

# Facts 2022 *Mac&i*

## 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.



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**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 smart-phone.



**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**.



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## ... at a glance

### PRINT



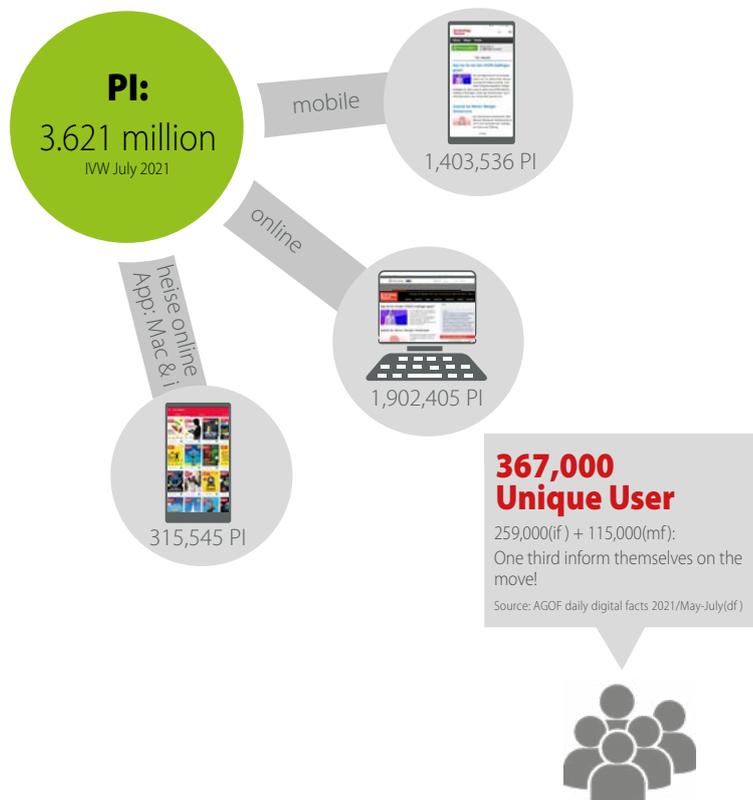
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17,046



\* Source: IVW II/2021

### Mac & i online [mac-and-i.de](http://mac-and-i.de)



### The world of Mac and i

