

NOTE:

This data file in fact contains two different data files. The first one, labelled by variable "stacked" contains data on both magazines beside each other (so differences between magazines can be calculated). This data is used for the estimation of the demand system and indicated by stacked=0. The other data stacks the information on both magazines underneath each other: the indicator is stacked=1. This data is used for the backed-out estimates.

Variable Meaning

born1	year of market entry magazine 1
born2	year of market entry magazine 2
jahr	year to which data correspond to
type	magazine market (for example "Travel" etc.)
time	years passed since 1972
ss	total circulation of magazine 1 + total circulation of magazine 2
ss2	for the stacked=0 data circulation of magazine 1; for the stacked=1 data obs. 101-200 correspond to circulation of magazine 1, for obs. 201-300 it corresponds to magazine 2
ssi2_2	instrument for total circulation of magazine 2
nna	total number of adpages of magazine 1 + total number of adpages of magazine 2
nna2	total number of adpages of magazine 2
nnai2_2	instrument for total number of advertising pages in magazine 2
nnc	total number of content pages of magazine 1 + total number of adpages of magazine 2
nnc2	total number of content pages in magazine 2
nnci2_2	instrument for total number of content pages in magazine 2
p2	copy price of magazine 2
pi2_2	instrument for copy price of magazine 2
a2	advertising rate of magazine 2
ai2_2	instrument for advertising rate of magazine 2
pzn1	unique identifier magazine 1
pzn2	unique identifier magazine 2
notit2	number of titles by own publisher magazine 2
t_pages2	total number of pages produced by publisher 2
length2	physical size of magazine 2
ss1	total circulation of magazine 1 + total circulation of magazine 2
ssi1_2	instrument for total circulation of magazine 1
nna1	total number of adpages of magazine 1 + total number of adpages of magazine 2
nnai1_2	instrument for total number of advertising pages in magazine 1
nnc1	total number of content pages of magazine 1 + total number of adpages of magazine 1
nnci1_2	total number of content pages in magazine 1
p1	copy price of magazine 1
pi1_2	instrument for copy price of magazine 1
a1	advertising rate of magazine 1
ai1_2	instrument for advertising rate of magazine 1
notit1	number of titles by own publisher magazine 1
t_pages1	total number of pages produced by publisher 1
length1	physical size of magazine 1
stacked	indicator for stacked vs. non-stacked data (see note above)