## Our target groups

**325,000 readers** per issue





The typical Mac & i reader is on average 38 years old.



**39%** are **highly educated** / have completed (technical) university studies (index 223).



The typical Mac & i reader has an average HH net income of 4,830 euros.



**299,000 readers** have a comprehensive or selective **print focus.** 



**167,000 readers** readers give advice more often and are considered **experts.** 



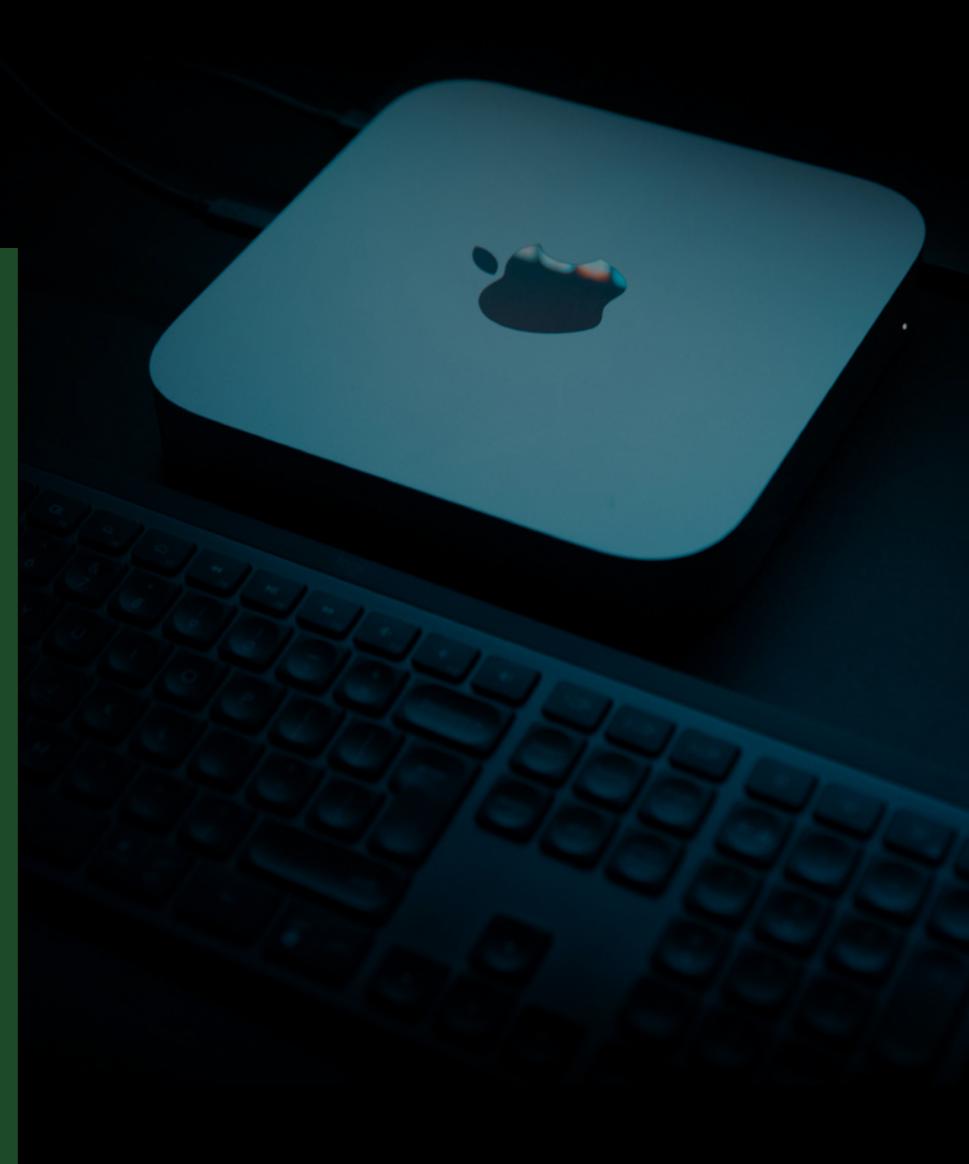
**95,000 readers** belong to the innovators / trendsetters.



**197,000 readers** have an **affinity for brands** – they prefer certain brands.



**48%** find that there are distinctive, **strong brands** with power to impress.



## 

## Our target groups



**54%** show a **high willingness to spend** on technical devices (such as computers and televisions).



307,000 readers decide on the purchase of computer/accessories.



**184,000 readers** are planning to buy a smartphone.



**299,000 readers** want to **stay up to date** on technical matters (*index 226!*).



**238,000 readers** are willing to pay more for good **quality.** 



**50%** like to spend money on **hobbies.** 



149,000 readers are heavy readers, they read almost all the pages and intensively.



**63%** attach great importance to **being thoroughly informed** in order to better understand backgrounds and contexts.



**41%** always get interesting suggestions and **ideas** when reading magazines.



**54%** are flexible and enjoy reading longer texts on **screen as much as on paper.** 

