

# FACTS 2025

## 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** 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.



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**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**.