

 heise online

Data, numbers, facts

**LAE 2024**

- Money & Finance -

On the following pages, we have taken a closer look at what the LAE, with its focus on B2B decision-makers, confirms about users and their interest in investments, their financial basis and their requirements. heise online users - who have reached the decision-maker level professionally - are on average 47.5 years old, 57% have a university/college degree and just under one in ten has a doctorate. The best prerequisites for dealing with exciting investment strategies.

Anyone wishing to address this target group with advertising should put together targeted packages and can orientate themselves on the four top training areas: Computer Science (25%), Engineering / Technology (20%), Business / Law (19%) and Science / Medicine / Pharmacy (20%).

Self-characterisation

	Index	Share in per cent	
fully applicable	For luxurious things I like an understated, discreet style	100	41
	I attach great importance to quality and have high standards	104	39

**Good to know,**

**when it comes to money and the willingness to spend:**

- 85% like to spend their money on so-called luxury goods.
- 31% are fascinated by luxury brands and treat themselves to them from time to time.
- Average age: 45 years

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

Interest in financial investments

	Index	Share in per cent	
Very interested	Shares, derivatives, Certificates, warrants, Shares in hedge funds	102	25
	Term/fixed-term deposit, Call money account	94	16
	So-called "Green investments"	114	14
	Capital life insurance	84	9

A quarter of heise online users have a strong interest in shares & co, just under one in ten (9%) favours life insurance.

	Index	Share in per cent	
At least interested	Shares, derivatives, Certificates, warrants, Shares in hedge funds	111	59
	Term/fixed-term deposit, Call money account	99	52
	Shares in funds	110	66
	Building loan contract	92	27
	So-called "Green investments"	107	45
	private pension insurance	89	47

The basic interest in all forms of investment is also very pronounced, such as for example in fund shares with 66%, but pension insurance also plays an important role for every second person.

Shares, derivatives, certificates, warrants, shares in hedge funds

	Index	Share in per cent
brandeins.de	138	34
capital.de	163	40
<b>heise.de</b>	<b>102</b>	<b>25</b>
faz.net	117	29
focus.de	127	31
ingenieur.de	108	27
handelsblatt.com	166	41
manager-magazin.de	151	37
spiegel.de	123	30
stern.de	114	28
Süddeutsche.de	124	30
welt.de	118	29
wirtschaftswoche.de	162	40
zeit.de	102	25

Very interested

In good company: over a quarter of heise online users show a strong interest in shares & co. – in line with the top websites for decision-makers.

So-called "green investments" (ecologically and ethically sound forms of investment)

	Index	Share in per cent
brandeins.de	127	15
capital.de	130	16
<b>heise.de</b>	<b>114</b>	<b>14</b>
faz.net	102	12
focus.de	99	12
ingenieur.de	118	14
handelsblatt.com	110	13
manager-magazin.de	127	15
spiegel.de	103	12
stern.de	103	13
Süddeutsche.de	112	14
welt.de	101	12
wirtschaftswoche.de	105	13
zeit.de	103	13

Very interested

Good attitude score: The users of the top 14 websites show above-average sensitivity to the issue of ecological responsibility.

## Good to know

The gross annual income in group A (37% of heise online users) is 80,000-100,000 euros, in group B (26% of users) 100,000 - 150,000 euros and in the top earning class C (14% of users) 150,000+ euros.

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

Shares, derivatives, certificates, warrants, shares in hedge funds

	Index	Share in per cent
brandeins.de	118	62
capital.de	139	73
<b>heise.de</b>	<b>111</b>	<b>59</b>
faz.net	114	60
focus.de	117	62
ingenieur.de	118	62
handelsblatt.com	133	71
manager-magazin.de	131	69
spiegel.de	112	59
stern.de	109	58
Süddeutsche.de	115	61
welt.de	115	61
wirtschaftswoche.de	132	70
zeit.de	106	56

At least interested

The basic interest is impressively high. As a tech-orientated website, heise online stands out among the 14 sites: almost 60% of users show where they see their retirement provision.

So-called "green investments" (ecologically and ethically sound forms of investment)

	Index	Share in per cent
brandeins.de	109	46
capital.de	123	52
<b>heise.de</b>	<b>107</b>	<b>45</b>
faz.net	108	46
focus.de	98	41
ingenieur.de	110	47
handelsblatt.com	107	45
manager-magazin.de	118	50
spiegel.de	104	44
stern.de	103	43
Süddeutsche.de	109	46
welt.de	100	42
wirtschaftswoche.de	109	46
zeit.de	113	48

At least interested

Almost half of the users of heise online are set to "green". Average age: 45 years.

## Good to know

**Interaction between work and private life:** What is favoured in private life is also reflected at a professional level - 48% of heise online users consider the topic of sustainability to be very important, 88% at least important. An inseparable principle of behaviour. For example, 41% of users are passionate rail travellers at work and do not take the company car.

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

I like an **understated, discreet** style for luxurious things

	Index	Share in per cent
brandeins.de	109	44
capital.de	108	44
<b>heise.de</b>	<b>100</b>	<b>41</b>
faz.net	110	45
focus.de	99	40
ingenieur.de	85	34
handelsblatt.com	106	43
manager-magazin.de	116	47
spiegel.de	108	44
stern.de	104	42
Süddeutsche.de	104	42
welt.de	107	44
wirtschaftswoche.de	105	43
zeit.de	108	44

Self-characterisation Fully applicable

As a decision-maker in private mode: never loud, but with high standards.

I attach great importance to quality and have **high standards**

	Index	Share in per cent
brandeins.de	101	37
capital.de	110	40
<b>heise.de</b>	<b>104</b>	<b>39</b>
faz.net	101	37
focus.de	94	35
ingenieur.de	88	33
handelsblatt.com	108	40
manager-magazin.de	116	43
spiegel.de	97	36
stern.de	91	33
Süddeutsche.de	97	36
welt.de	101	37
wirtschaftswoche.de	105	39
zeit.de	102	38

Self-characterisation Fully applicable

They know what they want: Always high standards, never loud.

## Good to know

**A positive basic mood:** 41% of heise online users believe that economic development in Germany will remain the same/stable, 19% even believe it will improve. This also influences private spending and investment strategies.

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

# Your Contact

## The Team

---

### Bastian Laudien

**Sales Director Digital**

phone: +49 511 53 52 743

[bastian.laudien@heise.de](mailto:bastian.laudien@heise.de)

## International Representatives

---

### USA & Canada Advertising Sales Office

### Ralph Lockwood

phone: +1 408 879-6666

[ralph.lockwood@husonmedia.com](mailto:ralph.lockwood@husonmedia.com)

**Huson International Media**

**UNITED STATES**

[www.husonmedia.com](http://www.husonmedia.com)

### UK Advertising Sales Office

### Emmanuel Bloh

phone: + 44-20-7611-1900

[emmanuel@mercury-publicity.com](mailto:emmanuel@mercury-publicity.com)

**MERCURYPUBLICITY**

**UK**

[www.mercury-publicity.com](http://www.mercury-publicity.com)

### Asian Advertising Sales Office

### Mei Chang

phone: +886-2-2882-5577

[mei@mediagate.com.tw](mailto:mei@mediagate.com.tw)

**Media Gate Group Cp., Ltd.**

**TAIWAN**

[www.mediagate.com.tw](http://www.mediagate.com.tw)

## International

---

### Asia + ROW

### Roberto Giordano

**Senior Account Manager**

phone: +49 (0) 511 5352 817

[roberto.giordano@heise.de](mailto:roberto.giordano@heise.de)

### F + Benelux

### Michaela Thiem

**Senior Account Manager**

phone: +49 (0) 511 5352 421

[michaela.thiem@heise.de](mailto:michaela.thiem@heise.de)

### A, CH, USA

### Corven Krenke

**Junior Account Manager**

phone: +49 (0) 511 5352 595

[corven.krenke@heise.de](mailto:corven.krenke@heise.de)

### UK

### Bastian Laudien

**Sales Director Digital**

phone: +49 (0) 511 5352 743

[bastian.laudien@heise.de](mailto:bastian.laudien@heise.de)