

# Facts 2023 *Mac&i*

## Our target groups

314,000 readers per issue



**The typical Mac & i reader** is on average **39.7 years** old.



**161,000** readers give advice more often and are considered **experts**.



**38%** are **highly educated** / have completed (technical) university studies (*index 191*).



**148,000** readers belong to the **innovators/trendsetters**.



**The typical Mac & i reader has** an average **HH net income** of 4,481 euros.



**196,000** readers have an affinity for brands – they prefer certain brands



**299,000** readers have a comprehensive or selective **print focus**.



**53%** find that there are distinctive, **strong brands** with power to impress.



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## Our target groups

**55%** show a **high willingness to spend** on technical devices (such as computers and televisions).



**53%** like to spend money on **hobbies**.



**284,000 readers** decide on the **purchase of computer/accessories**.



**163,000 readers** are **heavy readers**, they read almost all the pages and intensively.



**151,000 readers** are planning to buy a smart-phone.



**55%** attach great importance to **being thoroughly informed** in order to better understand backgrounds and contexts.



**225,000 readers** want to **stay up to date** on technical matters (*index 235!*).



**40%** always get interesting suggestions and **ideas** when reading magazines.



**234,000 readers** are willing to pay more for good **quality**.



**49%** are flexible and enjoy reading longer texts on **screen as much as on paper**.



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## ... at a glance

### PRINT



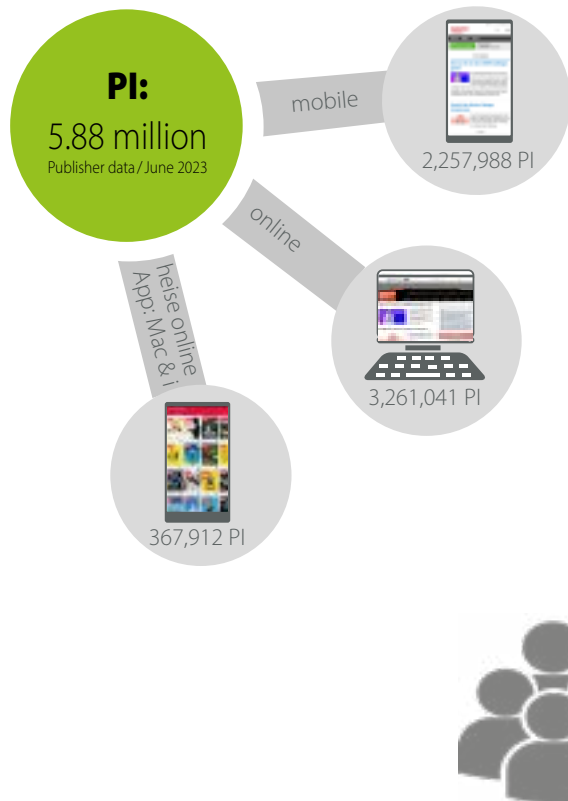
Sold circulation: 20,042\*

Subscriptions (incl. 1,790 digital subscriptions)  
14,138



\* Source: IVW II/2023

### Mac & i online [mac-and-i.de](http://mac-and-i.de)



### The world of Mac and i

