



# Premium Combo



**Reach the premium target groups with the Premium Combo!**  
Focused on a clearly defined, attractive readership.

**The readers of our magazines are predominantly men**



- >>> in the prime of life
- >>> with far above-average income
- >>> with a high willingness to invest
- >>> with a strong affinity for print
- >>> as advisor and opinion leader

## THE FACTS

- **over 256,000 copies sold** by subscription and retail
- **over 1 million readers** with one booking
- **excellent, credible** and **serious** thematic environment

**„315,000 c't-readers show a high propensity to spend on cars!“**

Source: AWA 2019

Ad format	Premium basic rate	Premium bonus included
1/1-page 4c, bleed	19,700 Euro	approx. 15%
½-page 4c, bleed	11,700 Euro	approx. 10%

You are interested in more facts: [www.ct.de/mediakit](http://www.ct.de/mediakit) • [ctmarke@heise.de](mailto:ctmarke@heise.de)