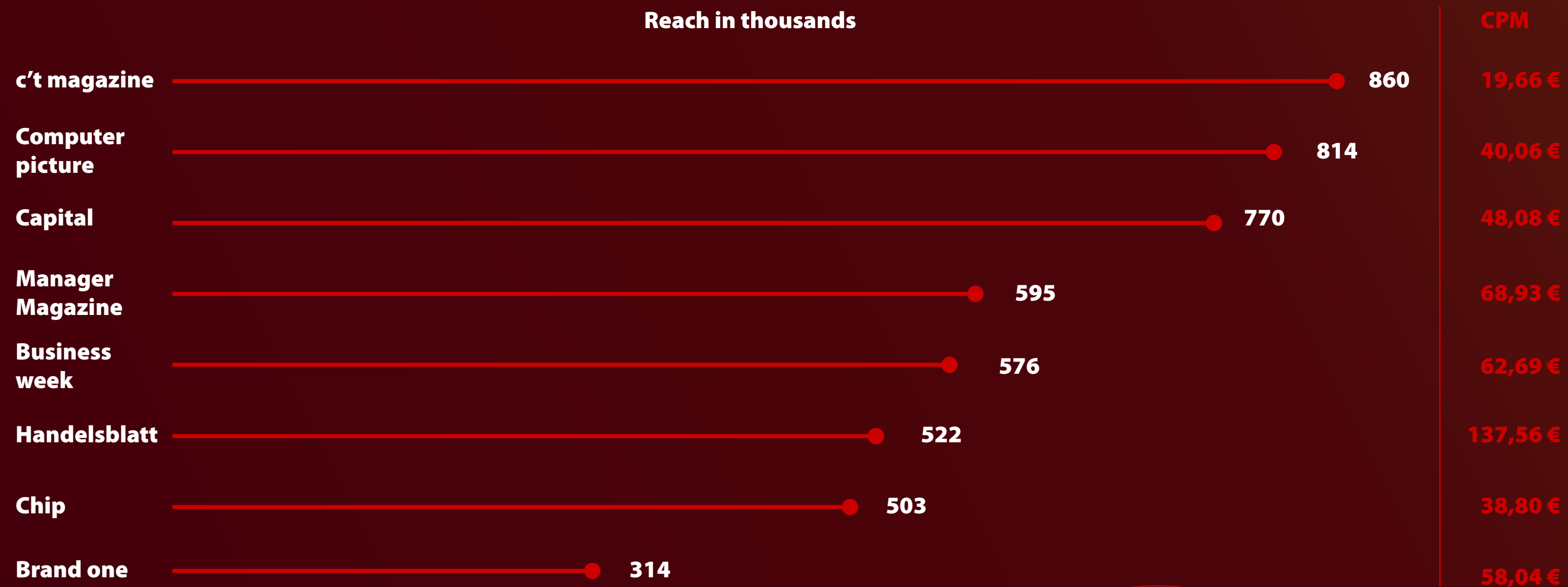


THE AWA 2024 – RANGE DECIDES

We have selected relevant decision-maker titles and compared them.
The result: Among all IT titles – including the top business titles – c't magazin is the winner in terms of reach.

One issue reaches
860,000 c't readers
– says the AWA 2024.



With the highest proportion of **decision-makers for computers/ accessories**, **95% of c't readers** decide on investments in this area both professionally and privately.

Almost **one in five** is a **TOP professional** in the **computer, EDP, IT** occupational field – far ahead of all other occupations.

Team players: The trend among the younger generation to work in flat hierarchies is also reflected in decision-making. More team decisions are in demand – the visible proportion of co-decisions is high in all titles. c't magazine readers lead the way with **241,000 readers**.

As a **decision-maker for company acquisitions and investments**, c't magazin, with **326,000 readers**, follows directly behind Capital and has a strong presence in this sector of business publications. And these readers have significant career potential: with an average age of 46, c't readers are the youngsters among decision-makers.