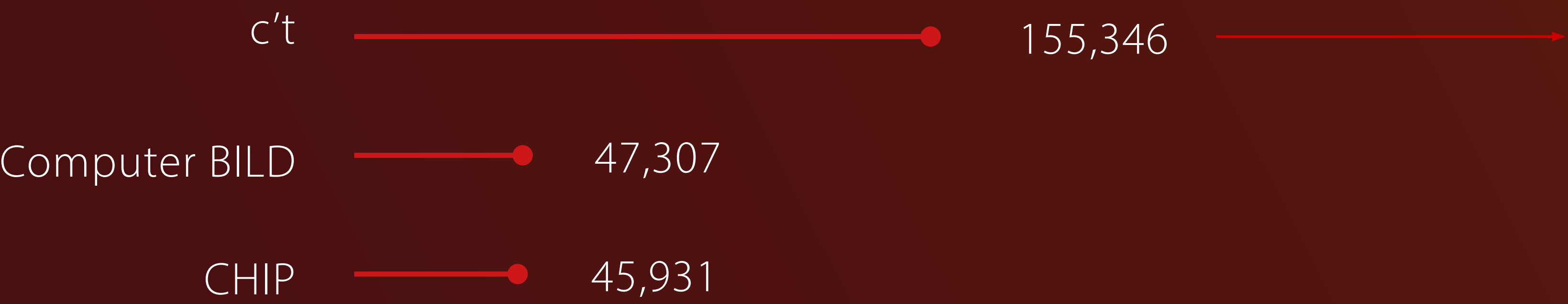


PAID SUBSCRIPTION + NEWSSTAND SALES

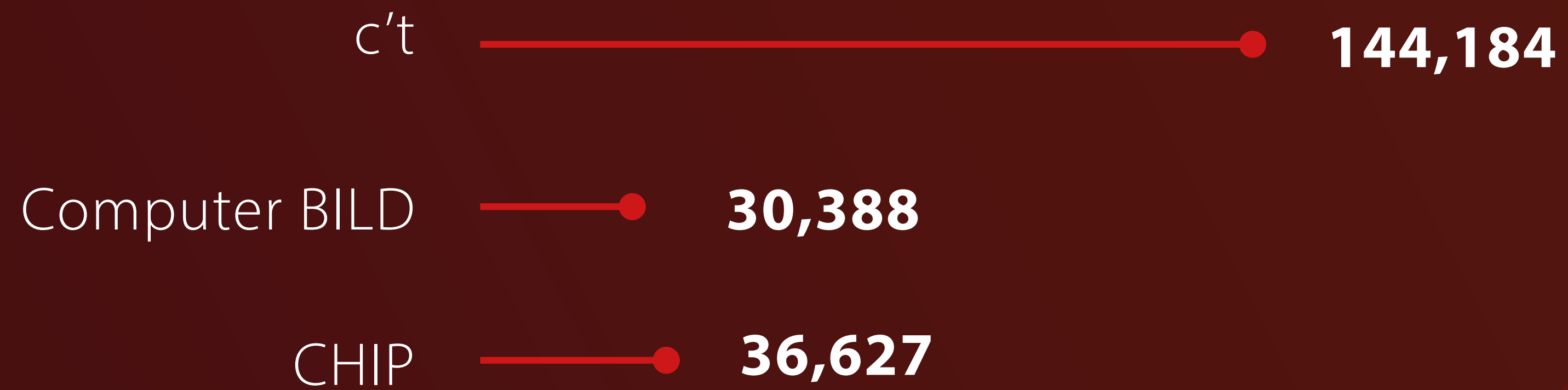


Other sales
Digital from 87,548
c't Plus subscriptions.
Plus subscriptions
include 2 subscriptions:
print and digital.

| | CHIP | Computer BILD | c't |
|-------------------|--------|---------------|---------|
| Paid subscription | 36,627 | 30,388 | 144,184 |
| Newsstand sales | 9,304 | 16,919 | 11,162 |
| PS + NS | 45,931 | 47,307 | 155,346 |

Source: IVW I I/ 2025; sold subscriptions and newsstand sales only (incl. ePaper)

PAID SUBSCRIPTION



Subscription rate
93%*

* Subscription rate print

Source: IVW II / 2025

TOTAL SOLD COPIES



Plus Subscriptions in the IVW-Audit

We have recently started to include the digital components of our **Plus subscriptions** in our titles, in response to changes in reading behavior. Other publishers have been doing this for years.

With 144,184 copies, c't has a strong print subscription circulation. Around **87,548 subscribers** also want to read c't content digitally and opt for the **c't Plus subscription, which combines two „subscriptions“ (print and digital)** in one contract. This means that they can research our content immediately while surfing the web every day and still have the printed edition at their fingertips.