A media rock star unpacks.

Backstage-Report: What we always wanted to tell you about 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 (IVW 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

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

Frankfurter Allgemeine Zeitung, 21 October, 2008

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

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

In the charts.

The top themes

95% internet
94% IT security
86% data protection
86% research
84% PC hardware
79% networks
78% periphery
69% IT law
42% enterprise applications

c’t subscriber survey 2019; topic interest
A rock star captivates. Thrills. Impresses.

The must-read for professionals.

I read c’t, ...

94 % to keep up with technical developments and innovations.

85 % to acquire practical knowledge.

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

50 % for professional reasons.

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

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

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

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

94 % to keep up with technical developments and innovations.

85 % to acquire practical knowledge.

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

50 % for professional reasons.

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

Reader’s quote, c’t subscriber survey 2019

© Alexandru Chiriac, shutterstock.com
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:

- Computers, EDP, ICT: 356,000
- Business administration, commercial sector: 174,000
- Engineering sciences: 100,000
- (personnel) Management: 100,000
- Construction industry: 98,000

c’t subscriber survey 2019

IT Volume Buying:

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

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
86 % at the cutting edge of technological developments
89 % advisor for IT topics
79 % like to give tips on computer questions

c't subscriber survey 2019

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

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

<table>
<thead>
<tr>
<th>Key figures B2B</th>
<th>c’t subscriber survey 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. DATA CENTER</td>
<td></td>
</tr>
<tr>
<td>47 % decide on servers</td>
<td>43 % decide on network hardware</td>
</tr>
<tr>
<td>41 % decide on storage</td>
<td>28 % decide on other data center equipment</td>
</tr>
<tr>
<td>2. HARDWARE</td>
<td></td>
</tr>
<tr>
<td>69 % decide on PCs/workstations</td>
<td>66 % decide on notebooks</td>
</tr>
<tr>
<td>54 % decide on displays</td>
<td>52 % decide on printers/multifunction devices</td>
</tr>
<tr>
<td>48 % decide on tablets/smartphones</td>
<td>33 % decide on projectors</td>
</tr>
</tbody>
</table>
Key figures B2B

3. SOFTWARE

52 % decide on system tools
42 % decide on data protection solutions
35 % decide on enterprise solutions

47 % decide on infrastructure/network software
39 % decide on virtualization software

47 % decide on infrastructure/network software
39 % decide on virtualization software

42 % decide on data protection solutions
35 % decide on enterprise solutions

4. SERVICES

69 % decide on Internet providers
54 % decide on cloud services
48 % decide on telecommunication providers

66 % decide on hosting
52 % decide on instructions/training courses

"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."
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:

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tablets/smartphones</td>
<td>46%</td>
</tr>
<tr>
<td>PCs/gaming PCs</td>
<td>40%</td>
</tr>
<tr>
<td>Notebooks/gaming notebooks</td>
<td>28%</td>
</tr>
<tr>
<td>Latest generation television sets</td>
<td>18%</td>
</tr>
<tr>
<td>Domestic robots</td>
<td>12%</td>
</tr>
<tr>
<td>Projector</td>
<td>5%</td>
</tr>
<tr>
<td>Smart home devices</td>
<td>40%</td>
</tr>
<tr>
<td>Displays</td>
<td>23%</td>
</tr>
<tr>
<td>Internet/telecommunications providers</td>
<td>14%</td>
</tr>
<tr>
<td>Printers/multifunction devices</td>
<td>13%</td>
</tr>
<tr>
<td>Cloud services for private users/hosting</td>
<td>13%</td>
</tr>
<tr>
<td>Smartwatches</td>
<td>13%</td>
</tr>
<tr>
<td>Home cinema systems/surround system/sound bar</td>
<td>12%</td>
</tr>
<tr>
<td>Data protection and security solutions</td>
<td>11%</td>
</tr>
<tr>
<td>Network software</td>
<td>7%</td>
</tr>
</tbody>
</table>

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

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

The heart of circulation -

copies sold
distribution

Highest subscription rate -

sold circulation: 214,442
CPM*: € 69.48

Computer BILD
157,929
€ 189.64

PC-go
37,316
€ 292.10

CHIP
92,051
€ 202.06

PC-Welt
61,301
€ 159.87

PC Magazin
32,654
€ 333.80

Highest paid circulation -

sold circulation: 214,442
CPM: € 69.48

c't

The heart of circulation -

sold circulation: 214,442
CPM: € 69.48

subscription rate: 90%

© Denys Vitali, Pixabay
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, 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 50!”
“The classic (...) applies to experts as the most reputable newspaper among IT magazines.”

Oberhessische Presse, 01 November 2013

“Journalistic fashion resisters – professional magazine c’t turns 25.”

Oberhessische Presse, 07 November 2008
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

Then, as now
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