

 heise online

LAE 2024

Data, numbers, facts

READER ANALYSIS DECISION-MAKERS

The exclusive market media study for business-to-business communication

The LAE (Key analysis of media use by decision-makers in business and administration) has been published annually since 2011 and therefore always provides up-to-date information on the target groups and advertising media it contains. The LAE specifics are special: with just under 8,000 respondents, the LAE's "small" basic population of around three million decision-makers also makes very specific target groups visible and plannable. The LAE continues to attach great importance to the valid representation of the decision-maker target groups in business and administration.

New in 2024 is the focus on new relevant information platforms such as podcasts.

Its USP: The LAE is the only study that depicts the exclusive decision-maker target group with such precision and with the high number of 7,840 decision-makers surveyed, making it highly relevant for B2B communication planning in particular. This is also confirmed by planners in media agencies. According to surveys conducted by the association Die Mediaagenturen*, two-thirds of planners repeatedly rate the LAE as very important to important for their work.

EXCLUSIVE TARGET GROUP

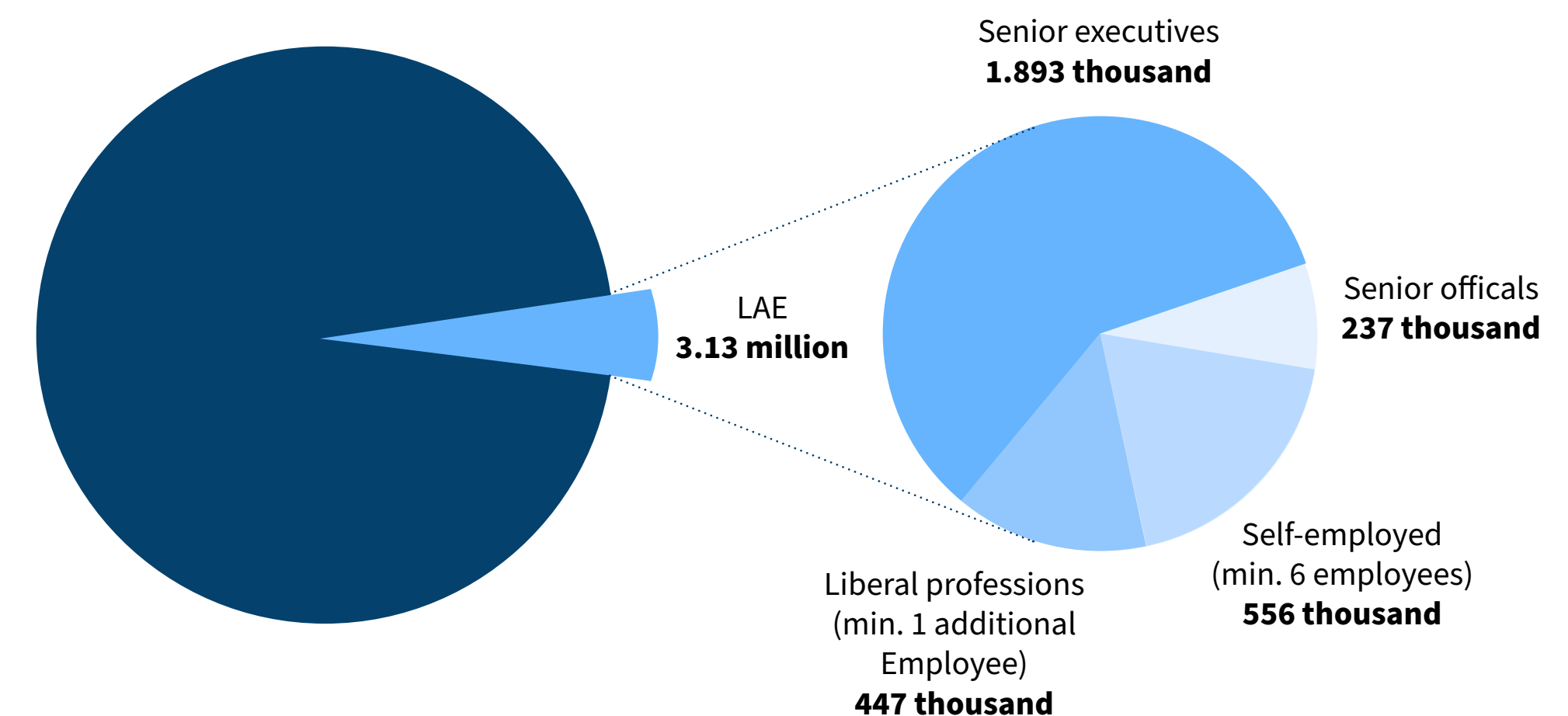
Focus on the real decision-makers in business and administration

EXCLUSIVE KNOWLEDGE

Unique study that describes decision-making processes in companies and B2B markets in detail

EXCLUSIVE MEDIA

Focus on the print media relevant to decision-makers and their online offerings



Our users in the B2B environment

PERSONA
TRAINING AREA
INDUSTRIES
UN-SIZES
PROFESSIONAL POSITION

The professional decision-maker on heise online

heise online reaches 368,000 B2B decision-makers. These are predominantly male, 25% of users are under 40 years old. They are highly educated, with more than half having a university or college degree.

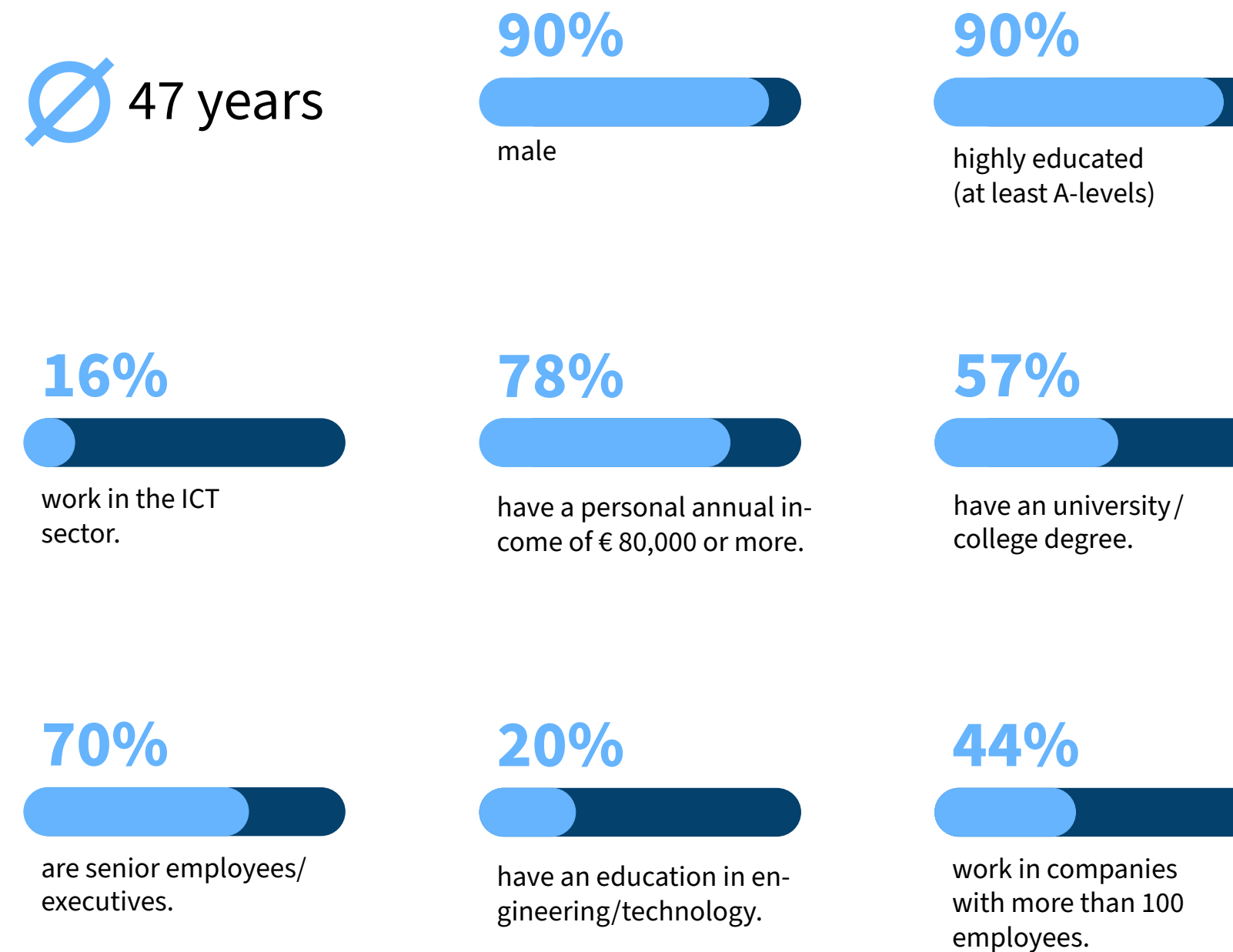
The educational backgrounds of our users are diverse: apart from computer science, engineering/technology and business/law, users have an education in the natural sciences/medicine or a commercial education.

Just under a fifth of users work in the ICT industry. Other sectors in which heise online users are active are healthcare and social services, metal/mechanical engineering and the manufacture of data processing equipment.

70% of users are senior executives, predominantly in corporate and management (26%), HR/Human Resources (28%) and IT/Data Processing (28%).

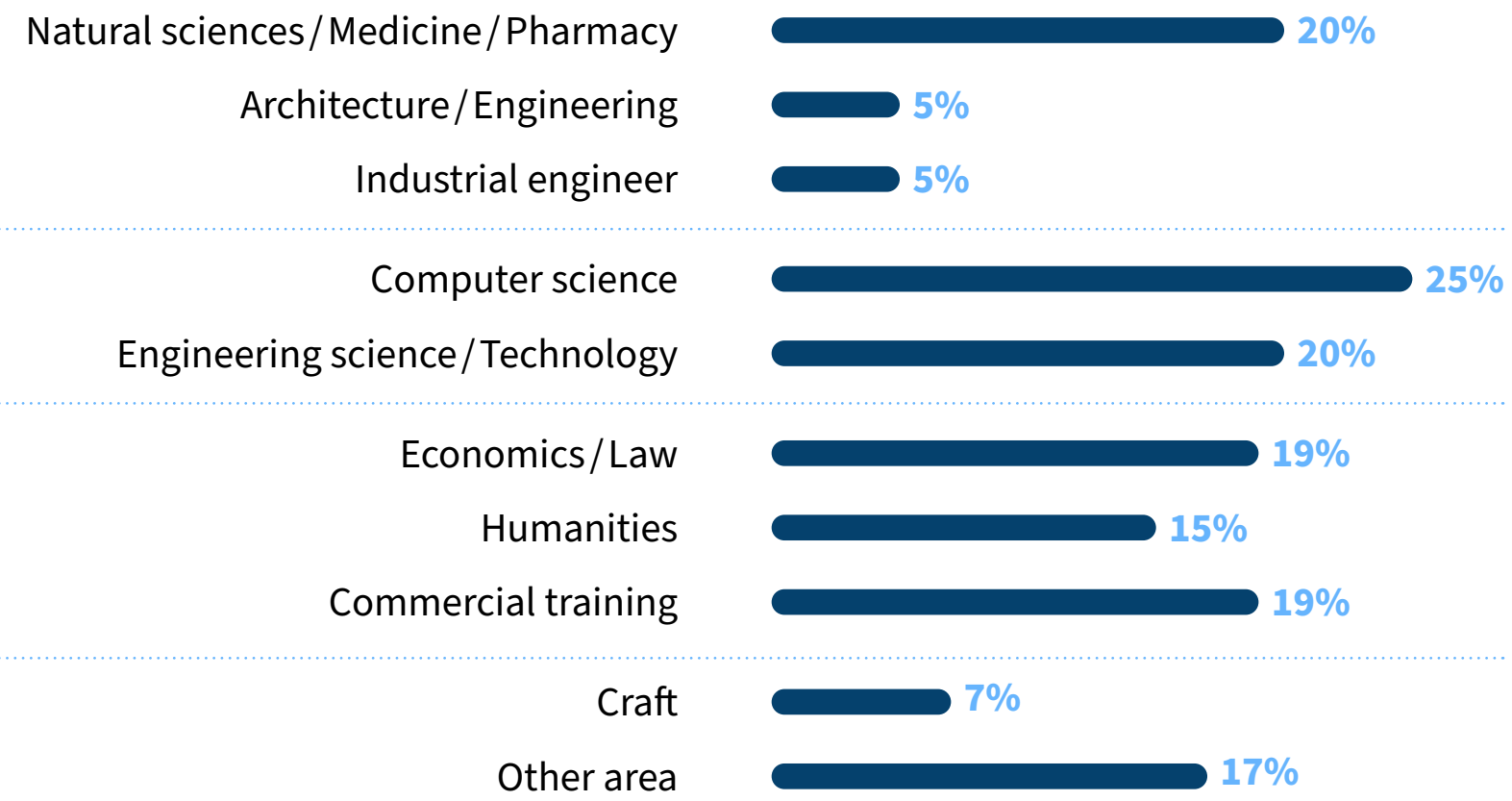
83% are ICT decision-makers, 76% are sole/co-decision-makers – in the area of administration/organisation/IT.

Decision maker B2B



Source: LAE 2024, population heise online incl. apps; the respective share of the user base is shown

Training area



Company size



Industries



Source: LAE 2024, population; the respective share of the heise online user base is shown

Professional position

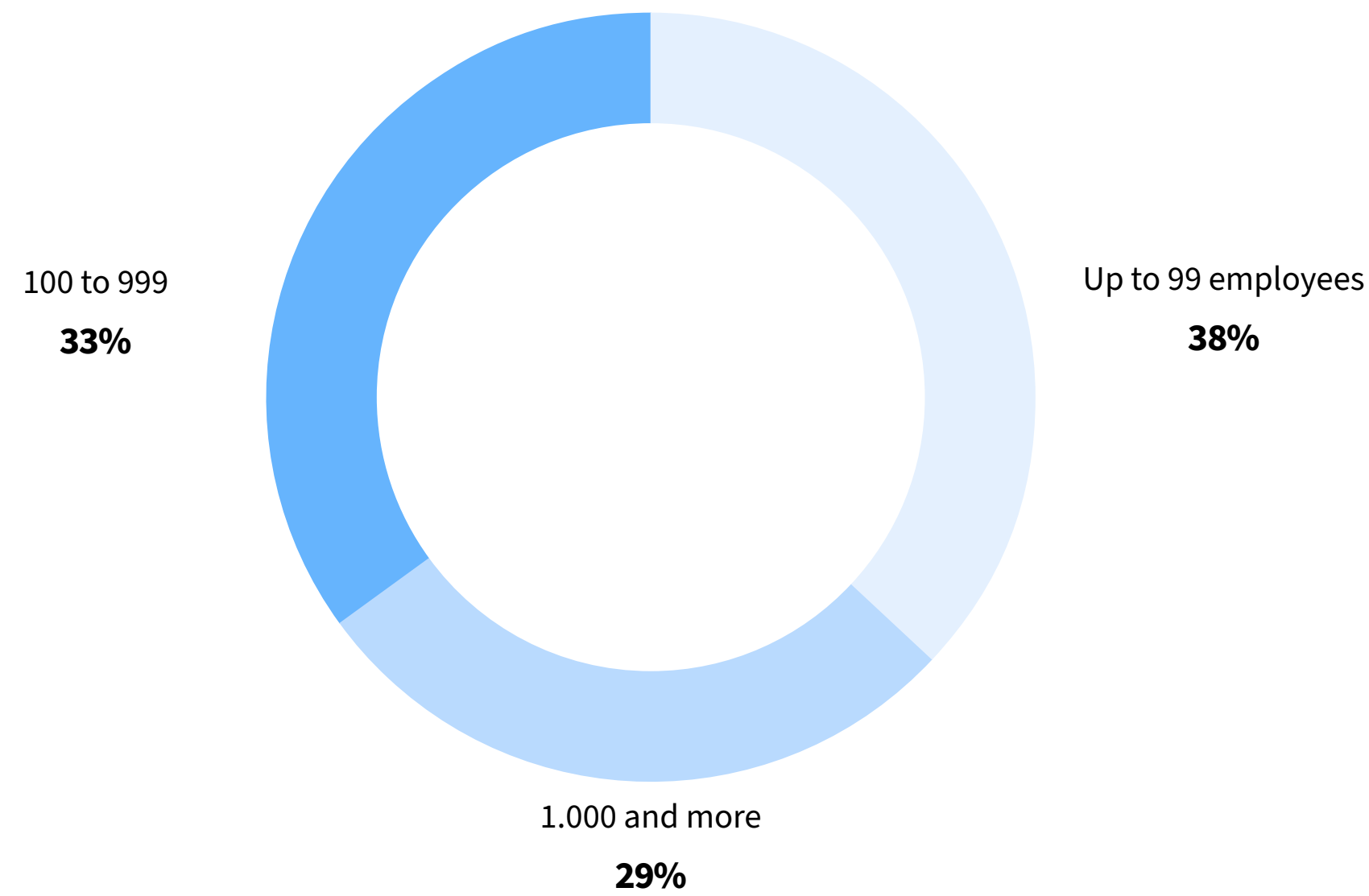
Self-employed 14%

Liberal professions 5%

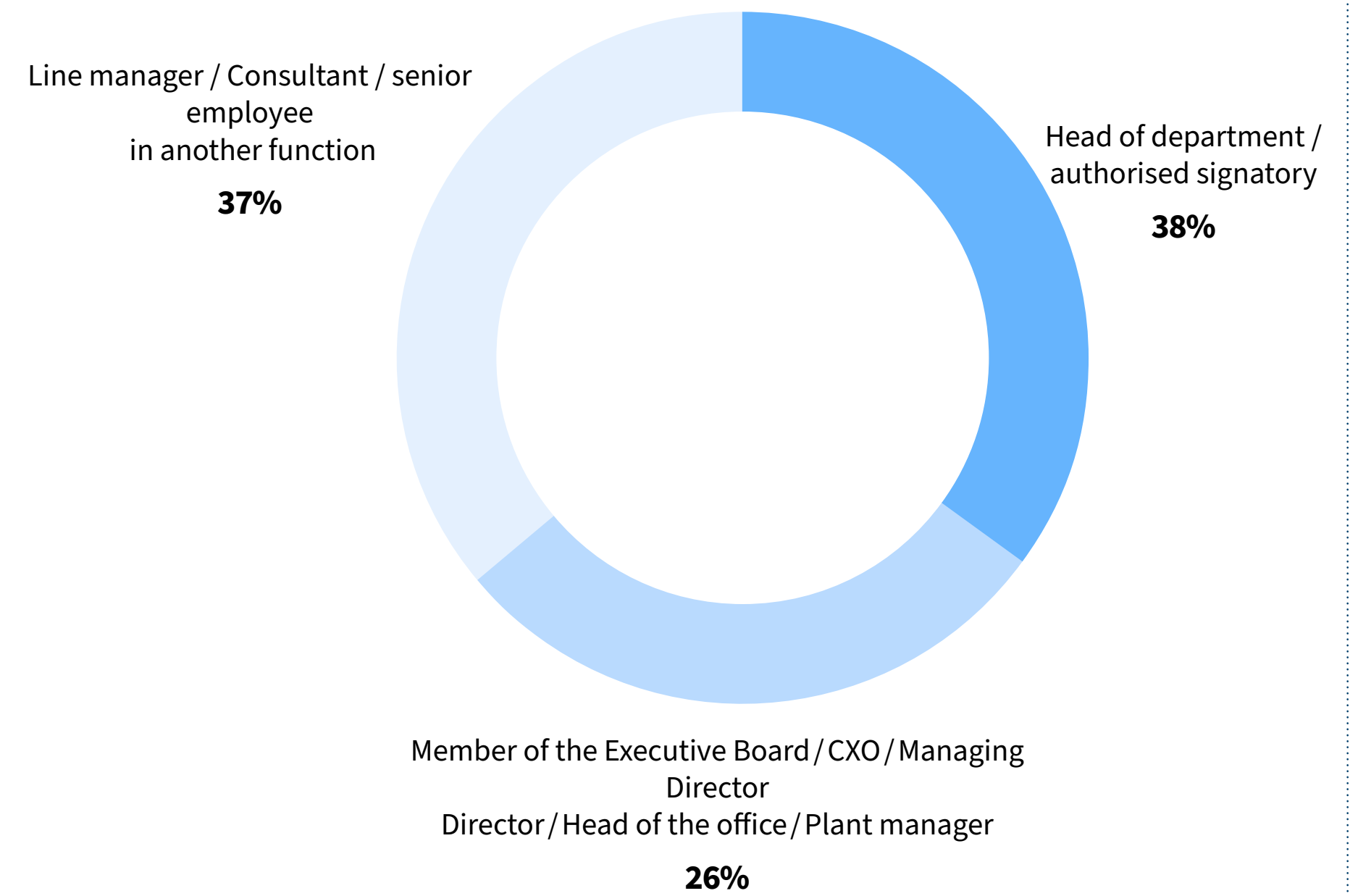
Senior executives 70%

Civil servants 11%

Senior executives by company size*



Senior executives by function*



*Pre-filter senior executives, heise online 259 thousand users

Source: LAE 2024, population; the respective share of the heise online user base is shown

Professional position

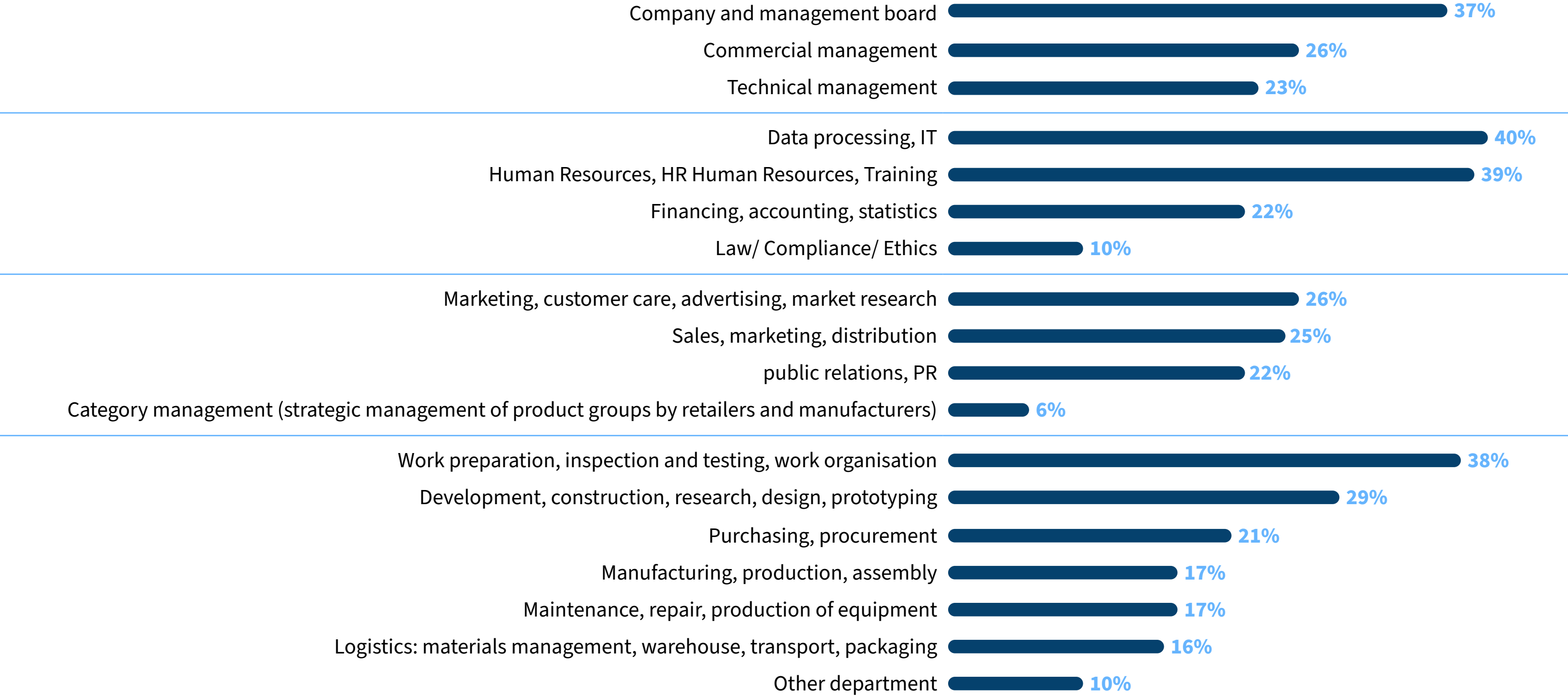
Self-employed 14%

Liberal professions 5%

Senior executives 70%

Civil servants 11%

Overall or sub-area management by work area*



*Pre-filter senior executives, heise online 259 thousand users

Source: LAE 2024, population; the respective share of the heise online user base is shown

Senior executives

OVERALL OR SUB-AREA MANAGEMENT ACCORDING TO WORK AREAS

heise online users decide, advise and make decisions for acquisitions, for strategic orientations and for subsequent investment decisions alone or as part of a team. On closer inspection, they have a firm place in all areas of work within the management levels.

The top management level, as the highest level of management or leadership, is responsible for the course a company takes - across all company sizes. The positions range from CEO to CIO, from the Board of Directors to the President of the Executive Board - all of whom are authorised signatories.

heise online plays a leading role in the high-calibre canon of digital decision-maker media. This is visible both in the index and in the composition of the user base.

Note:

The affinity is shown as an index and is a measure of the target group proximity of the medium or media plan.

Reading example: An index of 122 means, for example, that the share of the target group in the medium in question is 22% higher than in the defined population.

(Source Medimach)

Overall or sub-area management according to work areas:

Company and management

	Index	Share in per cent
brandeins.de	122	30
capital.de	134	33
heise.de	105	26
faz.net	120	29
focus.de	111	27
handelsblatt.com	132	32
manager-magazin.de	135	33
spiegel.de	110	27
stern.de	113	28
Süddeutsche.de	109	27
welt.de	125	31
wirtschaftswoche.de	136	33
zeit.de	116	28

Source: LAE 2024, population; the respective share of the user base and the respective index are shown

Overall or sub-area management according to work areas:

Commercial management / executive board

	Index	Share in per cent
brandeins.de	119	24
capital.de	135	27
heise.de	90	18
faz.net	119	24
focus.de	112	23
handelsblatt.com	139	28
manager-magazin.de	134	27
spiegel.de	112	23
stern.de	115	24
Süddeutsche.de	111	23
welt.de	126	26
wirtschaftswoche.de	135	27
zeit.de	115	23

Within the area of commercial management and leadership, heise online users are also average good at filling **key positions** such as CFO in large companies. The functional areas cover finance and accounting including taxes, controlling, IT and human resources. Just under a fifth of users work in this area.

Overall or sub-area management according to work areas:

Technical management / executive board

	Index	Share in per cent
brandeins.de	115	15
capital.de	122	16
heise.de	123	16
faz.net	125	16
focus.de	115	15
handelsblatt.com	139	18
manager-magazin.de	140	19
spiegel.de	112	15
stern.de	123	16
Süddeutsche.de	113	15
welt.de	126	17
wirtschaftswoche.de	138	18
zeit.de	118	16

In the professional environment of technical management and leadership, heise online users can make their mark in B2B: The proportion of technical directors, technical directors or chief technology officers (CTO) among users is **23 per cent higher than in the target group population.**

Source: LAE 2024, population; the respective share of the user base and the respective index are shown

Overall or sub-area management according to work areas:

Data processing, IT

	Index	Share in per cent
brandeins.de	142	23
capital.de	142	23
heise.de	175	28
faz.net	119	19
focus.de	123	20
handelsblatt.com	134	21
manager-magazin.de	148	24
spiegel.de	112	18
stern.de	115	18
Süddeutsche.de	118	19
welt.de	122	19
wirtschaftswoche.de	151	24
zeit.de	112	18

When it comes to the **heart of a company**, it is usually at the top management level. This is where the decision-makers work and heise online has an impressive 28% of them. across all company sizes, the index shows the strong position – in comparison to other leading offerings.

Overall or sub-area management according to work areas:

Purchasing, procurement

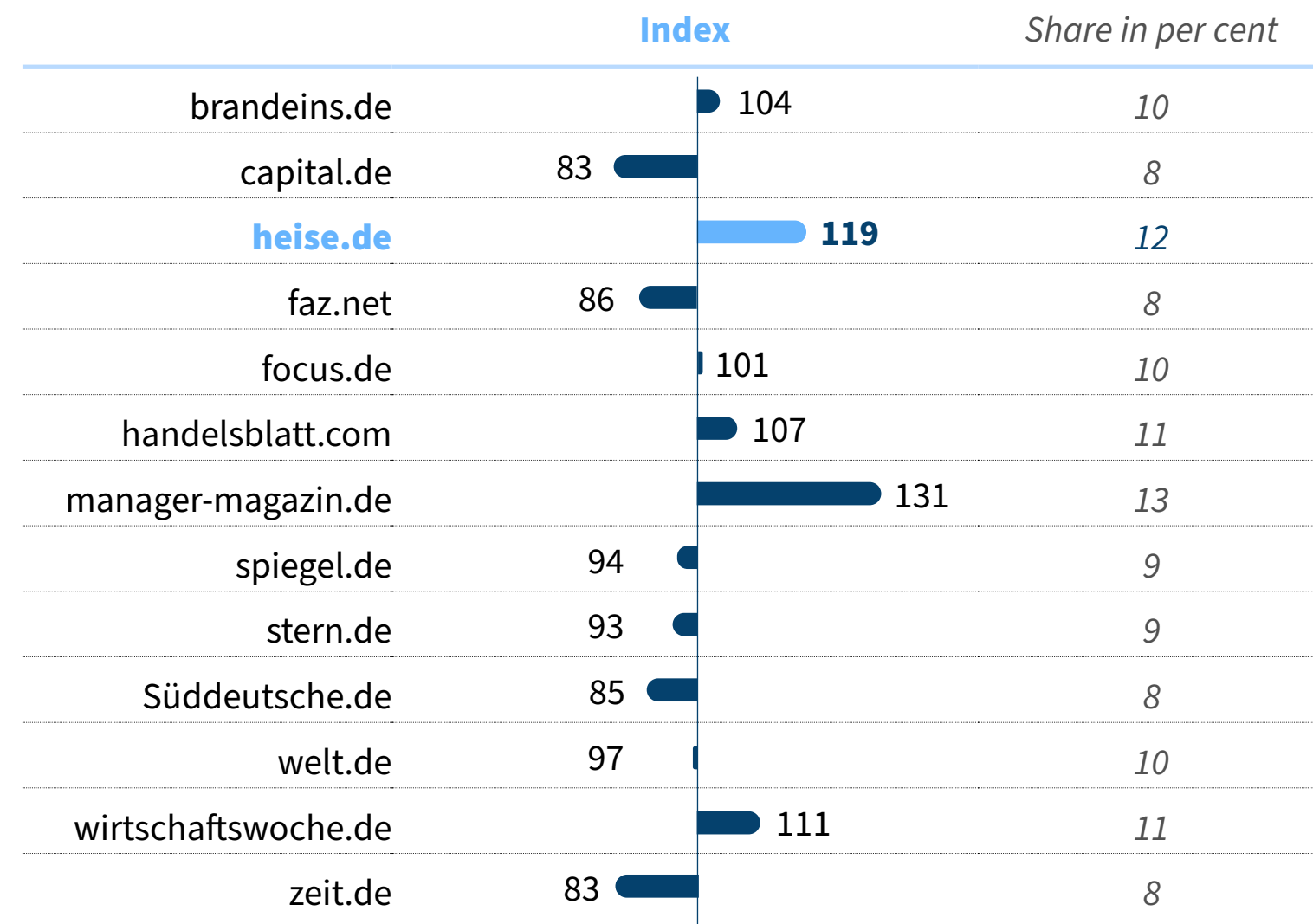
	Index	Share in per cent
brandeins.de	120	20
capital.de	129	21
heise.de	90	15
faz.net	109	18
focus.de	120	20
handelsblatt.com	129	22
manager-magazin.de	127	21
spiegel.de	106	18
stern.de	122	20
Süddeutsche.de	108	18
welt.de	126	21
wirtschaftswoche.de	134	22
zeit.de	112	19

In this area, which fulfils a **central function**, negotiating skills are required: Here, the decision is made about the channels that will be used for purchases and the conditions are negotiated hard. One in five heise online users belongs to this target group. Any company that can score points with them with its products has **secured a volume buyer**.

Source: LAE 2024, population; the respective share of the heise online user base and the respective index are shown

Overall or sub-area management according to work areas:

Manufacturing, production, assembly

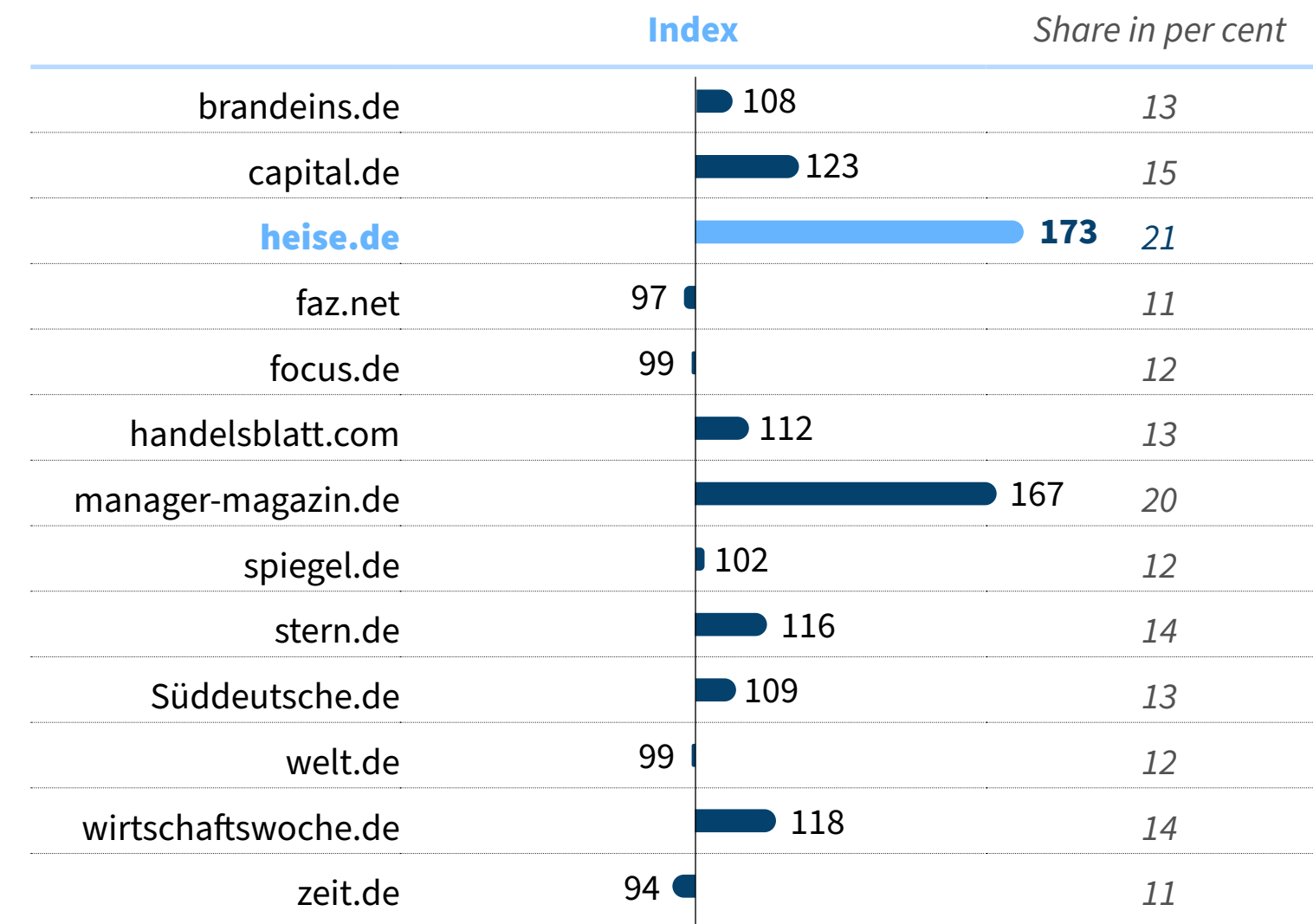


Industry 4.0 is the keyword. Overall, the LAE shows that almost every twelfth decision-maker is responsible for the **work area at the base of** a company – heise online is above the average. The LAE proves that **heise online users, as B2B decision-makers, also play a decisive role in determining** which technical equipment is used **in this area**: From robotics and further AI to digitalisation and quality assurance in production areas. The field of possible key technologies and standards is broad.

Source: LAE 2024, population; the respective share of the heise online user base and the respective index are shown

Overall or sub-area management according to work areas:

Development, construction, research, design, prototyping



While almost one in three decision-makers work in IT, every one in five heise online users is involved in brainstorming. The users are **part of the think tanks**: they lead the development of ideas in collaboration with marketing, research new materials, possible applications and production alternatives. Prototypes are built and developed further in these departments. Whoever has a leading position in this area of the company **decides on the software and hardware to be used**, such as test programmes, CAD/CAM programmes, 3D technologies or the use of digital twins. Digitalisation, AI and energy efficiency are **key topics**.

Decision maker

DECISION-MAKERS heise online users in detail

Sole/delegation/co-decision-maker

Extract of individual decision-maker groups compared to the competition

KEY TOPICS FOR DECISION-MAKERS

Future topics / Company topics / Media group podcasts

Sole/delegation/co-decision:

Company and management board



Administration, organisation, IT



Finances



Sales, Marketing



Production, logistics, materials management



R&D, construction



****"ITK DECISION-MAKERS"**
at least in one of the areas
- "IT Total" or
- "Communication systems, such as telephone systems" or
- "Smartphone, mobile phone"
competent

*****"IT TOTAL"**
at least in one of the areas
- "IT hardware (e.g. desktop PC, notebook, tablet, server, switches)" or
- "Software licences, cloud services" or
- "IT services and consulting"
competent

Source: LAE 2024, population;
the respective share of the heise online user base is shown

Sole/delegation/co-decision-maker Administration, organisation, IT:

ICT decision-makers (overall IT, communication systems)

	Index	Share in per cent
brandeins.de	103	72
capital.de	105	74
heise.de	108	76
faz.net	103	72
focus.de	106	74
handelsblatt.com	106	74
manager-magazin.de	104	73
spiegel.de	106	75
stern.de	108	76
Süddeutsche.de	103	72
welt.de	103	73
wirtschaftswoche.de	106	75
zeit.de	103	73

Not surprising, but clear – the heise online user has 76% ICT decision-makers in its ranks - an above-average target group affinity, as the index proves. And **leading in comparison**. Anyone who wants to reach these decision-makers **in a budget-efficient way** is in good hands at heise.de.

The LAE summarises the following product areas under the **generic term ICT**:

- IT hardware (e.g. desktop PC, notebook, tablet, server, switches)
- Software licences, cloud services or
- IT services and consulting
- Communication systems, such as telephone systems, smartphones, mobile phones

Source: LAE 2024, population; the respective share of the user base and the respective index are shown

Sole/delegation/co-decision-maker Administration, organisation, IT:

Total IT (IT hardware, software, Internet)

	Index	Share in per cent
brandeins.de	104	70
capital.de	105	71
heise.de	109	74
faz.net	102	69
focus.de	107	72
handelsblatt.com	106	71
manager-magazin.de	104	70
spiegel.de	108	72
stern.de	109	73
Süddeutsche.de	103	70
welt.de	104	70
wirtschaftswoche.de	107	72
zeit.de	104	70

What applies to ICT decision-makers is directly applicable to the decision-maker for IT as a whole! They decide on all hardware and software, including digital solutions, but are not responsible for means of communication.

The LAE summarises the following product areas under the **generic term IT**:

- IT hardware (e.g. desktop PC, notebook, tablet, server, switches)
- Software licences, cloud services or
- IT services and consulting

Sole/delegation/co-decision-maker Administration, organisation, IT:

IT hardware (e.g. desktop PC, notebook, tablet, server, switches)

	Index	Share in per cent
brandeins.de	92	57
capital.de	103	64
heise.de	105	65
faz.net	101	62
focus.de	108	66
handelsblatt.com	104	64
manager-magazin.de	96	59
spiegel.de	107	66
stern.de	109	67
Süddeutsche.de	102	63
welt.de	104	64
wirtschaftswoche.de	105	65
zeit.de	102	63

65% of heise online users in their role as B2B decision-makers focus on the heart of the company – the hardware equipment. So **that the future of the company stands securely on a solid foundation.**

Source: LAE 2024, population; the respective share of the user base and the respective index are shown

Sole/delegation/co-decision-maker Administration, organisation, IT:

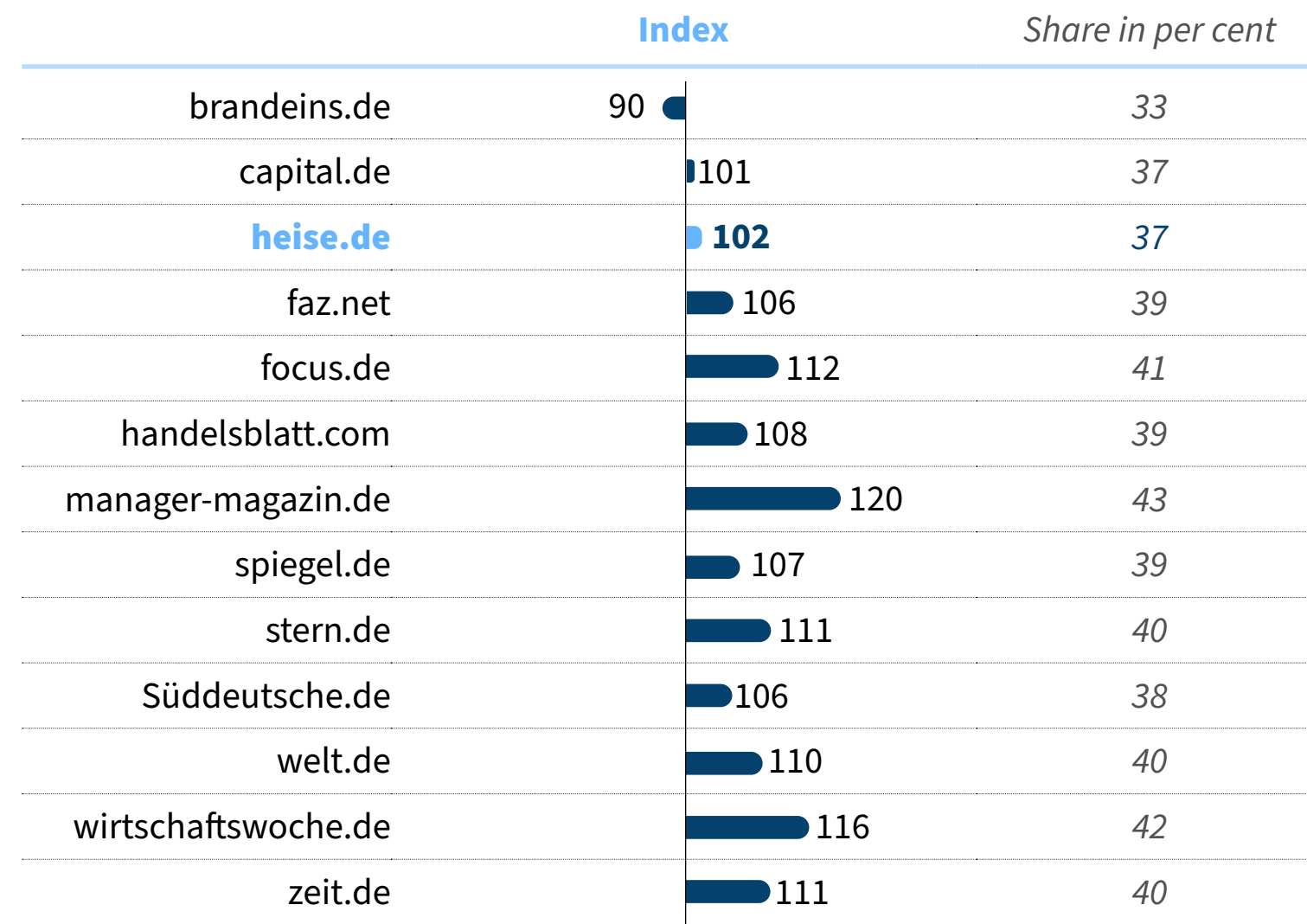
Software licences / Cloud services

	Index	Share in per cent
brandeins.de	104	60
capital.de	102	59
heise.de	110	63
faz.net	103	59
focus.de	108	62
handelsblatt.com	107	61
manager-magazin.de	100	57
spiegel.de	110	63
stern.de	108	62
Süddeutsche.de	103	59
welt.de	103	59
wirtschaftswoche.de	106	61
zeit.de	102	59

Deciding on software solutions to be used, value-adding co-operations with IT service providers and consultants – this is part of **everyday life** for **63% of heise online users.**

Sole/delegation/co-decision-maker sales/marketing:

Measures in the area of sustainability

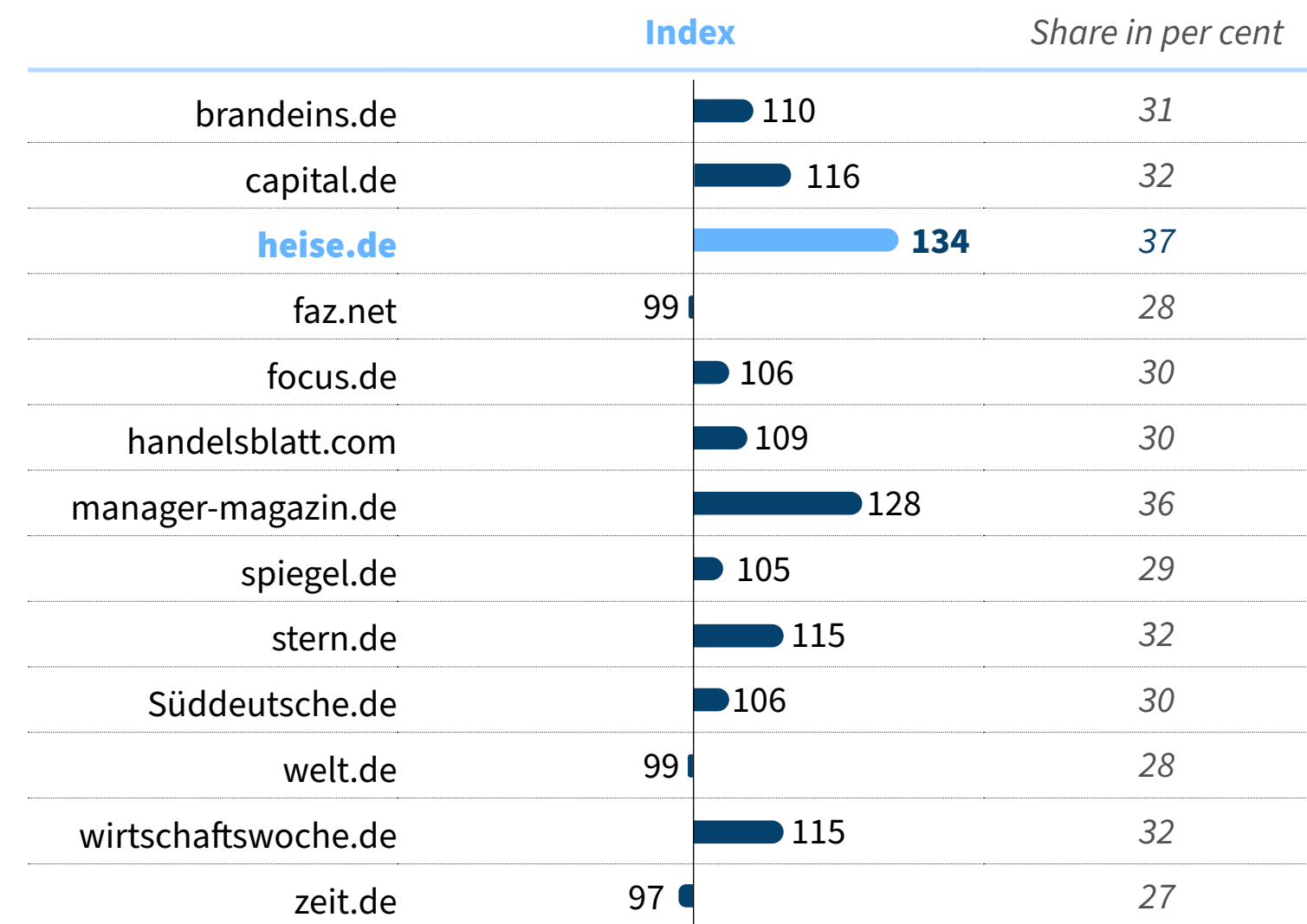


There is potential here: In general, heise online users **take** the importance of **sustainability in the company very seriously** in their responsibility as managers. It is rated as very important by 48% and as at least important by 89%. However, it takes time to take the appropriate measures. A third of users are already **well on the way**.

Source: LAE 2024, population; the respective share of the user base and the respective index are shown

Sole/delegation/co-decision-maker R&D, construction:

Research and development/construction



Decision-makers who have a decisive influence on the future path of their company must always be one step ahead. In the area of R&D and design, ideas are generated, prototypes are built, tested, further developed and checked for production suitability. The use of **AI tools lays the foundation for creating competitive advantages**. And this is precisely here that the heise online user is in a leading position.

Note:
Well above average with the second-highest index value
- 27% of heise online users have already invested in robotics (Index 132),
- 33% of heise online users in AI and machine learning (Index 155)

Sole/delegation/co-decision-maker Administration, organisation, IT:

IT services and consulting

	Index	Share in per cent
Gesamt	100	55
brandeins.de	110	61
capital.de	104	58
heise.de + App(s)	107	59
faz.net + App(s)	101	56
focus.de + App(s)	109	60
handelsblatt.com + App(s)	107	59
manager-magazin.de + App(s)	103	57
spiegel.de + App(s)	108	60
stern.de + App(s)	108	60
Süddeutsche.de + App(s)	103	57
welt.de + App(s)	102	57
wirtschaftswoche.de + App(s)	107	59
zeit.de + App(s)	98	54

They have the expertise and decide **which IT services/consultancy services are purchased**. This applies to 59% of heise online users.

Source: LAE 2024, population; the respective share of the user base and the respective index are shown

Future technologies:

Investments in future technologies planned

	Index	Share in per cent
Total	109	80
Digital transformation	126	54
Robotics in production, services, research, etc	134	26
Data & Analytics/ Big Data	148	37
Artificial intelligence/ Machine learning	149	39
Collaboration tools for new ways of working	155	30
Blockchain technology	145	12
Establishment of mobile/ Home office workplaces	133	44

All tech areas are relevant – 80% of heise online users plan to invest in these technologies, with digital transformation and AI, data & analytics still being prioritised. However, mobile working remains an issue.

Source: LAE 2024, population; the respective share of the user base and the respective index are shown

Topics (sustainability, employer branding, etc.):

General importance in the company - at least important

	Reach in thousands	Share in per cent
Sustainability	327	89
Shortage of skilled labour, find qualified personnel	335	91
Employer branding (Measures to be recognised as particularly attractive Present employer)	296	80
Diversity	243	66
Social responsibility	332	90

The relevant topics at decision-maker/management level are closely linked to future technologies. Sustainability concerns 89% of heise online users who make decisions, social responsibility 90% – topics that also influence **employer branding**.

Sources of information:

Important media groups for professional activities

	Index	Share in per cent
Political and business magazines/journals	118	45
supra-regional daily and Weekly newspapers	96	35
Industry-specific Trade journals/media	105	73
Internet pages of magazines and newspapers	146	56
Websites of manufacturers, retailers or service providers	124	62
Newsletter from magazines and newspapers	128	21
Social networks	101	37
Podcasts	125	14
Television	89	20
Info screens (e.g. at the airport, in the hotel)	91	5

Podcast listeners like snackable content, every 14th heise online user uses podcasts as an important media group for their professional activities, average age: 45 years.

Source: LAE 2024, population; the respective share of the user base and the respective index are shown

Podcast listening time per week: 1 to 2 hours

Digital offers

	Index	Range %
Total	100	10,0
brandeins.de	139	14,0
capital.de	110	11,0
heise.de + App(s)	130	13,0
faz.net + App(s)	104	10,4
focus.de + App(s)	100	10,0
handelsblatt.com + App(s)	94	9,4
manager-magazin.de + App(s)	118	11,8
spiegel.de + App(s)	101	10,2
stern.de + App(s)	110	11,0
Süddeutsche.de + App(s)	104	10,4
welt.de + App(s)	98	9,8
wirtschaftswoche.de + App(s)	104	10,4
zeit.de + App(s)	112	11,2

From regular podcast listeners to intensive listeners – on topics with professional benefits. The heise online user in detail: 1-2 hours of listening time per week is the second-highest user share in this target group – the index of 130 clearly shows this clearly.

2-3 hours per week has the third highest user share – the index proves it. Listening time of 3 hours or more per week – these are the intensive listeners: heise online has the youngest listeners with an average age of 45.8 years.

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If you are interested and would like to know more about our performance in the LAE, please get in touch!

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