

FACTS 2025 – OUR TARGET GROUPS



264,000 readers per issue.



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



255,000 are readers with a broad **print focus**.



142,000 readers are **heavy readers**, they read almost all pages and that intensively.



157,000 readers give advice more often and are considered **experts**.



206,000 readers always want to be **up to date** in technical matters (index 249!).



90,000 readers read **targeted**, in search of important information.



98,000 are **workaholics** who are fully absorbed in their profession.



230,000 readers are interested in **advanced vocational training**.



35 % visit fairs and **exhibitions**.



32 % of the readers are **ready for career**: 25–39 years



206,000 readers consider **success in the job** to be important and worthwhile.



94,000 readers (36 %) occupy a **leadership position**, are **executives** in the company.



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



107,000 are **multipliers** and **advisors**.



248,000 readers decide on the purchase of **computers/accessories**.



60 % show a **high willingness to spend** on technical equipment (like computer and TV).



45 % of the readers show a high willingness to spend on **mobile phones** and **smartphones**.



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110,000 readers belong to the **innovators and trendsetters** – they have high demands in products and are often **brand-aware**.



119,000 readers in addition are among the **early adopters** – they want to be first in testing.



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



159,000 readers focus their spending on **computers and televisions**.



What readers want:

55,000 Laptop, Notebook

59,000 Tablet PC

128,000 Computer accessories

120,000 Smartphones

20,000 TV of the newest generation



203,000 readers are interested in **money / capital investments**.



211,000 readers are interested in **private retirement** provision.



26,000 readers are interested in **equity funds**.



90 % of the readers are **keen to travel**.



46 % like to spend money on **hobbies**.



For **21 %** the **car** is particularly important when it comes to spending.



53 % have a strong interest in a **healthy diet** and **lifestyle**.



105,000 reader would spend a lot of money on the best of the best.

But:

44,000 readers buy where it's cheapest.



35 % of all readers are **Fair Trade** oriented,

56 % want **durable** products.



157,000 readers have an **affinity for brands** – they find that brands often offer good guidance.