

# AWA 2025

**iX - the IT professional magazine remains at a consistently high level.** Almost every second reader (43%) is a decision-maker/co-decision-maker in the company. Readers of the iX magazine are the print-loving IT experts at the interfaces in company-wide IT departments, at IT service providers and consultants, and in data centers. According to the AWA, they are high-personality multipliers (40%) - on average 42 years old and with a net HH income of 5,565 euros. Compared to 2023, young IT professionals are still hungry for further training with 230,000 readers (188,000 in 2023)! The attitude behind it: Success at work is a personal motto for 78% of iX readers.

Take a look at the first figures - we are ready to get you excited about the printed and digital magazine, the docked app and our iX & Developer events. See you soon!

**Your iX media team and Tarik El-Badaoui, Sales Manager iX & heise developer**



**264,000** readers per issue.

**221,000** iX readers have a **HH net income** of more than 3,000 euros.

**255,000** are comprehensive or selective **print-savvy** readers.

**206,000** readers want to **stay up to date on** technical matters (index 249!).

**107,000** are **multipliers** with strong personalities.

**110,000** readers are **innovators / trendsetters** - they have high expectations of products and are often **brand-savvy**.



**94,000** iX readers (36 %) hold a **management position**, are a **manager** in the company.

**114,000** (43 %) are **decision-makers** / co-decision-makers for **operational investments**.

**230,000** readers are interested in **professional development**.

**60 %** have a **high propensity to spend** on technical devices (such as computers and televisions).

**198,000** readers are prepared to pay more for good **quality**.

**157,000** readers are **brand-savvy** – they are committed to very specific products.