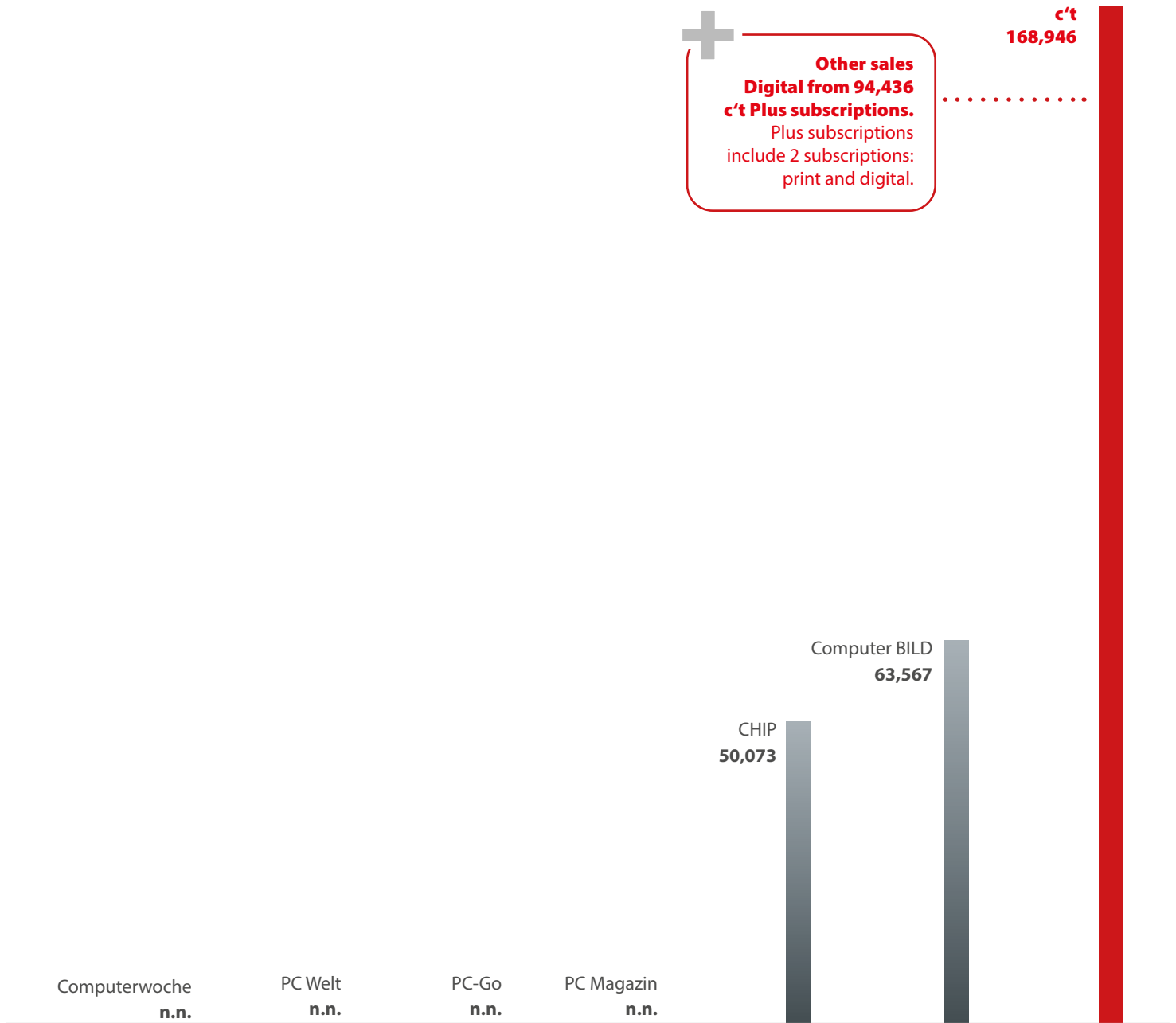




PAID SUBSCRIPTION + NEWSSTAND SALES

IVW I / 2024



	Computerwoche	PC Welt	PC-Go	PC Magazin	CHIP	Computer BILD	c't
Paid subscription	0	0	0	0	41,735	43,178	156,887
Newsstand sales	0	0	0	0	8,338	20,389	12,059
PS + NS	0	0	0	0	50,073	63,567	168,946

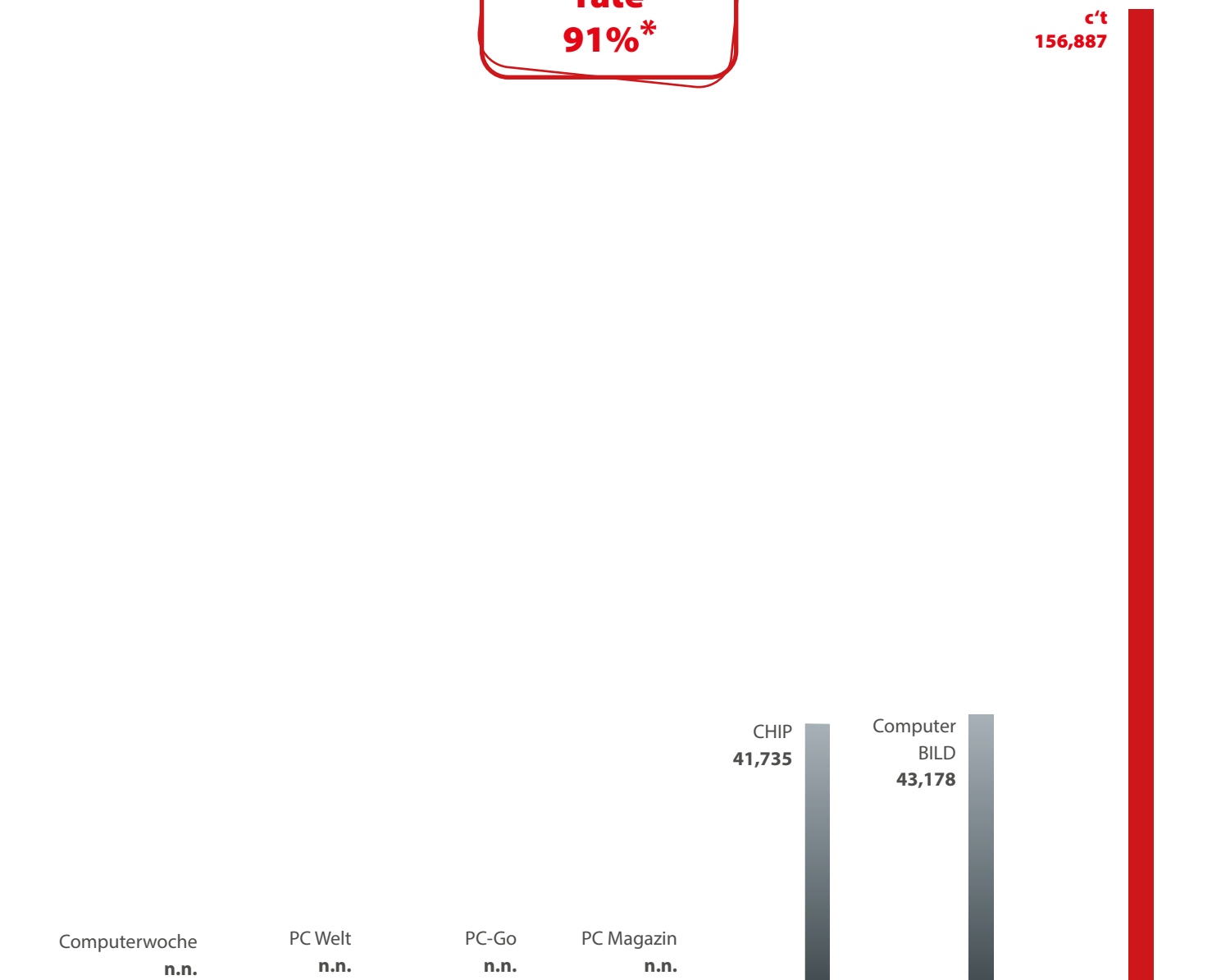
Source: IVW I / 2024; sold subscriptions and newsstand sales only (incl. ePaper)



PAID SUBSCRIPTION

IVW I/2024

**Subscription
rate
91%***



* Subscription rate print

Source: IVW I/2024



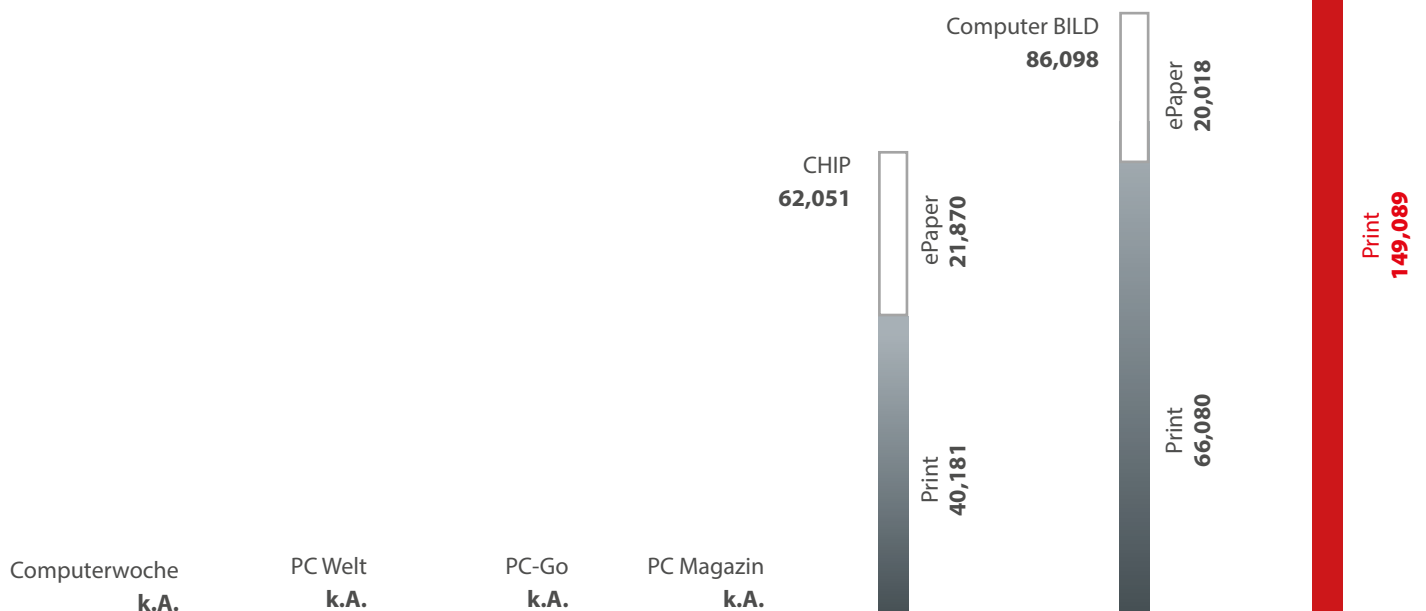
TOTAL SOLD COPIES

IVW I / 2024

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 156,887 copies, c't has a strong print subscription circulation. Around **94,436** 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 I / 2024