

FACTS 2025

Our target groups



924,000 readers per issue.



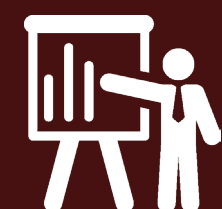
676,000 readers have **HH net income** of more than 3,000 euro.



862,000 are readers with a broad **print focus**.



481,000 readers are **heavy readers**, they read almost all pages and that intensively.



459,000 readers give advice more often and are considered **experts**.



662,000 readers always want to be **up to date** in technical matters (index 239!).



307,000 readers read **targeted**, in search of important information.



381,000 are **workaholics** who are fully absorbed in their profession.



738,000 readers are interested in **advanced vocational training**.



29 % visit fairs and **exhibitions**.



275,000 readers are **ready for career**: 25–39 years



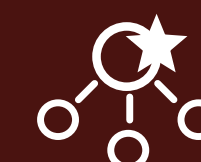
641,000 readers consider **success in the job** to be important and worthwhile.



229,000 readers occupy a **leadership position**, are **executives** in the company.



337,000 are **decision-makers/** co-decision-makers in **corporate investments**.



385,000 are **multipliers** and **advisors**.



884,000 readers decide on the purchase of **computers/accessories**.



59% show a **high willingness to spend** on technical equipment (like computer and TV).



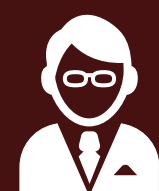
More than every second reader shows a high willingness to spend on **mobile phones** and **smartphones**.

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365,000 readers belong to the **innovators and trendsetters** – they have high demands in products and are often **brand-aware**.



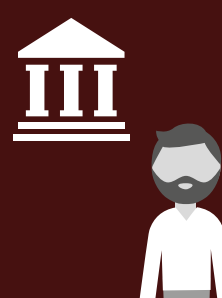
420,000 readers in addition are among the **early adopters** – they want to be first in testing.



714,000 readers are willing to pay more for good **quality**.



540,000 readers focus their spending on **computers and televisions**.



What readers want:

192,000 Laptop, Notebook

134,000 Tablet PC

364,000 Computer accessories

474,000 Smartphones

45,000 Video, Hifi, speaker, home cinema

106,000 TV of the newest generation

27,000 VR glasses



640,000 readers are interested in **money/capital investments**.



637,000 readers are interested in **private retirement provision**.



138,000 readers are interested in **equity funds**.



83 % of the readers are **keen to travel**.



52 % like to spend money on **hobbies**.



For **23 %** the **car** is particularly important when it comes to spending.



54 % have a strong interest in a **healthy diet** and **lifestyle**.



340,000. c't - reader would spend a lot of money on the best of the best.

But:

326,000 readers buy where it's cheapest.



30 % of all readers are **Fair Trade** oriented,

60 % want **durable** products.



535,000 readers have an **affinity for brands** – they find that brands often offer good guidance.