

PAID SUBSCRIPTION + NEWSSTAND SALES

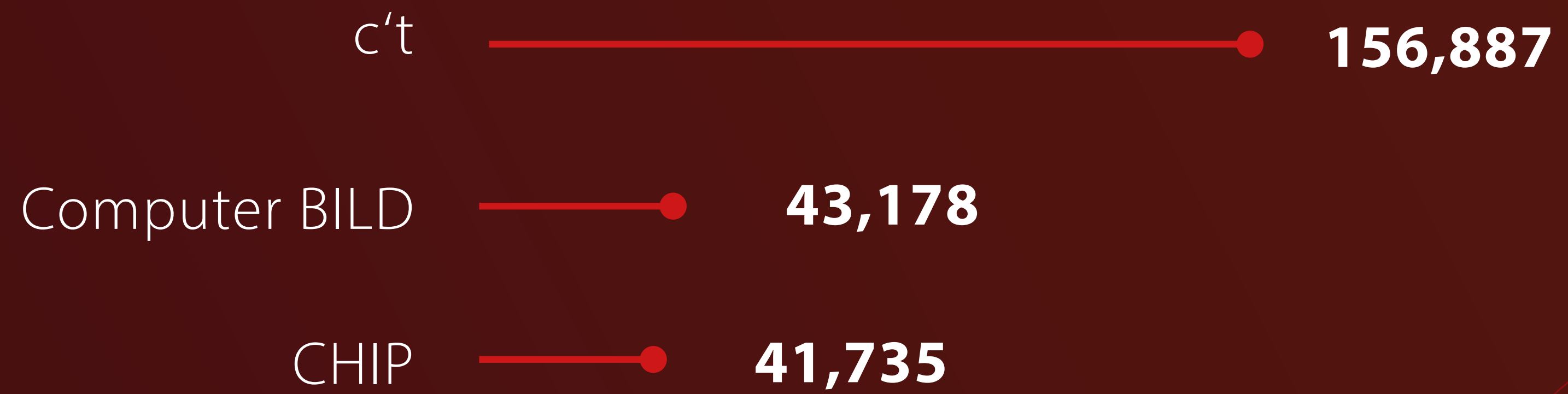


+ **Other sales**
Digital from 94,436
c't Plus subscriptions.
 Plus subscriptions include 2 subscriptions: print and digital.

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

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

PAID SUBSCRIPTION



**Subscription rate
91%***

* Subscription rate print

TOTAL SOLD COPIES



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.