

THE AWA 2025 – c't MAKES THE DIFFERENCE

We have once again selected relevant decision-maker titles and compared them.

The result: Among all IT titles – including the top business titles – c't magazin is again the winner in terms of reach. While the trend among the competition is downwards, c't is up a gear with 64,000 readers.



With the highest proportion of **decision-makers for computers/ accessories**, **96% of c't readers** decide on investments in this area both professionally and privately.

Almost **one in five** (**Index 992**) 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 **256,000 readers**.

One issue reaches
924,000 c't readers
– says the AWA 2025.

As a **decision-maker for company acquisitions and investments**, c't magazin, with **337,000 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 44, c't readers are the youngsters among decision-makers.

AWA 2025

The AWA 2025 once again puts us on the winners' podium: **c't is the reach winner with 924,000 readers** and the only one among IT and business titles.

That makes us very happy. And makes us almost unbeatable for your media planning with a CPM of 18,30 euros in field of decision-maker titles with a strong IT affinity. A few of the highlights:

c't has its finger on the pulse of IT decision-makers. A total of 96% of our readers make decisions about computers/accessories both privately and in companies. Far more than one in three is a decision-maker/co-decision-maker in a company. A quarter are managers. **c't readers are print-loving IT professionals** who immerse themselves in the broad spectrum of topics covered by c't both professionally and privately. And they want to keep up to date with all technical developments (72%) as well as looking for specific suggestions. **New media are also part of the new standard:** 23% use podcasts on the topics of technology / digitalization / artificial intelligence. **The proportion of early adopters among c't readers** is now rising to 45%, with innovation-oriented readers becoming younger and younger - they are 39.5 years old on average. **Young IT talents** in companies seem to be slowly arriving, the hunger for further training is even greater than before - more than two thirds of c't readers are looking for offers. The attitude behind this: Success at work is clearly a personal motto for 70% of c't readers.

Take a look at the first figures – we are ready to get you excited about the printed and digital editions. See you soon!

Your c't media team

Simon Tiebel, Sales director c't



73% c't readers have a net **household income** of more than 3,000 euros.

862.000 are comprehensive or selective **print-savvy** readers.

662.000 Readers want to **stay up to date** on technical matters (Index 229!).

385.000 are **multipliers** with strong personalities.

365.000 Readers are **innovators / trendsetters** –

they have high expectations of products and are often **brand-savvy**.



229.000 c't readers (25%) hold a **management position**, are a **manager in the company**.

337.000 (37%) are **decision-makers** / co-decision-makers for **operational investments**.

738.000 Readers are interested in **professional development**.

59 % have a **high propensity** to spend on technical devices (such as computers and televisions).

714.000 Readers are prepared to pay more for **good quality**.

535.000 Readers have an **affinity for brands** - they are committed to very specific products.