

# Verbreitungsanalyse 2010

NIELSENGEBIETE Länder Regierungsbezirke	F.A.Z.		FTD Mo.-Fr.	Handels- blatt Mo.-Fr.	Süddeutsche Zeitung		Die Welt*	
	Mo.-Fr.	Sa.			Mo.-Fr.	Sa.	Mo.-Fr.	Sa.
<b>NIELSEN I</b>	<b>44.113</b>	<b>43.150</b>	<b>14.431</b>	<b>18.966</b>	<b>35.194</b>	<b>41.597</b>	<b>72.013</b>	<b>56.165</b>
Schleswig-Holstein	6.519	7.707	1.767	2.730	5.301	6.410	14.309	12.726
Hamburg	14.657	11.484	6.623	6.648	13.386	14.683	35.966	22.050
<b>Niedersachsen</b>	<b>20.031</b>	<b>21.429</b>	<b>5.250</b>	<b>8.333</b>	<b>14.077</b>	<b>17.495</b>	<b>19.396</b>	<b>19.337</b>
Braunschweig	4.975	5.085	940	1.803	3.566	4.545	2.846	3.126
Hannover	7.219	7.162	2.487	3.276	4.856	5.656	6.351	5.954
Lüneburg	3.193	3.784	766	1.238	2.418	3.126	6.097	5.706
Weser-Ems	4.644	5.398	1.057	2.016	3.237	4.168	4.102	4.551
<b>Bremen</b>	<b>2.906</b>	<b>2.530</b>	<b>791</b>	<b>1.255</b>	<b>2.430</b>	<b>3.009</b>	<b>2.342</b>	<b>2.052</b>
<b>NIELSEN II (NRW)</b>	<b>75.872</b>	<b>81.544</b>	<b>20.571</b>	<b>34.117</b>	<b>41.496</b>	<b>52.027</b>	<b>52.739</b>	<b>42.347</b>
Düsseldorf	26.607	28.014	9.584	15.430	12.389	15.541	20.493	15.472
Köln	25.681	27.497	5.574	9.623	14.905	17.723	16.554	11.017
Münster	7.943	8.709	1.571	2.973	5.028	6.567	3.849	4.123
Detmold	5.495	5.945	1.640	2.155	3.104	4.187	3.702	4.035
Arnsberg	10.146	11.379	2.202	3.936	6.070	8.009	8.141	7.700
<b>NIELSEN IIIa</b>	<b>105.405</b>	<b>110.266</b>	<b>20.930</b>	<b>26.755</b>	<b>31.010</b>	<b>36.547</b>	<b>36.233</b>	<b>30.159</b>
<b>Hessen</b>	<b>85.597</b>	<b>87.510</b>	<b>17.749</b>	<b>21.366</b>	<b>21.736</b>	<b>24.562</b>	<b>26.153</b>	<b>21.379</b>
Darmstadt	77.155	77.644	16.624	19.202	17.811	19.385	22.974	18.055
Gießen	4.327	5.241	535	1.180	1.829	2.482	1.263	1.380
Kassel	4.115	4.625	590	984	2.096	2.695	1.916	1.944
<b>Rheinland-Pfalz</b>	<b>16.426</b>	<b>18.902</b>	<b>2.466</b>	<b>4.205</b>	<b>7.532</b>	<b>9.713</b>	<b>6.019</b>	<b>6.570</b>
Koblenz	5.425	6.349	734	1.477	2.091	2.810	2.586	2.680
Trier	2.168	2.442	273	464	1.067	1.334	869	960
Rheinhessen-Pfalz	8.833	10.111	1.459	2.264	4.374	5.569	2.564	2.930
<b>Saarland</b>	<b>3.382</b>	<b>3.854</b>	<b>715</b>	<b>1.184</b>	<b>1.742</b>	<b>2.272</b>	<b>4.061</b>	<b>2.210</b>
<b>NIELSEN IIIb (BW)</b>	<b>38.866</b>	<b>43.435</b>	<b>9.096</b>	<b>16.883</b>	<b>30.038</b>	<b>39.491</b>	<b>17.617</b>	<b>16.220</b>
Stuttgart	12.592	13.443	4.003	7.628	9.813	12.666	7.640	6.193
Karlsruhe	13.570	14.904	2.609	4.669	9.103	11.208	5.093	4.703
Freiburg	8.004	9.458	1.324	2.285	6.135	8.345	3.015	3.319
Tübingen	4.700	5.630	1.160	2.301	4.987	7.272	1.869	2.005
<b>NIELSEN IV (Bayern)</b>	<b>39.279</b>	<b>42.039</b>	<b>17.270</b>	<b>20.834</b>	<b>246.270</b>	<b>306.461</b>	<b>27.981</b>	<b>22.151</b>
Oberbayern	21.435	21.057	11.183	11.895	203.850	245.350	17.877	12.490
Niederbayern	1.206	1.541	517	900	7.502	11.203	729	840
Oberpfalz	1.425	1.926	550	838	6.012	8.892	848	991
Oberfranken	2.165	2.981	682	1.015	4.162	5.983	1.007	1.127
Mittelfranken	6.481	6.809	2.528	3.149	8.265	11.196	4.443	3.376
Unterfranken	4.203	4.894	668	1.583	4.993	6.778	1.536	1.641
Schwaben	2.364	2.831	1.142	1.454	11.486	17.059	1.541	1.686
<b>NIELSEN V (Berlin)</b>	<b>21.766</b>	<b>21.064</b>	<b>9.079</b>	<b>9.488</b>	<b>17.675</b>	<b>19.690</b>	<b>27.206</b>	<b>15.894</b>
<b>NIELSEN VI</b>	<b>7.881</b>	<b>10.728</b>	<b>2.289</b>	<b>2.734</b>	<b>5.050</b>	<b>6.356</b>	<b>8.200</b>	<b>13.903</b>
Brandenburg	2.414	3.182	932	1.210	1.983	2.576	3.673	2.136
Mecklenburg-Vorpommern	1.387	1.600	701	605	1.352	1.655	2.633	9.936
Sachsen-Anhalt	4.080	5.946	656	919	1.715	2.125	1.894	1.831
<b>NIELSEN VII</b>	<b>14.282</b>	<b>17.006</b>	<b>3.000</b>	<b>3.648</b>	<b>6.871</b>	<b>8.900</b>	<b>5.723</b>	<b>5.754</b>
<b>Sachsen</b>	<b>9.564</b>	<b>11.588</b>	<b>2.302</b>	<b>2.621</b>	<b>4.749</b>	<b>6.219</b>	<b>4.252</b>	<b>4.253</b>
Chemnitz	2.779	3.276	342	540	661	1.008	675	773
Dresden	3.792	4.894	1.005	1.165	1.668	2.489	1.541	1.790
Leipzig	2.993	3.418	955	916	2.420	2.722	2.036	1.690
<b>Thüringen</b>	<b>4.718</b>	<b>5.418</b>	<b>698</b>	<b>1.027</b>	<b>2.122</b>	<b>2.681</b>	<b>1.471</b>	<b>1.501</b>
Restauflage	634	673	121	54				
Ausland	16.145	16.414	3.921	3.441	14.267	19.132	8.473	8.915
<b>Gesamt</b>	<b>364.243</b>	<b>386.319</b>	<b>100.708</b>	<b>136.920</b>	<b>427.871</b>	<b>530.201</b>	<b>256.185</b>	<b>211.508</b>

Quelle: IVW, \* Mo-Fr: Welt mit Welt kompakt. Jeweils verkaufte Auflage.