

PAID SUBSCRIPTION + NEWSSTAND SALES

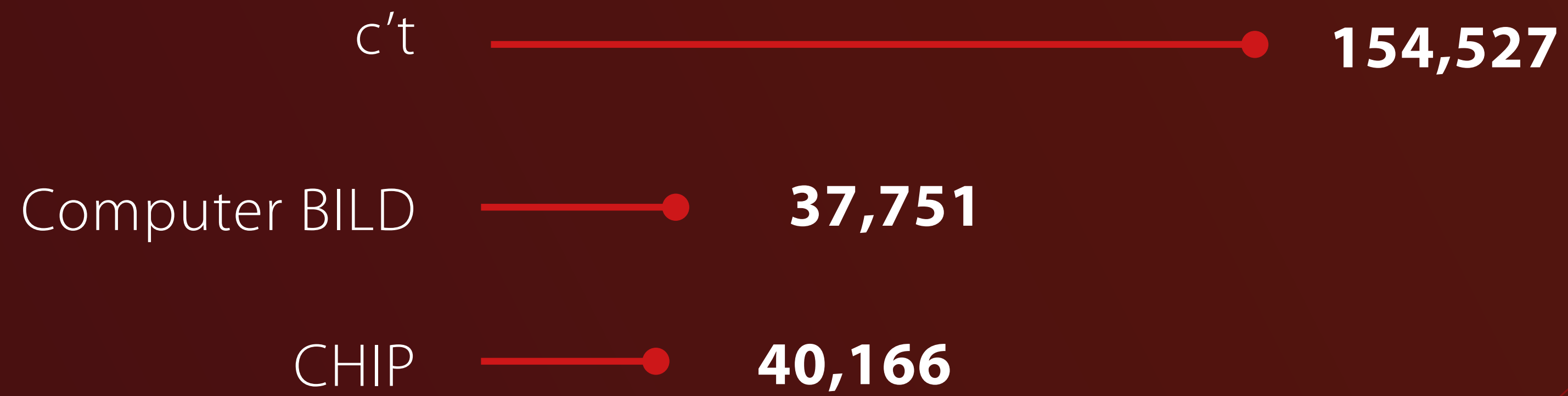


+

Other sales
Digital from 93,035
c't Plus subscriptions.
 Plus subscriptions include 2 subscriptions: print and digital.

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|-------------------|---------------|---------------|----------------|
| Paid subscription | 40,166 | 37,751 | 154,527 |
| Newsstand sales | 8,145 | 22,145 | 12,596 |
| PS + NS | 48,311 | 59,896 | 167,123 |

PAID SUBSCRIPTION



**Subscription rate
92%***

* Subscription rate print

Source: IVW II / 2024

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 154,527 copies, c't has a strong print subscription circulation. Around **93,035 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.