

Mac&i READERS**SURVEY** 2017/2018



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

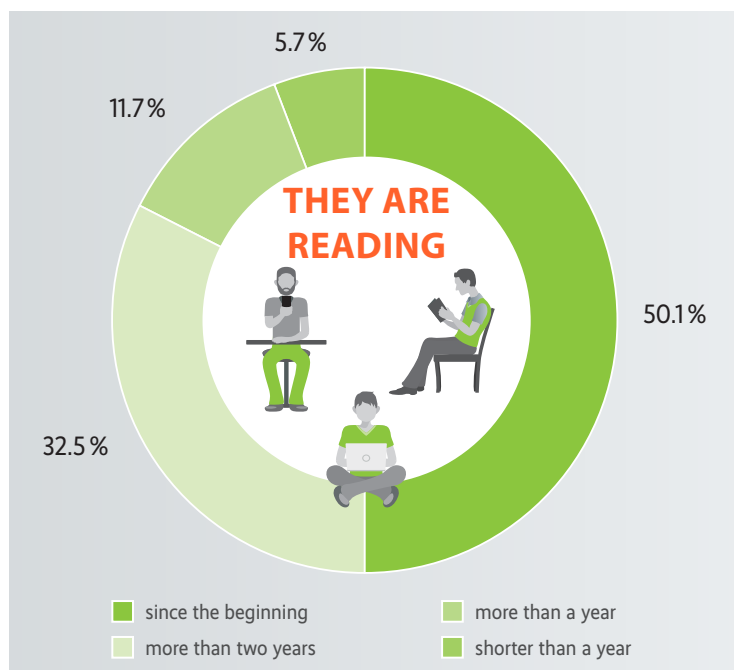
42% of the readers use Mac&i online daily or several times a week.

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

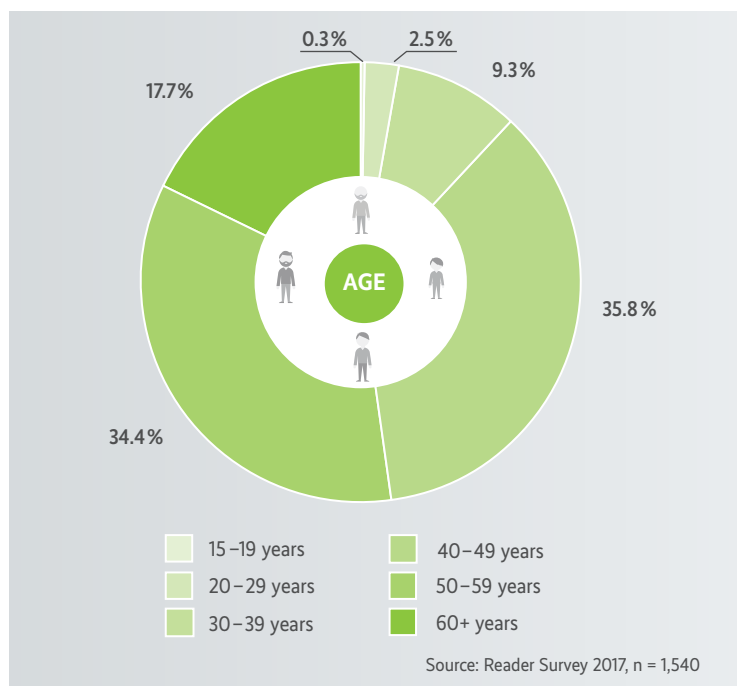
42% of the readers come home with a net salary of more than Euros 4,000.

Multiplier effect

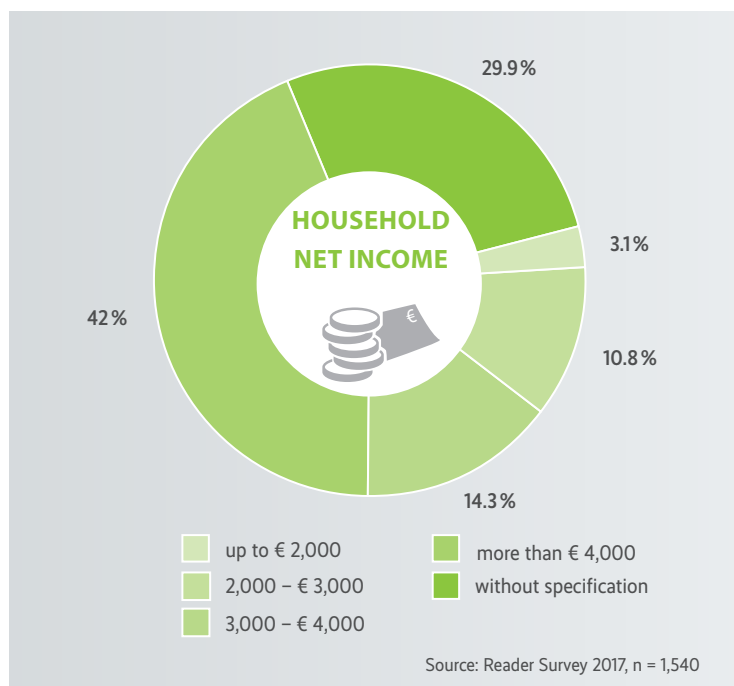
Almost 1/4 of the Mac & i readers read in pairs.

Source: Reader Survey 2017, n = 1,540

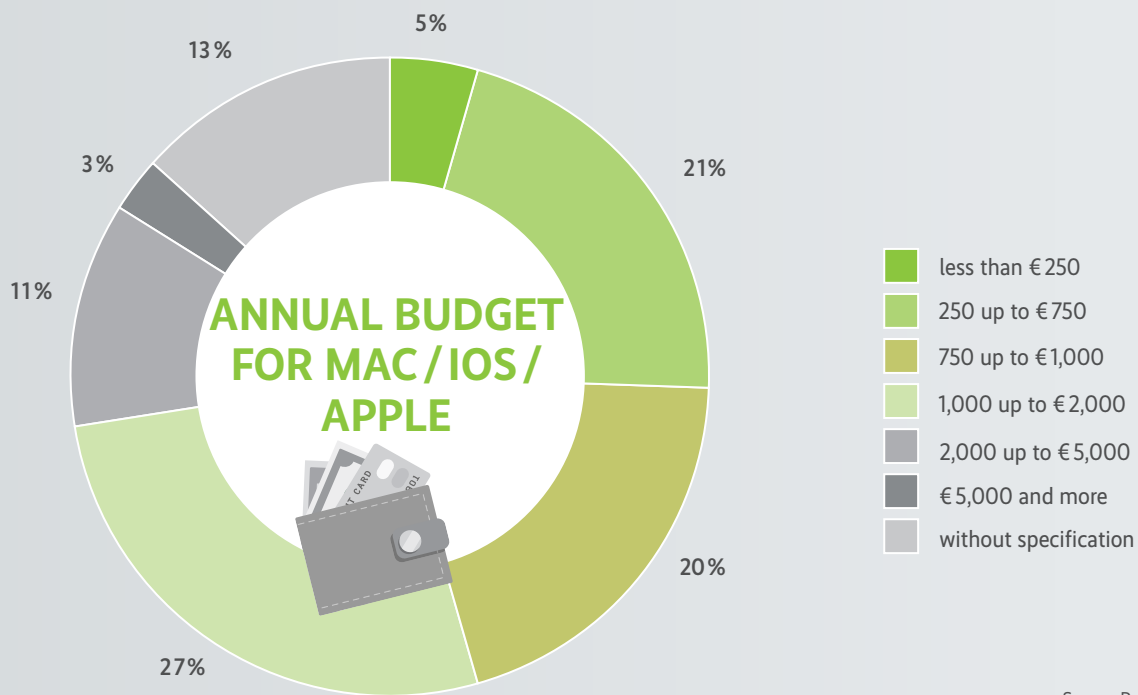
A YOUNG AUDIENCE



TOP EARNERS

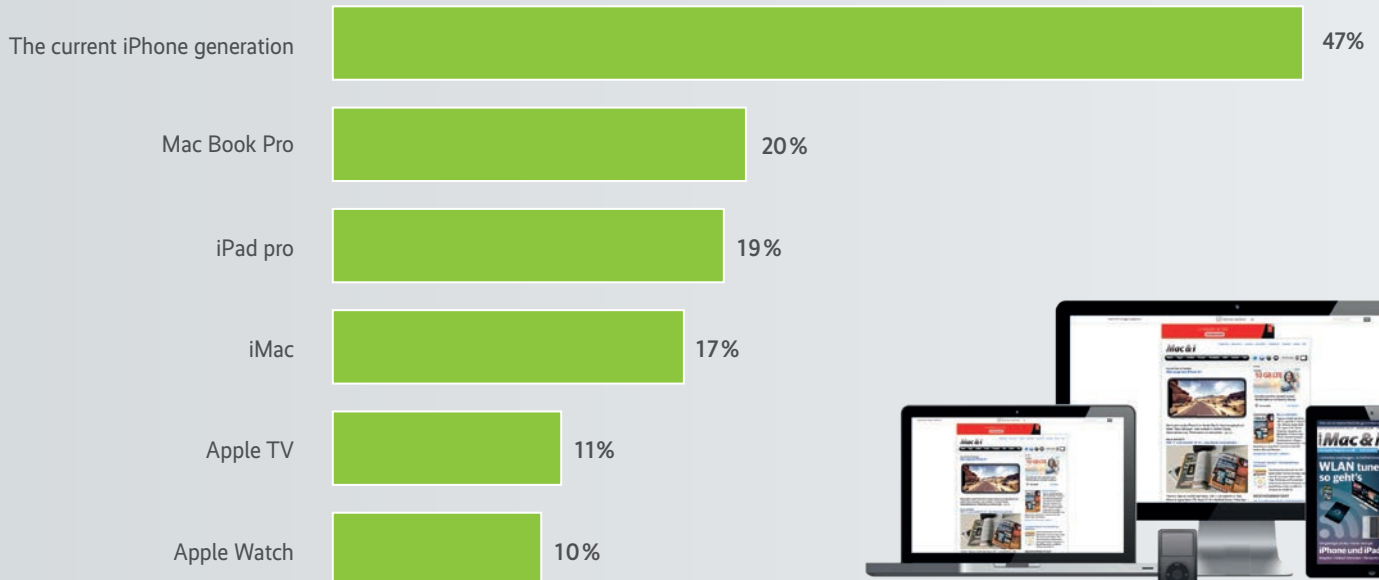


PURCHASE POWER



Source: Reader Survey 2017, n = 1,540

PURCHASE PLANS FOR APPLE PRODUCTS

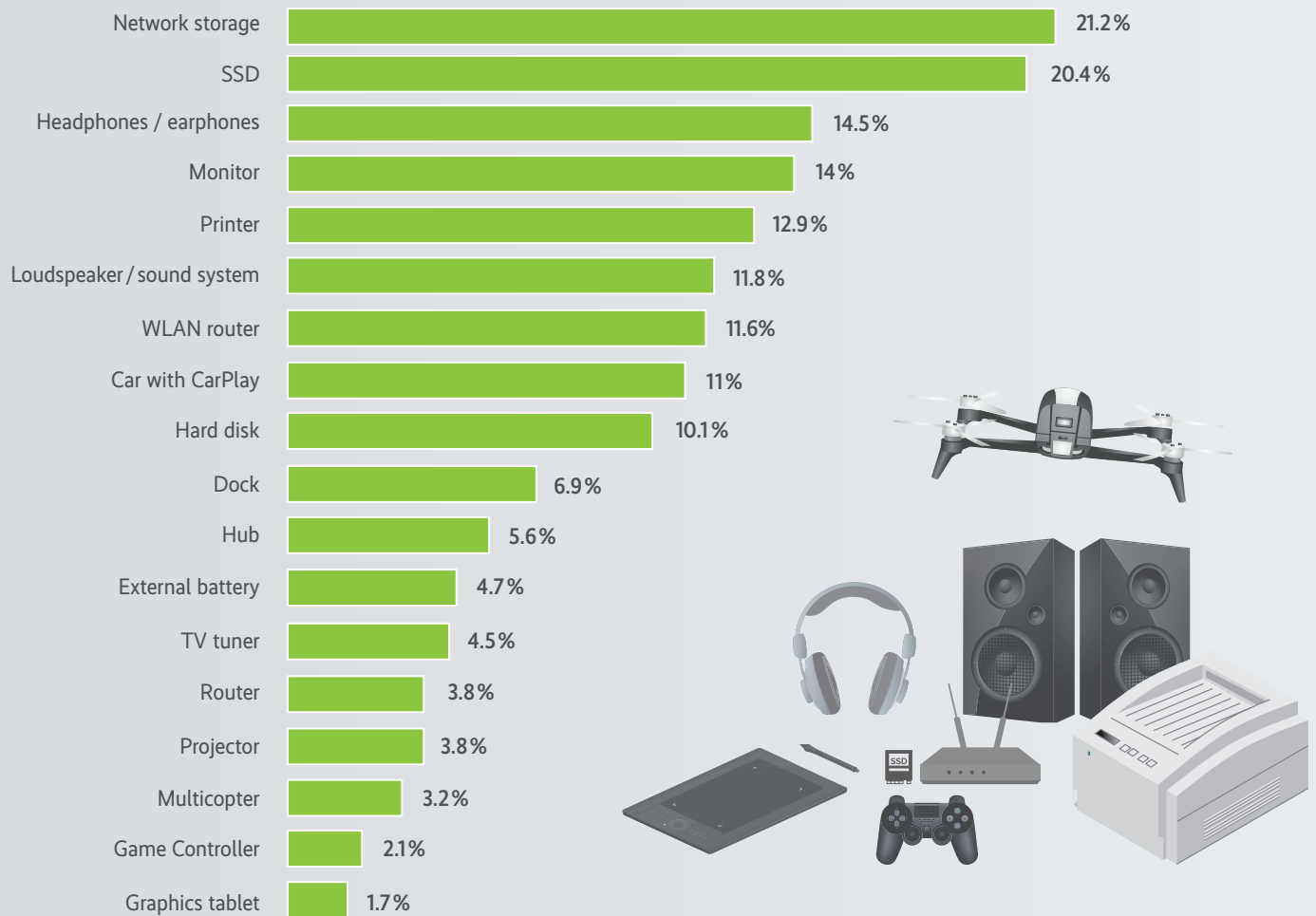


STATEMENT

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

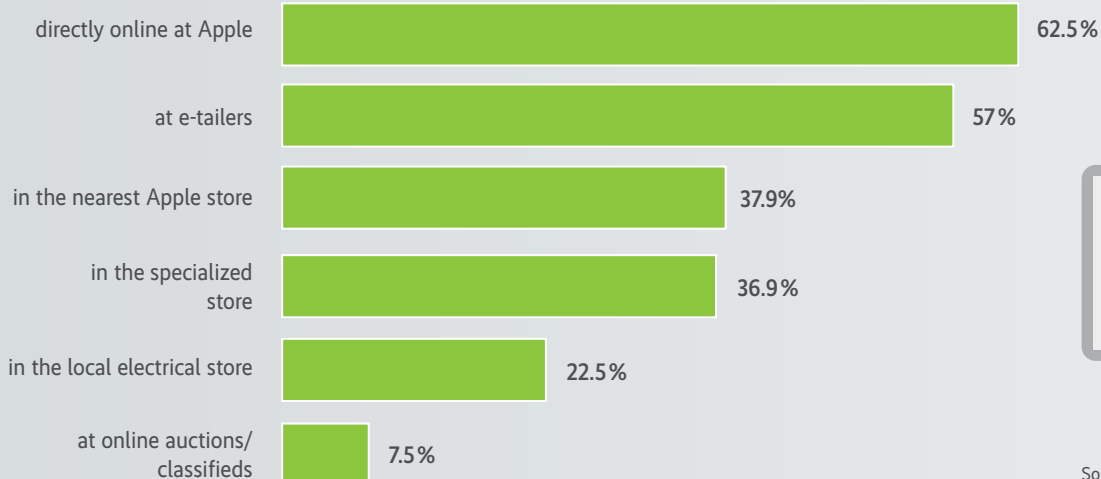
Source: Reader Survey 2017, n = 1,540

... AND OTHER PLANNED HARDWARE PURCHASES



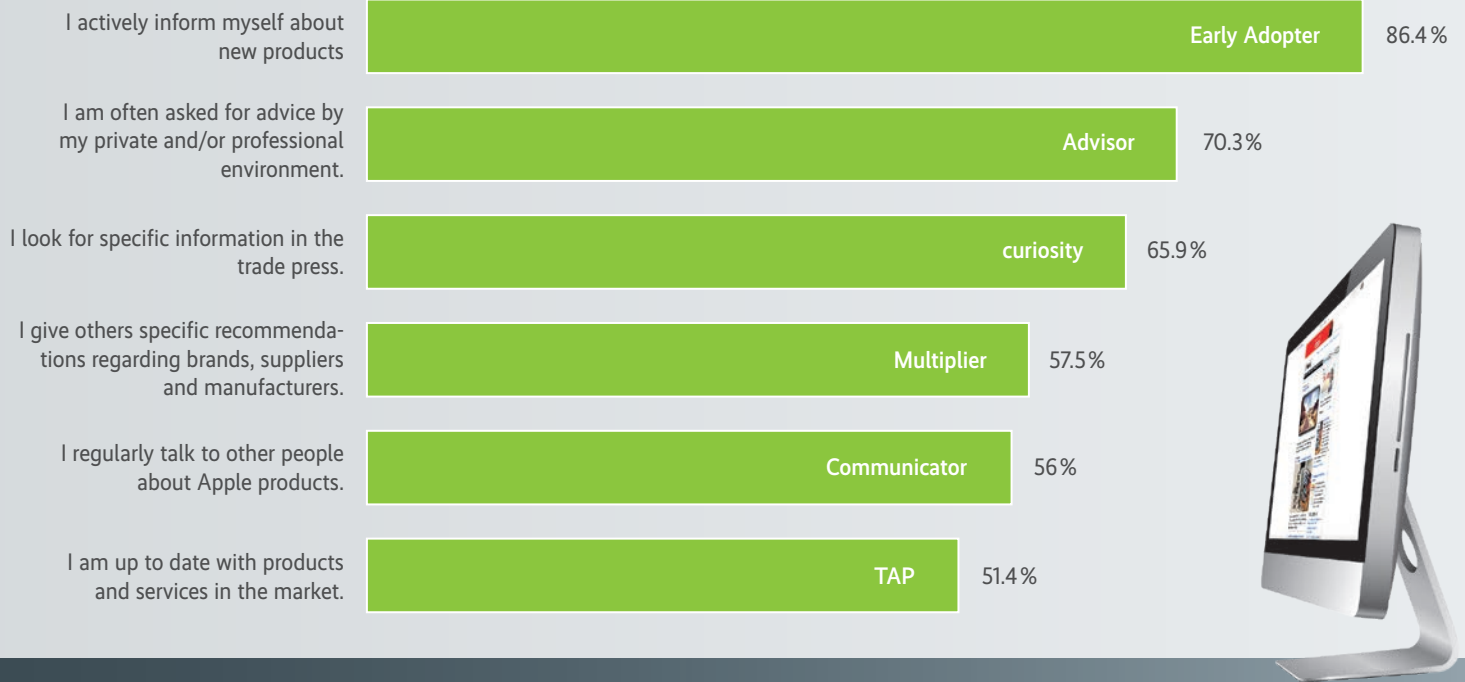
Source: Reader Survey 2017, n = 1,540
„What other purchases are you planning for the next 12 months?“

BUY YES, BUT WHERE?



Source: Reader Survey 2017, n = 1,540
„Where do you prefer to buy your Mac/iPhone?“

FAVOURITE CANDIDATE



STATEMENTS

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

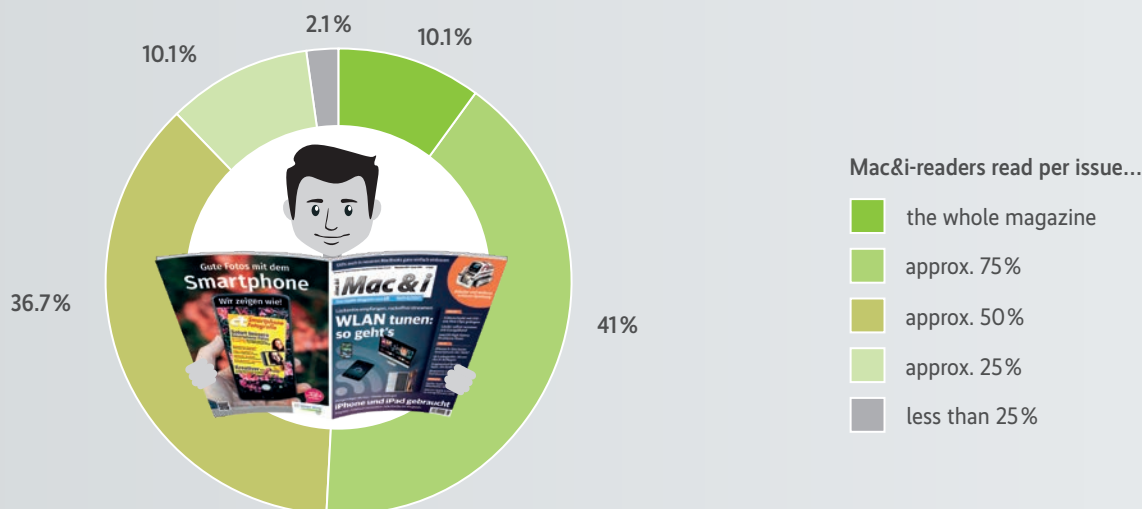
Mac & i users are ... absolutely commercial:
46% of readers use the advertising in Mac & i to find out about products and services.

... 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



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



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...“

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