

# FACTS 2024

## Our target groups



**860,000 readers** per issue.



**610,000 readers** have **HH net income** of more than 3,000 euro.



**785,000** are readers with a broad **print focus**.



**445,000 readers** are **heavy readers**, they read almost all pages and that intensively.



**418,000 readers** give advice more often and are considered **experts**.



**619,000 readers** always want to be **up to date** in technical matters (index 239!).



**275,000 readers** read **targeted**, in search of important information.



**367,000** are **workaholics** who are fully absorbed in their profession.



**664,000 readers** are interested in **advanced vocational training**.



**30 %** visit fairs and **exhibitions**.



**236,000 readers** are **ready for career**: 25–39 years



**590,000 readers** consider **success in the job** to be important and worthwhile.



**232,000 readers** occupy a **leadership position**, are **executives** in the company.



**326,000** are **decision-makers/ co-decision-makers** in **corporate investments**.



**322,000** are **multipliers** and **advisors**.



**817,000 readers** decide on the purchase of **computers/accessories**.



**60%** show a **high willingness to spend** on technical equipment (like computer and TV).



**More than every second reader** shows a high willingness to spend on **mobile phones** and **smartphones**.

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**341,000 readers** belong to the **innovators and trendsetters** – they have high demands in products and are often **brand-aware**.



**380,000 readers** in addition are among the **early adopters** – they want to be first in testing.



**653,000 readers** are willing to pay more for good **quality**.



**519,000 readers** focus their spending on **computers and televisions**.



### What readers want:

**169,000** Laptop, Notebook

**128,000** Tablet PC

**359,000** Computer accessories

**464,000** Smartphones

**46,000** Video, Hifi, speaker, home cinema

**71,000** TV of the newest generation

**30,000** VR glasses



**584,000 readers** are interested in **money/capital investments**.



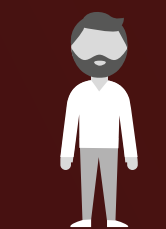
**590,000 readers** are interested in **private retirement provision**.



**125,000 readers** are interested in **equity funds**.



**80 %** of the readers are **keen to travel**.



**53 %** like to spend money on **hobbies**.



For **29 %** the **car** is particularly important when it comes to spending.



**51 %** 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:

**306,000 readers** buy where it's cheapest.



**27 %** of all readers are **Fair Trade** oriented,

**53 %** want **durable** products.



**510,000 readers** have an **affinity for brands** – they find that brands often offer good guidance.