

## Our target groups

**879,000 readers** per issue



**624,000 readers** always want to be **up to date** in technical matters (index 233!).



**620,000 Leser** have **HH net income** of more than 3,000 euros.



**325,000 readers** read **targeted**, in search of important information.



**823,000** are readers with a broad of selective **print focus**.



**389,000** are **workaholics** who are fully absorbed in their profession.



**477,000 readers** are **heavy readers**, they read almost all pages and that intensively.



**637,000 readers** are interested in **advanced vocational training**.



**453,000 readers** give advice more often and are considered **experts**.



**32%** visit **fairs and exhibitions**.



**239,000 readers** are **ready for career:** 25–39 years



**353,000** are **multipliers** and **advisors**.



**584,000 readers** consider **success in the job** to be important and worthwhile.



**839,000 readers** decide on the purchase of **computers/accessories**.



**239,000 readers** occupy a **leadership position**, are **executives** in the company.



**59%** show a **high willingness to spend** on technical equipment (like computer and TV).



**357,000** are **decision-makers** / co-decision-makers in **corporate investments**.



**Almost every second reader** shows a high willingness to spend on **mobile phones and smartphones**.



## Our target groups

**391,000 readers** belong to the **innovators and trendsetters** – they have high demands in products and are often **brand-aware**.



**64%** of the readers are **keen to travel**.



**341,000 readers** in addition are among the **early adopters** - they want to be first in testing.



**55%** like to spend money on **hobbies**.



**666,000 readers** are willing to pay more for good **quality**.



For **31%** the **car** is particularly important when it comes to spending.



**59%** focus their spending on computers and televisions.



**55%** have a strong interest in a **healthy diet** and **lifestyle**.



### What readers want:

- 170,000** Laptop, Notebook
- 130,000** Tablet PC
- 353,000** Computer accessories
- 438,000** Smartphones
- 47,000** Hifi, speaker, home cinema
- 101,000** TV of the newest generation
- 48,000** VR-glasses



**Every third reader** would spend a lot of money on the best of the best.

**But:**  
**302,000 readers** buy where it's cheapest.



**583,000 readers** are interested in **money/capital investments**.



**30%** of all readers are **Fair Trade** oriented,

**52%** want **durable** products.



**596,000 readers** are interested in **private retirement provision**.



**523,000 readers** have an **affinity for brands** - they find that brands often offer good guidance.



**153,000 readers** are interested in **equity funds**.

