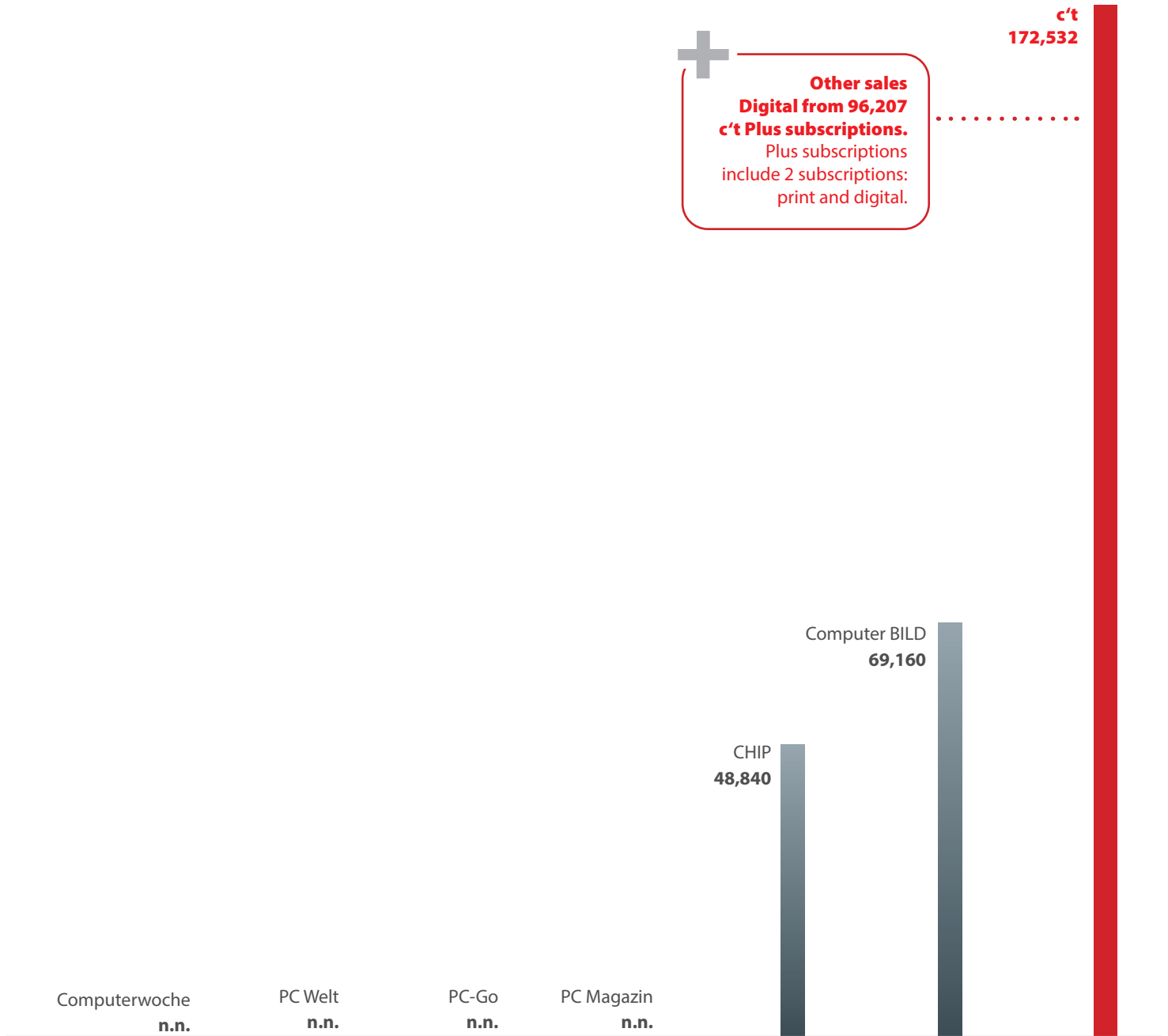




# PAID SUBSCRIPTION + NEWSSTAND SALES

## IVW IV/2023



	Computerwoche	PC Welt	PC-Go	PC Magazin	CHIP	Computer BILD	c't
Paid subscription	0	0	0	0	38,951	46,558	<b>159,864</b>
Newsstand sales	0	0	0	0	9,889	22,602	<b>12,668</b>
PS + NS	0	0	0	0	48,840	69,160	<b>172,532</b>

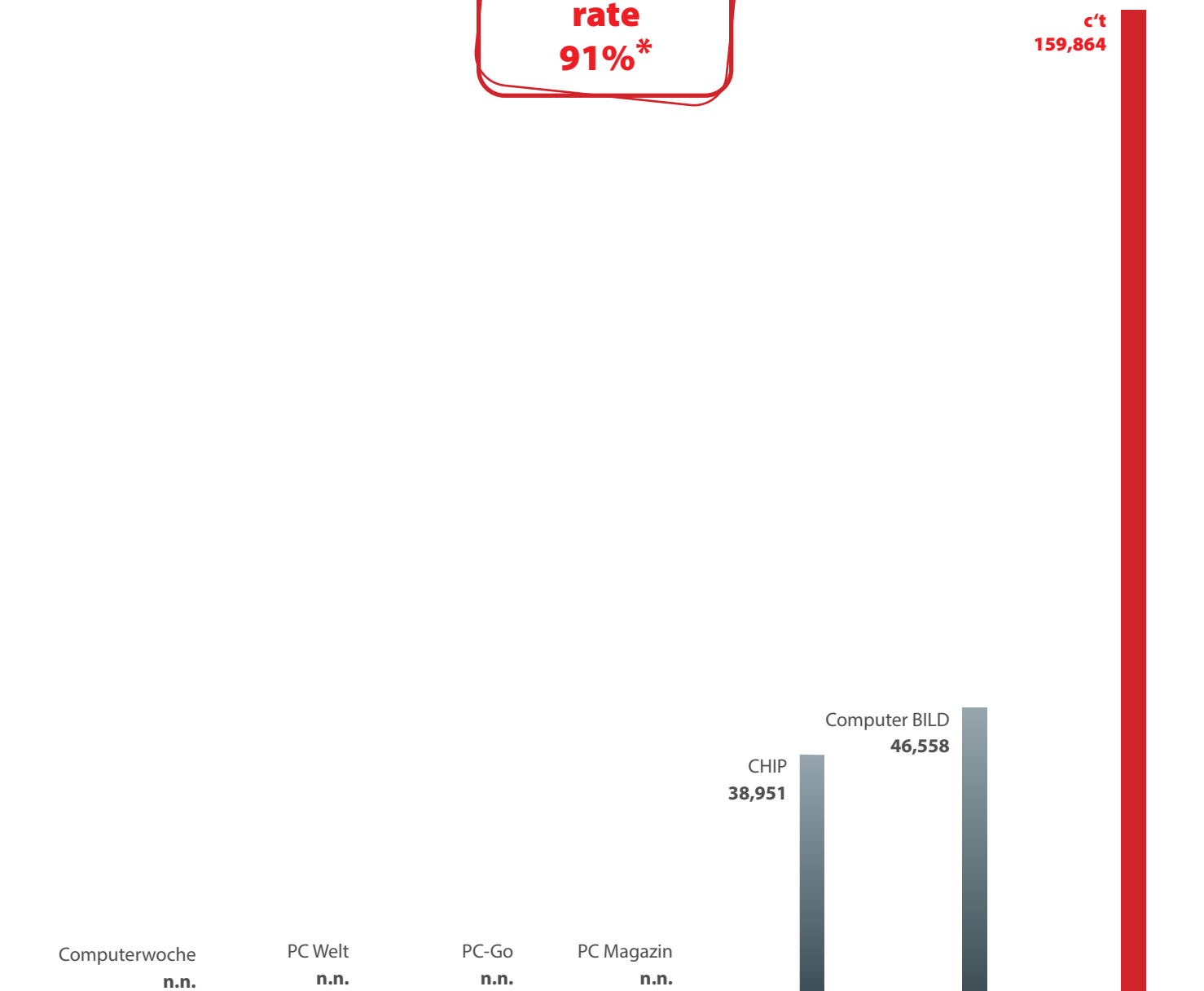
Source: IVW IV/2023; sold subscriptions and newsstand sales only (incl. ePaper)



# PAID SUBSCRIPTION

IVW IV/2023

**Subscription  
rate  
91%\***



\* Subscription rate print

Source: IVW IV/2023



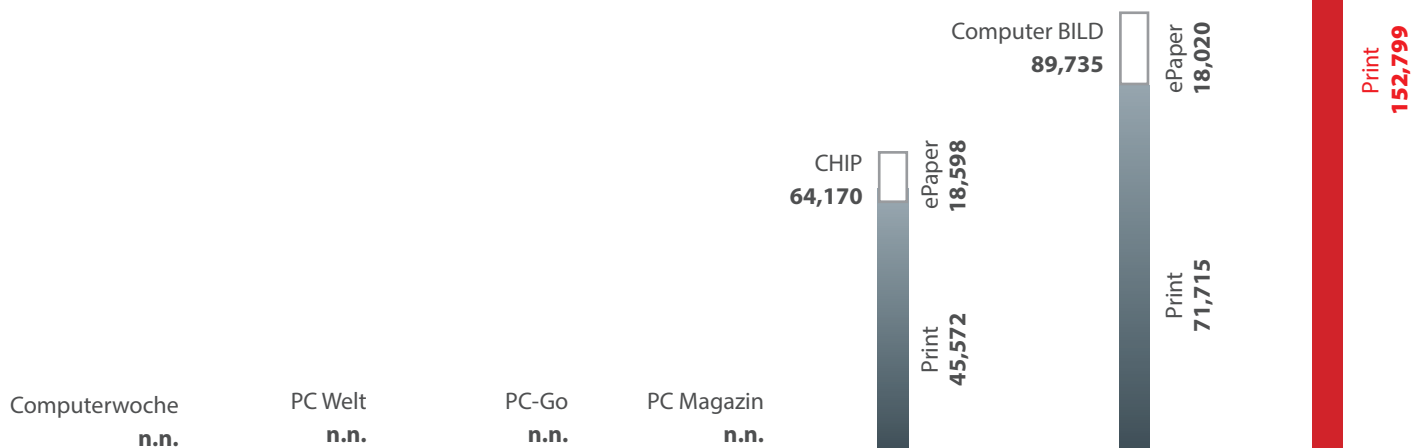
# TOTAL SOLD COPIES

## IVW IV/2023

### Plus Subscriptions in the IVW-Audit

We have recently started to include the digital components of our **Plus subscriptions** in our titles, in response to changes in reading behavior. Other publishers have been doing this for years.

With over 159,864 copies, c't has a strong print subscription circulation. Around **96,207** subscribers also want to read c't content digitally and opt for the **c't Plus subscription, which combines two „subscriptions“ (print and digital)** in one contract. This means that they can research our content immediately while surfing the web every day and still have the printed edition at their fingertips.



\* Other sales Digital

Source: IVW IV/2023