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DISTRIBUTION FACT SHEET

Distribution of How To Germany is by request only. Free of charge, the magazine reaches Americans, British and other English-speaking residents throughout Germany. Total circulation is 28,000. Multiple copies are sent to over 580 addresses for redistribution. Distribution is done by DPD and all deliveries must be signed for. The result is

no waste and heavy usage. Distribution is extensive. The magazine is sent to virtually every multinational company doing business in Germany. Copies also are delivered to embassies, consulates, clubs, social and business organizations, schools, universities, churches, relocation companies and other locations.

(Distribution as of January 2011)

Distribution by State

State	Delivery Points	Quantity	% of Total
Hessen	133	6,047	21.6%
Nordrhein-Westfalen.....	118	4,835	17.3%
Bayern	105	4,143	14.8%
Baden-Württemberg	81	5,057	18.1%
Berlin/Brandenburg.....	47	2,735	9.8%
Niedersachsen (Includes Bremen)	29	1,340	4.8%
Hamburg (includes Schleswig-Holstein).....	31	1,098	3.9%
Rheinland-Pfalz/Saarland.....	20	1,004	3.6%
Sachsen, Thüringen, Sachsen-Anhalt, Mecklenberg-Vorpommern	14	646	2.3%
Outside Germany	12	261	0.9%
Other areas, distribution at events, special requests.....		834	3.0%
Total	589	28,000	

Major Metropolitan Areas

Berlin	36	2,179	7.8%
Düsseldorf	71	2,874	10.3%
Frankfurt/Rhein-Main.....	125	5,972	21.3%
Hamburg.....	44	1,723	6.2%
Köln/Bonn.....	55	2,308	8.2%
Munich.....	71	2,821	10.1%
Stuttgart.....	49	2,255	8.1%
Nürnberg.....	30	1,212	4.3%
Total	481	21,344	75.7%

Distribution by Organization

Multi-national, German Companies.....	268	9,263	33.1%
Relocation/Moving Companies.....	82	4,470	16.0%
Schools/Universities	67	4,936	17.6%
Diplomatic.....	27	2,297	8.2%
Clubs, Organizations	35	1,925	6.9%
Military (British & American)	17	1,506	5.4%
Language/Cultural Training	29	1,074	3.8%
Churches	11	467	1.7%
Individuals/other entities.....	53	2,062	7.4%
Total	589	28,000	