck | West | 5 | 96 | 508 | 531 | 96 | 18 | 19 | 109 | 60 | 55 |
| 056600 | Mende, Eggenstein Leopoldshafen | West | 4 | 106 | 394 | 372 | 99 | 16 | 16 | 87 | 35 | 40 |
| 057400 | Merkur, Frankfurt | West | 2 | 99 | 383 | 385 | 101 | 21 | 21 | 100 | 37 | 37 |
| 058201 | NPV, Nürnberg | West | 7 | 103 | 417 | 403 | 99 | 15 | 15 | 112 | 51 | 46 |
| 058202 | NPV, Würzburg | West | 7 | 99 | 400 | 406 | 110 | 17 | 15 | 118 | 54 | 45 |
| 058205 | NPV, Bayreuth | West | 9 | 96 | 441 | 458 | 98 | 13 | 13 | 107 | 55 | 51 |
| 059000 | Mölk, Osnabrück | West | 7 | 99 | 435 | 440 | 106 | 16 | 15 | 92 | 46 | 49 |
| 060400 | Mügge, Stade | West | 9 | 97 | 490 | 503 | 109 | 25 | 23 | 105 | 53 | 51 |
| 061200 | Muggenthaler, Cham | West | 9 | 103 | 471 | 456 | 85 | 11 | 13 | 90 | 52 | 58 |
| 063900 | Nolte, Bremerhaven | West | 5 | 101 | 512 | 505 | 109 | 17 | 15 | 91 | 51 | 56 |
| 065500 | Lehmann, Oldenburg | West | 5 | 100 | 457 | 456 | 103 | 19 | 18 | 101 | 47 | 46 |
| 069800 | Schiessl, Regensburg | West | 7 | 98 | 442 | 450 | 97 | 15 | 15 | 106 | 54 | 51 |
| 070101 | PVG, Frankfurt | West | 2 | 100 | 401 | 401 | 98 | 18 | 18 | 100 | 40 | 40 |
| 070102 | PVG, Fulda | West | 7 | 102 | 425 | 418 | 105 | 14 | 14 | 110 | 55 | 50 |
| 070103 | PVG, Gießen | West | 7 | 104 | 425 | 410 | 103 | 16 | 15 | 104 | 48 | 47 |
| 070107 | PVG, Wiesbaden | West | 4 | 106 | 430 | 406 | 93 | 18 | 19 | 97 | 41 | 43 |
| 071000 | Probst, Wuppertal | West | 3 | 102 | 438 | 431 | 103 | 16 | 15 | 101 | 44 | 43 |
| 074400 | Kossmann & Fergg KG, Reutlingen | West | 7 | 107 | 419 | 391 | 100 | 14 | 14 | 87 | 40 | 46 |
| 076000 | Richter, Essen | West | 3 | 103 | 424 | 413 | 103 | 16 | 15 | 92 | 38 | 41 |
| 082501 | Schmitt KG, Heidelberg | West | 4 | 97 | 393 | 403 | 103 | 15 | 15 | 119 | 46 | 39 |
| 082503 | Schmitt KG, Pforzheim | West | 4 | 103 | 430 | 416 | 94 | 14 | 15 | 94 | 42 | 45 |
| 082505 | Schmitt, Schutterwald | West | 7 | 101 | 435 | 433 | 92 | 15 | 16 | 115 | 54 | 47 |
| 083300 | Schmitz, Bochum | West | 3 | 99 | 424 | 430 | 109 | 16 | 14 | 101 | 38 | 38 |
| 084100 | Schmitz, Dortmund | West | 3 | 102 | 443 | 435 | 102 | 15 | 15 | 108 | 44 | 41 |
| 085000 | Schmitz, Duisburg | West | 3 | 100 | 437 | 435 | 97 | 15 | 15 | 99 | 43 | 43 |
| 088400 | Schwarz, Fallingb. Postel | West | 7 | 105 | 515 | 491 | 106 | 22 | 21 | 100 | 57 | 57 |
| 092200 | Strobel, Sindelfingen | West | 4 | 105 | 399 | 378 | 92 | 16 | 18 | 97 | 37 | 38 |
| 094900 | Umbreit, Bietigheim-Bissingen | West | 7 | 107 | 401 | 374 | 108 | 14 | 13 | 94 | 41 | 43 |
| 095700 | Tonollo, Göttingen | West | 5 | 94 | 415 | 440 | 100 | 16 | 16 | 97 | 46 | 47 |
| 096501 | Trunk, München | West | 4 | 107 | 397 | 373 | 104 | 21 | 20 | 95 | 40 | 42 |
| 096503 | Trunk, Allgäu | West | 9 | 96 | 414 | 431 | 96 | 15 | 15 | 107 | 51 | 48 |
| 098100 | SZZ, Esslingen | West | 2 | 105 | 376 | 359 | 102 | 16 | 16 | 91 | 33 | 36 |
| 100701 | Wehling, Bielefeld | West | 5 | 99 | 426 | 429 | 101 | 18 | 18 | 99 | 43 | 43 |
| 100702 | Wehling, Hamm | West | 7 | 95 | 410 | 430 | 99 | 14 | 15 | 106 | 46 | 44 |
| 100703 | Wehling, Paderborn | West | 7 | 94 | 413 | 442 | 103 | 17 | 16 | 88 | 41 | 46 |
| 103100 | Zeitschau, Tuttingen | West | 7 | 93 | 374 | 401 | 96 | 12 | 12 | 102 | 43 | 43 |
| 104000 | R + H, Weiterstadt | West | 4 | 97 | 413 | 425 | 100 | 19 | 19 | 118 | 48 | 40 |
| 106600 | B + P, Hamburg | West | 1 | 102 | 372 | 364 | 103 | 18 | 18 | 101 | 37 | 37 |
| 108200 | PVP, Frankenthal | West | 7 | 100 | 418 | 418 | 91 | 14 | 15 | 108 | 47 | 44 |
| 109000 | DPV & Leister, Düsseldorf | West | 2 | 93 | 392 | 420 | 95 | 19 | 20 | 96 | 36 | 38 |
| 110400 | VPV-Lamich | West | 9 | 104 | 579 | 560 | 99 | 19 | 19 | 99 | 64 | 65 |
| 114700 | R + R, Mönchengladbach | West | 5 | 101 | 441 | 437 | 100 | 18 | 18 | 103 | 42 | 41 |
| 115500 | PV Saar, Heusweiler | West | 5 | 105 | 481 | 458 | 88 | 15 | 16 | 92 | 43 | 47 |
| 116300 | PVS, Betzdorf | West | 7 | 99 | 430 | 435 | 98 | 14 | 14 | 102 | 48 | 47 |
| 913000 | PMW, Leezen | Ost | 8 | 100 | 370 | 370 | 101 | 11 | 11 | 97 | 52 | 54 |
| 920200 | PV Berlin, Berlin | Ost | 1 | 101 | 321 | 318 | 100 | 13 | 13 | 100 | 28 | 28 |
| 921000 | PV Potsdam, Brieselang | Ost | 8 | 99 | 386 | 389 | 103 | 13 | 13 | 101 | 50 | 49 |
| 922900 | PV Magdeburg, Langenweddingen | Ost | 8 | 99 | 378 | 382 | 94 | 10 | 10 | 101 | 53 | 53 |
| 923700 | PMO, Neubrandenburg | Ost | 8 | 101 | 402 | 397 | 99 | 9 | 9 | 103 | 73 | 71 |
| 924500 | PV Leipzig, Gerichshain | Ost | 6 | 100 | 379 | 378 | 101 | 12 | 12 | 107 | 55 | 51 |
| 925300 | Mitteldeutscher Pressevertrieb, Mörsdorf | Ost | 6 | 100 | 350 | 351 | 100 | 11 | 11 | 99 | 53 | 54 |
| 926100 | PV Dresden, Dresden | Ost | 6 | 101 | 334 | 331 | 99 | 13 | 13 | 98 | 57 | 57 |
| 929600 | PV Halle, Landsberg | Ost | 8 | 101 | 383 | 380 | 103 | 10 | 10 | 99 | 55 | 56 |
| 930000 | PV Cottbus, Cottbus | Ost | 8 | 99 | 364 | 370 | 97 | 8 | 8 | 100 | 62 | 62 |
| 937700 | Mietke, Kittlitz | Ost | 8 | 101 | 366 | 364 | 96 | 11 | 11 | 101 | 62 | 61 |
| 938500 | Weigelt, Mehltheuer | Ost | 8 | 99 | 349 | 353 | 101 | 10 | 10 | 101 | 51 | 50 |
| 939300 | Greiser, Suhl | Ost | 8 | 97 | 347 | 356 | 102 | 11 | 10 | 98 | 48 | 49 |
| 940700 | Gast, Mühlhausen | Ost | 8 | 102 | 376 | 368 | 100 | 11 | 11 | 100 | 53 | 54 |
| 941500 | PV Riedel, Emersleben | Ost | 8 | 100 | 421 | 420 | 105 | 8 | 7 | 100 | 55 | 55 |
| 942300 | Fritzenschaft, Lutherstadt Wittenberg | Ost | 8 | 100 | 389 | 391 | 101 | 11 | 11 | 93 | 58 | 62 |

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MAK und Umsätze 2004



| Grossnummer / Name | Gebiet | Cluster | Computerpresse | | | Wissensmagazine | | | Nachrichtenmagazine/politische Wochenpresse | | | |
|--------------------|--|---------|----------------|------------|-----------------------|-----------------|------------|-----------------------|---|------------|-----------------------|-----|
| | | | MAK | IST-Umsatz | vorhergesagter Umsatz | MAK | IST-Umsatz | vorhergesagter Umsatz | MAK | IST-Umsatz | vorhergesagter Umsatz | |
| 002700 | V.V., Berlin | West | 1 | 98 | 411 | 420 | 113 | 41 | 36 | 113 | 818 | 722 |
| 003501 | B + W, Trier | West | 7 | 89 | 268 | 300 | 96 | 33 | 34 | 106 | 360 | 340 |
| 003502 | B + W, Bad Kreuznach | West | 4 | 106 | 340 | 321 | 92 | 47 | 51 | 108 | 552 | 510 |
| 004300 | Beutz, Wilhelmshaven | West | 7 | 104 | 364 | 349 | 102 | 30 | 29 | 119 | 379 | 318 |
| 006000 | BZH, Bremen | West | 5 | 103 | 349 | 337 | 104 | 37 | 35 | 106 | 511 | 480 |
| 008601 | Carlsen, Kiel | West | 5 | 105 | 428 | 406 | 98 | 48 | 49 | 96 | 614 | 637 |
| 008602 | Carlsen, Flensburg | West | 9 | 111 | 402 | 361 | 121 | 42 | 34 | 103 | 467 | 456 |
| 011600 | Crämer, Hannover | West | 5 | 104 | 387 | 371 | 96 | 37 | 39 | 98 | 529 | 539 |
| 012400 | Dittmann, Staufenberg | West | 5 | 98 | 338 | 346 | 124 | 41 | 33 | 100 | 412 | 413 |
| 013200 | PV Köln Doll & Esser | West | 2 | 105 | 373 | 356 | 98 | 45 | 45 | 107 | 683 | 636 |
| 014000 | Zöttl, Ergolding | West | 9 | 101 | 250 | 246 | 90 | 35 | 39 | 98 | 218 | 221 |
| 018300 | ACMV, Aachen | West | 5 | 101 | 324 | 320 | 91 | 32 | 36 | 91 | 349 | 385 |
| 020500 | Finsterbusch, Mühlendorf a. Inn | West | 9 | 101 | 250 | 248 | 108 | 42 | 39 | 90 | 258 | 288 |
| 021301 | Südwestvertrieb, Freiburg | West | 4 | 98 | 265 | 270 | 107 | 63 | 59 | 101 | 626 | 621 |
| 021302 | Südwestvertrieb, Friedrichshafen | West | 7 | 104 | 264 | 253 | 108 | 56 | 52 | 90 | 447 | 498 |
| 022100 | IFOTON, Limburgerhof | West | 7 | 95 | 305 | 321 | 82 | 29 | 36 | 107 | 364 | 339 |
| 025600 | Getzkow, Ulm | West | 7 | 106 | 247 | 234 | 114 | 42 | 37 | 94 | 284 | 302 |
| 026400 | Giesdorf, Detmold | West | 5 | 94 | 311 | 332 | 97 | 35 | 37 | 108 | 404 | 375 |
| 027200 | Grade, Elmshorn | West | 4 | 100 | 358 | 357 | 94 | 35 | 37 | 96 | 446 | 464 |
| 029900 | Salzmann, Braunschweig | West | 5 | 103 | 393 | 382 | 111 | 36 | 33 | 98 | 404 | 410 |
| 034500 | Haberer, Schopfheim | West | 7 | 117 | 340 | 291 | 115 | 62 | 54 | 92 | 464 | 505 |
| 037000 | Heuser, Velbert | West | 3 | 94 | 332 | 353 | 93 | 34 | 37 | 93 | 417 | 451 |
| 042601 | Jost, München | West | 2 | 106 | 339 | 318 | 107 | 70 | 65 | 88 | 721 | 818 |
| 042602 | Jost, Gersthofen | West | 7 | 100 | 262 | 263 | 107 | 42 | 39 | 99 | 294 | 297 |
| 042603 | Jost, Ingolstadt | West | 9 | 106 | 283 | 266 | 92 | 37 | 40 | 105 | 273 | 260 |
| 043400 | Kaschewitz, Gelsenkirchen | West | 3 | 97 | 335 | 344 | 95 | 15 | 16 | 77 | 257 | 335 |
| 044200 | Keppel, Krefeld | West | 5 | 99 | 325 | 329 | 82 | 26 | 32 | 85 | 312 | 368 |
| 045000 | Keppel, Koblenz | West | 4 | 94 | 325 | 345 | 100 | 39 | 39 | 117 | 422 | 362 |
| 046900 | PG Bonn-Rhein-Sieg KG, Troisdorf | West | 4 | 108 | 362 | 335 | 99 | 50 | 50 | 111 | 629 | 569 |
| 048500 | Könemann, Hagen | West | 5 | 93 | 295 | 316 | 99 | 26 | 26 | 98 | 310 | 316 |
| 049300 | Küpper, Uelzen | West | 9 | 108 | 285 | 265 | 110 | 24 | 22 | 98 | 319 | 326 |
| 052300 | Liebig, Kolbermoor | West | 9 | 98 | 241 | 246 | 101 | 55 | 54 | 90 | 401 | 446 |
| 054000 | Lükemeyer, Münster | West | 7 | 100 | 305 | 304 | 91 | 40 | 44 | 123 | 430 | 349 |
| 055800 | Maurer, Lübeck | West | 5 | 105 | 366 | 348 | 90 | 37 | 40 | 90 | 506 | 565 |
| 056600 | Mende, Eggenstein Leopoldshafen | West | 4 | 102 | 306 | 300 | 101 | 47 | 46 | 96 | 527 | 551 |
| 057400 | Merkur, Frankfurt | West | 2 | 102 | 364 | 355 | 103 | 54 | 52 | 104 | 725 | 698 |
| 058201 | NPV, Nürnberg | West | 7 | 99 | 269 | 270 | 102 | 40 | 39 | 103 | 358 | 349 |
| 058202 | NPV, Würzburg | West | 7 | 103 | 278 | 270 | 93 | 39 | 42 | 101 | 352 | 347 |
| 058205 | NPV, Bayreuth | West | 9 | 103 | 260 | 254 | 88 | 29 | 33 | 90 | 252 | 280 |
| 059000 | Mölk, Osnabrück | West | 7 | 100 | 275 | 276 | 84 | 26 | 31 | 120 | 304 | 253 |
| 060400 | Mügge, Stade | West | 9 | 101 | 351 | 349 | 82 | 31 | 38 | 124 | 406 | 328 |
| 061200 | Muggenthaler, Cham | West | 9 | 99 | 215 | 216 | 76 | 23 | 31 | 103 | 171 | 166 |
| 063900 | Nolte, Bremerhaven | West | 5 | 103 | 340 | 330 | 91 | 27 | 30 | 114 | 406 | 357 |
| 065500 | Lehmann, Oldenburg | West | 5 | 101 | 347 | 345 | 101 | 38 | 38 | 104 | 465 | 446 |
| 069800 | Schiessl, Regensburg | West | 7 | 103 | 258 | 250 | 93 | 37 | 40 | 85 | 263 | 310 |
| 070101 | PVG, Frankfurt | West | 2 | 96 | 343 | 359 | 100 | 46 | 46 | 111 | 727 | 656 |
| 070102 | PVG, Fulda | West | 7 | 94 | 284 | 281 | 135 | 36 | 27 | 92 | 316 | 344 |
| 070103 | PVG, Gießen | West | 7 | 91 | 284 | 313 | 104 | 39 | 38 | 95 | 394 | 416 |
| 070107 | PVG, Wiesbaden | West | 4 | 96 | 334 | 349 | 95 | 45 | 47 | 96 | 598 | 623 |
| 071000 | Probst, Wuppertal | West | 3 | 97 | 323 | 332 | 96 | 29 | 30 | 95 | 383 | 405 |
| 074400 | Kossmann & Fergg KG, Reutlingen | West | 7 | 93 | 232 | 249 | 106 | 43 | 41 | 109 | 334 | 307 |
| 076000 | Richter, Essen | West | 3 | 96 | 374 | 388 | 135 | 30 | 22 | 93 | 443 | 476 |
| 082501 | Schmitt KG, Heidelberg | West | 4 | 97 | 293 | 304 | 95 | 44 | 46 | 110 | 547 | 498 |
| 082503 | Schmitt KG, Pforzheim | West | 4 | 95 | 302 | 316 | 107 | 46 | 43 | 93 | 384 | 413 |
| 082505 | Schmitt, Schutterwald | West | 7 | 92 | 255 | 278 | 105 | 46 | 44 | 98 | 391 | 397 |
| 083300 | Schmitz, Bochum | West | 3 | 96 | 368 | 385 | 101 | 26 | 26 | 87 | 395 | 452 |
| 084100 | Schmitz, Dortmund | West | 3 | 94 | 355 | 378 | 102 | 25 | 25 | 92 | 368 | 399 |
| 085000 | Schmitz, Duisburg | West | 3 | 95 | 343 | 361 | 112 | 21 | 19 | 83 | 308 | 374 |
| 088400 | Schwarz, Fallingb. Postel | West | 7 | 106 | 387 | 364 | 104 | 42 | 40 | 122 | 484 | 396 |
| 092200 | Strobel, Sindelfingen | West | 4 | 103 | 312 | 304 | 110 | 51 | 47 | 94 | 391 | 418 |
| 094900 | Umbreit, Bietigheim-Bissingen | West | 7 | 96 | 246 | 257 | 100 | 36 | 36 | 102 | 316 | 310 |
| 095700 | Tonollo, Göttingen | West | 5 | 97 | 299 | 307 | 100 | 39 | 39 | 101 | 447 | 441 |
| 096501 | Trunk, München | West | 4 | 112 | 299 | 267 | 97 | 61 | 62 | 88 | 548 | 626 |
| 096503 | Trunk, Allgäu | West | 9 | 102 | 254 | 250 | 119 | 51 | 42 | 92 | 318 | 344 |
| 098100 | SZZ, Esslingen | West | 2 | 97 | 267 | 275 | 108 | 50 | 46 | 96 | 462 | 483 |
| 100701 | Wehling, Bielefeld | West | 5 | 97 | 302 | 311 | 88 | 34 | 39 | 98 | 391 | 401 |
| 100702 | Wehling, Hamm | West | 7 | 98 | 296 | 304 | 97 | 23 | 23 | 101 | 289 | 287 |
| 100703 | Wehling, Paderborn | West | 7 | 102 | 294 | 288 | 91 | 35 | 38 | 101 | 335 | 331 |
| 103100 | Zeitschau, Tuttingen | West | 7 | 96 | 221 | 231 | 100 | 34 | 34 | 108 | 277 | 257 |
| 104000 | R + H, Weiterstadt | West | 4 | 101 | 333 | 330 | 96 | 41 | 42 | 97 | 512 | 528 |
| 106600 | B + P, Hamburg | West | 1 | 100 | 394 | 393 | 94 | 50 | 53 | 105 | 823 | 786 |
| 108200 | PVP, Frankenthal | West | 7 | 95 | 283 | 298 | 91 | 31 | 33 | 99 | 361 | 364 |
| 109000 | DPV & Leister, Düsseldorf | West | 2 | 103 | 420 | 409 | 89 | 48 | 54 | 108 | 792 | 737 |
| 110400 | VPV-Lamich | West | 9 | 104 | 378 | 363 | 91 | 36 | 40 | 101 | 502 | 497 |
| 114700 | R + R, Mönchengladbach | West | 5 | 99 | 319 | 323 | 103 | 26 | 26 | 79 | 286 | 359 |
| 115500 | PV Saar, Heusweiler | West | 5 | 94 | 318 | 340 | 106 | 34 | 32 | 119 | 420 | 351 |
| 116300 | PVS, Betzdorf | West | 7 | 99 | 272 | 274 | 98 | 29 | 30 | 110 | 296 | 269 |
| 913000 | PMW, Leezen | Ost | 8 | 100 | 290 | 290 | 94 | 30 | 32 | 103 | 236 | 228 |
| 920200 | PV Berlin, Berlin | Ost | 1 | 102 | 379 | 373 | 101 | 38 | 38 | 100 | 457 | 457 |
| 921000 | PV Potsdam, Brieselang | Ost | 8 | 101 | 295 | 293 | 101 | 30 | 30 | 95 | 212 | 223 |
| 922900 | PV Magdeburg, Langenweddingen | Ost | 8 | 102 | 264 | 258 | 99 | 16 | 16 | 104 | 148 | 142 |
| 923700 | PMO, Neubrandenburg | Ost | 8 | 96 | 257 | 267 | 100 | 24 | 24 | 103 | 195 | 189 |
| 924500 | PV Leipzig, Gerichshain | Ost | 6 | 98 | 276 | 282 | 92 | 27 | 29 | 99 | 202 | 205 |
| 925300 | Mitteldeutscher Pressevertrieb, Mörsdorf | Ost | 6 | 97 | 266 | 275 | 106 | 31 | 30 | 100 | 163 | 163 |
| 926100 | PV Dresden, Dresden | Ost | 6 | 101 | 282 | 279 | 106 | 41 | 38 | 101 | 220 | 219 |
| 929600 | PV Halle, Landsberg | Ost | 8 | 100 | 294 | 294 | 91 | 23 | 26 | 97 | 145 | 149 |
| 930000 | PV Cottbus, Cottbus | Ost | 8 | 100 | 266 | 267 | 103 | 23 | 23 | 94 | 115 | 122 |
| 937700 | Mietke, Kittlitz | Ost | 8 | 103 | 229 | 222 | 94 | 24 | 25 | 108 | 104 | 96 |
| 938500 | Weigelt, Mehltheuer | Ost | 8 | 101 | 225 | 223 | 101 | 22 | 21 | 90 | 114 | 127 |
| 939300 | Greiser, Suhl | Ost | 8 | 100 | 242 | 241 | 109 | 24 | 22 | 94 | 111 | 118 |
| 940700 | Gast, Mühlhausen | Ost | 8 | 100 | 253 | 252 | 94 | 22 | 23 | 105 | 118 | 113 |
| 941500 | PV Riedel, Emersleben | Ost | 8 | 100 | 247 | 246 | 108 | 15 | 13 | 99 | 99 | 100 |
| 942300 | Fritzenschaft, Lutherstadt Wittenberg | Ost | 8 | 99 | 275 | 277 | 104 | 23 | 22 | 108 | 154 | 142 |

MAK Ausreißer: die MAKs dienen lediglich der groben Orientierung

MAK und Umsätze 2004



| Grossnummer / Name | Gebiet | Cluster | Wirtschaftspresse wöchentlich | | | Wirtschaftspresse monatlich/14-tägig | | | Programmpresse wöchentlich niedrigpreisig | | | |
|--------------------|--|---------|-------------------------------|--------------|-----------------------|--------------------------------------|------------|-----------------------|---|------------|-----------------------|-----|
| | | | MAK | IST-Umsatz | vorhergesagter Umsatz | MAK | IST-Umsatz | vorhergesagter Umsatz | MAK | IST-Umsatz | vorhergesagter Umsatz | |
| | | | 002700 | V.V., Berlin | West | 1 | 118 | 26 | 22 | 79 | 19 | 24 |
| 003501 | B + W, Trier | West | 7 | 131 | 20 | 15 | 90 | 14 | 16 | 98 | 84 | 85 |
| 003502 | B + W, Bad Kreuznach | West | 4 | 102 | 22 | 22 | 111 | 20 | 18 | 99 | 66 | 67 |
| 004300 | Beutz, Wilhelmshaven | West | 7 | 77 | 9 | 11 | 107 | 10 | 10 | 102 | 104 | 102 |
| 006000 | BZH, Bremen | West | 5 | 85 | 14 | 17 | 108 | 15 | 14 | 70 | 67 | 95 |
| 008601 | Carlsen, Kiel | West | 5 | 96 | 17 | 18 | 93 | 15 | 16 | 87 | 95 | 109 |
| 008602 | Carlsen, Flensburg | West | 9 | 69 | 10 | 14 | 100 | 12 | 12 | 85 | 81 | 95 |
| 011600 | Crämer, Hannover | West | 5 | 89 | 15 | 17 | 102 | 15 | 15 | 94 | 81 | 85 |
| 012400 | Dittmann, Staufenberg | West | 5 | 86 | 12 | 14 | 101 | 13 | 13 | 108 | 91 | 85 |
| 013200 | PV Köln Doll & Esser | West | 2 | 111 | 30 | 28 | 95 | 23 | 24 | 102 | 93 | 91 |
| 014000 | Zöttl, Ergolding | West | 9 | 124 | 18 | 15 | 70 | 10 | 15 | 178 | 63 | 36 |
| 018300 | ACMV, Aachen | West | 5 | 77 | 12 | 15 | 109 | 13 | 12 | 109 | 97 | 89 |
| 020500 | Finsterbusch, Mühlendorf a. Inn | West | 9 | 93 | 15 | 16 | 102 | 13 | 13 | 73 | 34 | 47 |
| 021301 | Südwestvertrieb, Freiburg | West | 4 | 94 | 18 | 19 | 93 | 15 | 16 | 89 | 42 | 48 |
| 021302 | Südwestvertrieb, Friedrichshafen | West | 7 | 123 | 25 | 20 | 86 | 17 | 20 | 75 | 26 | 34 |
| 022100 | IFOTON, Limburgerhof | West | 7 | 125 | 20 | 16 | 95 | 15 | 16 | 103 | 88 | 85 |
| 025600 | Getzkow, Ulm | West | 7 | 128 | 18 | 14 | 84 | 13 | 16 | 125 | 41 | 33 |
| 026400 | Giesdorf, Detmold | West | 5 | 94 | 14 | 14 | 106 | 14 | 13 | 87 | 78 | 89 |
| 027200 | Grade, Elmshorn | West | 4 | 114 | 17 | 15 | 86 | 14 | 16 | 107 | 75 | 70 |
| 029900 | Salzmann, Braunschweig | West | 5 | 89 | 13 | 14 | 107 | 13 | 13 | 94 | 98 | 104 |
| 034500 | Haberer, Schopfheim | West | 7 | 105 | 23 | 22 | 96 | 18 | 19 | 79 | 40 | 51 |
| 037000 | Heuser, Velbert | West | 3 | 92 | 18 | 20 | 116 | 18 | 16 | 110 | 107 | 98 |
| 042601 | Jost, München | West | 2 | 101 | 42 | 42 | 102 | 34 | 33 | 62 | 26 | 43 |
| 042602 | Jost, Gersthofen | West | 7 | 106 | 17 | 16 | 95 | 14 | 15 | 104 | 47 | 45 |
| 042603 | Jost, Ingolstadt | West | 9 | 102 | 19 | 18 | 104 | 16 | 15 | 145 | 68 | 47 |
| 043400 | Kaschewitz, Gelsenkirchen | West | 3 | 103 | 13 | 12 | 85 | 11 | 13 | 108 | 107 | 99 |
| 044200 | Keppel, Krefeld | West | 5 | 91 | 13 | 15 | 99 | 13 | 13 | 120 | 109 | 91 |
| 045000 | Keppel, Koblenz | West | 4 | 91 | 17 | 18 | 125 | 18 | 14 | 123 | 111 | 90 |
| 046900 | PG Bonn-Rhein-Sieg KG, Troisdorf | West | 4 | 98 | 24 | 25 | 113 | 22 | 20 | 99 | 79 | 80 |
| 048500 | Könemann, Hagen | West | 5 | 87 | 12 | 14 | 113 | 13 | 12 | 101 | 85 | 84 |
| 049300 | Küpper, Uelzen | West | 9 | 90 | 10 | 12 | 120 | 14 | 12 | 77 | 59 | 76 |
| 052300 | Liebig, Kolbermoor | West | 9 | 96 | 21 | 22 | 102 | 17 | 17 | 68 | 28 | 41 |
| 054000 | Lükemeyer, Münster | West | 7 | 80 | 13 | 17 | 110 | 14 | 13 | 86 | 54 | 63 |
| 055800 | Maurer, Lübeck | West | 5 | 84 | 13 | 16 | 98 | 14 | 14 | 107 | 105 | 98 |
| 056600 | Mende, Egenstein Leopoldshafen | West | 4 | 126 | 27 | 21 | 90 | 19 | 22 | 100 | 75 | 75 |
| 057400 | Merkur, Frankfurt | West | 2 | 95 | 34 | 36 | 132 | 37 | 28 | 99 | 78 | 78 |
| 058201 | NPV, Nürnberg | West | 7 | 118 | 20 | 17 | 90 | 15 | 16 | 112 | 78 | 70 |
| 058202 | NPV, Würzburg | West | 7 | 110 | 20 | 18 | 101 | 16 | 16 | 104 | 73 | 70 |
| 058205 | NPV, Bayreuth | West | 9 | 115 | 15 | 13 | 89 | 11 | 13 | 101 | 81 | 81 |
| 059000 | Mölk, Osnabrück | West | 7 | 98 | 13 | 13 | 102 | 13 | 12 | 110 | 54 | 50 |
| 060400 | Mügge, Stade | West | 9 | 112 | 15 | 13 | 94 | 13 | 14 | 71 | 58 | 81 |
| 061200 | Muggenthaler, Cham | West | 9 | 123 | 15 | 12 | 89 | 9 | 12 | 102 | 58 | 56 |
| 063900 | Nolte, Bremerhaven | West | 5 | 113 | 12 | 11 | 87 | 10 | 12 | 87 | 80 | 92 |
| 065500 | Lehmann, Oldenburg | West | 5 | 91 | 14 | 15 | 102 | 13 | 13 | 78 | 65 | 83 |
| 069800 | Schiessl, Regensburg | West | 7 | 99 | 16 | 16 | 92 | 13 | 14 | 100 | 71 | 71 |
| 070101 | PVG, Frankfurt | West | 2 | 98 | 31 | 32 | 110 | 29 | 26 | 98 | 83 | 85 |
| 070102 | PVG, Fulda | West | 7 | 90 | 12 | 14 | 101 | 13 | 13 | 134 | 105 | 78 |
| 070103 | PVG, Gießen | West | 7 | 93 | 13 | 14 | 90 | 12 | 14 | 86 | 61 | 71 |
| 070107 | PVG, Wiesbaden | West | 4 | 89 | 21 | 24 | 106 | 20 | 19 | 93 | 72 | 77 |
| 071000 | Probst, Wuppertal | West | 3 | 97 | 14 | 15 | 103 | 14 | 13 | 99 | 92 | 93 |
| 074400 | Kossmann & Fergg KG, Reutlingen | West | 7 | 91 | 14 | 15 | 93 | 12 | 13 | 117 | 36 | 31 |
| 076000 | Richter, Essen | West | 3 | 115 | 23 | 20 | 95 | 19 | 20 | 105 | 110 | 105 |
| 082501 | Schmitt KG, Heidelberg | West | 4 | 91 | 21 | 23 | 116 | 21 | 18 | 103 | 69 | 68 |
| 082503 | Schmitt KG, Pforzheim | West | 4 | 110 | 20 | 18 | 92 | 16 | 17 | 96 | 66 | 69 |
| 082505 | Schmitt, Schutterwald | West | 7 | 93 | 17 | 18 | 109 | 16 | 15 | 85 | 52 | 61 |
| 083300 | Schmitz, Bochum | West | 3 | 97 | 17 | 17 | 103 | 16 | 15 | 105 | 126 | 120 |
| 084100 | Schmitz, Dortmund | West | 3 | 101 | 15 | 15 | 93 | 14 | 14 | 97 | 95 | 97 |
| 085000 | Schmitz, Duisburg | West | 3 | 105 | 15 | 15 | 95 | 14 | 15 | 109 | 114 | 105 |
| 088400 | Schwarz, Fallingbostal | West | 7 | 91 | 15 | 16 | 110 | 15 | 13 | 102 | 82 | 80 |
| 092200 | Strobel, Sindelfingen | West | 4 | 112 | 21 | 19 | 90 | 16 | 18 | 103 | 39 | 38 |
| 094900 | Umbreit, Bietigheim-Bissingen | West | 7 | 108 | 16 | 15 | 97 | 14 | 14 | 132 | 50 | 38 |
| 095700 | Tonollo, Göttingen | West | 5 | 96 | 17 | 18 | 112 | 18 | 16 | 81 | 68 | 84 |
| 096501 | Trunk, München | West | 4 | 90 | 28 | 32 | 110 | 25 | 22 | 76 | 25 | 33 |
| 096503 | Trunk, Allgäu | West | 9 | 100 | 18 | 18 | 108 | 16 | 15 | 77 | 34 | 44 |
| 098100 | SZZ, Esslingen | West | 2 | 102 | 24 | 23 | 104 | 21 | 20 | 103 | 44 | 43 |
| 100701 | Wehling, Bielefeld | West | 5 | 90 | 15 | 17 | 108 | 15 | 14 | 98 | 74 | 75 |
| 100702 | Wehling, Hamm | West | 7 | 92 | 11 | 12 | 100 | 11 | 11 | 121 | 81 | 66 |
| 100703 | Wehling, Paderborn | West | 7 | 88 | 15 | 17 | 119 | 16 | 14 | 108 | 76 | 71 |
| 103100 | Zeitschau, Tuttingen | West | 7 | 98 | 13 | 13 | 95 | 12 | 12 | 112 | 32 | 29 |
| 104000 | R + H, Weiterstadt | West | 4 | 111 | 22 | 20 | 93 | 18 | 20 | 102 | 69 | 68 |
| 106600 | B + P, Hamburg | West | 1 | 97 | 27 | 28 | 92 | 22 | 24 | 98 | 79 | 80 |
| 108200 | PVP, Frankenthal | West | 7 | 112 | 19 | 17 | 98 | 16 | 16 | 111 | 84 | 76 |
| 109000 | DPV & Leister, Düsseldorf | West | 2 | 100 | 42 | 42 | 117 | 37 | 31 | 100 | 109 | 109 |
| 110400 | VPV-Lamich | West | 9 | 92 | 15 | 16 | 92 | 14 | 15 | 97 | 86 | 89 |
| 114700 | R + R, Mönchengladbach | West | 5 | 92 | 14 | 15 | 92 | 12 | 13 | 119 | 118 | 99 |
| 115500 | PV Saar, Heusweiler | West | 5 | 105 | 15 | 14 | 101 | 13 | 12 | 100 | 125 | 124 |
| 116300 | PVS, Betzdorf | West | 7 | 96 | 12 | 13 | 110 | 13 | 12 | 86 | 57 | 66 |
| 913000 | PMW, Leezen | Ost | 8 | 96 | 7 | 7 | 101 | 21 | 21 | 104 | 96 | 92 |
| 920200 | PV Berlin, Berlin | Ost | 1 | 100 | 13 | 13 | 101 | 27 | 26 | 100 | 75 | 75 |
| 921000 | PV Potsdam, Brieselang | Ost | 8 | 99 | 8 | 8 | 100 | 22 | 22 | 102 | 64 | 63 |
| 922900 | PV Magdeburg, Langenweddingen | Ost | 8 | 99 | 6 | 6 | 97 | 15 | 16 | 83 | 63 | 76 |
| 923700 | PMO, Neubrandenburg | Ost | 8 | 102 | 7 | 7 | 99 | 17 | 17 | 104 | 104 | 100 |
| 924500 | PV Leipzig, Gerichshain | Ost | 6 | 98 | 7 | 8 | 100 | 20 | 20 | 96 | 99 | 103 |
| 925300 | Mitteldeutscher Pressevertrieb, Mörsdorf | Ost | 6 | 100 | 7 | 7 | 95 | 19 | 21 | 100 | 85 | 85 |
| 926100 | PV Dresden, Dresden | Ost | 6 | 102 | 9 | 9 | 98 | 21 | 22 | 104 | 83 | 80 |
| 929600 | PV Halle, Landsberg | Ost | 8 | 105 | 6 | 5 | 106 | 17 | 16 | 105 | 101 | 96 |
| 930000 | PV Cottbus, Cottbus | Ost | 8 | 100 | 7 | 7 | 101 | 20 | 20 | 102 | 92 | 91 |
| 937700 | Mietke, Kittlitz | Ost | 8 | 101 | 7 | 7 | 97 | 19 | 19 | 97 | 81 | 83 |
| 938500 | Weigelt, Mehltheuer | Ost | 8 | 103 | 8 | 8 | 101 | 23 | 23 | 91 | 62 | 68 |
| 939300 | Greiser, Suhle | Ost | 8 | 87 | 6 | 7 | 101 | 20 | 20 | 114 | 56 | 49 |
| 940700 | Gast, Mühlhausen | Ost | 8 | 96 | 7 | 7 | 100 | 20 | 20 | 103 | 52 | 50 |
| 941500 | PV Riedel, Emersleben | Ost | 8 | 98 | 5 | 5 | 101 | 15 | 15 | 106 | 85 | 80 |
| 942300 | Fritzenschaft, Lutherstadt Wittenberg | Ost | 8 | 101 | 8 | 8 | 102 | 22 | 21 | 91 | 69 | 76 |

MAK Ausreißer: die MAKs dienen lediglich der groben Orientierung

MAK und Umsätze 2004



| Grossnummer / Name | Gebiet | Cluster | Programm presse wöchentlich mittelpreisig | | | Programm presse wöchentlich hochpreisig | | | Programm presse wöchentlich insgesamt | | | |
|--------------------|--|---------|---|------------|-----------------------|---|------------|-----------------------|---------------------------------------|------------|-----------------------|-------|
| | | | MAK | IST-Umsatz | vorhergesagter Umsatz | MAK | IST-Umsatz | vorhergesagter Umsatz | MAK | IST-Umsatz | vorhergesagter Umsatz | |
| 002700 | V.V., Berlin | West | 1 | 111 | 405 | 366 | 104 | 364 | 350 | 109 | 868 | 794 |
| 003501 | B + W, Trier | West | 7 | 103 | 425 | 411 | 94 | 250 | 267 | 99 | 759 | 764 |
| 003502 | B + W, Bad Kreuznach | West | 4 | 76 | 323 | 427 | 83 | 315 | 377 | 81 | 704 | 872 |
| 004300 | Beutz, Wilhelmshaven | West | 7 | 115 | 751 | 654 | 92 | 262 | 283 | 107 | 1.117 | 1.040 |
| 006000 | BZH, Bremen | West | 5 | 123 | 512 | 416 | 93 | 362 | 389 | 105 | 941 | 900 |
| 008601 | Carlsen, Kiel | West | 5 | 103 | 638 | 618 | 98 | 389 | 398 | 100 | 1.123 | 1.125 |
| 008602 | Carlsen, Flensburg | West | 9 | 108 | 605 | 558 | 95 | 306 | 323 | 102 | 992 | 976 |
| 011600 | Crämer, Hannover | West | 5 | 110 | 557 | 508 | 99 | 355 | 358 | 104 | 993 | 950 |
| 012400 | Dittmann, Staufenberg | West | 5 | 107 | 526 | 492 | 98 | 246 | 252 | 104 | 864 | 829 |
| 013200 | PV Köln Doll & Esser | West | 2 | 98 | 392 | 402 | 107 | 449 | 421 | 102 | 934 | 913 |
| 014000 | Zöttl, Ergolding | West | 9 | 110 | 486 | 441 | 95 | 234 | 247 | 108 | 783 | 723 |
| 018300 | ACMV, Aachen | West | 5 | 104 | 424 | 409 | 108 | 329 | 304 | 106 | 849 | 801 |
| 020500 | Finsterbusch, Mühlhof a. Inn | West | 9 | 102 | 421 | 415 | 113 | 296 | 263 | 104 | 752 | 725 |
| 021301 | Südwestvertrieb, Freiburg | West | 4 | 105 | 279 | 267 | 91 | 234 | 257 | 97 | 556 | 571 |
| 021302 | Südwestvertrieb, Friedrichshafen | West | 7 | 82 | 250 | 304 | 79 | 198 | 249 | 81 | 473 | 587 |
| 022100 | IFOTON, Limburgerhof | West | 7 | 88 | 354 | 403 | 94 | 282 | 302 | 92 | 725 | 790 |
| 025600 | Getzkow, Ulm | West | 7 | 95 | 273 | 286 | 97 | 193 | 198 | 98 | 507 | 517 |
| 026400 | Giesdorf, Detmold | West | 5 | 105 | 528 | 503 | 96 | 327 | 342 | 100 | 932 | 933 |
| 027200 | Grade, Elmshorn | West | 4 | 101 | 522 | 517 | 110 | 362 | 330 | 105 | 959 | 917 |
| 029900 | Salzmann, Braunschweig | West | 5 | 104 | 640 | 617 | 103 | 345 | 334 | 103 | 1.084 | 1.055 |
| 034500 | Haberer, Schopfheim | West | 7 | 62 | 259 | 418 | 81 | 222 | 273 | 70 | 521 | 742 |
| 037000 | Heuser, Velbert | West | 3 | 102 | 459 | 450 | 106 | 437 | 413 | 104 | 1.003 | 960 |
| 042601 | Jost, München | West | 2 | 109 | 289 | 266 | 88 | 379 | 431 | 94 | 694 | 740 |
| 042602 | Jost, Gersthofen | West | 7 | 103 | 367 | 355 | 96 | 236 | 245 | 101 | 649 | 645 |
| 042603 | Jost, Ingolstadt | West | 9 | 104 | 458 | 441 | 85 | 201 | 235 | 101 | 727 | 723 |
| 043400 | Kaschewitz, Geisenkirchen | West | 3 | 85 | 432 | 508 | 86 | 296 | 344 | 88 | 835 | 951 |
| 044200 | Keppel, Krefeld | West | 5 | 96 | 439 | 458 | 105 | 359 | 341 | 102 | 907 | 889 |
| 045000 | Keppel, Koblenz | West | 4 | 102 | 452 | 443 | 111 | 335 | 303 | 107 | 898 | 836 |
| 046900 | PG Bonn-Rhein-Sieg KG, Troisdorf | West | 4 | 99 | 362 | 367 | 105 | 399 | 380 | 102 | 840 | 827 |
| 048500 | Könemann, Hagen | West | 5 | 105 | 398 | 378 | 113 | 372 | 330 | 108 | 854 | 792 |
| 049300 | Küpper, Uelzen | West | 9 | 87 | 403 | 466 | 89 | 178 | 201 | 86 | 640 | 743 |
| 052300 | Liebig, Kolbermoor | West | 9 | 100 | 320 | 319 | 107 | 323 | 300 | 102 | 670 | 660 |
| 054000 | Lükemeyer, Münster | West | 7 | 84 | 324 | 387 | 104 | 302 | 290 | 92 | 680 | 740 |
| 055800 | Maurer, Lübeck | West | 5 | 101 | 645 | 639 | 94 | 311 | 332 | 99 | 1.061 | 1.069 |
| 056600 | Mende, Eggenstein Leopoldshafen | West | 4 | 119 | 407 | 343 | 103 | 331 | 321 | 110 | 814 | 739 |
| 057400 | Merkur, Frankfurt | West | 2 | 116 | 420 | 362 | 118 | 458 | 389 | 115 | 955 | 829 |
| 058201 | NPV, Nürnberg | West | 7 | 140 | 475 | 340 | 109 | 285 | 262 | 125 | 838 | 672 |
| 058202 | NPV, Würzburg | West | 7 | 103 | 431 | 420 | 87 | 223 | 255 | 97 | 727 | 745 |
| 058205 | NPV, Bayreuth | West | 9 | 94 | 450 | 477 | 108 | 283 | 261 | 99 | 814 | 819 |
| 059000 | Mölk, Osnabrück | West | 7 | 97 | 418 | 433 | 109 | 250 | 229 | 101 | 722 | 712 |
| 060400 | Mügge, Stade | West | 9 | 94 | 626 | 669 | 94 | 281 | 300 | 92 | 965 | 1.050 |
| 061200 | Muggenthaler, Cham | West | 9 | 118 | 506 | 427 | 80 | 178 | 223 | 105 | 742 | 706 |
| 063900 | Nolte, Bremerhaven | West | 5 | 88 | 521 | 591 | 100 | 317 | 316 | 92 | 918 | 999 |
| 065500 | Lehmann, Oldenburg | West | 5 | 104 | 512 | 491 | 93 | 297 | 318 | 98 | 874 | 892 |
| 069800 | Schiessl, Regensburg | West | 7 | 108 | 500 | 465 | 91 | 234 | 258 | 101 | 806 | 794 |
| 070101 | PVG, Frankfurt | West | 2 | 105 | 430 | 409 | 124 | 422 | 341 | 112 | 935 | 835 |
| 070102 | PVG, Fulda | West | 7 | 140 | 551 | 393 | 98 | 202 | 205 | 127 | 858 | 677 |
| 070103 | PVG, Gießen | West | 7 | 111 | 390 | 351 | 101 | 239 | 236 | 105 | 691 | 659 |
| 070107 | PVG, Wiesbaden | West | 4 | 100 | 418 | 418 | 111 | 389 | 350 | 104 | 880 | 845 |
| 071000 | Probst, Wuppertal | West | 3 | 102 | 435 | 428 | 112 | 385 | 343 | 105 | 912 | 864 |
| 074400 | Kossmann & Fergg KG, Reutlingen | West | 7 | 75 | 223 | 298 | 108 | 203 | 188 | 89 | 462 | 517 |
| 076000 | Richter, Essen | West | 3 | 97 | 509 | 523 | 105 | 428 | 408 | 101 | 1.047 | 1.036 |
| 082501 | Schmitt KG, Heidelberg | West | 4 | 85 | 313 | 370 | 117 | 333 | 284 | 99 | 715 | 721 |
| 082503 | Schmitt KG, Pforzheim | West | 4 | 110 | 397 | 361 | 110 | 274 | 249 | 109 | 737 | 679 |
| 082505 | Schmitt, Schutterwald | West | 7 | 94 | 335 | 356 | 82 | 205 | 251 | 89 | 591 | 667 |
| 083300 | Schmitz, Bochum | West | 3 | 99 | 494 | 498 | 88 | 353 | 400 | 96 | 973 | 1.017 |
| 084100 | Schmitz, Dortmund | West | 3 | 84 | 398 | 473 | 84 | 305 | 365 | 85 | 797 | 935 |
| 085000 | Schmitz, Duisburg | West | 3 | 98 | 504 | 514 | 95 | 360 | 377 | 98 | 978 | 997 |
| 088400 | Schwarz, Fallingb. Postel | West | 7 | 102 | 554 | 543 | 96 | 309 | 323 | 100 | 945 | 945 |
| 092200 | Strobel, Sindelfingen | West | 4 | 79 | 228 | 289 | 90 | 214 | 239 | 85 | 481 | 565 |
| 094900 | Umbreit, Bietigheim-Bissingen | West | 7 | 109 | 259 | 236 | 118 | 198 | 168 | 115 | 507 | 442 |
| 095700 | Tonolilo, Göttingen | West | 5 | 92 | 411 | 448 | 97 | 216 | 222 | 92 | 695 | 754 |
| 096501 | Trunk, München | West | 4 | 92 | 272 | 297 | 84 | 298 | 356 | 87 | 595 | 686 |
| 096503 | Trunk, Allgäu | West | 9 | 99 | 362 | 364 | 88 | 243 | 277 | 93 | 638 | 685 |
| 098100 | SZZ, Esslingen | West | 2 | 101 | 245 | 242 | 91 | 244 | 267 | 97 | 534 | 553 |
| 100701 | Wehling, Bielefeld | West | 5 | 103 | 472 | 458 | 104 | 353 | 338 | 103 | 898 | 871 |
| 100702 | Wehling, Hamm | West | 7 | 84 | 383 | 458 | 104 | 285 | 274 | 94 | 748 | 798 |
| 100703 | Wehling, Paderborn | West | 7 | 88 | 403 | 460 | 100 | 286 | 265 | 94 | 745 | 796 |
| 103100 | Zeitschau, Tuttingen | West | 7 | 105 | 260 | 248 | 123 | 214 | 174 | 112 | 506 | 451 |
| 104000 | R + H, Weiterstadt | West | 4 | 94 | 380 | 405 | 130 | 378 | 291 | 108 | 827 | 765 |
| 106600 | B + P, Hamburg | West | 1 | 118 | 555 | 469 | 92 | 411 | 445 | 105 | 1.045 | 994 |
| 108200 | PVP, Frankenthal | West | 7 | 88 | 361 | 410 | 96 | 283 | 293 | 93 | 728 | 779 |
| 109000 | DPV & Leister, Düsseldorf | West | 2 | 94 | 461 | 493 | 105 | 523 | 496 | 100 | 1.093 | 1.098 |
| 110400 | VPV-Lamich | West | 9 | 101 | 676 | 669 | 96 | 328 | 341 | 99 | 1.090 | 1.099 |
| 114700 | R + R, Mönchengladbach | West | 5 | 100 | 489 | 488 | 111 | 404 | 363 | 106 | 1.011 | 950 |
| 115500 | PV Saar, Heusweiler | West | 5 | 94 | 530 | 566 | 104 | 374 | 360 | 98 | 1.029 | 1.050 |
| 116300 | PVS, Betzdorf | West | 7 | 93 | 336 | 363 | 126 | 291 | 231 | 104 | 684 | 659 |
| 913000 | PMW, Leezen | Ost | 8 | 101 | 268 | 266 | 93 | 18 | 20 | 101 | 382 | 377 |
| 920200 | PV Berlin, Berlin | Ost | 1 | 98 | 187 | 190 | 106 | 31 | 29 | 100 | 293 | 294 |
| 921000 | PV Potsdam, Brieselang | Ost | 8 | 102 | 242 | 237 | 140 | 33 | 23 | 105 | 339 | 323 |
| 922900 | PV Magdeburg, Langenweddingen | Ost | 8 | 104 | 198 | 190 | 81 | 11 | 13 | 97 | 272 | 279 |
| 923700 | PMO, Neubrandenburg | Ost | 8 | 101 | 249 | 248 | 109 | 17 | 16 | 102 | 370 | 363 |
| 924500 | PV Leipzig, Gerichshain | Ost | 6 | 99 | 227 | 229 | 103 | 14 | 14 | 98 | 340 | 346 |
| 925300 | Mitteldeutscher Pressevertrieb, Mörsdorf | Ost | 6 | 95 | 175 | 184 | 112 | 14 | 13 | 97 | 274 | 282 |
| 926100 | PV Dresden, Dresden | Ost | 6 | 105 | 164 | 157 | 82 | 14 | 17 | 103 | 262 | 255 |
| 929600 | PV Halle, Landsberg | Ost | 8 | 97 | 245 | 251 | 110 | 13 | 12 | 100 | 359 | 359 |
| 930000 | PV Cottbus, Cottbus | Ost | 8 | 100 | 202 | 202 | 86 | 11 | 13 | 100 | 306 | 306 |
| 937700 | Mietke, Kittlitz | Ost | 8 | 101 | 151 | 150 | 122 | 11 | 9 | 100 | 243 | 242 |
| 938500 | Weigelt, Mehltheuer | Ost | 8 | 102 | 181 | 178 | 126 | 14 | 11 | 100 | 257 | 257 |
| 939300 | Greiser, Suhl | Ost | 8 | 104 | 148 | 142 | 86 | 10 | 11 | 105 | 213 | 203 |
| 940700 | Gast, Mühlhausen | Ost | 8 | 90 | 132 | 146 | 85 | 9 | 11 | 93 | 193 | 208 |
| 941500 | PV Riedel, Emersleben | Ost | 8 | 107 | 220 | 206 | 108 | 12 | 11 | 107 | 318 | 297 |
| 942300 | Fritzenschaft, Lutherstadt Wittenberg | Ost | 8 | 94 | 207 | 219 | 98 | 18 | 18 | 94 | 293 | 313 |

MAK Ausreißer: die MAKs dienen lediglich der groben Orientierung

MAK und Umsätze 2004



| Grossnummer / Name | Gebiet | Cluster | Programmresse 14-täglich | | | Programmresse monatlich | | | Audio/Foto/Video | | | |
|--------------------|--|---------|--------------------------|------------|-----------------------|-------------------------|------------|-----------------------|------------------|------------|-----------------------|----|
| | | | MAK | IST-Umsatz | vorhergesagter Umsatz | MAK | IST-Umsatz | vorhergesagter Umsatz | MAK | IST-Umsatz | vorhergesagter Umsatz | |
| 002700 | V.V., Berlin | West | 1 | 92 | 441 | 478 | 110 | 24 | 22 | 104 | 99 | 95 |
| 003501 | B + W, Trier | West | 7 | 101 | 536 | 529 | 104 | 34 | 33 | 109 | 63 | 58 |
| 003502 | B + W, Bad Kreuznach | West | 4 | 100 | 536 | 534 | 101 | 29 | 29 | 98 | 70 | 71 |
| 004300 | Beutz, Wilhelmshaven | West | 7 | 99 | 533 | 539 | 107 | 41 | 38 | 98 | 78 | 79 |
| 006000 | BZH, Bremen | West | 5 | 100 | 551 | 553 | 119 | 36 | 30 | 96 | 74 | 77 |
| 008601 | Carlsen, Kiel | West | 5 | 106 | 603 | 567 | 96 | 39 | 40 | 102 | 95 | 93 |
| 008602 | Carlsen, Flensburg | West | 9 | 111 | 572 | 513 | 118 | 43 | 37 | 93 | 81 | 87 |
| 011600 | Crämer, Hannover | West | 5 | 89 | 487 | 546 | 84 | 27 | 32 | 96 | 84 | 88 |
| 012400 | Dittmann, Staufenberg | West | 5 | 94 | 490 | 519 | 98 | 37 | 37 | 109 | 77 | 70 |
| 013200 | PV Köln Doll & Esser | West | 2 | 102 | 592 | 579 | 109 | 32 | 29 | 93 | 80 | 86 |
| 014000 | Zöttl, Ergolding | West | 9 | 104 | 423 | 408 | 96 | 25 | 26 | 99 | 48 | 48 |
| 018300 | ACMV, Aachen | West | 5 | 102 | 559 | 551 | 116 | 38 | 33 | 95 | 69 | 73 |
| 020500 | Finsterbusch, Mühlendorf a. Inn | West | 9 | 106 | 407 | 385 | 86 | 21 | 25 | 99 | 48 | 48 |
| 021301 | Südwestvertrieb, Freiburg | West | 4 | 94 | 469 | 497 | 88 | 25 | 29 | 104 | 55 | 53 |
| 021302 | Südwestvertrieb, Friedrichshafen | West | 7 | 103 | 384 | 372 | 86 | 24 | 28 | 92 | 49 | 54 |
| 022100 | IFOTON, Limburgerhof | West | 7 | 105 | 553 | 526 | 127 | 40 | 31 | 101 | 70 | 69 |
| 025600 | Getzkow, Ulm | West | 7 | 101 | 408 | 405 | 103 | 28 | 28 | 87 | 44 | 50 |
| 026400 | Giesdorf, Detmold | West | 5 | 101 | 505 | 503 | 99 | 31 | 31 | 107 | 73 | 68 |
| 027200 | Grade, Elmshorn | West | 4 | 94 | 491 | 521 | 75 | 22 | 30 | 102 | 80 | 79 |
| 029900 | Salzmann, Braunschweig | West | 5 | 95 | 539 | 567 | 90 | 35 | 39 | 99 | 88 | 88 |
| 034500 | Haberer, Schopfheim | West | 7 | 107 | 473 | 442 | 110 | 29 | 26 | 89 | 61 | 68 |
| 037000 | Heuser, Velbert | West | 3 | 92 | 527 | 575 | 98 | 29 | 30 | 105 | 79 | 76 |
| 042601 | Jost, München | West | 2 | 98 | 401 | 408 | 125 | 24 | 19 | 96 | 69 | 72 |
| 042602 | Jost, Gersthofen | West | 7 | 94 | 408 | 431 | 99 | 27 | 27 | 95 | 52 | 55 |
| 042603 | Jost, Ingolstadt | West | 9 | 100 | 451 | 452 | 98 | 29 | 29 | 99 | 53 | 54 |
| 043400 | Kaschewitz, Gelsenkirchen | West | 3 | 96 | 535 | 557 | 101 | 27 | 26 | 98 | 76 | 78 |
| 044200 | Keppel, Krefeld | West | 5 | 103 | 548 | 532 | 98 | 30 | 31 | 99 | 72 | 72 |
| 045000 | Keppel, Koblenz | West | 4 | 99 | 565 | 571 | 101 | 36 | 36 | 104 | 77 | 74 |
| 046900 | PG Bonn-Rhein-Sieg KG, Troisdorf | West | 4 | 105 | 543 | 516 | 112 | 35 | 32 | 90 | 74 | 82 |
| 048500 | Könemann, Hagen | West | 5 | 102 | 515 | 507 | 88 | 24 | 27 | 104 | 68 | 66 |
| 049300 | Küpper, Uelzen | West | 9 | 99 | 429 | 433 | 90 | 34 | 38 | 86 | 53 | 62 |
| 052300 | Liebig, Kolbermoor | West | 9 | 96 | 394 | 411 | 98 | 25 | 26 | 105 | 48 | 45 |
| 054000 | Lükemeyer, Münster | West | 7 | 96 | 505 | 526 | 104 | 30 | 28 | 110 | 65 | 59 |
| 055800 | Maurer, Lübeck | West | 5 | 104 | 543 | 525 | 106 | 38 | 36 | 95 | 77 | 82 |
| 056600 | Mende, Eggenstein Leopoldshafen | West | 4 | 102 | 536 | 525 | 90 | 28 | 31 | 97 | 64 | 65 |
| 057400 | Merkur, Frankfurt | West | 2 | 102 | 558 | 549 | 111 | 29 | 26 | 100 | 80 | 79 |
| 058201 | NPV, Nürnberg | West | 7 | 99 | 495 | 501 | 110 | 34 | 30 | 101 | 55 | 54 |
| 058202 | NPV, Würzburg | West | 7 | 101 | 499 | 492 | 93 | 30 | 33 | 98 | 55 | 56 |
| 058205 | NPV, Bayreuth | West | 9 | 98 | 484 | 496 | 104 | 35 | 34 | 98 | 50 | 51 |
| 059000 | Mölk, Osnabrück | West | 7 | 90 | 440 | 487 | 98 | 28 | 28 | 101 | 56 | 56 |
| 060400 | Mügge, Stade | West | 9 | 106 | 534 | 505 | 93 | 35 | 38 | 103 | 78 | 76 |
| 061200 | Muggenthaler, Cham | West | 9 | 88 | 369 | 422 | 81 | 21 | 26 | 96 | 39 | 40 |
| 063900 | Nolte, Bremerhaven | West | 5 | 103 | 545 | 530 | 107 | 36 | 33 | 96 | 72 | 75 |
| 065500 | Lehmann, Oldenburg | West | 5 | 109 | 537 | 494 | 96 | 30 | 32 | 101 | 77 | 76 |
| 069800 | Schiessl, Regensburg | West | 7 | 102 | 488 | 479 | 98 | 30 | 31 | 98 | 49 | 50 |
| 070101 | PVG, Frankfurt | West | 2 | 108 | 559 | 519 | 103 | 28 | 28 | 108 | 81 | 75 |
| 070102 | PVG, Fulda | West | 7 | 92 | 477 | 518 | 114 | 36 | 31 | 109 | 58 | 53 |
| 070103 | PVG, Gießen | West | 7 | 105 | 489 | 466 | 89 | 29 | 32 | 114 | 67 | 59 |
| 070107 | PVG, Wiesbaden | West | 4 | 108 | 548 | 506 | 96 | 27 | 28 | 106 | 78 | 73 |
| 071000 | Probst, Wuppertal | West | 3 | 106 | 576 | 544 | 90 | 28 | 31 | 101 | 73 | 72 |
| 074400 | Kossmann & Fergg KG, Reutlingen | West | 7 | 100 | 398 | 398 | 90 | 22 | 24 | 101 | 48 | 48 |
| 076000 | Richter, Essen | West | 3 | 96 | 566 | 587 | 103 | 28 | 27 | 104 | 89 | 86 |
| 082501 | Schmitt KG, Heidelberg | West | 4 | 98 | 519 | 528 | 115 | 32 | 28 | 103 | 65 | 63 |
| 082503 | Schmitt KG, Pforzheim | West | 4 | 111 | 524 | 473 | 85 | 27 | 32 | 105 | 68 | 65 |
| 082505 | Schmitt, Schutterwald | West | 7 | 114 | 515 | 453 | 96 | 27 | 28 | 113 | 57 | 50 |
| 083300 | Schmitz, Bochum | West | 3 | 102 | 614 | 604 | 96 | 28 | 29 | 104 | 88 | 85 |
| 084100 | Schmitz, Dortmund | West | 3 | 103 | 563 | 545 | 97 | 26 | 27 | 106 | 86 | 81 |
| 085000 | Schmitz, Duisburg | West | 3 | 99 | 571 | 576 | 92 | 29 | 31 | 105 | 81 | 77 |
| 088400 | Schwarz, Fallingb. Postel | West | 7 | 99 | 518 | 524 | 107 | 37 | 34 | 97 | 82 | 85 |
| 092200 | Strobel, Sindelfingen | West | 4 | 100 | 440 | 438 | 102 | 23 | 23 | 95 | 65 | 68 |
| 094900 | Umbreit, Bietigheim-Bissingen | West | 7 | 96 | 424 | 441 | 113 | 28 | 25 | 97 | 51 | 52 |
| 095700 | Tonollo, Göttingen | West | 5 | 100 | 494 | 495 | 108 | 40 | 37 | 103 | 66 | 64 |
| 096501 | Trunk, München | West | 4 | 97 | 386 | 400 | 97 | 22 | 23 | 89 | 54 | 61 |
| 096503 | Trunk, Allgäu | West | 9 | 95 | 398 | 418 | 107 | 26 | 25 | 93 | 49 | 52 |
| 098100 | SZZ, Esslingen | West | 2 | 95 | 429 | 452 | 99 | 24 | 24 | 100 | 56 | 56 |
| 100701 | Wehling, Bielefeld | West | 5 | 95 | 513 | 540 | 107 | 30 | 28 | 107 | 67 | 62 |
| 100702 | Wehling, Hamm | West | 7 | 92 | 477 | 519 | 96 | 26 | 27 | 97 | 64 | 67 |
| 100703 | Wehling, Paderborn | West | 7 | 97 | 509 | 527 | 111 | 32 | 28 | 98 | 60 | 61 |
| 103100 | Zeitschau, Tuttingen | West | 7 | 94 | 359 | 383 | 77 | 20 | 26 | 96 | 43 | 45 |
| 104000 | R + H, Weiterstadt | West | 4 | 106 | 514 | 484 | 83 | 26 | 31 | 101 | 72 | 72 |
| 106600 | B + P, Hamburg | West | 1 | 95 | 484 | 509 | 92 | 25 | 27 | 101 | 91 | 91 |
| 108200 | PVP, Frankenthal | West | 7 | 94 | 509 | 539 | 110 | 34 | 31 | 101 | 63 | 62 |
| 109000 | DPV & Leister, Düsseldorf | West | 2 | 105 | 649 | 615 | 108 | 31 | 29 | 100 | 96 | 96 |
| 110400 | VPV-Lamich | West | 9 | 104 | 522 | 501 | 99 | 34 | 35 | 100 | 82 | 82 |
| 114700 | R + R, Mönchengladbach | West | 5 | 97 | 565 | 582 | 100 | 32 | 32 | 96 | 70 | 73 |
| 115500 | PV Saar, Heusweiler | West | 5 | 101 | 646 | 639 | 100 | 41 | 41 | 106 | 75 | 71 |
| 116300 | PVS, Betzdorf | West | 7 | 105 | 492 | 469 | 101 | 29 | 29 | 92 | 56 | 60 |
| 913000 | PMW, Leezen | Ost | 8 | 104 | 606 | 584 | 98 | 70 | 71 | 99 | 65 | 66 |
| 920200 | PV Berlin, Berlin | Ost | 1 | 100 | 448 | 446 | 94 | 40 | 42 | 100 | 90 | 90 |
| 921000 | PV Potsdam, Brieselang | Ost | 8 | 98 | 498 | 508 | 104 | 60 | 58 | 97 | 66 | 68 |
| 922900 | PV Magdeburg, Langenweddingen | Ost | 8 | 98 | 578 | 588 | 99 | 65 | 65 | 96 | 66 | 68 |
| 923700 | PMO, Neubrandenburg | Ost | 8 | 98 | 544 | 555 | 100 | 71 | 70 | 102 | 59 | 57 |
| 924500 | PV Leipzig, Gerichshain | Ost | 6 | 106 | 507 | 480 | 97 | 53 | 55 | 107 | 73 | 69 |
| 925300 | Mitteldeutscher Pressevertrieb, Mörsdorf | Ost | 6 | 94 | 480 | 511 | 101 | 65 | 64 | 99 | 63 | 63 |
| 926100 | PV Dresden, Dresden | Ost | 6 | 97 | 410 | 422 | 107 | 45 | 42 | 99 | 57 | 57 |
| 929600 | PV Halle, Landsberg | Ost | 8 | 102 | 611 | 601 | 102 | 70 | 69 | 98 | 76 | 77 |
| 930000 | PV Cottbus, Cottbus | Ost | 8 | 100 | 458 | 457 | 102 | 65 | 64 | 95 | 61 | 64 |
| 937700 | Mietke, Kittlitz | Ost | 8 | 93 | 381 | 410 | 101 | 52 | 51 | 97 | 48 | 49 |
| 938500 | Weigelt, Mehltheuer | Ost | 8 | 103 | 439 | 425 | 98 | 59 | 60 | 100 | 50 | 50 |
| 939300 | Greiser, Suhl | Ost | 8 | 105 | 499 | 476 | 95 | 61 | 64 | 100 | 56 | 56 |
| 940700 | Gast, Mühlhausen | Ost | 8 | 98 | 546 | 556 | 102 | 73 | 71 | 101 | 62 | 62 |
| 941500 | PV Riedel, Emersleben | Ost | 8 | 98 | 581 | 591 | 102 | 71 | 69 | 101 | 64 | 63 |
| 942300 | Fritzenschaft, Lutherstadt Wittenberg | Ost | 8 | 105 | 493 | 469 | 96 | 61 | 64 | 107 | 69 | 64 |

MAK Ausreißer: die MAKs dienen lediglich der groben Orientierung