

Variable Meaning

nobs		number of years the corresponding two-magazine market is observed	
type		magazine market (for example "Travel" etc.)	
titel		Name of magazine 1	
pzn		unique identifier of magazine 1	
time		time trend, starts 1972	
ss1		total circulation of	magazine 1
ssi1_3	instrument for	total circulation of	magazine 1
nna1		total number of advertising pages in	magazine 1
nnai1_3	instrument for	total number of advertising pages in	magazine 1
nnc1		total number of content pages in	magazine 1
nnci1_3	instrument for	total number of content pages in	magazine 1
p1		copy price of	magazine 1
pi1_3	instrument for	copy price of	magazine 1
a1		advertising rate of	magazine 1
ai1_3	instrument for	advertising rate of	magazine 1
ss2		total circulation of	magazine 2
ssi2_3	instrument for	total circulation of	magazine 2
nna2		total number of advertising pages in	magazine 2
nnai2_3	instrument for	total number of advertising pages in	magazine 2
nnc2		total number of content pages in	magazine 2
nnci2_3	instrument for	total number of content pages in	magazine 2
p2		copy price of	magazine 2
pi2_3	instrument for	copy price of	magazine 2
a2		advertising rate of	magazine 2
ai2_3	instrument for	advertising rate of	magazine 2