Facts and Data

In focus:
eCars, eBikes, eNavigation, Carsharing, Mobility

10 million User / Reader per month
**Frequent drivers with power:** They have money, enjoy driving, they have their finger on the pulse, are environmentally conscious, have an affinity for technology and are always ready to try something new. With driving power in Online + c’t- Print you reach 10,000,000 interested users/readers in total per month on these two platforms. **The topic of e-cars is one of the top topics at heise online.**

**Our target groups**

- 57% of heise online users use the car **every day.**
- 85% of c’t readers drive a car, 52% say that they have great fun driving!
- **Annual / New cars increasingly attractive:** 312,000 readers are interested in new/annual cars – more than in previous years.
- **Expectations:** 328,000 expect their cars to have above-average equipment quality.
- **Hybrid / pure electric drive:** 179,000 c’t readers want this type of drive. They are pioneers and have financial leeway - their HH net income is 4,384 euros.
- **Readers with potential:** 49% of c’t readers have an HH net income of 3,500 euros and more.
- **Decision making:** 769,000 c’t readers decide on the purchase of a passenger car.
- 144,000 heise online users plan to buy a new car* with hybrid drive.
- 61,000 are betting on new cars with electric drive*.
- Important for their car-related decisions: 46% of heise online users obtain information on the Internet.**
- High readiness to spend at an average age of 44 years: 315,000 c’t readers show a high willingness to spend on cars.
- 144,000 heise online users plan to buy a new car* with hybrid drive.
- 61,000 are betting on new cars with electric drive*.

**Source:** AWA 2019, reach 963,000 readers (c’t), AGOF daily digital facts 2020-02(df) 8,797,000 unique users (heise online), *VuMA features, **b4p features
Our target groups

- 74% of heise online users are very mobile and on the go.
- Experts outside of IT: 163,000 c’t readers describe themselves as automotive experts.
- For 30% of heise online users the 1st car is a new car. Used ones only by the dealer, say 33% of the users. They like service: 65% of heise online users buy their tyres in the garage / at their tyre dealer.
- 312,000 c’t readers are interested in new/annual cars – more than in previous years.
- 48% of heise online users plan to buy a car in the next 2 years. For 16% of the users still in demand as a new purchase: the gasoline engine.*
- With 593,000 c’t readers, buying a car has been along time ago – the share of 1-2 year old cars is increasing – c’t readers are buying now!

Car sharing as an option for city dwellers:
454,000 heise online users live in Berlin, 2.6 million or 29% in cities with 100,000 to 500,000 inhabitants, topped by 39% living in cities with a population of 500,000 or more.

Car sharing potential: 208,000 c’t readers are interested in car sharing – being on average 39.8 years old and living here: 221,000 of c’t’s readers live in major cities, 185,000 in cities with over a million inhabitants (according to German BIK region class) such as Berlin, Hamburg, Munich and Cologne.

897,000 users of heise online are customers of a car rental company.*
They also rent cars: 211,000 c’t readers.

Source: AWA 2019, reach 963,000 readers (c’t), AGOF daily digital facts 2020-02(df) 8,797,000 unique users (heise online), *VuMA features, **b4p features
Our target groups

**E-bike potential:** 1.43 million (16%) heise online users use the bike daily/almost daily. + 970,000 have a strong / very strong interest in two-wheelers like the scooter.**

E-bikes - trendy and fast on the move: 92,000 c’t readers already ride e-bikes and pedelecs - even with car registration. 80,000 are planning to buy an electric bicycle in the next 1-2 years.

**Networking:** every third c’t reader thinks it is important to be networked via his or her car – by smartphone and via the Internet.

**Infotainment included:** 19% of heise online users have internet access via their smartphone in their most frequently used car.

Networking: every third c’t reader thinks it is important to be networked via his or her car – by smartphone and via the Internet.

**65% of heise online users have a navigation device. Preferred one: 36% own a mobile.**

Navigation and infotainment: 52% of c’t readers want the navigation device permanently installed in their new cars. 45% also want a Bluetooth interface. That has potential.

**You have the all-round package:** 3.63 million heise online users have comprehensive insurance, 2.91 million have traffic legal expenses insurance, 67% have motor vehicle liability insurance and 43% have private accident insurance. New customer acquisition: 564,000 users plan to take out car insurance (in the next 24 months), 570,000 a legal expenses insurance policy.

Well armed and secured: 373,000 c’t readers have fully comprehensive insurance, 396,000 also have traffic legal expenses insurance.

**Eager to experiment:** 43% of heise online users like to try out new products. 43% have a strong interest in car accessories.

Advertising works: 43% (3.75 million) of heise online users have already become aware of interesting products or new ideas through advertising.

Flexible and curious when it comes to brands and consumption styles: 61% of c’t readers like to try out new things again and again.
Topics in focus

MOBILITY

Das Auto ist tot, es lebe das Auto!

Autonome Fahrzeuge gibt es noch nicht, aber viele Menschen darauf zu

E-CARS

Langläufer

Elektrischer Kia Soul mit 800 Kilometer Reichweite

NAVI / INFOTAINMENT

Smart auf Achse

Drei Top Infotainment-Systeme von Audi, BMW, und Mercedes

heise online / News, 13 Feb 2020

heise online / heise Autos, 03 Mar 2020

heise online / Mac&i, 10 Dec 2019
Topics in focus

**E-SCOOTER**

Zahlen, Daten, Fakten
E-SCOOTER in Deutschland

From the c’t magazine, p. 60

**E-BIKES**

Kleine Stromer
Fahrräder und Pedelecs als Ersatzmotor auf dem Vormarsch

From the c’t magazine, p. 104-111

**HEISE AUTOS**

Volkswagen nennt Preise für VW Abt e-Transporter

From the heise online / heise Autos, 10 Mar 2020

**HEISE AUTOS**

heise online / heise Autos, 06 Mar 2020

**heise online / News, 26 Feb 2020**

**heise online / c’t magazin, 10 Jan 2020**
## Trade shows and dates 2020

On the road with power. Step on the gas!

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**Delivery date for inserts:** 3 working days after copy deadline

**Contact us via**

[www.heiseonline.de/media](http://www.heiseonline.de/media)