

FACTS 2024 – OUR TARGET GROUPS



278,000 readers per issue.



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



264,000 are readers with a broad **print focus**.



162,000 readers are **heavy readers**, they read almost all pages and that intensively.



132,000 readers give advice more often and are considered **experts**.



219,000 readers always want to be **up to date** in technical matters (index 262!).



97,000 readers read **targeted**, in search of important information.



131,000 are **workaholics** who are fully absorbed in their profession.



245,000 readers are interested in **advanced vocational training**.



32 % visit fairs and **exhibitions**.



30 % of the readers are **ready for career**: 25–39 years



199,000 readers consider **success in the job** to be important and worthwhile.



83,000 readers (30 %) occupy a **leadership position**, are **executives** in the company.



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



110,000 are **multipliers** and **advisors**.



262,000 readers decide on the purchase of **computers/accessories**.



64% show a **high willingness to spend** on technical equipment (like computer and TV).



47 % of the readers show a high willingness to spend on **mobile phones** and **smartphones**.



FACTS 2024 – OUR TARGET GROUPS



127,000 readers belong to the **innovators and trendsetters** – they have high demands in products and are often **brand-aware**.



117,000 readers in addition are among the **early adopters** – they want to be first in testing.



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



178,000 readers focus their spending on **computers and televisions**.



What readers want:

57,000 Laptop, Notebook

59,000 Tablet PC

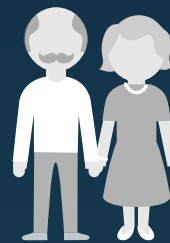
146,000 Computer accessories

130,000 Smartphones

24,000 TV of the newest generation



211,000 readers are interested in **money / capital investments**.



214,000 readers are interested in **private retirement** provision.



42,000 readers are interested in **equity funds**.



85 % of the readers are **keen to travel**.



50 % like to spend money on **hobbies**.



For **21 %** the **car** is particularly important when it comes to spending.



50 % have a strong interest in a **healthy diet** and **lifestyle**.



Every third reader would spend a lot of money on the best of the best.

But:

62,000 readers buy where it's cheapest.



34 % of all readers are **Fair Trade** oriented,

47 % want **durable** products.



170,000 readers have an **affinity for brands** – they find that brands often offer good guidance.