

NORDICUM Readership Survey

In 2002-2003 NORDICUM Scandinavian Business Magazine conducted a readership survey. Listed here are some of the main findings. First of all, in addition to the respondent him/herself, NORDICUM was read by others as well. About half of the respondents estimated that Nordicum was read at least by 1-2 other people and 12 % by as many as 3-4 other readers.

NORDICUM was ranked relatively high in terms of quality. On a scale of 1-4, four marking the highest, NORDICUM was mostly given the grade 3. Below there are several more specified grades:

1. *An excellent reference source* 2.9
2. *Enjoyable to read* 3.0
3. *Thought provoking* 2.5
4. *Suitable for corporate advertising* 2.8
5. *Very useful for business* 2.9
6. *Credible and balanced in outlook* 3.0

A total of 91 % read at least half of the NORDICUM magazine. Those who read at least two-thirds made up 36 % of all readers. These figures are reasonably high, since NORDICUM also has special reports covering various economic sectors. This means that people read the special reports, although they may not directly have been in connection with their field of activity.

Job titles included owners and partners (13 %), CEOs (3 %), Managing Directors/Vice Presidents (5 %), other directors (14 %) and department heads (6%). Many of the readers represent small and medium-sized companies.

Nordicum's readers are well-educated. As many as 14 % had a doctorate, 16 % a MBA and 36 % a higher first degree from a university. Twenty-eight per cent had a bachelor's degree.

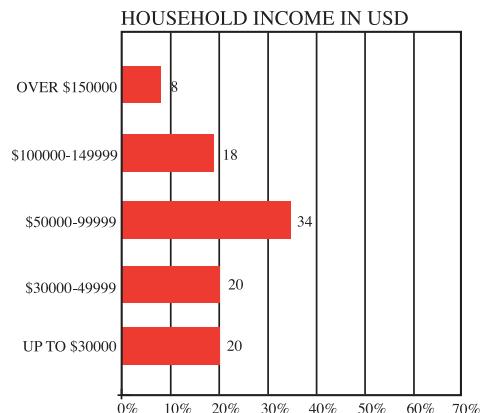
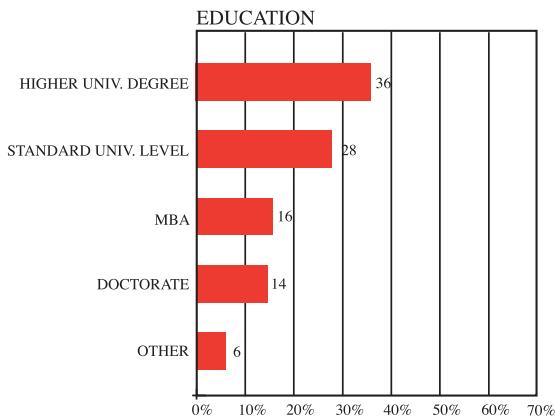
The household income of NORDICUM readers is higher than the average in Scandinavia. A total of 34 % reported having a household income between USD 50 000 and 99 000 and 18 % more than USD 100 000. About 20 % had an income between 30 000 and 49 999.

A total of 57 % of the respondents are doing business in Scandinavia and another 17 % are planning to do so in the future. Male respondents accounted for 78 % of those answering the survey whereas the remaining 22 % of the respondents were female.

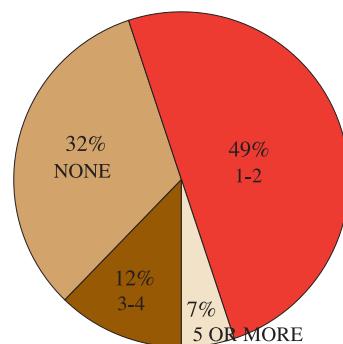
In 2004 there will be six issues of NORDICUM, and new special reports with themes like shipbuilding, metals and electronics will be published. Listed below are our special report themes for the year 2004.

In 2004, NORDICUM will, in addition to special reports, be covering themes such as the media, business travelling, conferencing, retail, brands, annual reports, leadership and sponsorship. ●

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| ISSUE 1 | TRANSPORTATION & LOGISTICS |
| ISSUE 2 | BIOTECHNOLOGY, FOOD INDUSTRY, PACKAGING |
| ISSUE 3 | ENERGY & ENVIRONMENT |
| ISSUE 4 | CRUISE & SHIPPING |
| ISSUE 5 | PULP & PAPER, AUTOMATION, FORESTRY |
| ISSUE 6 | REAL ESTATE & ARCHITECTURE |



HOW MANY OTHERS READ A COPY OF NORDICUM?



DOING BUSINESS IN SCANDINAVIA?

