Our target groups

364,000 readers per issue

The typical Mac & i reader is on average 37.5 years old.

190,000 readers give advice more often and are considered experts.

43% are highly educated / have completed (technical) university studies (index 234).

156,000 readers belong to the innovators/trendsetters.

The typical Mac & i reader has an average HH net income of 4,266 euros.

240,000 readers have an affinity for brands – they prefer certain brands

316,000 readers have a comprehensive or selective print focus.

54% find that there are distinctive, strong brands with power to impress.

Source: AWA 2021
Our target groups

76% show a **high willingness to spend** on technical devices (such as computers and televisions).

65% like to spend money on **hobbies**.

346,000 readers decide on the **purchase of computer/accessories**.

199,000 readers are **heavy readers**, they read almost all the pages and intensively.

224,000 readers are planning to buy a smartphone.

65% attach great importance to being **thoroughly informed** in order to better understand backgrounds and contexts.

279,000 readers want to **stay up to date** on technical matters *(index 256)*.

40% always get interesting suggestions and **ideas** when reading magazines.

276,000 readers are willing to pay more for good **quality**.

61% are flexible and enjoy reading longer texts on **screen** as much as on **paper**.

276,000 readers are willing to pay more for good **quality**.

76% show a **high willingness to spend** on technical devices (such as computers and televisions).

65% like to spend money on **hobbies**.

346,000 readers decide on the **purchase of computer/accessories**.

199,000 readers are **heavy readers**, they read almost all the pages and intensively.

224,000 readers are planning to buy a smartphone.

65% attach great importance to being **thoroughly informed** in order to better understand backgrounds and contexts.

279,000 readers want to **stay up to date** on technical matters *(index 256)*.

40% always get interesting suggestions and **ideas** when reading magazines.

276,000 readers are willing to pay more for good **quality**.

61% are flexible and enjoy reading longer texts on **screen** as much as on **paper**.

Source: AWA 2021
... at a glance

PRINT

Sold circulation: 24,387*

Subscriptions 17,046 (incl. 2,215 digital subscriptions)

Mac & i online  mac-and-i.de

367,000 Unique User

259,000(m) + 115,000(mf): One third inform themselves on the move!

*(Source: AGOF daily digital facts 2021/May-July(m))

The world of Mac and i

Your contact to us: www.macandi.de/media