

## OUR TARGET GROUPS

**237,000 readers** per issue.



**182,000 readers** always want to be **up to date** in technical matters (index 252!).



**108,000 readers** have **HH net income** of more than 3,000 euros.



**86,000 readers** read **targeted**, in search of important information.



**223,000** are readers with a broad of selective **print focus**.



**127,000** are **workaholics** who are fully absorbed in their profession.



**124,000 readers** are **heavy readers**, they read almost all pages and that intensively.



**188,000 readers** are interested in **advanced vocational training**.



**104,000 readers** give advice more often and are considered **experts**.



**33 %** visit **fairs and exhibitions**.



**25 % of readers** are **ready for career:** 25–39 years



**114,000** are **multipliers and advisors**.



**155,000 readers** consider **success in the job** to be important and worthwhile.



**222,000 readers** decide on the purchase of **computers/accessories**.



**64,000 readers (27 %)** occupy a **leadership position**, are **executives** in the company.



**61 %** show a **high willingness to spend** on technical equipment (like computer and TV).



**97,000 (41 %)** are **decision-makers / co-decision-makers** in **corporate investments**.



**44 % of readers** show a high willingness to spend on **mobile phones and smartphones**.



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**131,000 readers** belong to the **innovators and trendsetters** – they have high demands in products and are often **brand-aware**.



**70 %** of the readers are **keen to travel**.



**72,000 readers** in addition are among the **early adopters** - they want to be first in testing.



**50 %** like to spend money on **hobbies**.



**174,000 readers** are willing to pay more for good **quality**.



For **23 %** the **car** is particularly important when it comes to spending.



**61 %** focus their spending on computers and televisions.



**56 %** have a strong interest in a **healthy diet and lifestyle**.



### What readers want:

**72,000** Laptop, Notebook

**45,000** Tablet PC

**114,000** Computer accessories

**104,000** Smartphones

**22,000** TV of the newest generation



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

But:

**82,000 readers** buy where it's cheapest.



**163,000 readers** are interested in **money/capital investments**.



**39 %** of all readers are **Fair Trade** oriented,  
**49 %** want **durable** products.



**170,000 readers** are interested in **private retirement provision**.



**143,000 readers** have an **affinity for brands** - they find that brands often offer good guidance.



**49,000 readers** are interested in **equity funds**.

