

@heise online

Data, numbers, facts

**LAE 2023**

– Money & Finance –

The background of the slide is a dark blue gradient. At the bottom, there is a complex, abstract visualization of data. It consists of numerous vertical lines of varying lengths and colors (red, orange, yellow, green, blue, purple) that appear to be connected at their bases, creating a sense of depth and movement. The overall effect is reminiscent of a data visualization or a digital landscape.

On the following pages, we have taken a closer look at what the LAE, with its focus on B2B decision-makers, has to say about users and their interest in financial investments, their financial basis and their demands. heise online users – arriving professionally at the decision-making level – are on average 47 years old, 58% have a university/college degree, every tenth person has a doctorate. These are the best prerequisites for dealing with exciting investment strategies.

Anyone wishing to address this target group in advertising terms should put together targeted packages and can take their cue from the four top educational areas: Computer Science (25%), Engineering / Technology (21%) and Business / Law (20%) and Science / Medicine / Pharmacy (20%).

Self-characterization

|                 | Index  | Share in percent |
|-----------------|--|------------------|
| Very interested | For luxurious things, I like a low-key one, discreet style | 105 / 45         |
|                 | I attach great importance to quality, have high standards  | 107 / 42         |

**Good to know,**  
when it comes to money and the willingness to spend it:

87% like to spend their money on so-called luxury goods.  
31% are fascinated by luxury brands and treat themselves to them from time to time.

Interest in financial investments

|                 | Index  | Share in percent |
|-----------------|--|------------------|
| Very interested | Shares, derivatives, certificates, warrants, shares in hedge funds | 118 / 28         |
|                 | Time / fixed-term deposits, call money account                     | 94 / 11          |
|                 | So-called „Green investments“                                      | 117 / 14         |
|                 | Capital life insurance   | 99 / 10          |

More than a quarter of heise online users have a strong interest in shares & co., one in ten favors a life insurance.

|                     | Index  | Share in percent |
|---------------------|--|------------------|
| At least interested | Shares, derivatives, certificates, warrants, shares in hedge funds | 118 / 61         |
|                     | Time / fixed-term deposits, call money account                     | 111 / 45         |
|                     | Shares in funds  | 114 / 68         |
|                     | Building loan contract   | 99 / 27          |
|                     | So-called „Green investments“                                      | 117 / 50         |

Basic interest in all forms of investment is also very pronounced, as is the case for fund shares at 68%.

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

Shares, derivatives, certificates, warrants, shares in hedge funds

|                     | Index      | Share in percent |
|---------------------|------------|------------------|
| brandeins.de        | 125        | 30               |
| capital.de          | 183        | 44               |
| <b>heise.de</b>     | <b>118</b> | <b>28</b>        |
| faz.net             | 133        | 32               |
| focus.de            | 131        | 31               |
| handelsblatt.com    | 167        | 40               |
| ingenieur.de        | 115        | 27               |
| manager-magazin.de  | 172        | 41               |
| spiegel.de          | 133        | 32               |
| stern.de            | 121        | 29               |
| Süddeutsche.de      | 131        | 31               |
| welt.de             | 127        | 30               |
| wirtschaftswoche.de | 158        | 38               |
| zeit.de             | 118        | 28               |

In good company: A quarter of heise online users show a strong interest in shares & co. – in line with the top websites for decision-makers.

So-called „green investments“ (ecologically and ethically sound forms of investment)

|                     | Index      | Share in percent |
|---------------------|------------|------------------|
| brandeins.de        | 151        | 19               |
| capital.de          | 140        | 17               |
| <b>heise.de</b>     | <b>117</b> | <b>14</b>        |
| faz.net             | 136        | 17               |
| focus.de            | 110        | 14               |
| handelsblatt.com    | 127        | 16               |
| ingenieur.de        | 122        | 15               |
| manager-magazin.de  | 118        | 15               |
| spiegel.de          | 120        | 15               |
| stern.de            | 106        | 13               |
| Süddeutsche.de      | 132        | 16               |
| welt.de             | 116        | 14               |
| wirtschaftswoche.de | 120        | 15               |
| zeit.de             | 112        | 14               |

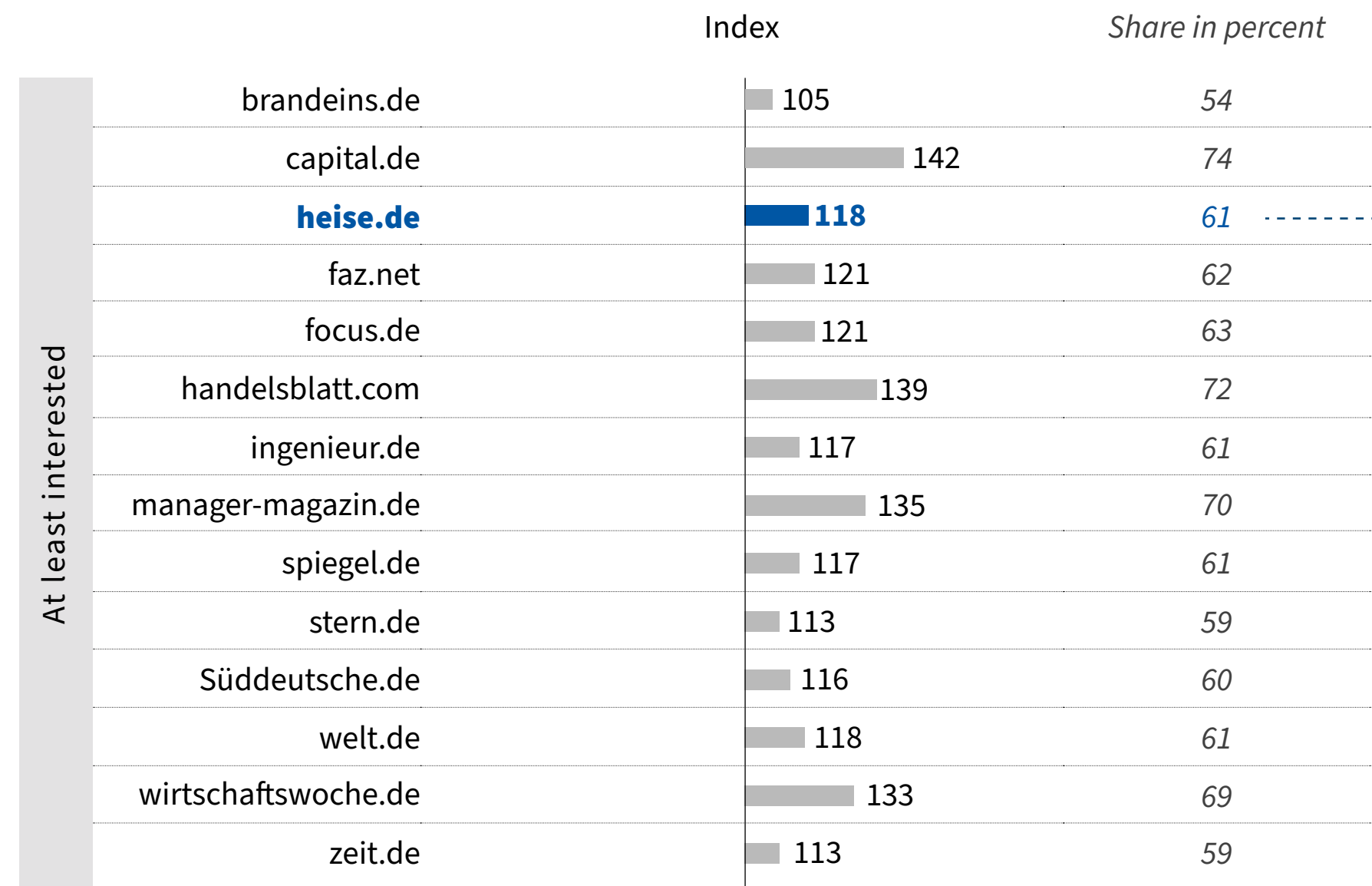
Good attitude score: Users of the top 14 websites show above-average sensitivity to the issue of ecological responsibility.

## Good to know

The gross annual income in group A (36% of users) is 80,000-100,000 euros, in group B (28% of users) at 100,000 - 150,000 euros and in top earner group C (16% of users) at 150,000+ euros.

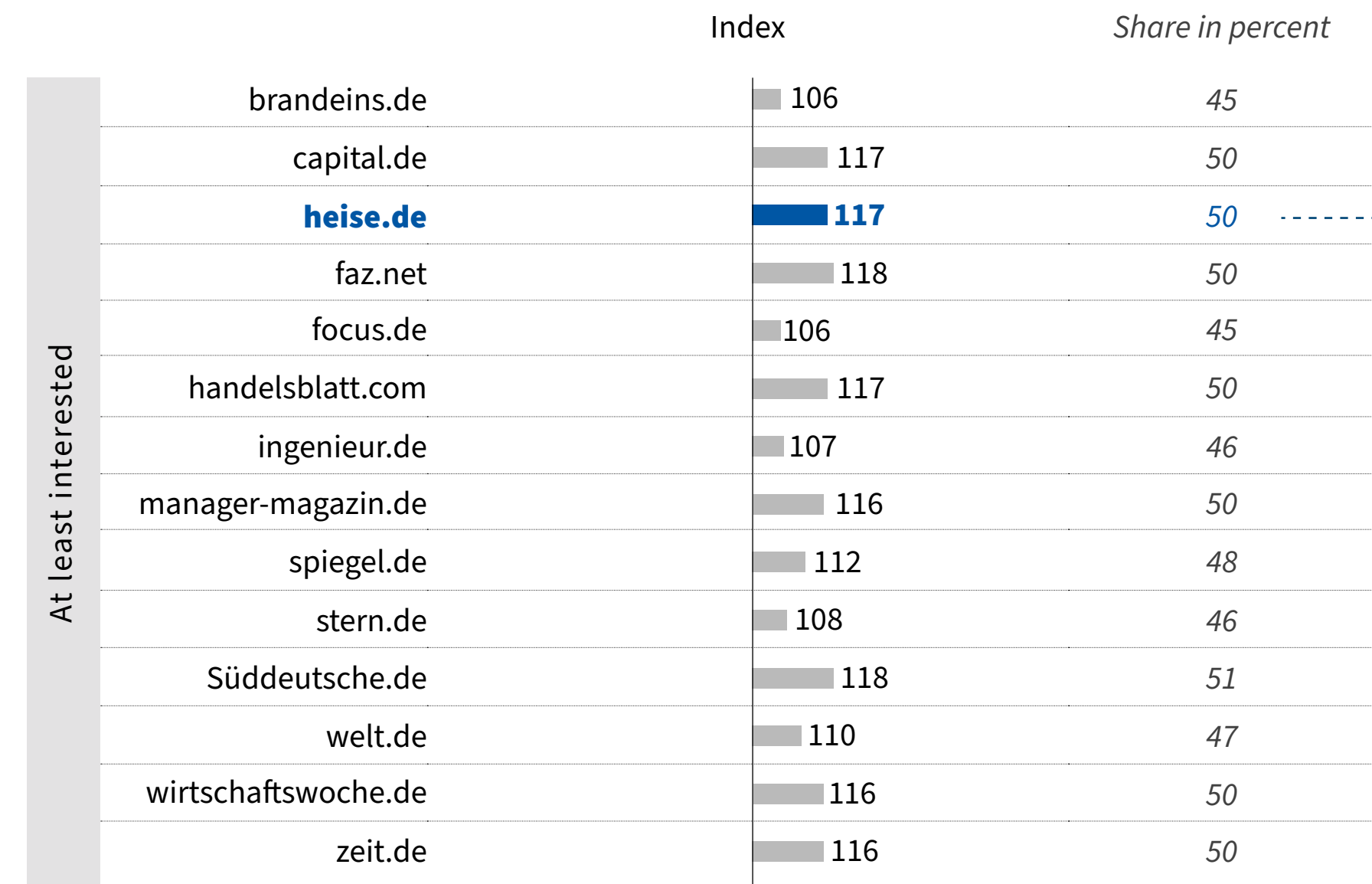
Source: LAE 2023, population; the respective share in the heise online user group and the respective index are shown.

Shares, derivatives, certificates, warrants, shares in hedge funds



The basic level of interest is impressively high. As a tech-oriented website, heise online stands out among the 14 sites: more than 60% of users show where they see their retirement provision.

So-called „green investments“ (ecologically and ethically sound forms of investment)



Half of heise online's users are „green“.  
Average age: 46,7 %

## Good to know

**Interaction between work and private life:** What is preferred in private life is also reflected at the professional level – 48% of heise online users consider the topic of sustainability to be very important, 88% at least important. An inseparable behavioral principle. For example, 41% of users are passionate about rail travel at work and do not take the company car.

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

With luxurious things I like an **unobtrusive, discreet** style

|                                     | Index               | Share in percent |           |
|-------------------------------------|---------------------|------------------|-----------|
| Self-characterization Fully applies | brandeins.de        | 96               | 42        |
|                                     | capital.de          | 105              | 46        |
|                                     | <b>heise.de</b>     | <b>105</b>       | <b>45</b> |
|                                     | faz.net             | 106              | 46        |
|                                     | focus.de            | 101              | 44        |
|                                     | handelsblatt.com    | 103              | 44        |
|                                     | ingenieur.de        | 83               | 36        |
|                                     | manager-magazin.de  | 112              | 49        |
|                                     | spiegel.de          | 106              | 46        |
|                                     | stern.de            | 100              | 43        |
|                                     | Süddeutsche.de      | 102              | 44        |
|                                     | welt.de             | 107              | 46        |
|                                     | wirtschaftswoche.de | 111              | 48        |
|                                     | zeit.de             | 109              | 47        |

As a decision-maker in private mode: never loud, but with high standards.

I attach great importance to quality, have high standards

|                                     | Index               | Share in percent |           |
|-------------------------------------|---------------------|------------------|-----------|
| Self-characterization Fully applies | brandeins.de        | 96               | 38        |
|                                     | capital.de          | 108              | 42        |
|                                     | <b>heise.de</b>     | <b>107</b>       | <b>42</b> |
|                                     | faz.net             | 101              | 39        |
|                                     | focus.de            | 96               | 38        |
|                                     | handelsblatt.com    | 111              | 44        |
|                                     | ingenieur.de        | 89               | 35        |
|                                     | manager-magazin.de  | 113              | 44        |
|                                     | spiegel.de          | 101              | 40        |
|                                     | stern.de            | 97               | 38        |
|                                     | Süddeutsche.de      | 99               | 39        |
|                                     | welt.de             | 105              | 41        |
|                                     | wirtschaftswoche.de | 108              | 42        |
|                                     | zeit.de             | 104              | 41        |

They know what they want: Always a high standard, never loud.

## Good to know

**A positive basic mood:** 38% of heise online users think the economic development in Germany will remain the same / stable, 24% even think it will improve. This also affects the private willingness to spend as well as the investment strategy.

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

# Your Contact

## The Team

---

**Bastian Laudien**  
**Sales Director Digital**  
phone: +49 511 53 52 743  
[bastian.laudien@heise.de](mailto:bastian.laudien@heise.de)

## International Representatives

---

### USA & Canada Advertising Sales Office

**Ralph Lockwood**  
phone: +1 408 879-6666  
[ralph.lockwood@husonmedia.com](mailto:ralph.lockwood@husonmedia.com)  
**Huson International Media**  
**UNITED STATES**  
[www.husonmedia.com](http://www.husonmedia.com)

### UK Advertising Sales Office

**Emmanuel Bloh**  
phone: + 44-20-7611-1900  
[emmanuel@mercury-publicity.com](mailto:emmanuel@mercury-publicity.com)  
**MERCURYPUBLICITY**  
**UK**  
[www.mercury-publicity.com](http://www.mercury-publicity.com)

### Asian Advertising Sales Office

**Mei Chang**  
phone: +886-2-2882-5577  
[mei@mediagate.com.tw](mailto:mei@mediagate.com.tw)  
**Media Gate Group Cp., Ltd.**  
**TAIWAN**  
[www.mediagate.com.tw](http://www.mediagate.com.tw)

## International

---

### Asia + ROW

**Roberto Giordano**  
**Senior Account Manager**  
phone: +49 (0) 511 5352 817  
[roberto.giordano@heise.de](mailto:roberto.giordano@heise.de)

### F + Benelux

**Michaela Thiem**  
**Senior Account Manager**  
phone: +49 (0) 511 5352 421  
[michaela.thiem@heise.de](mailto:michaela.thiem@heise.de)

### A, CH, USA

**Corven Krenke**  
**Junior Account Manager**  
phone: +49 (0) 511 5352 595  
[corven.krenke@heise.de](mailto:corven.krenke@heise.de)

### UK

**Bastian Laudien**  
**Sales Director Digital**  
phone: +49 (0) 511 5352 743  
[bastian.laudien@heise.de](mailto:bastian.laudien@heise.de)