



TOTAL SOLD COPIES

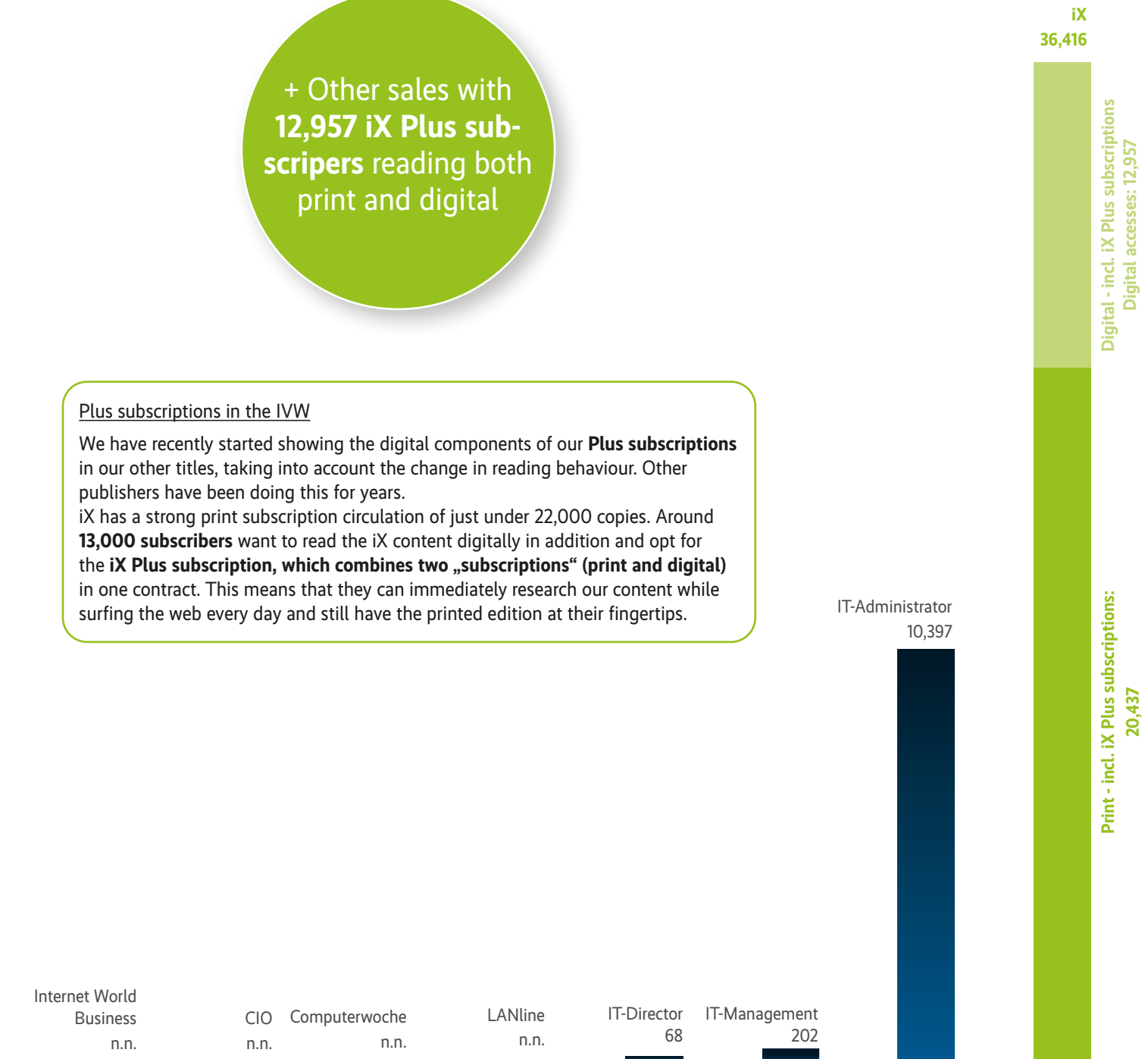
IVW I/2024

+ Other sales with **12,957 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 22,000 copies. Around **13,000 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 I/2024; iX, IT-Administrator incl. ePaper