

Data, numbers, facts

LAE 2025

- Money & Finance -

On the following pages, we have taken a closer look at what the LAE, with its focus on B2B decision-makers, confirms about users and their interest in investments, their financial basis and their requirements. heise online users - who have reached the decision-maker level professionally - are on average 48,2 years old, 50% have a university/college degree and just 8% has a doctorate. The best prerequisites for dealing with exciting investment strategies.

Anyone wishing to address this target group with advertising should put together targeted packages and can orientate themselves on the four top training areas: Computer Science (25%), Engineering / Technology (20%), Business / Law (17%) and Science / Medicine / Pharmacy (16%).

Self-characterisation

		Index	Share in per cent
fully applicable	For luxurious things I like an understated, discreet style	102	41
	I attach great importance to quality and have high standards	109	38

Good to know,

when it comes to money and the willingness to spend:

- 84% like to spend their money on so-called luxury goods.
- 27% are fascinated by luxury brands and treat themselves to them from time to time.
- Average age: 46,6 years

Source: LAE 2025, population; the respective share of the heise online user base and the respective index are shown

Interest in financial investments

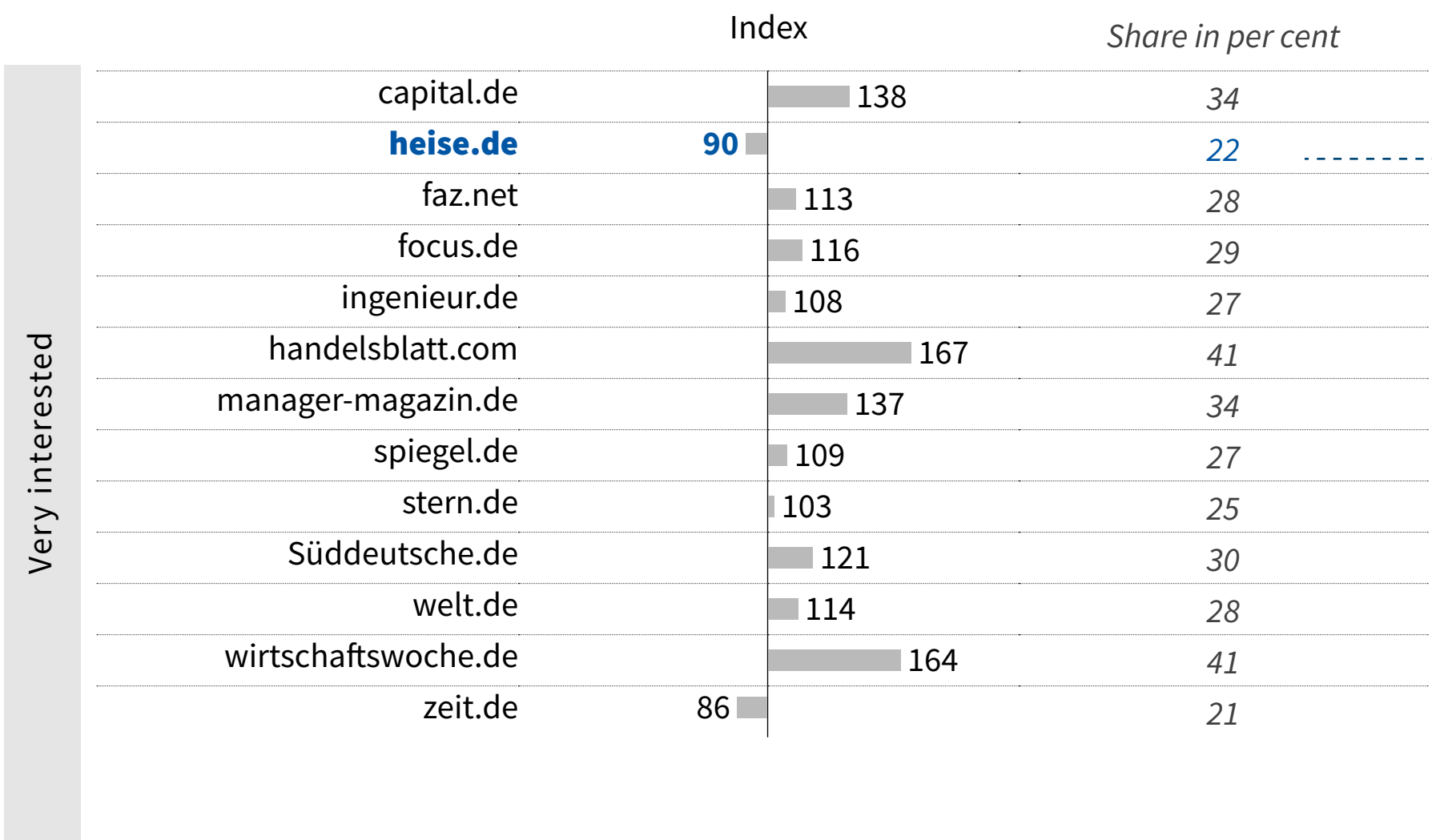
		Index	Share in per cent
Very interested	Shares, derivatives, Certificates, warrants, Shares in hedge funds	90	22
	Term/fixed-term deposit, Call money account	100	19
	So-called "Green investments"	105	12
	Capital life insurance	60	6

A quarter of heise online users have a strong interest in shares & co, only 6% favours life insurance.

		Index	Share in per cent
At least interested	Shares, derivatives, Certificates, warrants, Shares in hedge funds	105	57
	Term/fixed-term deposit, Call money account	94	54
	Shares in funds	104	63
	Building loan contract	98	29
	So-called "Green investments"	105	40
	private pension insurance	88	45

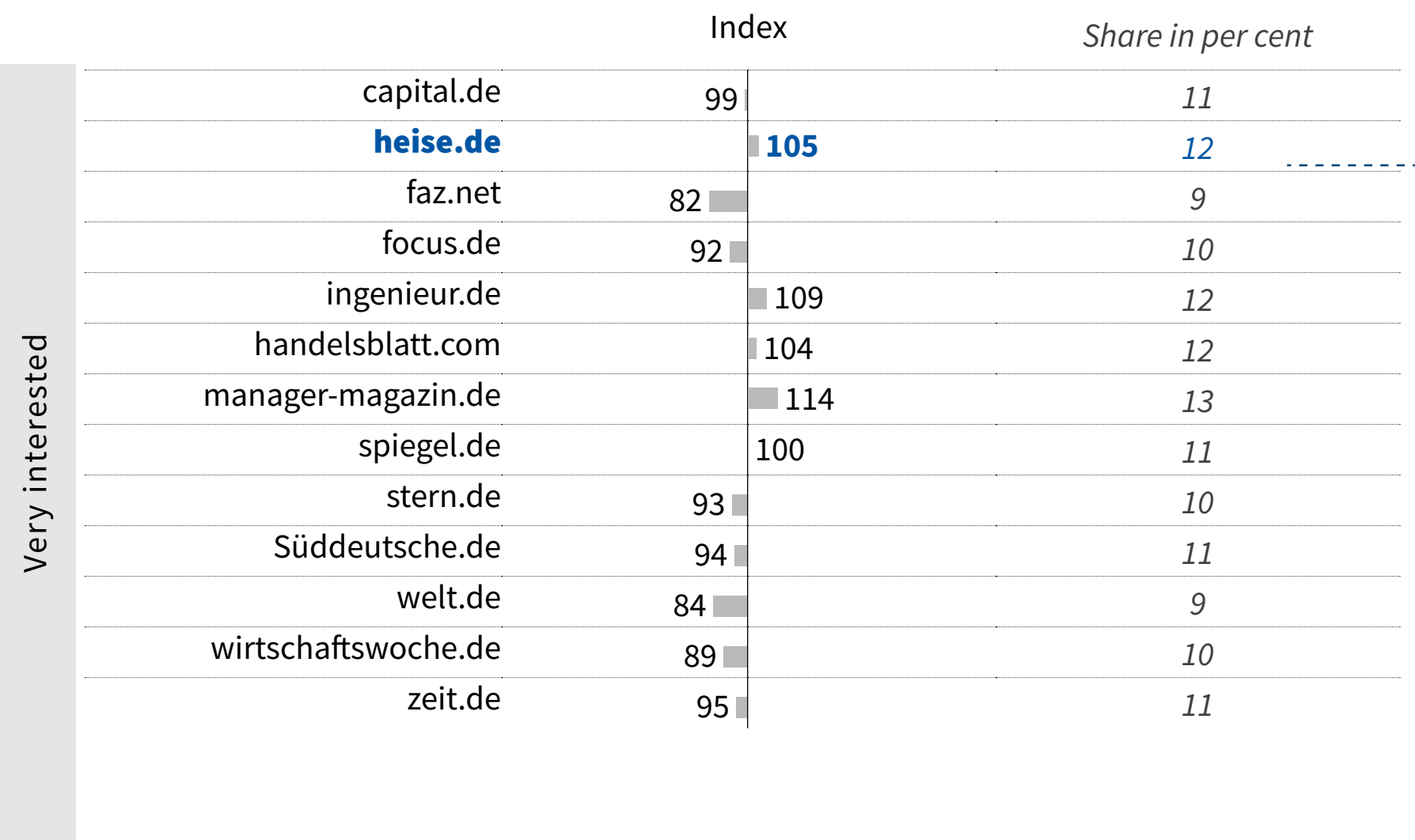
The basic interest in all forms of investment is also very pronounced, such as for example in fund shares with 63%, but pension insurance also plays an important role for almost every second person. There is a slight trend toward building loan contracts.

Shares, derivatives, certificates, warrants, shares in hedge funds



In good company: over one in five of heise online users show a strong interest in shares & co. – in line with the top websites for decision-makers.

So-called "green investments" (ecologically and ethically sound forms of investment)



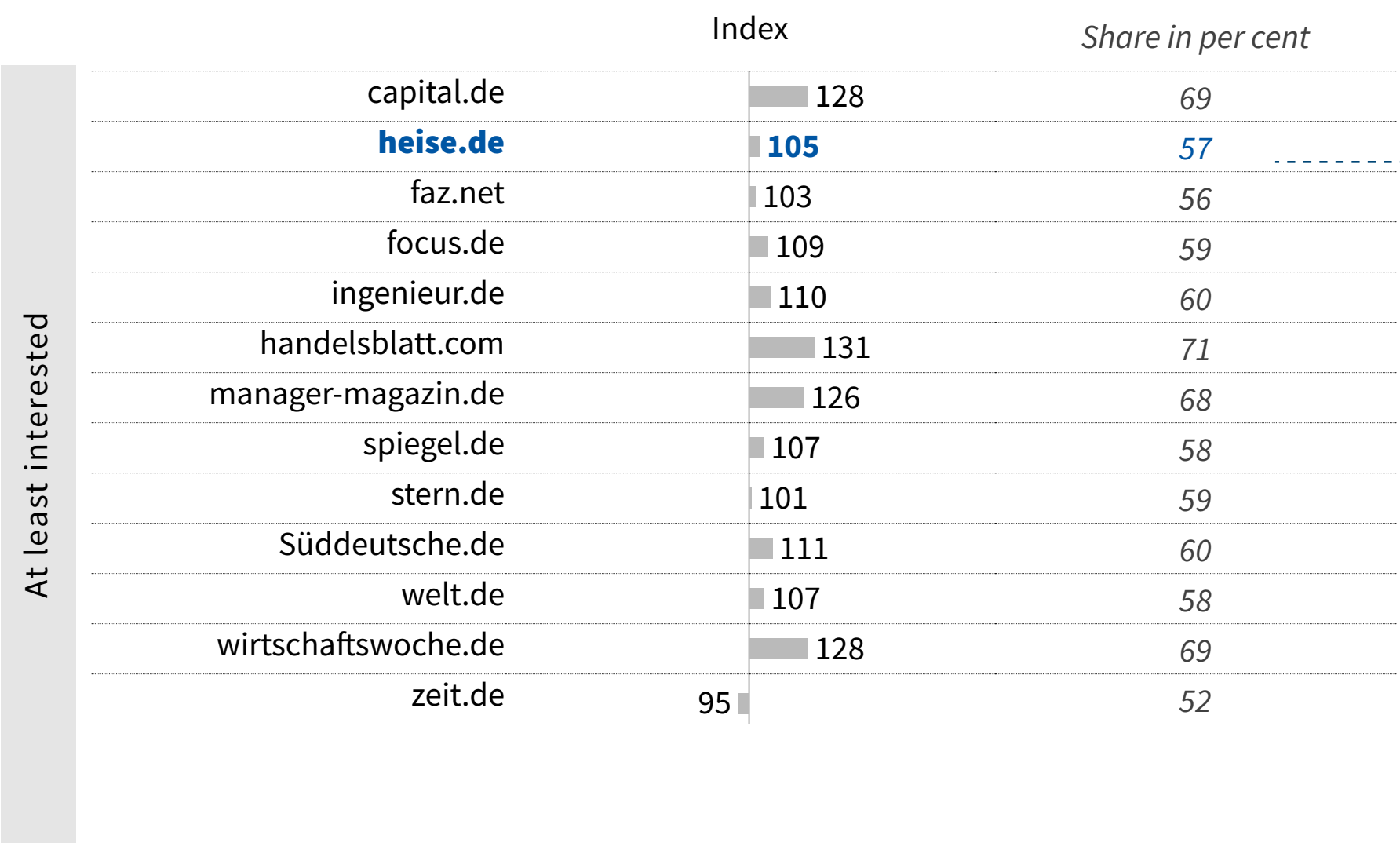
The good attitude score has slightly decreased: The users of the top 13 websites show average sensitivity to the issue of ecological responsibility. The heise online user secures an above-average position with an index of 105.

Good to know

The gross annual income in group A (37% of heise online users) is 80,000-100,000 euros, in group B (30% of users) 100,000 - 150,000 euros and in the top earning class C (12% of users) 150,000+ euros.

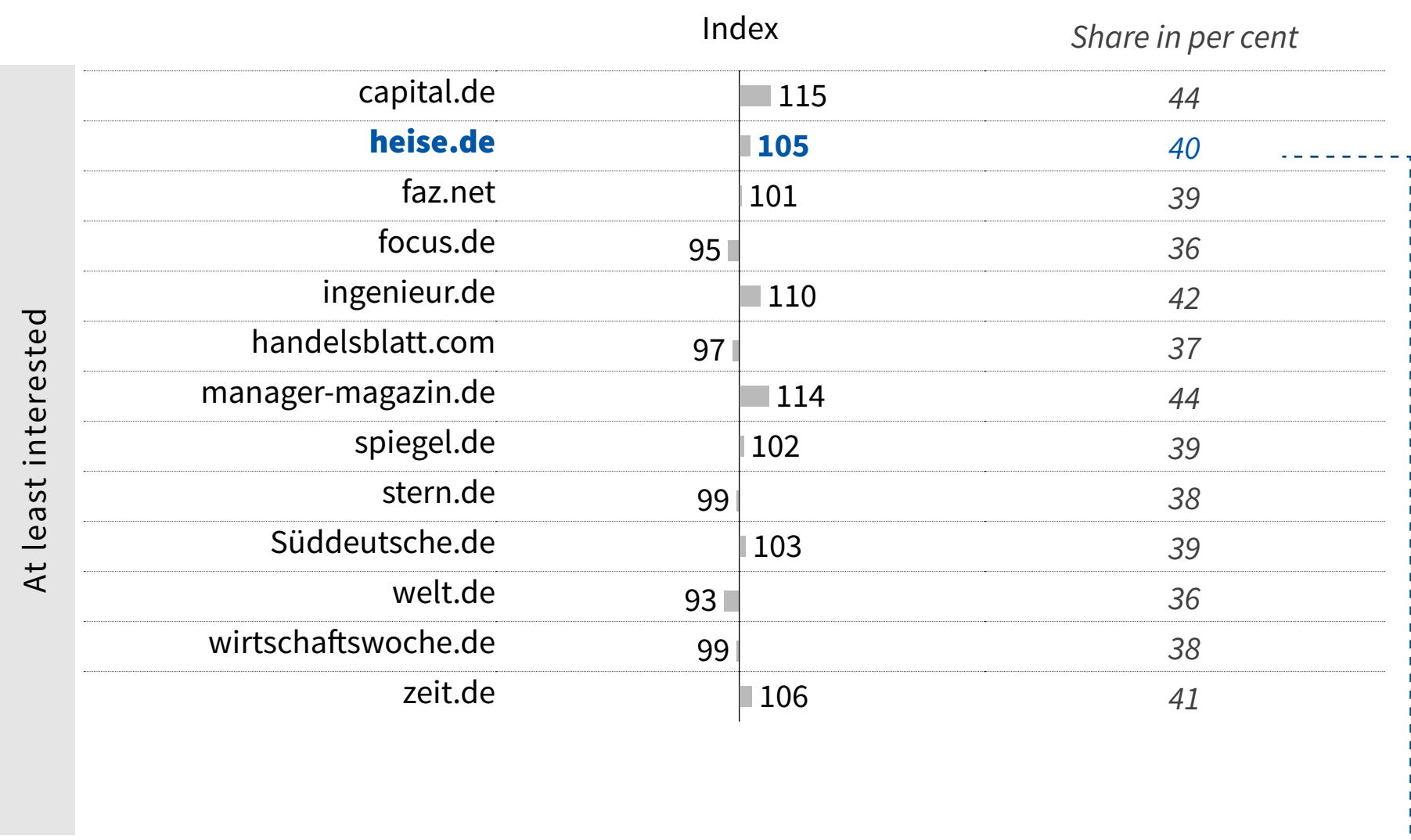
Source: LAE 2025, population; the respective share of the user base and the respective index are shown

Shares, derivatives, certificates, warrants, shares in hedge funds



The basic interest is impressively high. As a tech-orientated website, heise online stands out among the 13 sites: almost 60% of users show where they see their retirement provision.

So-called "green investments" (ecologically and ethically sound forms of investment)



40% of the users of heise online are set to "green".
Average age: 47,6 years.

Good to know

Interaction between work and private life: What is favoured in private life is also reflected at a professional level 44% of heise online users consider the topic of sustainability to be very important, 86% at least important. An inseparable principle of behaviour. For example, 43% of users are passionate rail travellers at work and do not take the company car.

Source: LAE 2025, population; the respective share of the user base and the respective index are shown

I like an **understated, discreet** style for luxurious things

Self-characterisation Fully applicable	Index		Share in per cent
	capital.de	103	41
	heise.de	102	41
	faz.net	114	45
	focus.de	99	39
	ingenieur.de	87	35
	handelsblatt.com	100	40
	manager-magazin.de	118	47
	spiegel.de	113	45
	stern.de	99	39
	Süddeutsche.de	104	41
	welt.de	106	42
	wirtschaftswoche.de	97	39
	zeit.de	111	44

As a decision-maker in private mode: never loud, but with high standards.

I attach great importance to quality and have **high standards**

Self-characterisation Fully applicable	Index		Share in per cent
	capital.de	117	41
	heise.de	109	38
	faz.net	99	35
	focus.de	88	31
	ingenieur.de	96	34
	handelsblatt.com	104	36
	manager-magazin.de	119	41
	spiegel.de	96	34
	stern.de	82	28
	Süddeutsche.de	93	32
	welt.de	97	34
	wirtschaftswoche.de	100	35
	zeit.de	103	36

They know what they want: Always high standards, never loud.

Good to know

A positive basic mood: 42% of heise online users believe that economic development in Germany will remain the same/stable, 17% even believe it will improve. This also influences private spending and investment strategies.

Source: LAE 2025, population; the respective share of the user base and the respective index are shown

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