

Facts 2021 **ct** *Fotografie*

Our target groups

368,000 readers per issue



The typical c't Fotografie reader is **42.7 years** old on average.



351,000 readers are **passionate about photography** (frequently + occasionally).



37% have a **higher education**.



213,000 readers give advice more often and are considered **photo experts**.



148,000 are more likely to be **practitioners** with a completed vocational training.



187,000 readers belong to the **innovators / trendsetters** (index 308).



The typical c't Fotografie reader has an average **HH net income** of 3,767 euros.



214,000 readers have an **affinity for brands** – they prefer certain brands.



347,000 readers have a comprehensive or selective **print focus**.



44% find that there are distinctive, **strong brands** with power to impress.



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209,000 readers show a **high willingness to spend** on cameras, lenses, photographic equipment.



57 % like to spend money on **hobbies**.



323,000 readers decide on the **purchase of computer/accessories**.



228,000 readers are **heavy readers**, they usually read very thoroughly, especially the longer articles.



52,000 readers are planning to **buy a high-quality digital camera**.



71% attach great importance to **being thoroughly informed** in order to better understand backgrounds and contexts.



226,000 readers want to **stay up to date** on technical matters (*index 204!*).



200,000 readers always receive interesting suggestions and **ideas** when reading magazines.



287,000 readers are willing to pay more for **good quality**.



46% are flexible and enjoy reading longer texts on **screen as much as on paper**.



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... at a glance

PRINT

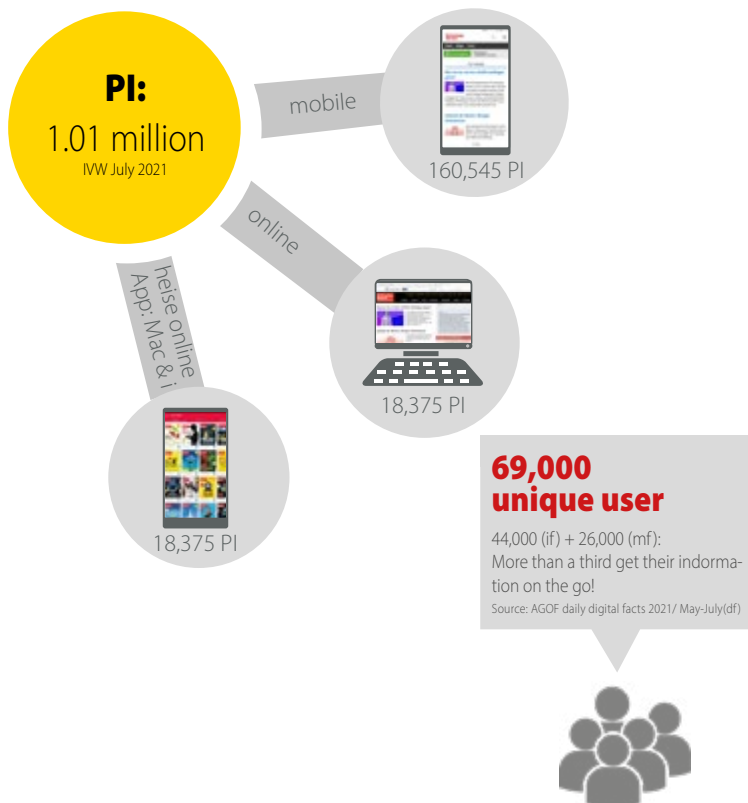


Sold circulation: 16,974*



* Source: IVW II/2021

c't Fotografie online www.heisefoto.de



The world of c't Fotografie

