

# FACTS 2024

## Our target groups

261,000 readers per issue



The typical c't Fotografie reader is **50.9 years** old on average.



**54%** have a **higher education**.



**72,000** are more likely to be **practitioners** with a completed vocational training.



The typical c't Fotografie reader has an average **HH net income** of 4,583 Euro.



**134,000 readers** belong to the **innovators / trendsetters** (index 339).



**147,000 readers** have an **affinity for brands** – they prefer certain brands.



**46%** find that there are distinctive, **strong brands**.



**246,000 readers** are **passionate about photography** (frequently + occasionally).



**258,000 readers** have a comprehensive or selective **print focus**.



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

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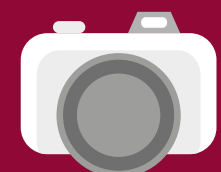
## Our target groups



**121,000 readers** show a **high willingness to spend** on cameras, lenses, photographic equipment.



**231,000 readers** decide on the **purchase of computer/accessories**.



**39,000 readers** are planning to **buy a high-quality digital camera**.



**161,000 readers** want to **stay up to date** on technical matters (*index 205!*).



**207,000 readers** are willing to pay more for **good quality**.



**52%** say explicitly that they **enjoy reading magazines**.



**49%** like to spend money on **hobbies**.



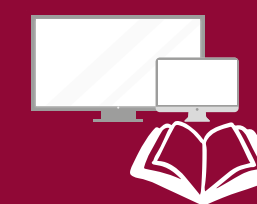
**179,000 readers** are **heavy readers**, they usually read very thoroughly, especially the longer articles.



**72%** attach great importance to **being thoroughly informed** in order to better understand backgrounds and contexts.



**180,000 readers** always receive interesting suggestions and **ideas** when reading magazines.



**44%** are flexible and enjoy reading longer texts on **screen as much as on paper**.