THE NEW READER SURVEY

WWW.MAKE-MAGAZIN.DE

THE MAKERS WISH LIST

ARDUINO SENSORS WORKSHOP PRACTICE RASPBERRY MODELLING 3DPRINTING

HOME AUTOMATION PROGRAMMING BASICS CNC AUDIO / SOUND LEGO PROJECT
They are loyal

Inquisitive multi-readers

44.1% of the readers buy every single issue of Make:

61.4% look out specifically for Make:

Almost every tenth buyer of Make: is driven by the cover or through the site

57.7% are subscribers

34.1% buy at newsstands

Source: Make: Reader Survey 2017, n = 1633 / * n = 555
WHICH TOPICS DO YOU LIKE BEST OR ARE YOU MOST INTERESTED IN?

- **Electronics**: 79%
- **Single Board Computer**: 77.2%
- **Microcontroller**: 75.4%
- **Sensors**: 72.3%
- **3D Printers**: 72.1%
- **Energy Generation and Storage**: 70.7%
- **Machine Tools**: 61.2%
- **Software**: 61.2%
- **Robots**: 61.2%
- **Craftsmanship**: 63.4%
- **Practical for Everyday Life**: 65.4%
- **Tools**: 72.1%
- **Node Construction and Quadcopter**: 59.6%
- **Pleasure of Reading About**: 50.7%

Source: Make: Reader Survey 2017, n = 1633
WHAT AGE GROUP ARE YOU IN?

- 24.2% 30-39 YEARS
- 19.5% 50-59 YEARS
- 6.9% 60 YEARS AND OLDER
- 7.3% 14-19 YEARS
- 15% 20-29 YEARS

Source: Make: Reader Survey 2017, n = 1633

DEFINITELY CLEAR LINES

♂♀

2.9% FEMALE

97.1% MALE
Possessions and money

THE FINANCIAL FRAMEWORK FITS!

What is the net income of your household?

- 35% 3,000 EURO AND MORE
- 32% 2,500 UP TO LESS THAN 3,000 EURO
- 12% 2,000 UP TO LESS THAN 2,500 EURO
- 9% 1,500 UP TO LESS THAN 2,000 EURO
- 5% 1,500 EURO UNDER 1,000 EURO
- 4% 1,000 TO BELOW
- 5% WITHOUT SPECIFICATION

Source: Make: Reader Survey 2017 n = 1633

GOODS AND CHATTELS

POTENTIAL: ONLY EVERY THIRD Make: READER HAS A 3D PRINTER

I OWN...

- 46.5% OSCILLOSCOPE
- 94.4% SOLDERING IRON
- 21.2% WELDING UNIT
- 61% DRILLING PRESS
- 80% STITCH SAW / CIRCULAR SAW
- 11.8% PORTAL MILLING
- 28.5% 3D PRINTER
- 4.2% LASER CUTTER
- 4.1% HAND TOOLS ONLY
WHAT DO YOU EXPECT FROM A PROJECT WHOSE REPRODUCTION IS SHOWN IN THE Make:?

- **53.6%** The project should be original and eye-catching
- **75.5%** It should have a real value for everyday use
- **38.2%** It should be implementable in a few days
- **15.9%** It should not cost more than 50 euro

**50.7%** Yes, even if they are difficult to get or difficult to build sets yourself

**40.2%** Yes, if they are really complete and contain everything I need

**9.1%** No

Source: Make: Reader Survey 2017, n = 1633
THE FAVOURITE SINGLE-BOARD COMPUTERS

FOR MY PROJECTS I USE...

- **78%** Arduino and the Arduino IDE
- **75.9%** Raspberry Pi
- **27.7%** Atmega and AVR-studio or AVRgcc
- **2.3%** Picaxe
- **3.7%** Odroid
- **7.3%** Insert calculator

Source: Make: Reader Survey 2017, n = 1633
62% HIGH-SCHOOL DIPLOMA

18% ADVANCED TECHNICAL CERTIFICATE

14% SECONDARY SCHOOL LEAVING CERTIFICATE

4% SCHOOL-LEAVING CERTIFICATE

2% WITHOUT SCHOOL LEAVING CERTIFICATE

13% NO COMPLETED VOCATIONAL TRAINING AT PRESENT

17% MASTER, TECHNICIAN OR PROFESSIONAL EDUCATION

18% APPRENTICESHIP, COMPARABLE DEGREE, OTHER TRAINING

53% COMPLETED HIGHER TECHNICAL STUDIES

76% OF Make: READERS ARE PROFESSIONAL.
17% ARE IN EDUCATION.
7% NOT EMPLOYED/RETIRED, UNLIKE IN EDUCATION.

Source: Make: Reader Survey 2017, n = 1633
Make: USE

MAKE HELPS.

72.7% I GET INSPIRED FOR MY OWN PROJECTS

53.9% I KEEP UP TO DATE WITH THE LATEST TECHNICAL DEVELOPMENTS THROUGH READING

39% I REBUILD SOME MANUALS

44% I PRACTICALLY READ ALL ARTICLES

INFORMED ONLINE

75%

43%

37%

22%

9%

DO YOU READ ONLINE ARTICLES REGULARLY FOR EXAMPLE AT...

Source: Make: Reader Survey 2017, n = 1633
AND THE BEST: THE BUILDING INSTRUCTIONS SHOWS ALL IMPORTANT STEPS... SAY 61.6% OF THE Make: READERS.

DO YOU HAVE CHILDREN OR GRANDKIDS TO DO HANDICRAFTS WITH?

YES 43.4%

AND 78%

A MIXTURE OF LONG AND SHORT ARTICLES

MANY SHORT ARTICLES TO COVER A WIDE RANGE OF TOPICS

FEW, BUT LONG ARTICLES THAT GO IN-DEPTH

22%

READERS WANT...

SOURCE: Make: Reader Survey 2017, n = 1633

43.4%
I NEED AN ACCURATE STEP-BY-STEP GUIDE

38.6%

I ONLY NEED APPROXIMATE INSTRUCTIONS FOR SETTING UP AND PROGRAMMING. I’D RATHER THINK UP THE REST MYSELF ANYWAY.

29.6%

I WOULD LIKE TO LEARN FROM ARTICLES FOR MY FUTURE PROJECTS

74.6%

WHAT DO YOU EXPECT FROM AN ARTICLE?

I WANT TO UNDERSTAND HOW A PROJECT WORKS IN DETAIL

69.3%

IT IS ENOUGH FOR ME TO BE INTRODUCED TO THE FIRST STEPS IN A TOPIC.. FURTHER INFOS I WILL SEEK MYSELF

10.3%

I WOULD LIKE TO BE COMPLETELY INTRODUCED TO A TOPIC, AND I ACCEPT LONG ARTICLES FOR IT.

59.2%

THE READER BECOMES A “PULSE GENERATOR” AND INSPIRING SOURCE FOR THE EDITORIAL STAFF

Source: Make: Reader Survey 2017, n = 1633
CLOSING REMARKS

The Make: Magazin -
A brief analysis of the special features of the magazine and our readers.

Make:-readers want more! They are multipliers, advisers, enthusiastic self-makers and project designers - both in their private and professional lives. And above all: the financial framework is ready.

The previous pages have given you many arguments and facts, why you should include in the Make: Magazine in your media plan. From here, it’s just a touch of the phone. We would be happy to discuss your individual solution with you.

Become Make: Partner.

Chokri Khiari,
Sales manager

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