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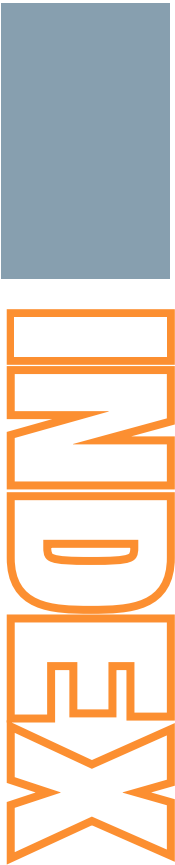


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Rankings show the performance of selected titles based on data available at the time of writing. For the latest results and further details on these surveys please contact your nearest Publicitas office (contact details at the back of the book).

For those interested in the more technical issues of audience surveys we can recommend the following sources, which have been instrumental in compiling the data:

- Erhard Meier: *Summary of Current Readership Research and other papers presented at the Worldwide Readership Research Symposium, Prague 2005* (www.readershipsymposium.com)
- ESOMAR/ARF: *papers presented at the Worldwide Audience Measurement Conference, Montreal 2005* (www.esomar.org)
- Another useful database for advertising and audience research is provided by the World Advertising Research Centre in Henley (www.warc.com)

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