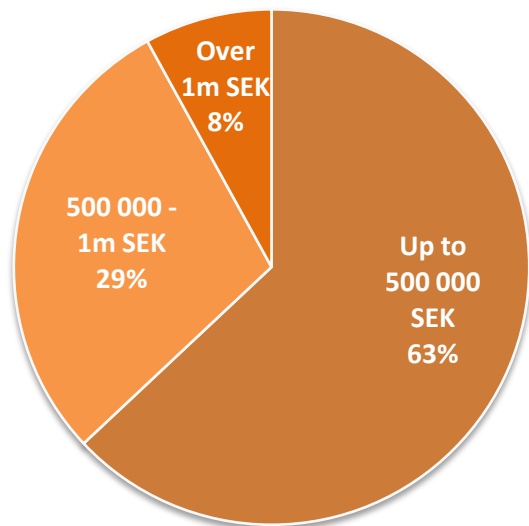


Our readers are affluent and influential

Our readers' annual household income:



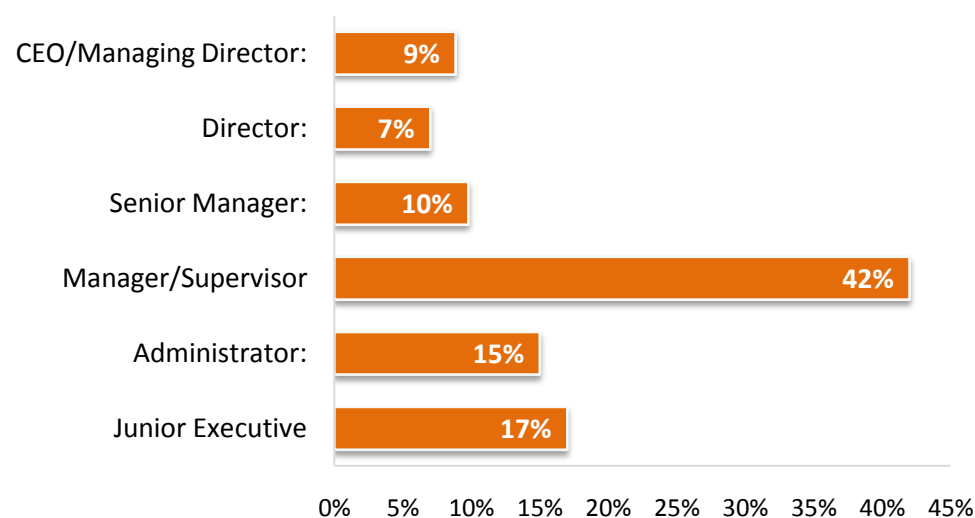
26% will open a Swedish bank account this year.

25% are planning to take out a loan this year.

28% are interested in starting their own business.

39% would finance a new car with a bank loan.

Our readers are business decision makers:



6% are responsible for a company budget greater than €1,000,000 per year.

15% are responsible for a company budget greater than €100,000 per year.

26% are in an upper management role.