

 heise online

Data, numbers, facts

LAE 2023

– an excerpt –



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

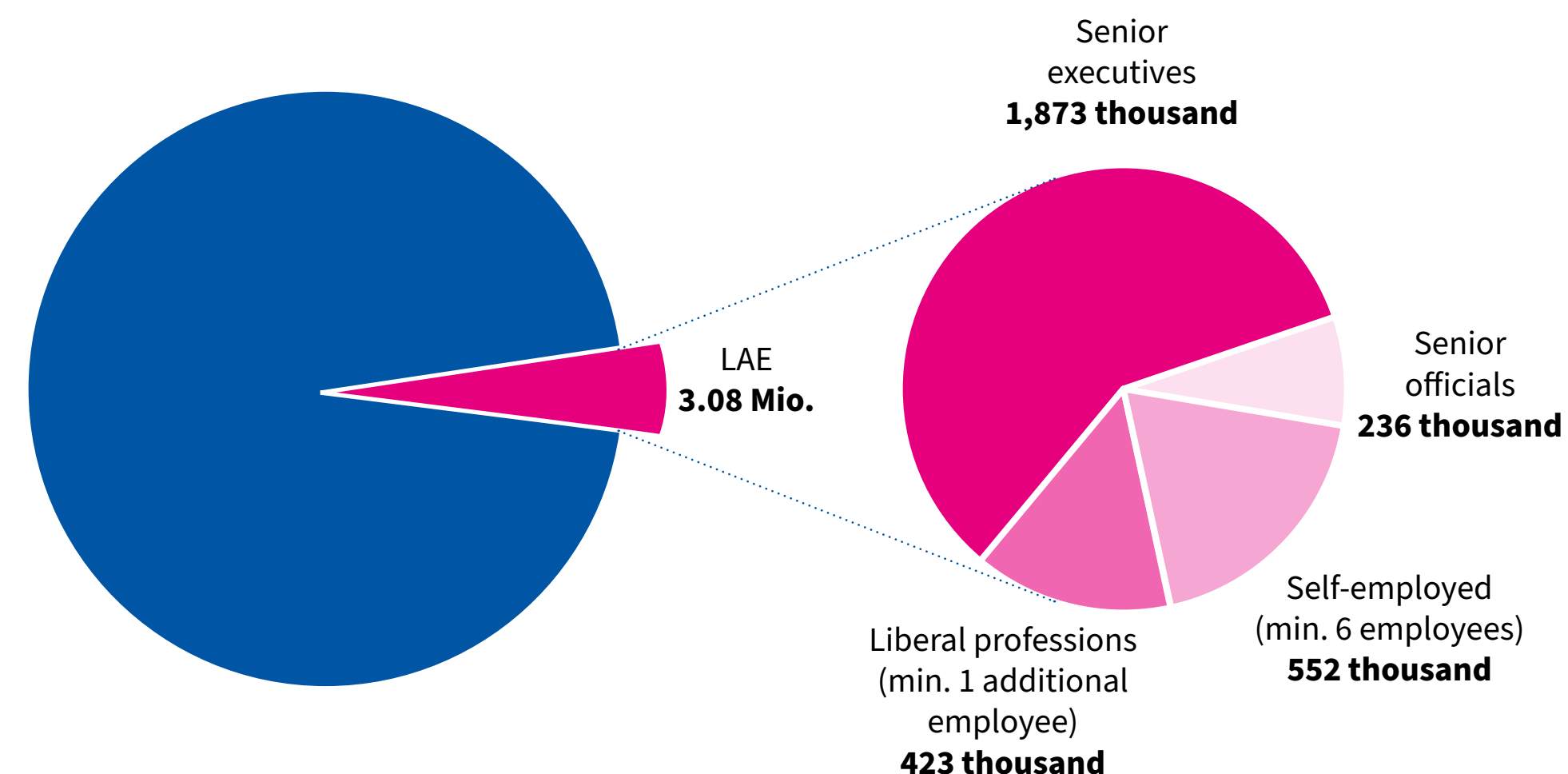
EXCLUSIVE KNOWLEDGE

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 363,000 B2B decision-makers. These are predominantly male, 25% of the users are under 40 years old. They are highly educated, more than half have a university or college degree.

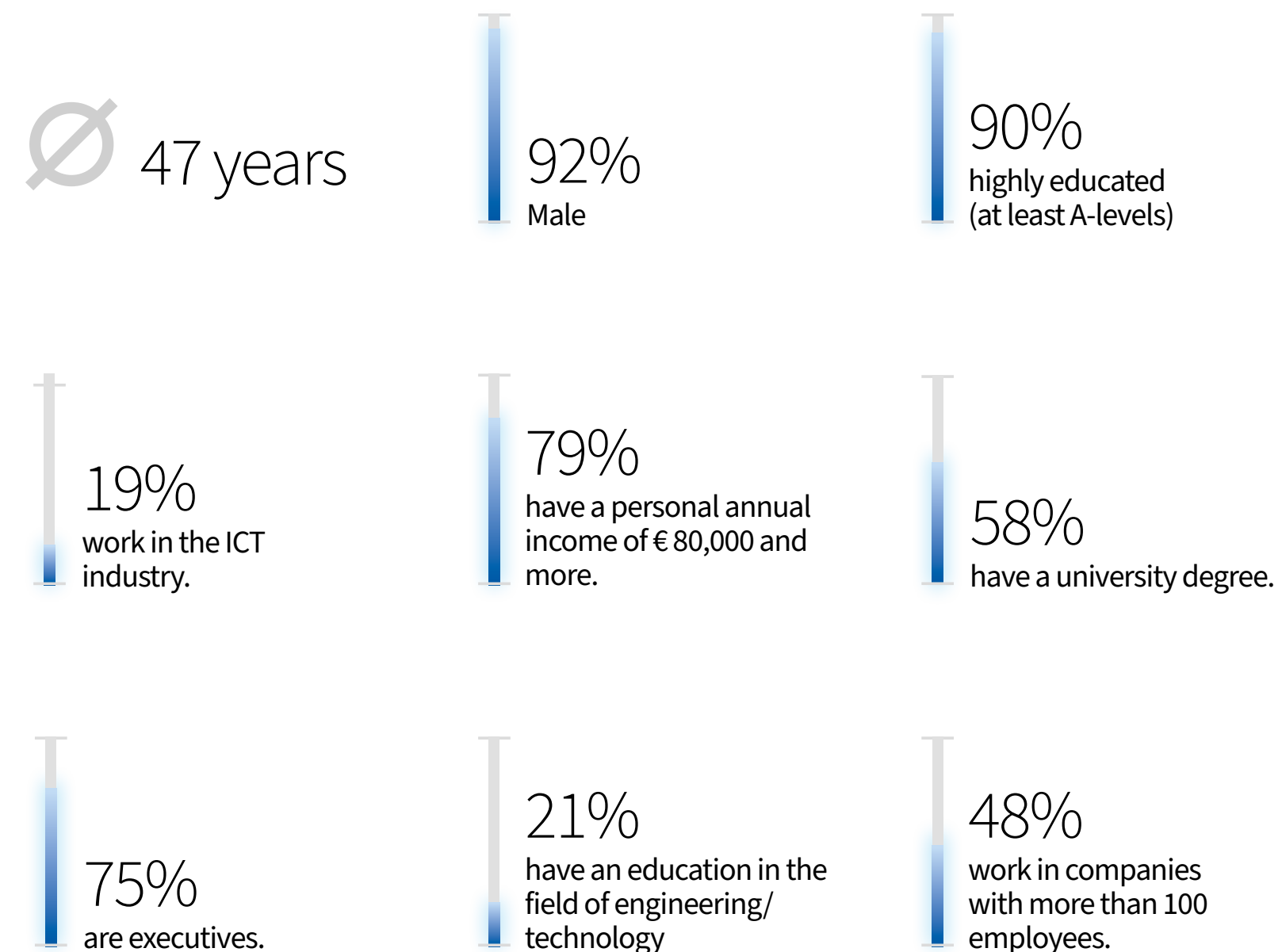
The educational backgrounds of our users are diverse: in addition to computer science, engineering/technology and business/law, the users have an education in the natural sciences/medicine or a commercial education.

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 75% of users are senior executives, mostly in corporate and management (28%), HR/Human Resources (30%) and IT/Data Processing (29%).

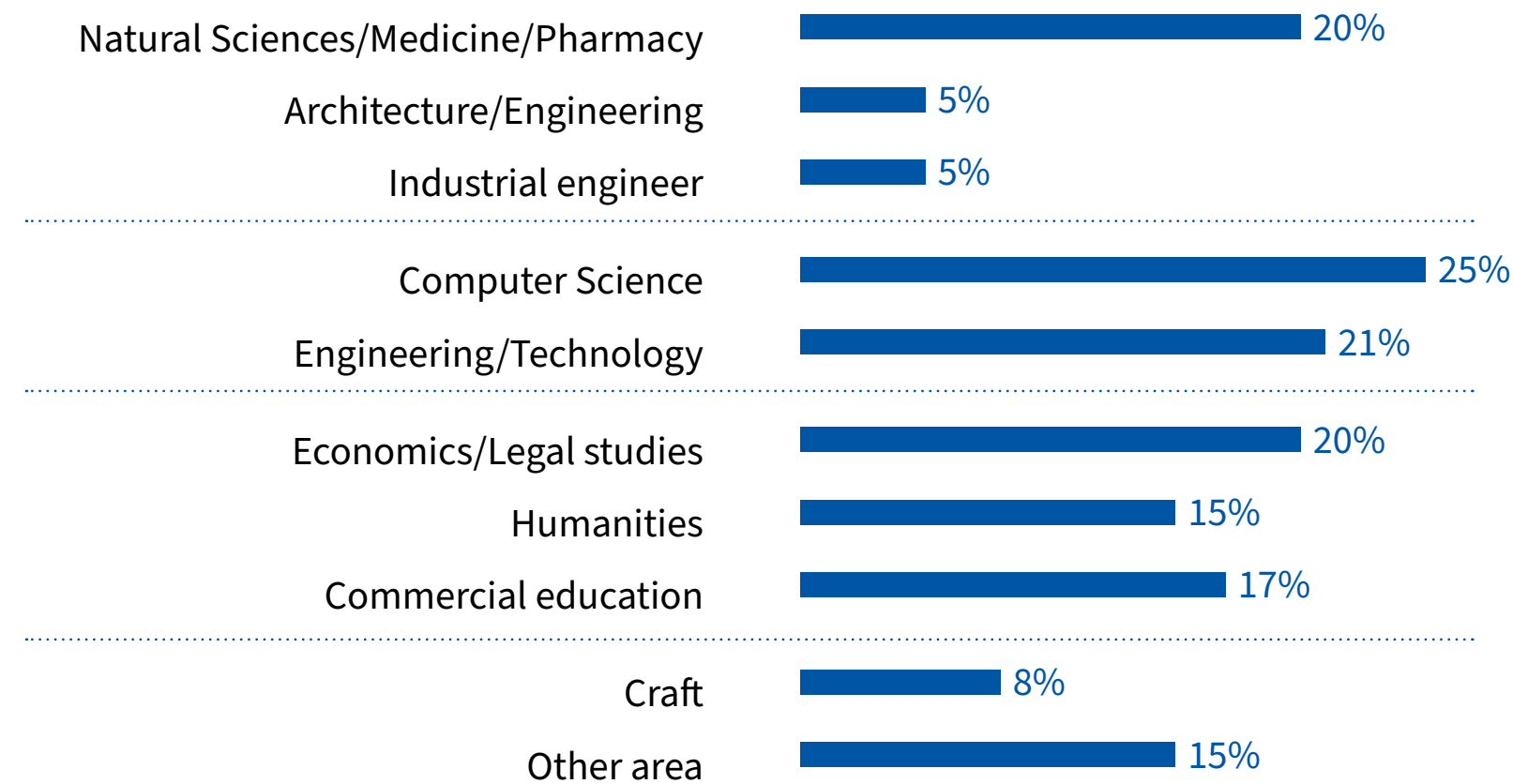
87% are ICT decision-makers, 81% are sole/co-decision-makers in the area of administration/organization/IT.

Decision maker B2B



Source: LAE 2023, population; the respective share in the heise online user community is shown.

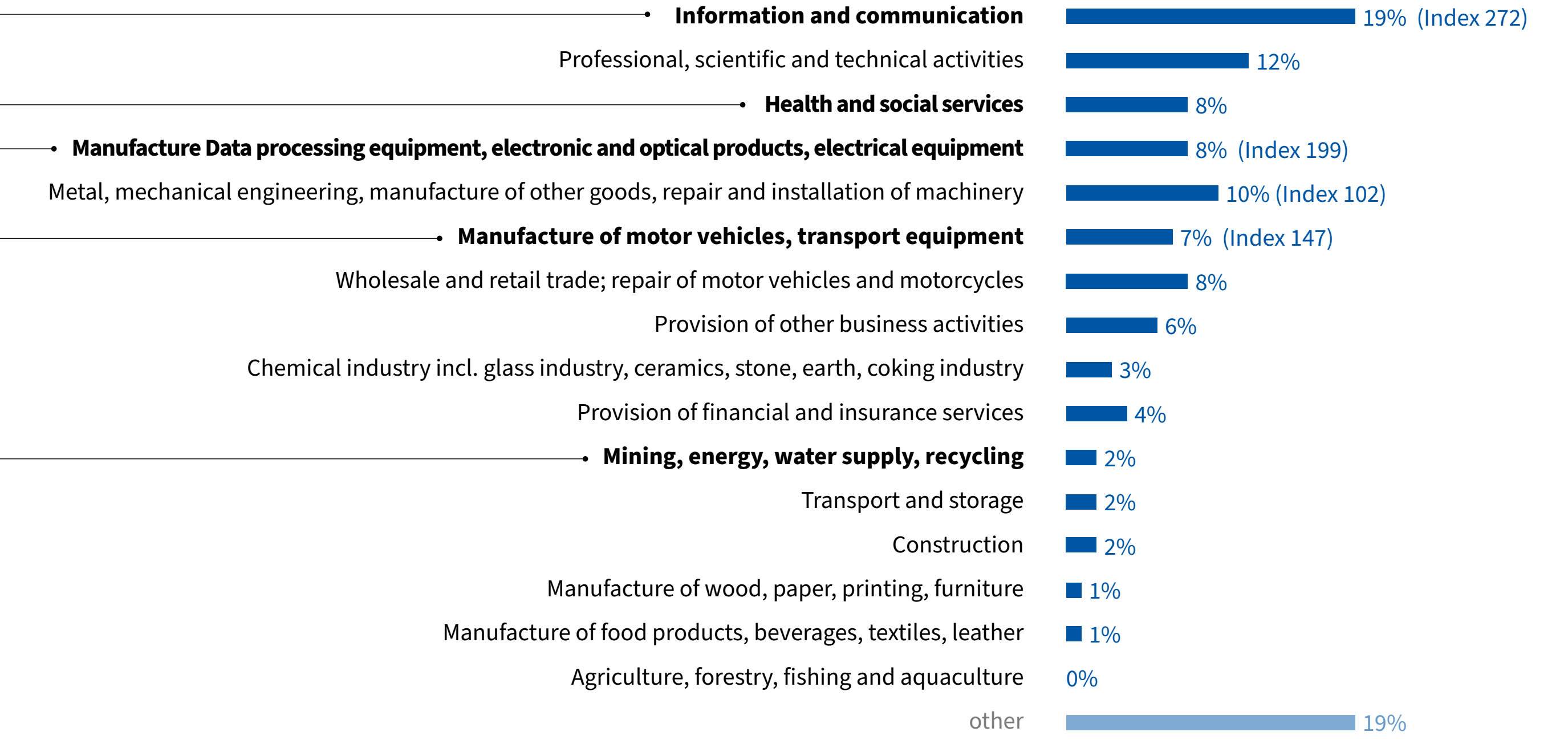
Education sector



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 2023, population; the respective share in the heise online user community is shown.

heise online users decide, advise and make decisions for acquisitions, for strategic orientations and for subsequent investment decisions alone or in a team. Closer to home, they occupy 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 them authorised to sign.

Note:
The affinity is presented 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	135	34
capital.de	116	29
heise.de	109	28
faz.net	115	29
focus.de	104	26
handelsblatt.com	127	32
manager-magazin.de	125	32
spiegel.de	105	27
stern.de	103	26
Süddeutsche.de	100	25
welt.de	111	28
wirtschaftswoche.de	125	32
zeit.de	115	29

Source: LAE 2023, 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	127	26
capital.de	116	24
heise.de	100	21
faz.net	116	24
focus.de	105	22
handelsblatt.com	129	27
manager-magazin.de	119	25
spiegel.de	107	22
stern.de	105	22
Süddeutsche.de	103	21
welt.de	113	24
wirtschaftswoche.de	122	25
zeit.de	115	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 2023, 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	135	18
capital.de	112	15
heise.de	127	17
faz.net	110	15
focus.de	103	14
handelsblatt.com	126	17
manager-magazin.de	130	18
spiegel.de	101	14
stern.de	106	14
Süddeutsche.de	96	13
welt.de	104	14
wirtschaftswoche.de	126	17
zeit.de	110	15

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 27 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, organisation, IT:
ICT decision-makers (IT total + communication systems)

	Index	Share in percent
brandeins.de	98	70
capital.de	106	76
heise.de	113	81
faz.net	104	74
focus.de	105	76
handelsblatt.com	107	76
manager-magazin.de	107	77
spiegel.de	104	75
stern.de	105	75
Süddeutsche.de	101	73
welt.de	104	74
wirtschaftswoche.de	107	77
zeit.de	106	76

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The LAE summarises 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
- π Communication systems, such as telephone system, smartphone, mobile phone

Source: LAE 2023, population; the respective share in the heise online user community and the respective index are shown.

Your Contact



If you are interested and would like to know more about our performance in the LAE, get in touch!

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