

PRESS RELEASE, November 23, 1999

SUCCESS FOR THE NEW BUSINESS MAGAZINE *DOLLY*

After only two issues, the new business magazine *Dolly* has attracted almost 15,000 subscribers over the Internet. Now the editors plan even stronger measures: The December issue will be distributed in a massive edition of 90,000 copies.

“About 200 new subscribers sign up each day. The demand is incredible—especially in the younger, well-education generation—for business reporting from our point of view,” says editor in chief Ulf Skarin. *Dolly* is a business magazine that focuses on people and ideas, rather than numbers. The target audience is mainly “early adopters,” 25 to 40 years of age, and *Dolly*’s ideal is the U.S. business magazine *Fast Company*.

“We are creating a lifestyle magazine for a new generation of business people, a magazine that writes about business with a more personal approach.”

At the end of August, the web site www.dolly.se was launched. At the site, people were offered a free subscription to *Dolly*. To become a subscriber, a person had to enter certain information about himself or herself, such as age, income, business, and education.

“*Dolly* has succeeded in capturing a younger audience with much more purchasing power,” says *Dolly*’s advertising manager Lars Grafström.

Dolly’s subscribers have the following characteristics.

- The majority are between 25 and 40 years of age, mainly in the 30–35 age group.
- 3 of 4 have a university degree or other post-secondary education.
- 3 of 10 are women.
- 4 of 10 earn more than SEK 300,000 a year.
- The majority work at knowledge enterprises, in computers or IT, mass media, marketing or advertising, or consulting.

Dolly is published by Sveriges Finansnyheter AB, a company in Modern Times Group MTG AB.

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