Our target groups

368,000 readers per issue

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

37% have a higher education.

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

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

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

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

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

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

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

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

Source: AWA 2021
Our target groups

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

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

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

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

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

57% like to spend money on hobbies.

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

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

57% like to spend money on hobbies.

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.

Source: AWA 2021
... at a glance

PRINT

Sold circulation: 16,974*

Paid subscriptions: 11,564
(Incl. 638 digital subscriptions)

*c Source: IVW II/2021

c’t Fotografie online www.heisefoto.de

PI:
1.01 million
IWV July 2021

mobile
160,545 PI

online
18,375 PI

69,000 unique user
44,000 (f) + 26,000 (mf)
More than a third get their information on the go!
(Source: AGOF daily digital facts 2021/May-July/df)

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