



# TOTAL SOLD COPIES

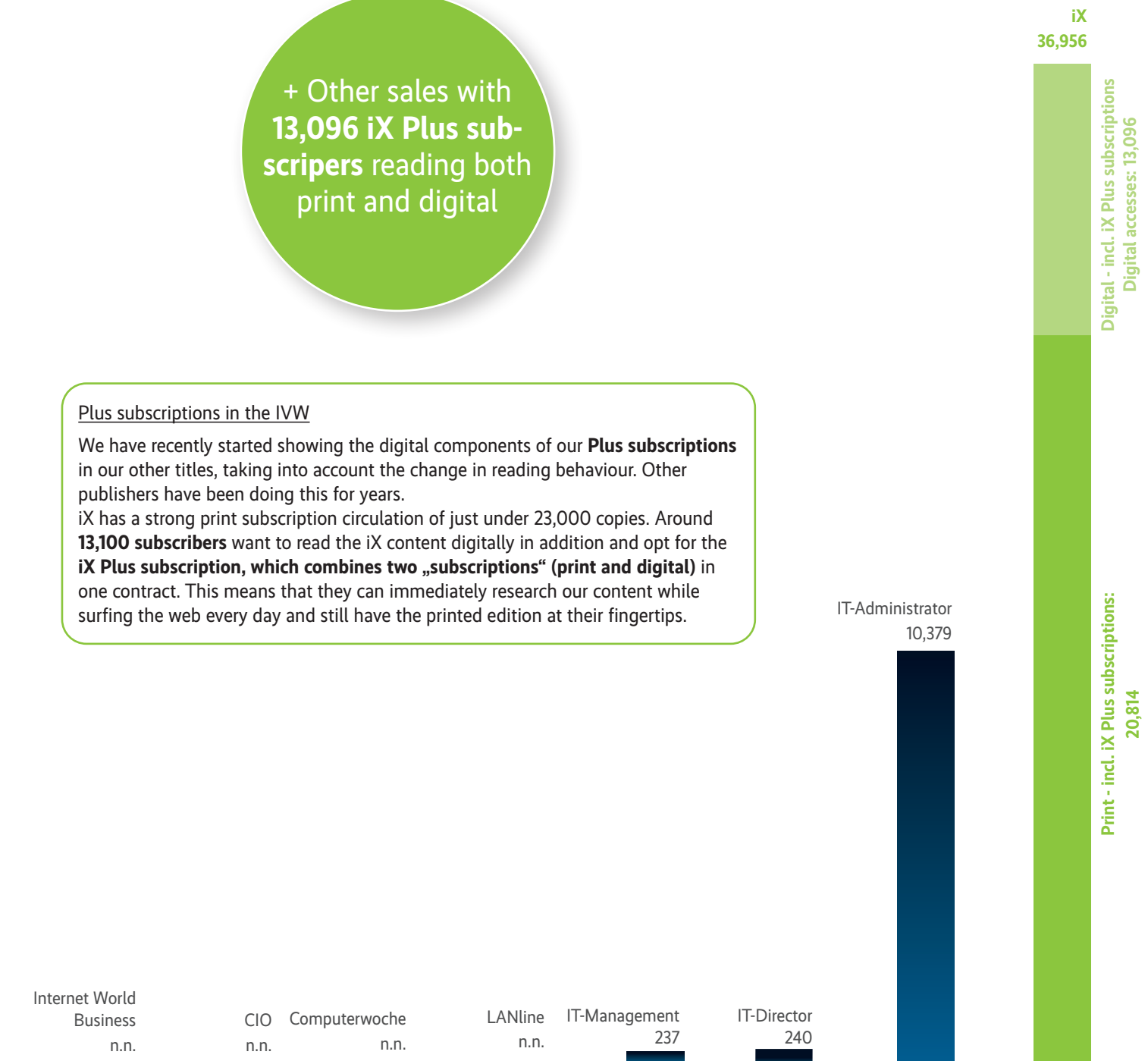
## IVW IV / 2023

+ Other sales with **13,096 iX Plus subscribers** reading both print and digital

### Plus subscriptions in the IVW

We have recently started showing the digital components of our **Plus subscriptions** in our other titles, taking into account the change in reading behaviour. Other publishers have been doing this for years.

iX has a strong print subscription circulation of just under 23,000 copies. Around **13,100 subscribers** want to read the iX content digitally in addition and opt for the **iX Plus subscription, which combines two „subscriptions“ (print and digital)** in one contract. This means that they can immediately research our content while surfing the web every day and still have the printed edition at their fingertips.



Source: IVW IV / 2023; iX, IT-Administrator incl. ePaper