

@heise online

Data, numbers, facts

LAE 2022

- an excerpt -

The background features a complex digital visualization. It consists of numerous vertical lines of varying lengths and colors (primarily blue, purple, and red) that create a sense of depth and movement. At the base of these lines, there are glowing, multi-colored spheres or clusters of points, suggesting data points or nodes in a network. The overall effect is that of a dynamic, high-tech digital environment.

The exclusive market media study for business-to-business communication

The LAE (Leseranalyse Entscheidungsträger) has been published annually since 2011 and thus always offers up-to-date information on the target groups and advertising media included. The LAE specifics are special: With just under 8,000 respondents, even very top target groups can be planned within the LAE's „small“ basic total of around three million decision-makers. As before, the LAE attaches the greatest importance to the valid mapping of decision-maker target groups in business and administration.

Its USP: The LAE is the only study that validly depicts the exclusive decision-maker target group with this precision and with the high sample size of around 8,000 decision-makers surveyed, and is therefore highly relevant, especially for B2B communications planning. This is also confirmed by the planners in the media agencies. In surveys of OMG media agencies, LAE is repeatedly rated as very important to important for their work by almost two-thirds of planners. 94% (compared to 80% in the last survey) consider LAE to be the leading planning file for B2B campaigns.

EXCLUSIVE TARGET GROUP

Concentration on the real decision-makers in business and administration

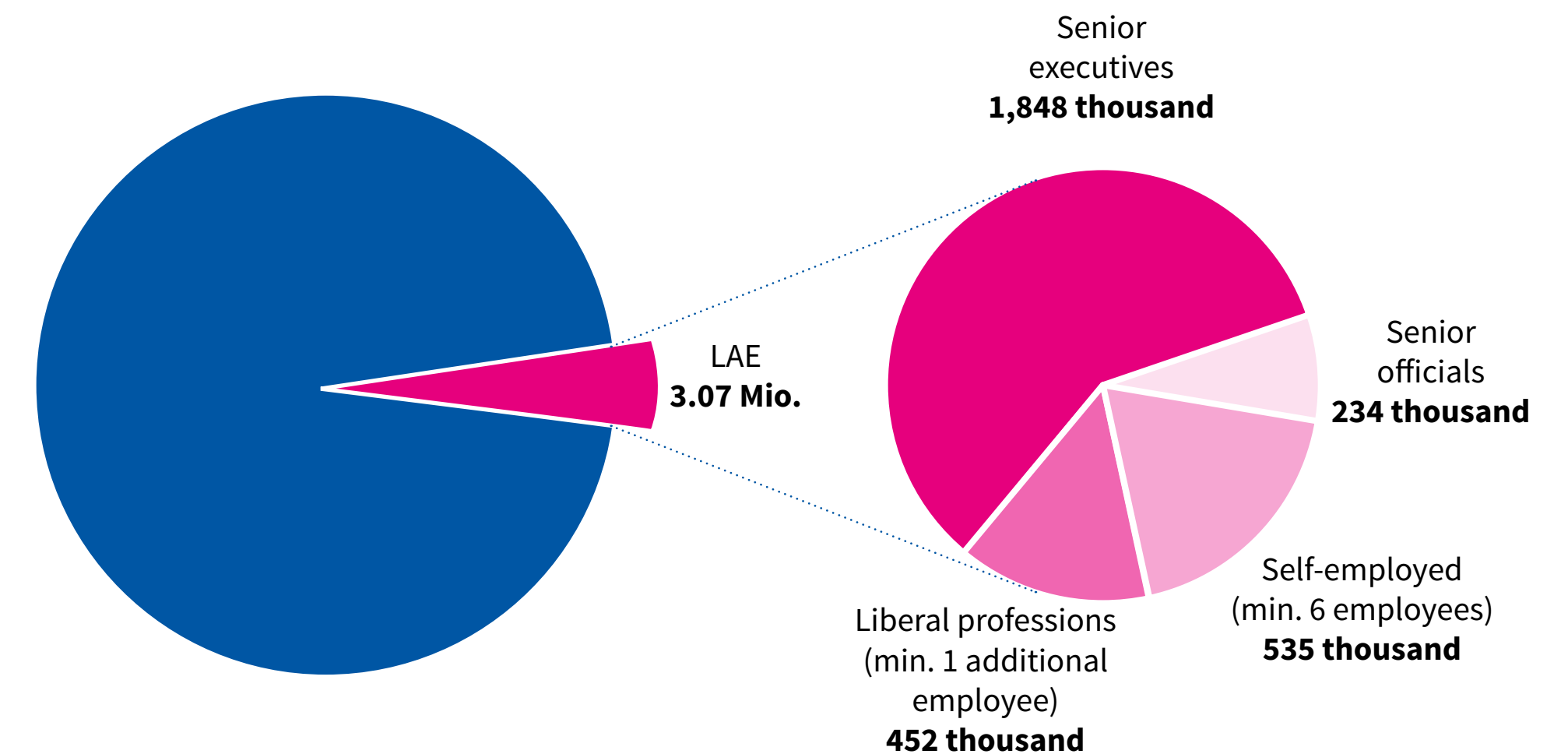
EXCLUSIVE KNOWLEDGE

Unique study that describes decision-making processes in companies and B2B markets in detail

EXCLUSIVE MEDIA

Concentration on the print media relevant to decision-makers and their online offerings

Source: www.lae.de



The professional decision maker on heise online

heise online reaches 339,000 B2B decision makers. These are predominantly male, 21% of the users are under 40 years old. They are highly educated, more than half have a university or college degree.

The educational backgrounds of our users are diverse: in addition to computer science, engineering/technology and business/law, the users have an education in the natural sciences/medicine or a commercial education.

One fifth of the users work in the ICT industry. Other industries in which the heise online users are the service sector in the scientific/technical field, metal/mechanical engineering and the manufacture of data processing equipment.

Nearly 80% of users are senior executives, mostly in corporate and management (32%), HR/Human Resources (32%) and IT/Data Processing (32%).

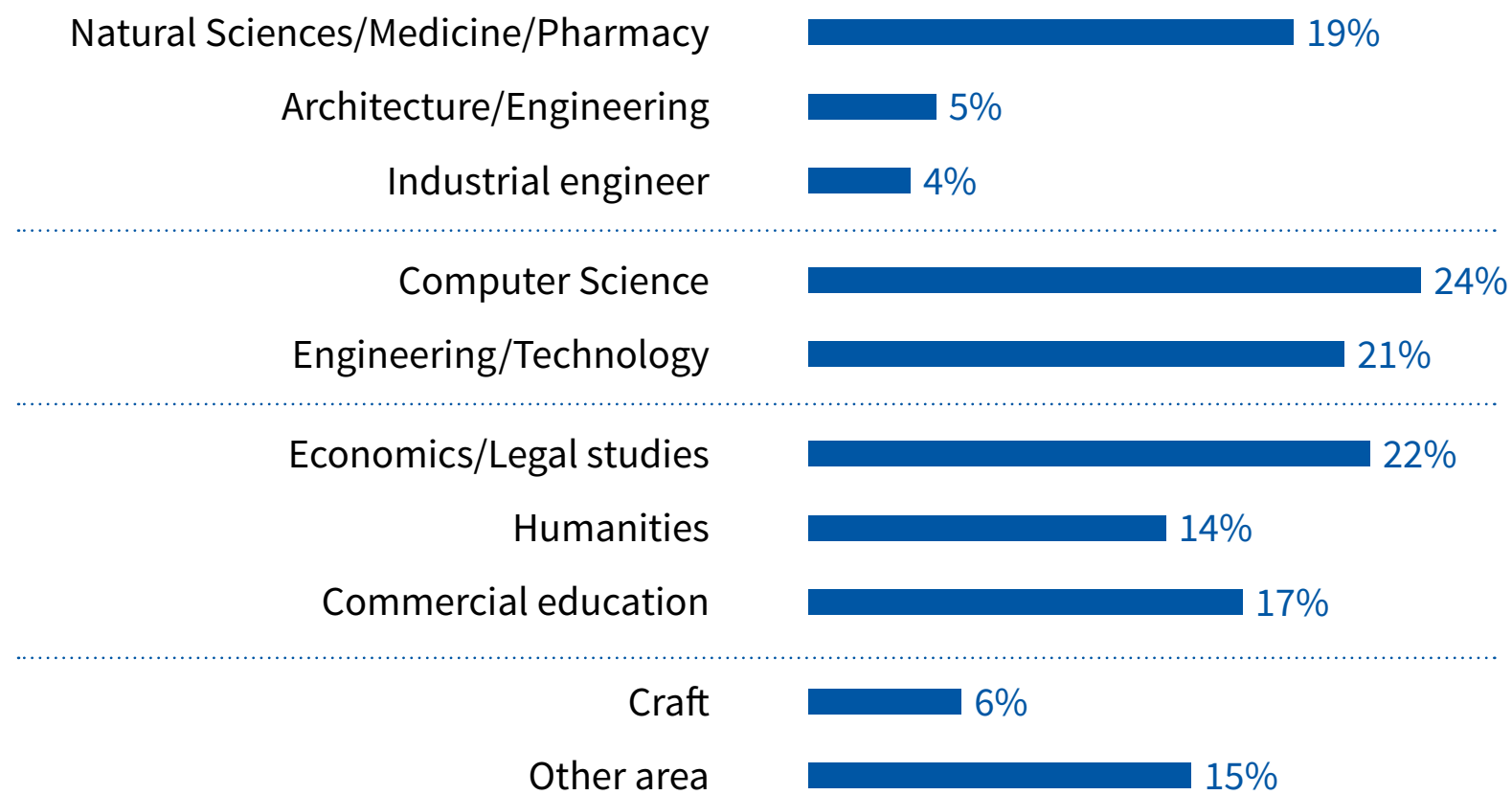
77% are ICT decision-makers, 83% are sole/co-decision-makers in the area of administration/organization/IT.

Decision maker B2B



Source: LAE 2022, population; the respective share in the heise online user community is shown.

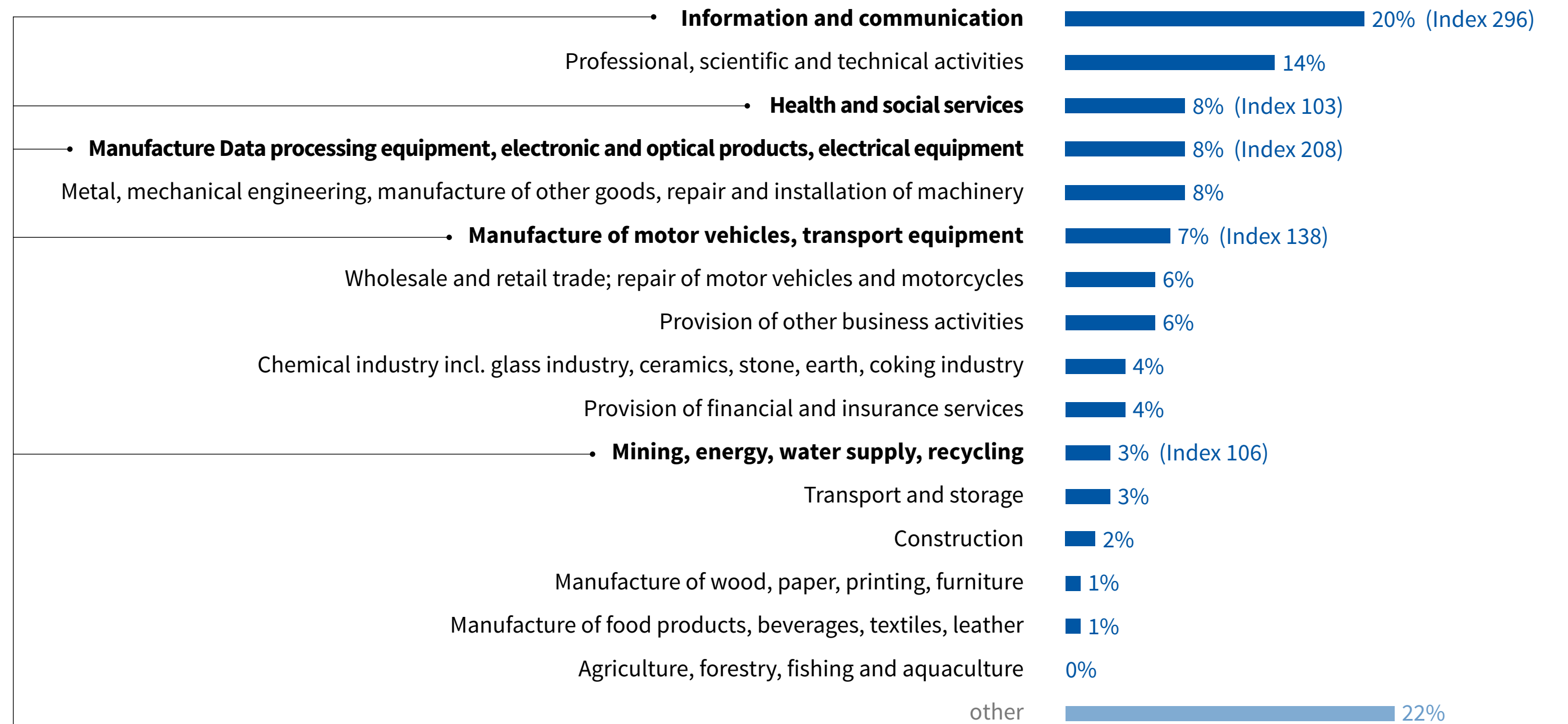
Training area



Company sizes



Industries



These industries are currently in the spotlight:

The proportion of B2B decision-makers who are active here is particularly high at heise online - the index shows it.

Source: LAE 2022, population; the respective share in the heise online user community is shown.

heise online Users decide, advise, make decisions for acquisitions, strategic orientations and subsequent investment decisions alone or in a team. In more detail, they have a permanent place in all areas of work within the management levels.

The top management level, as the highest level of management or leadership, is responsible for the course a company takes – across all company sizes. The positions range from CEO to CIO, from the board of directors to the president of the executive board – all of whom have signatory powers.

The heise online user is in the forefront here and determines the strategic orientation of the company. More than one third is in a decision-making position and the index also illustrates the strong target group proximity – also in comparison to other titles.

Grade:

The affinity is represented as an index and is a measure of the target group proximity of the medium or media plan.

Example:

An index of 123 means, for example, that the share of the target group in the medium in question is 23% higher than in the defined population.

(Source Medimach)

Overall or sub-area management by work area:

Corporate and management

	Index	Share in percent
brandeins.de	121	31
capital.de	111	29
heise.de	123	32
faz.net	112	29
focus.de	99	26
handelsblatt.com	117	30
manager-magazin.de	115	30
spiegel.de	95	25
stern.de	100	26
Süddeutsche.de	95	25
welt.de	107	28
wirtschaftswoche.de	122	32
zeit.de	111	29

Source: LAE 2022, population; the respective share of heise online users and the respective index are shown.

Overall or sub-area management by work area:
Commercial management

	Index	Share in percent
brandeins.de	110	23
capital.de	115	24
heise.de	114	24
faz.net	115	24
focus.de	102	22
handelsblatt.com	119	25
manager-magazin.de	113	24
spiegel.de	97	21
stern.de	100	21
Süddeutsche.de	99	21
welt.de	108	23
wirtschaftswoche.de	123	26
zeit.de	112	24

Within the area of commercial management and leadership, heise online users are also above average in filling key positions such as CFO in large companies. The functional areas include finance and accounting, including taxes, controlling, IT and human resources. Almost one fifth of the users work in this area.

Source: LAE 2022, population; the respective share of heise online users and the respective index are shown.

Overall or sub-area management by work area:
Technical management

	Index	Share in percent
brandeins.de	120	17
capital.de	97	13
heise.de	139	19
faz.net	105	15
focus.de	97	13
handelsblatt.com	110	15
manager-magazin.de	114	16
spiegel.de	89	12
stern.de	101	14
Süddeutsche.de	86	12
welt.de	99	14
wirtschaftswoche.de	114	16
zeit.de	103	14

In the professional environment of technical management and leadership, heise online users in B2B are way ahead: The proportion of technical directors, technical board members or chief technology officers (CTO) is 39 percent higher among users than in the basic population of the target group.

Not surprisingly, but clearly - the heise online user has over two-thirds ICT decision-makers in its ranks – an above-average user group with an affinity for the target group, as the index proves. And leading in the comparison. Anyone who wants to reach these decision-makers in a budget-efficient way is in good hands at heise.de.

The LAE combines the following product areas under the umbrella term ICT:

- IT hardware (e.g. desktop PC, notebook, tablet, server, switches)
- Software/ IT services/ Consulting
- Internet/ E-Commerce/ Intranet
- Communication systems, such as telephone system, smartphone, mobile phone

If you are curious and want to know more about our performance in the LAE, get in touch with us!



Sole/delegation/co-decision maker administration, organization, IT:
ICT decision-makers

	Index	Share in percent
brandeins.de	101	73
capital.de	106	76
heise.de	107	77
faz.net	102	73
focus.de	105	76
handelsblatt.com	105	76
manager-magazin.de	106	77
spiegel.de	103	74
stern.de	104	75
Süddeutsche.de	100	73
welt.de	101	73
wirtschaftswoche.de	105	76
zeit.de	103	75

Source: LAE 2022, population; the respective share of heise online users and the respective index are shown.

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