Reader survey 2019

To realize chances earlier.
The key reader of Technology Review

Technology Review addresses people who think and work at the interface of business, science and technology.

86% of the readers belong to the core readers and read almost every issue. The clear majority of readers (63%) can be assigned to one of these four groups.

The typical Technology Review (TR) reader...
- ... is male (96%)
- ... is on average 51 years old
- ... is highly educated (76%)
- ... is an employee (44%)
- ... is active in the IT/software development or research (58%)
- ... works in the ICT sector or in industry & mechanical engineering (54%)
- ... is interested in further vocational training (17%)
- ... works in companies with more than 100 employees (56%)

Basis: 468 respondents.
In the best career age

Technology Review reaches 42% of readers between 30 and 49 years of age, the majority are male.

![Graph showing age distribution of Technology Review readers.]

Basis: 384 respondents; figures in percent

Clever minds: Education

Technology Review readers are extremely highly educated.

![Graph showing education levels of Technology Review readers.]

Basis: 424 respondents; figures in percent

Technology Review readers bear responsibility in their jobs

In addition to employees and executives, the readers include numerous self-employed and freelancers.

![Pie chart showing job responsibilities of Technology Review readers.]

Basis: 427 respondents; figures in percent

Industry

The Technology Review reaches employees in many industries. The top three

- IT and telecommunications: 33%
- Mechanical engineering, automotive engineering, industry: 22%
- Teaching, research: 8%

In addition to these three major industries, Technology Review readers are active in the healthcare, architecture and construction, banking, financial services, energy, aerospace, government, automotive, transportation and logistics industries.

Basis: 368 respondents; figures in percent

*Number of cases under 20
A look at the activities underlines the position of Technology Review as relevant media on the interface between scientific research and economics

<table>
<thead>
<tr>
<th>Business units</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>IT, software development</td>
<td>33%</td>
</tr>
<tr>
<td>Research and development</td>
<td>24%</td>
</tr>
<tr>
<td>Other (incl. organization; administration, legal and personnel)</td>
<td>16%</td>
</tr>
</tbody>
</table>

19% of the readers work in these fields of activity*:
Corporate management, innovation management / knowledge transfer, distribution / sales, product management, Marketing / PR / Public Relations

6% of readers work in the areas of production / design, purchasing / procurement / logistics, controlling / finance*

At home within all company sizes:

<table>
<thead>
<tr>
<th>Company Size</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 up to 19 employees</td>
<td>22%</td>
</tr>
<tr>
<td>20 to 49 employees</td>
<td>7%</td>
</tr>
<tr>
<td>50 to 99 employees</td>
<td>8%</td>
</tr>
<tr>
<td>100 to 499 employees</td>
<td>18%</td>
</tr>
<tr>
<td>500 to 999 employees</td>
<td>8%</td>
</tr>
<tr>
<td>1,000 to 4,999 employees</td>
<td>15%</td>
</tr>
<tr>
<td>5,000 employees and more</td>
<td>23%</td>
</tr>
</tbody>
</table>

Technology Review...

- ... contains innovative and future-oriented topics.
- ... provides knowledge about important technology trends.
- ... has a good mix of topics.
- ... addresses important current issues.
- ... provides a good combination of understandable and in-depth information.
- ... highlights social issues related to technology.
- ... is prepared in a practice-oriented manner.
- ... provides information you can't get anywhere else.
- ... contains interesting information for my profession.

* Number of cases under 20

Basis: 290 employed respondents; figures in percent

79% of the readers work in these fields of activity*:
Corporate management, innovation management / knowledge transfer, distribution / sales, product management, Marketing / PR / Public Relations

6% of readers work in the areas of production / design, purchasing / procurement / logistics, controlling / finance*

Basis: 366 employed respondents; figures in percent
Focus: Volume buying

What the decision-makers alone / as a team want to invest in the next 12 months.

- **Software**: 55%
- **Hardware**: 59%
- **Machines, equipment**: 49%
- **Energy saving technologies**: 46%
- **ITC services, Hosting**: 51%
- **Telecommunication products**: 53%
- **Automobile**: 42%

Basis: 161 respondents who are involved in acquisitions and are certain or possible to plan acquisitions in the next 12 months.

Focus: Private acquisition plans

Strong consumer interest and far-reaching acquisition plans.

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computers</td>
<td>77%</td>
</tr>
<tr>
<td>Mobile phones, smartphones and tablets</td>
<td>55%</td>
</tr>
<tr>
<td>Money and capital investments</td>
<td>42%</td>
</tr>
<tr>
<td>Smart Home Solutions</td>
<td>41%</td>
</tr>
<tr>
<td>Consumer electronics</td>
<td>37%</td>
</tr>
<tr>
<td>Automotive</td>
<td>22%</td>
</tr>
<tr>
<td>Watches and smartwatches</td>
<td>16%</td>
</tr>
</tbody>
</table>

Basis: 366 respondents, of whom 183 are certain or possible to make a private purchase in the next 12 months; excluded persons not in employment

Budgets

What Technology Review readers want to invest in their area of responsibility.

- **Budget not yet known**: 27
- **below € 5,000**: 11
- **€ 5,000 – 25,000**: 24
- **€ 25,000 – 100,000**: 20
- **€ 100,000 and more**: 18

Basis: 161 working respondents involved in equipment; figures in percent

Decision makers for operational investments

Decision-making authority for operational investments

- **Software**: 64
- **Hardware**: 62
- **Machines, equipment**: 34
- **ITC services, hosting**: 27
- **Telecommunication products**: 27
- **Energy saving technologies**: 23
- **Automobile**: 12

55% of the respondents who work in companies are involved in purchases.

Basis: 291 respondents, of whom 161 are involved in purchases; excluded were self-employed, freelancers and persons not in gainful employment
How many issues of Technology Review have you read in the last 12 months?

- 86% of the respondents have read (almost) all issues in the last 12 months. They are the core readers.

The Technology Review is best read as a private subscription.

- 90% prefer a private subscription
- 8% prefer a professional subscription

Reading, keeping - and sharing from time to time

In what form do you read the Technology Review predominantly?

- 85% predominantly printed
- 6% predominantly digital
- 8% both equally

Do people other than yourself usually read your copy of Technology Review and if so, how many?

- 62% of respondents read TR alone and do not share their copy. Respondents who share their copy pass it on to 2 people on average.

10 votes in favour Technology Review

“Actually, I read the magazine from first page to last.”

“Good topic selection.”

“Enjoy both the wide range of topics and the differentiated presentation. Contrary to other media that focus on similar areas, I am not forced to take a stance, but I am enabled to make well-informed decisions myself.”

“The magazine gives me the feeling that I am always up to date with the latest developments in technology and/or digitisation.”

“Every topic is worth reading to broaden one’s horizon.”

“Nice reading for people interested in the future and trend seekers.”

“Diversity of topics, structure of the texts with explanatory graphics and text inserts, allocation of the photos, reader-friendly layout, linguistic level - in all these points you are clearly better than the competition (I was also a subscriber of Spektrum and Bild der Wissenschaft until my (in) retirement). Keep it up! Quality journalism of this kind is very important in times of Twitter, Facebook etc. more necessary than ever!”

“I have found that I am almost always ahead of everyone else with my knowledge. Makes me feel great.”

“Ill became aware of Elon Musk in May 2015 and have been a big Tesla and SpaceX fan ever since. I’ve been driving a Model 3 since this March.”
Contact

get in contact with us:

**Michael Hanke**
Group Sales Director
phone: +49 511 53 52 167
E-mail: michael.hanke@heise.de

**Julia Gäbel**
Sales Director
phone: +49 511 53 52 571
E-mail: julia.gaebel@heise.de

**Isabelle Mros**
Project Manager Sales
phone: +49 511 53 52 205
E-mail: isabelle.mros@heise.de

**Ellrik Freienberg**
Account Manager
phone: +49 511 53 52 891
E-mail: ellrik.freienberg@heise.de

**Roberto Giornano**
Account Manager
phone: +49 511 53 52 817
E-mail: roberto.giorando@heise.de

**Bastian Laudien**
Deputy Sales Director Digital
phone: +49 511 53 52 743
E-mail: bastian.laudien@heise.de

**Asia Media Gate Group Co., Ltd.**
7F., No. 182, Section 4Chengde Road, Shilin District
11167 Taipei City
taiwan
MEI CHANGE
E-mail: mei@mediagate.com.tw
Phone: +886-2-2882-5577
Fax: +886-2-2882-6000
www.mediagate.com.tw

**UK & Ireland**
Mercury Publicity99
Gray’s Inn Road
London WC1X 8TY
UK
EMMANUEL BLOHE
E-mail: emmanuel@mercury-publicity.com
Phone: + 44-20-7611-1900
www.mercury-publicity.com

**USA & Canada**
Avani Media, LCC
315 Montgomery Street, Suite 900
San Francisco, LA 94104
USA
MEKENNA GUTIERREZE
E-mail: mekenna@avanimedia.com
Phone: +1-415-331-2150
Fax: +1-415-331-2151
www.avanimedia.com