Dear Business Friends,
Dear Business Partners!

Users of Apple products are considered early adopters, willing to invest and demanding when it comes to quality and design.

We have researched whether these attributes really apply in a survey among the readers of our magazine Mac&i - and learned many more details. These key figures make our Mac & i an excellent advertising medium for your ads and supplements. The online channel at www.mac-and-i.de also offers all the options for your digital communication. Talk to us about your goals and target groups 2018!

Until then, enjoy discovering the many surprising and convincing facts!

Simon Tiebel
Director Sales Mac&i

RESEARCH PROFILE

Population: Mac&i readers
Survey mode: Online at www.mac-and-i.de, Ad in issue 3/17 and in the App
Research period: 2 waves between April 2017 (06. – 24th April) and June 2017 (23th May – 09th June)
Sample size: n = 1,540
CORE READER *Mac&i*

STATEMENTS

42% of the readers use Mac&i online daily or several times a week.

*Agile users - at home and on the go*

67% of the readers use Mac&i app on the iPad or iPhone

*No separation*

Almost half of Mac&i readers use their Apple devices both professionally and privately.

Loyal. Faithful. Reliable.

The quality promise of the Mac&i editorship brings out the discerning, faithful and loyal reader.

High purchasing power

42% of the readers come home with a net salary of more than Euros 4,000.

*Multiplier effect*

Almost 1/4 of the Mac & i readers read in pairs.

Source: Reader Survey 2017, n = 1,540

A YOUNG AUDIENCE

Source: Reader Survey 2017, n = 1,540

TOP EARNERS

Source: Reader Survey 2017, n = 1,540
**PURCHASE POWER**

![Annual Budget for Mac/iOS/Apple](image)

Source: Reader Survey 2017, n = 1,540

**PURCHASE PLANS FOR APPLE PRODUCTS**

- The current iPhone generation: 47%
- Mac Book Pro: 20%
- iPad pro: 19%
- iMac: 17%
- Apple TV: 11%
- Apple Watch: 10%

**STATEMENT**

More than 40% of readers want to spend more than €1,000 on Apple products.

Source: Reader Survey 2017, n = 1,540
### AND OTHER PLANNED HARDWARE PURCHASES

<table>
<thead>
<tr>
<th>Product</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Network storage</td>
<td>21.2%</td>
</tr>
<tr>
<td>SSD</td>
<td>20.4%</td>
</tr>
<tr>
<td>Headphones / earphones</td>
<td>14.5%</td>
</tr>
<tr>
<td>Monitor</td>
<td>14%</td>
</tr>
<tr>
<td>Printer</td>
<td>12.9%</td>
</tr>
<tr>
<td>Loudspeaker / sound system</td>
<td>11.8%</td>
</tr>
<tr>
<td>WLAN router</td>
<td>11.6%</td>
</tr>
<tr>
<td>Car with CarPlay</td>
<td>11%</td>
</tr>
<tr>
<td>Hard disk</td>
<td>10.1%</td>
</tr>
<tr>
<td>Dock</td>
<td>6.9%</td>
</tr>
<tr>
<td>Hub</td>
<td>5.6%</td>
</tr>
<tr>
<td>External battery</td>
<td>4.7%</td>
</tr>
<tr>
<td>TV tuner</td>
<td>4.5%</td>
</tr>
<tr>
<td>Router</td>
<td>3.8%</td>
</tr>
<tr>
<td>Projector</td>
<td>3.8%</td>
</tr>
<tr>
<td>Multicopter</td>
<td>3.2%</td>
</tr>
<tr>
<td>Game Controller</td>
<td>2.1%</td>
</tr>
<tr>
<td>Graphics tablet</td>
<td>1.7%</td>
</tr>
</tbody>
</table>

Source: Reader Survey 2017, n = 1,540

### BUY YES, BUT WHERE?

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>directly online at Apple</td>
<td>62.5%</td>
</tr>
<tr>
<td>at e-tailers</td>
<td>57%</td>
</tr>
<tr>
<td>in the nearest Apple store</td>
<td>37.9%</td>
</tr>
<tr>
<td>in the specialized store</td>
<td>36.9%</td>
</tr>
<tr>
<td>in the local electrical store</td>
<td>22.5%</td>
</tr>
<tr>
<td>at online auctions/ classifieds</td>
<td>7.5%</td>
</tr>
</tbody>
</table>

Source: Reader Survey 2017, n = 1,540

"Where do you prefer to buy your Mac/iPhone?"
FAVOURITE CANDIDATE

<table>
<thead>
<tr>
<th>Statement</th>
<th>Multiplier</th>
<th>Advisor</th>
<th>Curiosity</th>
<th>Multiplier</th>
<th>Communicator</th>
<th>TAP</th>
</tr>
</thead>
<tbody>
<tr>
<td>I actively inform myself about new products</td>
<td>Early Adopter 86.4%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I am often asked for advice by my private and/or professional environment.</td>
<td>Advisor 70.3%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I look for specific information in the trade press.</td>
<td>curiosity 65.9%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I give others specific recommendations regarding brands, suppliers and manufacturers.</td>
<td>Multiplier 57.5%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I regularly talk to other people about Apple products.</td>
<td>Communicator 56%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I am up to date with products and services in the market.</td>
<td>TAP 51.4%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

STATEMENTS

**Multiplier, Advisor, TAP, Early Adopter – the Mac & i reader is THE DESIRED candidate!**

**Mac & i users are ... absolutely commercial:**
46% of readers use the advertising in Mac & i to find out about products and services.

**... are ambitious:**
One in four Mac & i readers is interested in workshops / conferences, and every third in Mac-related webinars.

Source: Reader Survey 2017, n = 1,540; „When it comes to Mac / IOS / Apple products: what statements are true?”

HEAVY READER

Mac & i-readers read per issue...

- the whole magazine
- approx. 75%
- approx. 50%
- approx. 25%
- less than 25%

STATEMENT

Mac & i readers are heavy readers - they read with passion.

Source: Reader Survey 2017, n = 1,540; „How many Mac&i articles do you read per issue?”
FULLY INFORMED

<table>
<thead>
<tr>
<th>Statement</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deepening of knowledge</td>
<td>83.8%</td>
</tr>
<tr>
<td>Inspirations</td>
<td>79.3%</td>
</tr>
<tr>
<td>Expand practice</td>
<td>69.8%</td>
</tr>
<tr>
<td>New topics</td>
<td>61.2%</td>
</tr>
<tr>
<td>Purchase decision</td>
<td>57.9%</td>
</tr>
</tbody>
</table>

STATEMENTS

They are hunter-gatherers
73% of Mac & i readers archive the issue or single articles.

Strong interest
66% also read the special editions.
60% of kiosk buyers get all/nearly all issues.

Source: Reader Survey 2017, n = 1,540; “What do you use the Mac & i for?”

THE SUCCESS FORMULA

• PROFESSIONAL COMPETENCE
52% of Mac&i readers give the best mark here, closely followed by 32% with „good“.

• MIX OF TOPICS
38% of the readers find the mix of topics perfectly chosen: whether practical articles, hardware tests, software tests, reports or player reviews.
Advertisers can’t get more attention.

• SELECTION OF TOPICS
59% of the readers give the topic selection good marks.

• UNDERSTANDABILITY
88% of readers give top marks for comprehensibility.

• LENGTH OF ARTICLES
91% of the readers find the article length suitable.

STATEMENT

Ensures an attention-grabbing top environment for readers and advertisers:
The quality promise of the Mac&i editorial team.

Source: Reader Survey 2017, n = 1,540; “What do you think about the Mac&i in relation to the...”
CONTACT

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