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.**
- **823,000 readers** are decision-makers / co-decision-makers in corporate investments.
- **357,000 are decision-makers / co-decision-makers in corporate investments.**
- **353,000 are multipliers and advisors.**
- **239,000 readers** consider success in the job to be important and worthwhile.
- **239,000 readers** are ready for career: 25–39 years
- **353,000 readers** decide on the purchase of computers/accessories.
- **584,000 readers** occupy a leadership position, are executives in the company.
- **59% show a high willingness to spend on technical equipment (like computer and TV).**
- **239,000 readers** are ready for career: 25–39 years
- **Almost every second reader** shows a high willingness to spend on mobile phones and smartphones.
- **620,000 Leser** have HH net income of more than 3,000 euros.
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.

30% of all readers are Fair Trade oriented,

52% want durable products.

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

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

596,000 readers are interested in private retirement provision.

153,000 readers are interested in equity funds.

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