

Key variables

pzn magazine identifier
period time dimension indicator

Dependent variable

lsj_s0 log relative market share

Endogenous variables

pce cover price in Euros
lsjg log within group market share

Time trends

q1 dummy for 1st quarter
q2 dummy for 2nd quarter
q3 dummy for 3rd quarter
y97 dummy for 1997
y98 dummy for 1998
y99 dummy for 1999
y00 dummy for 2000
y01 dummy for 2001

Instruments

pce1 average cover price across all magazines published in Germany
pce2 average cover price across all women magazines
pce3 average cover price across magazines in the own magazine group
pagr Own number of pages relative to the mean overall number of pages
infosg Share of own information pages relative to the mean share of information pages in the own product group
adss Own advertising pages share relative to mean overall advertising share
adssg Own advertising pages share relative to mean overall advertising share within the own product group
pce1r Type (1) instrument: main own price instrument relative to mean overall main own price instruments
pce1rg Type (1) instrument: ratio of the main own price instrument relative to the main own price instrument from the own product group
pce2r Type (2) instrument: main own price instrument relative to mean overall main own price instruments
pce2rg Type (2) instrument: ratio of the main own price instrument relative to the main own price instrument from the own product group
pce3r Type (3) instrument: main own price instrument relative to mean overall main own price instruments
pce3rg Type (3) instrument: ratio of the main own price instrument relative to the main own price instrument from the own product group
hhir Own content concentration index relative to the mean overall content concentration index

Content shares

mzk fashion for purchase
mzs self--crafted fashion
kos cosmetics
koc cooking
woh interior design
sel handicraft
kin children
ges society
par partnership
url vacation
rat counselling
hob hobby
aut cars
pol politics
wis science
kun the arts
sen sensational journalism
rom fiction
sex sexuality
prg TV
vip VIPs
red service pages of the editors (Table of Contents etc.) with health being the comparison

Website variables

website dummy for having a website
w1 one period lagged website dummy
w2 2 periods lagged website dummy
w3 3 periods lagged website dummy
w4 4 periods lagged website dummy
w5 5 periods lagged website dummy
w6 6 periods lagged website dummy

w7	7 periods lagged website dummy
w0a	contemporaneous website c interacted with share readers that regularly use the internet
w1a	one period lagged websit interacted with lagged share readers that regularly use the internet
w2a	2 periods lagge interacted with lagged share readers that regularly use the internet
w3a	3 periods lagge interacted with lagged share readers that regularly use the internet
w4a	4 periods lagge interacted with lagged share readers that regularly use the internet
w5a	5 periods lagge interacted with lagged share readers that regularly use the internet
w6a	6 periods lagge interacted with lagged share readers that regularly use the internet
w7a	7 periods lagge interacted with lagged share readers that regularly use the internet
no_on	number of magazines with website (exc. own website presence)
no_ong	number of magazines in own group with website (exc. own website presence)

Other magazine characteristics

ledp	log editorial pages
ledp2	log editorial pages squared
ads	advertising share
ads2	advertising share squared
hhi	content concentration index
hhi2	content concentration index squared

Additional information

bke	share of readers without own income
abo	total number of subscriptions
anteil	share of magazine readers that regularly use the internet