



A media rock star unpacks.

Backstage-Report:

What we always wanted
to tell you about c't.

c't

Europe's largest IT and tech magazine

„Awareness of the quality of media and the need for reliable information have measurably increased in Germany. This is shown, among other things, by the new Edelman Trust Barometer 2019. Traditional media continue to lead the trust ranking“

Dr. Uwe Sander, Editorial Media Factbook 2019

Vita „c't“

Rock star of the computer press

Born in November 1983. Raised by a team that wanted to educate computer enthusiasts in a different way: unadorned uncompromising, challenging, inspiring, and to report honestly about computer topics. And they succeeded.

Today, the team of 80 editors is the largest IT editorial office in the German-speaking world. 565 interview requests from major radio stations and TV channels (RTL, ZDF, n-TV) in 2018, 49,018,200 printed pages per month (IWW I/2020), leading in the key circulation of paid subscription plus newsstand sales, an

exceptionally high level of commitment with 90% paying subscribers. Consistent in readership with currently 963,000 readers. From heavy readers to private advisors - these are the decision makers.

A bit loud and sometimes naughty and cheeky. This is us.

Let's rock!

Editorial Media offer advertisers high-quality, creative and secure environments for brand communication. The central strengths of editorial media are trust, sympathy, involvement, viewability and creativity.

The 5 strengths of Editorial Media 2016

Editorial Media: print and digital offers of the publishing houses and other editorial offers

Our USP

Credibility, independence and quality

are the three major strengths of c't.

Our readers attest to us:

Credibility: 99%

Independence: 94%

Content of a quality that is not available elsewhere: 92%

*About the perception of the c't,
c't subscriber survey 2019*

Havas study: „Trust in News“

„The halo effect translates large parts of media confidence into advertising confidence.“ A powerful effect for print media: 83% of media trust is converted into advertising trust.

*Editorial Media Blog from 23 Jan 2020,
Havas study: How advertisers profit from the credibility of print,
Dr. Uwe Sander*

Trust needs a home.

„The secret to success is their credibility. What the editors have measured or researched, using recognized or self-developed methods, mostly in their own laboratories, is reproducible and meets scientific standards“.

Frankfurter Allgemeine Zeitung: 25 years of „c't“, 21 October, 2008

Challenging.

Passionate.

Uncompromising.

Our fans

97%
male

68%
academics

67%
opinion leader in IT

55%
working in an SME

54%
decision-makers in the company

51%
employed in the IT/software development

52%
active in the ICT sector or working in
industry & mechanical engineering

c't subscriber survey 2019

The rock star of computer magazines reaches his **963,000**-person audience with a single performance.

TEAMPLAYER

357,000

decide on investments alone /
in a team

YOUNG AND AMBITIOUS

268,000

are in the career age 25-39

WORKAHOLIC

428,000

are fully absorbed in their profession
and work hard for it

AWA 2019; Reach: 963,000 c't readers

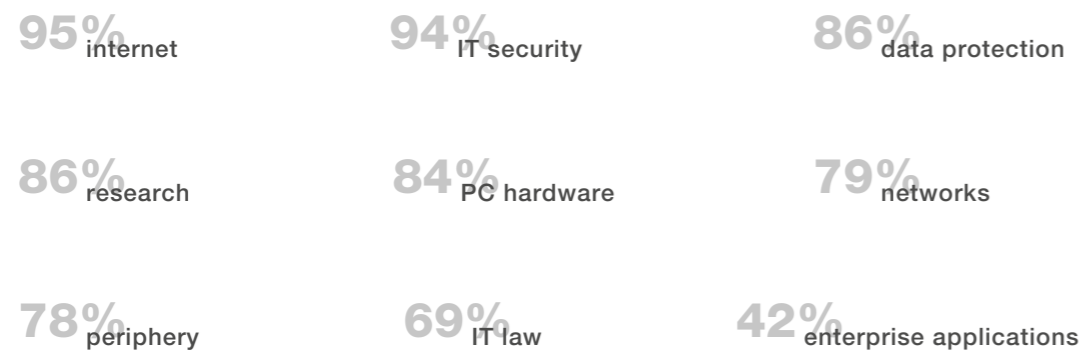
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**„The „c't“ is not a quick meal
for light sailors,
but sometimes strenuous
reading for the helmsman.“**

Frankfurter Allgemeine Zeitung, 21 October, 2008

In the charts.

The top themes



c't subscriber survey 2019; topic interest



**„But behind it all:
pure passion. . . [..]
And all this is not presented
in the style of the omniscient
schoolmaster, but at eye level.“**

turi, 05 July, 2015

A rock star captivates.

Thrills.

Impresses .

The must-read for professionals.

I read c't, ...

94 % ... to keep up with technical developments and innovations.

87 % ... because I want to educate myself and am interested in further education.

85 % ... to acquire practical knowledge.

84 % ... because I like to deal with IT topics in my spare time.

78 % ... to learn about topics from science, research and development.

77 % ... to be up to date with products and services.

50 % ... for professional reasons.

c't subscriber survey 2019

**„Keep it up!
The c't is a lighthouse
of the gray mass of
computer media.“**

Reader's quote, c't subscriber survey 2019

IT Volume Buying:

Almost 20% plan to invest
100,000 euros and more

c't subscriber survey 2019

VIP Lounge

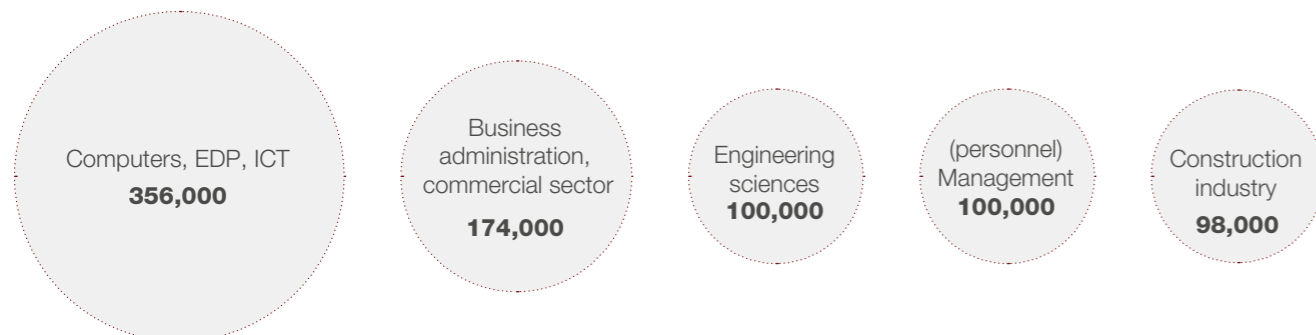
The fans of c't work here (company size):

18%_{small} 26%_{medium} 22%_{large} 23%_{big}

Well spread!

c't subscriber survey 2019

At home in these professional environments:



AWA 2019, base: 963,000 c't readers

The Heavy Reader:
„c't is for me simply THE computer magazine with the most in-depth information and the best overview of new technical developments.“

Reader's quote, c't subscriber survey 2019

B2B

**Multipliers sought after
and appreciated.**

c't fans are often opinion leaders in IT and decision-makers in their company.

96 % open to new technologies

89 % advisor for IT topics

86 % at the cutting edge of technological developments

79 % like to give tips on computer questions

c't subscriber survey 2019

Key figures B2B

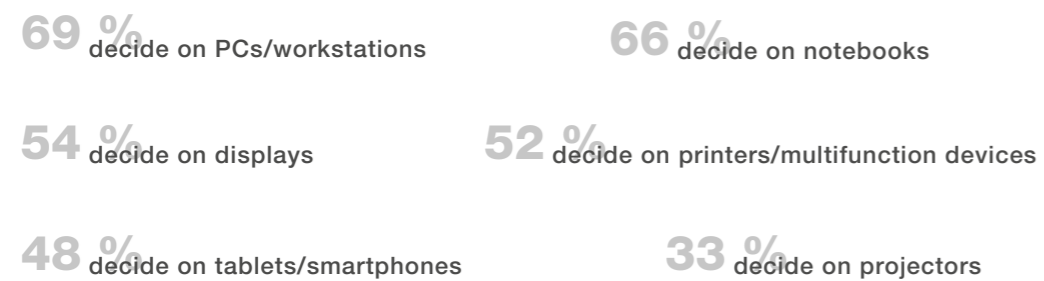
Hit potential: c't fans have a say in an average of **four areas**.

1. DATA CENTER



c't subscriber survey 2019

2. HARDWARE



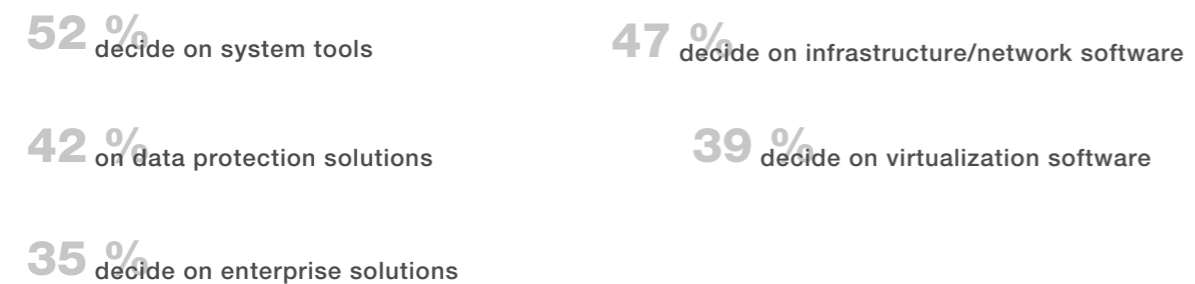
c't subscriber survey 2019

Decision-makers and opinion leaders are more likely to find that the c't contains interesting information for their profession

c't subscriber survey 2019

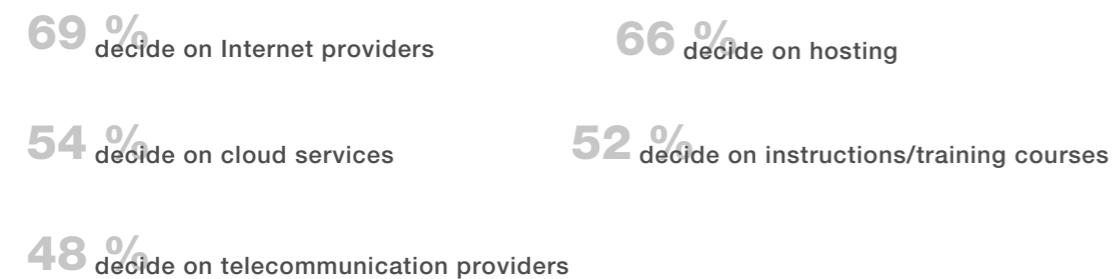
Key figures B2B

3. SOFTWARE



c't subscriber survey 2019

4. SERVICES



c't subscriber survey 2019

„And one more thing the c't should remain: practical. It still takes care of the topics that its readers are concerned with in everyday life and sets standards with its tests in c't's own laboratories.“

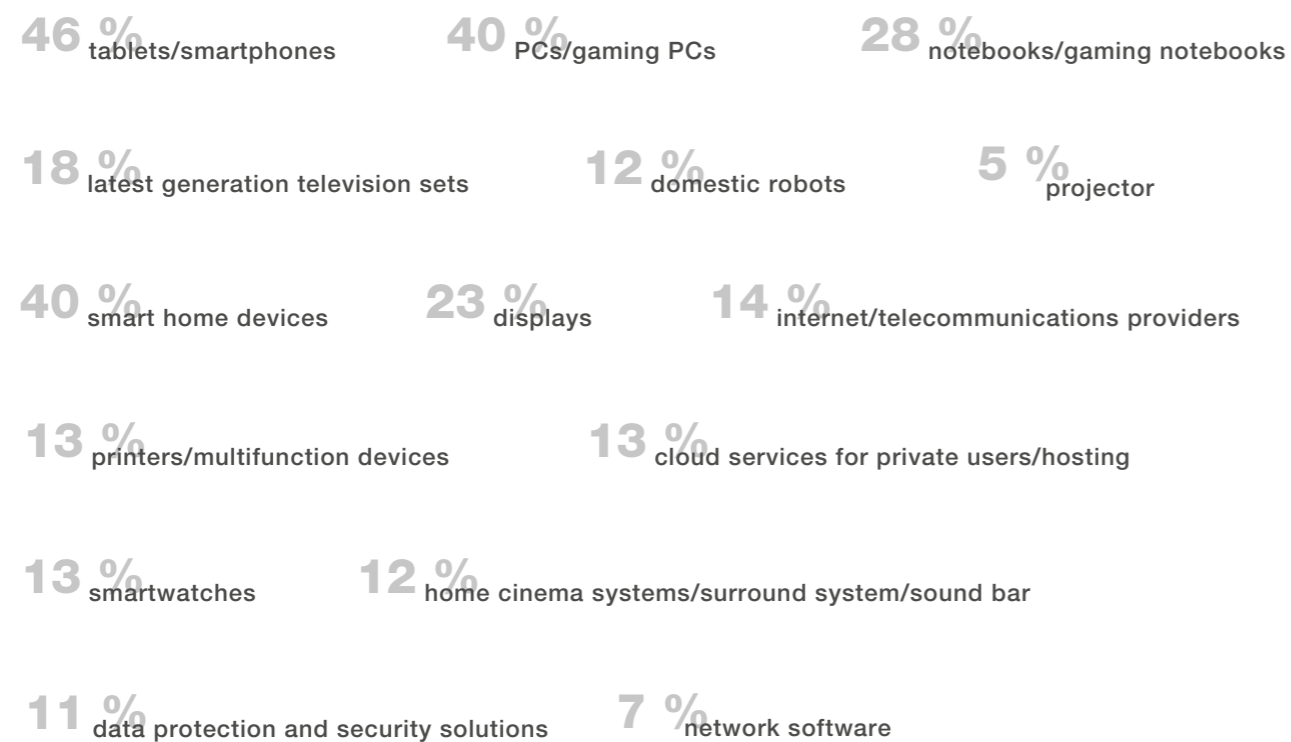
t3n, 01 November, 2013

Key figures B2C

Have a WISH!

More than 60% of c't readers have a HH net income of more than 3,000 euros. (AWA 2019)

They spend their money in a planned way:



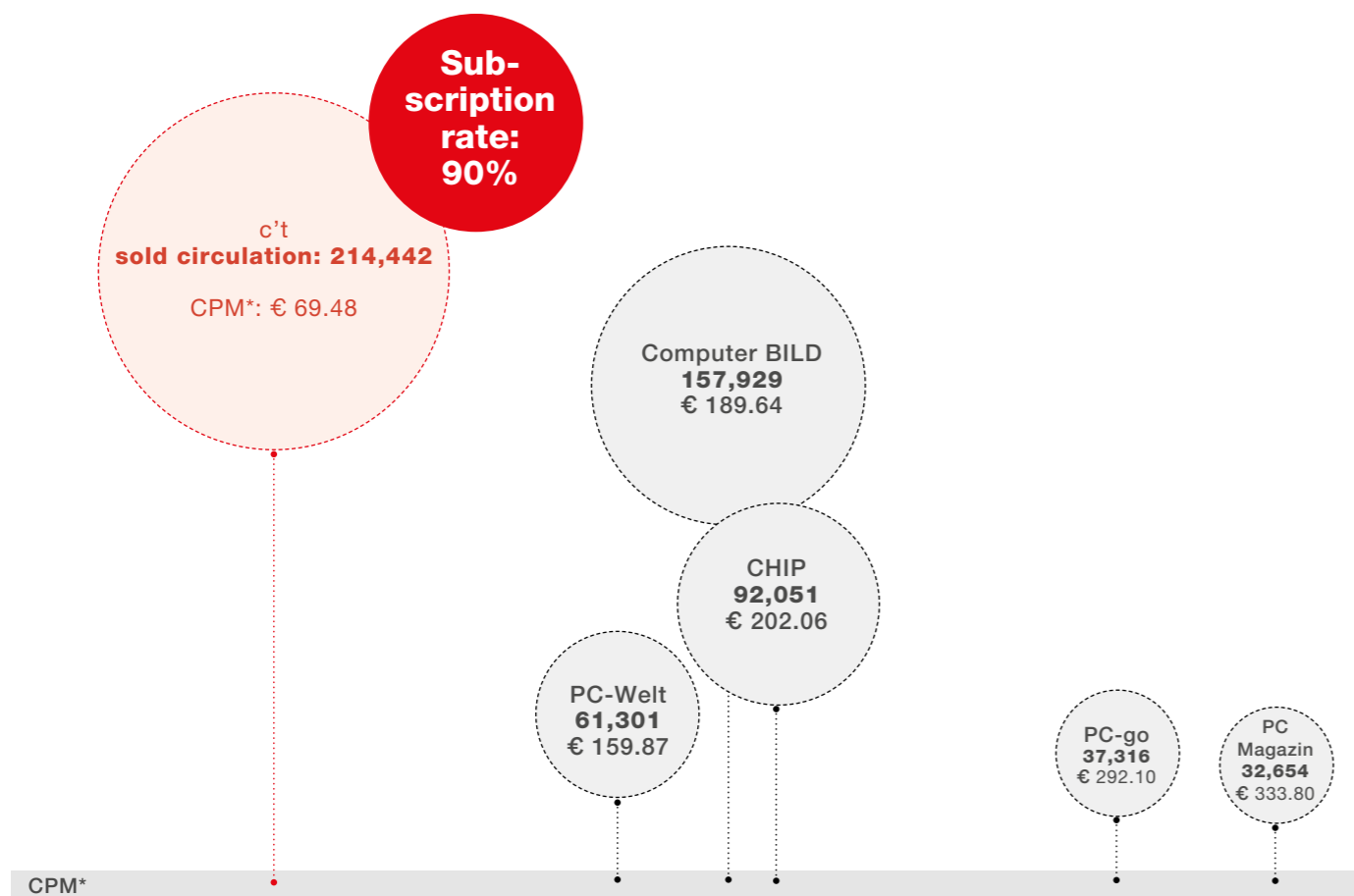
c't subscriber survey 2019

... at least one in three c't readers reads c't to rebuild the optimal PC. That's passion.

c't subscriber survey 2019

Chartleader

Highest subscription rate • Highest paid circulation • Best CPM* by circulation



*cost per mille by circulation

IWW I/2020, paid circulation; 1/1 4c, rate cards 2020

The heart of circulation – copies sold

**c't is one of the TOP 20 titles by sales
distribution.**

**Together with Spiegel, Stern, Focus,
Auto Bild, Wirtschaftswoche.**

Editorial Media Factbook 2019, Top20 titles by sales revenue

Then, as now

1983

From the editorial of the first issue:

c't for 'computer technology' sounds quite nice. But what's with the strange tick in the name of your new magazine?

It's supposed to imply that the 'c' is an abbreviation for 'computer'.

[...] But we especially want to differ from others by the content...

As there is?

There's a lot to be said for that: topicality, ideas, sound reporting, good research, interesting software, critical testing, professionalism.

[...] And we know the problems that users, programmers and developers are confronted with from our daily practice.

Are you saying c't is made by engineers for engineers?

Don't worry: You can describe computers and programs without complicated words.

[...] on the other hand, we offer a lot of opportunities to get started in the series 'Basics', 'Practical tips' and 'Software know-how' [...] c't is therefore there for everyone!

Now don't exaggerate. I'm going to take a look at the next three or four issues of c't's, then we'll talk again.

...Great, thanks! That's exactly what we want.

Christian Persson (Editor-in-Chief), Andreas Burgwitz, Detlef Grell, Gerd E. Neumann

**„Congratulations!
The nerd bible turns 30!“
„The classic (...) applies to experts
as the most reputable newspaper
among IT magazines.“**

Neue Presse, 01 November 2013

**„Journalistic
fashion resisters –
professional magazine
c't turns 25.“**

Oberhessische Presse, 07 November 2008



Then, as now

1983 - 2020
750 issues later:

An IT medium that remains true to itself.

„(...) let's be honest: c't is not only the IT magazine with the highest circulation in Germany, it is also unique in the German media landscape. [...]

The c't helps to ensure that the German IT media landscape does not become boring. [...]

Meticulously compiled information combined with impressive technical knowledge and a flair for great stories are a trademark of (the) c't. This was the case more than thirty years ago and has remained so until today.“

*LANCOM Systems / Blog „At a word“ from 04 January 2020,
Ralf Coenzen / Founder and Managing Director*



Thanks, for having c't.

Reader's quote, c't subscriber survey 2019

Study profile c't subscriber survey

- Method: Online survey of c't subscribers
 - Participants: 1,740 subscribers
 - Implementantion: aserto GmbH & Co KG, Hanover / Germany
 - Period: 22 May to 6 June 2019
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