

AWA 2024

iX has grown – by 41,000 readers. This makes us very happy and makes the CPM even more favorable for your media planning! Almost every second reader (41%) is a decisionmaker/ co-decision-maker in the company, with an increase of 16,000 readers. The readers of iX magazine are the print-loving IT experts at the interfaces in company-wide IT departments, at IT service providers and consultants, and in data centers. According to the AWA, they are young multipliers with a strong personality (40%) – on average 39 years old. The next generation of IT professionals appears to be slowly arriving, the hunger for further education is greater than before, the more than 57,000 readers correspond to an **increase of 30%**! The attitude behind it: Success at work is a personal motto for 72% of iX readers.

Take a look at the first figures - we are ready to get you excited about the printed and digital magazine, the docked app and our iX & Developer events. See you soon!

Your iX media team and Tarik El-Badaoui, Sales Manager iX & heise developer



278,000 readers per issue.

216,000 iX readers have a **HH net income** of more than 3,000 euros.

264,000 are comprehensive or selective **print-savvy** readers.

219,000 readers want to **stay up to date on** technical matters (index 262!).

110,000 are **multipliers** with strong personalities.

127,000 readers are **innovators / trendsetters** - they have high expectations of products and are often **brand-savvy**.



83,000 iX readers (30 %) hold a **management position**, are a **manager** in the company.

113,000 (41 %) are **decision-makers** / co-decision-makers for **operational investments**.

245,000 readers are interested in **professional development**.

64% have a **high propensity to spend** on technical devices (such as computers and televisions).

190,000 readers are prepared to pay more for good **quality**.

170,000 readers are **brand-savvy** – they are committed to very specific products.