

FACTS 2025

Our target groups

256,000 readers per issue



The typical c't Fotografie reader is **48.3 years** old on average.



50% have a **higher education**.



77,000 are more likely to be **practitioners** with a completed vocational training.



The typical c't Fotografie reader has an average **HH net income** of 4,856 Euro.



122,000 readers belong to the **innovators / trendsetters** (index 321).



153,000 readers have an **affinity for brands** – they prefer certain brands.



46% find that there are distinctive, **strong brands**.



245,000 readers are **passionate about photography** (frequently + occasionally).



249,000 readers have a comprehensive or selective **print focus**.



135,000 readers give advice more often and are considered **photo experts**.

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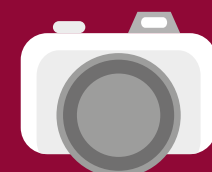
Our target groups



123,000 readers show a **high willingness to spend** on cameras, lenses, photographic equipment.



214,000 readers decide on the **purchase of computer/accessories**.



23,000 readers are planning to **buy a high-quality digital camera**.



155,000 readers want to **stay up to date** on technical matters (*index 205!*).



207,000 readers are willing to pay more for **good quality**.



46% say explicitly that they **enjoy reading magazines**.



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



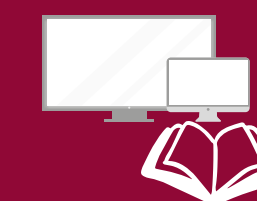
158,000 readers are **heavy readers**, they usually read very thoroughly, especially the longer articles.



71% attach great importance to **being thoroughly informed** in order to better understand backgrounds and contexts.



160,000 readers always receive interesting suggestions and **ideas** when reading magazines.



46% are flexible and enjoy reading longer texts on **screen as much as on paper**.