

# FACTS 2024

## Our target groups

**338,000 readers** per issue



**The typical Mac & i reader** is on average **39.7 years** old.



**45%** are **highly educated** / have completed (technical) university studies (*index 223*).



**The typical Mac & i reader** has an average **HH net income** of 4,747 euros.



**318,000 readers** have a comprehensive or selective **print focus**.



**183,000 readers** give advice more often and are considered **experts**.



**127,000 readers** belong to the **innovators / trendsetters**.



**202,000 readers** have an **affinity for brands** – they prefer certain brands.



**49%** find that there are distinctive, **strong brands** with power to impress.



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**55%** show a **high willingness to spend** on technical devices (such as computers and televisions).



**315,000 readers** decide on the **purchase of computer/accessories**.



**181,000 readers** are planning to buy a **smartphone**.



**259,000 readers** want to **stay up to date** on technical matters (*index 253!*).



**244,000 readers** are willing to pay more for good **quality**.



**47%** like to spend money on **hobbies**.



**163,000 readers** are **heavy readers**, they read almost all the pages and intensively.



**58%** attach great importance to **being thoroughly informed** in order to better understand backgrounds and contexts.



**42%** always get interesting suggestions and **ideas** when reading magazines.



**48%** are flexible and enjoy reading longer texts on **screen as much as on paper**.

