

LAE 2025

Data · Figures · Facts

– THE EXCLUSIVE MARKET MEDIA STUDY FOR B2B COMMUNICATION –

The exclusive market media study for business-to-business communication

Since 2011, the LAE (**key analysis** of media usage by **decision-makers** in business and administration) has been published annually, providing up-to-date information on the target groups and advertising media it covers. What makes the LAE special are its specific features: With just under 8,000 respondents, even very specific target groups can be identified and planned for within the LAE's "small" population of around three million decision-makers. As before, the LAE attaches great importance to the valid representation of decision-maker target groups in business and administration. New in 2025 is the focus on new relevant sources of information such as AI and presence/virtual specialist conferences.

Its USP: LAE is the only study that maps the exclusive decision-maker target group with this level of precision and with a high number of 7,900 decision-makers surveyed, making it particularly relevant for B2B communication planning. This is also confirmed by planners in media agencies. According to surveys conducted by the Mediaagenturen* association, two-thirds of planners repeatedly rate the LAE as very important to important for their work.

EXCLUSIVE TARGET GROUP

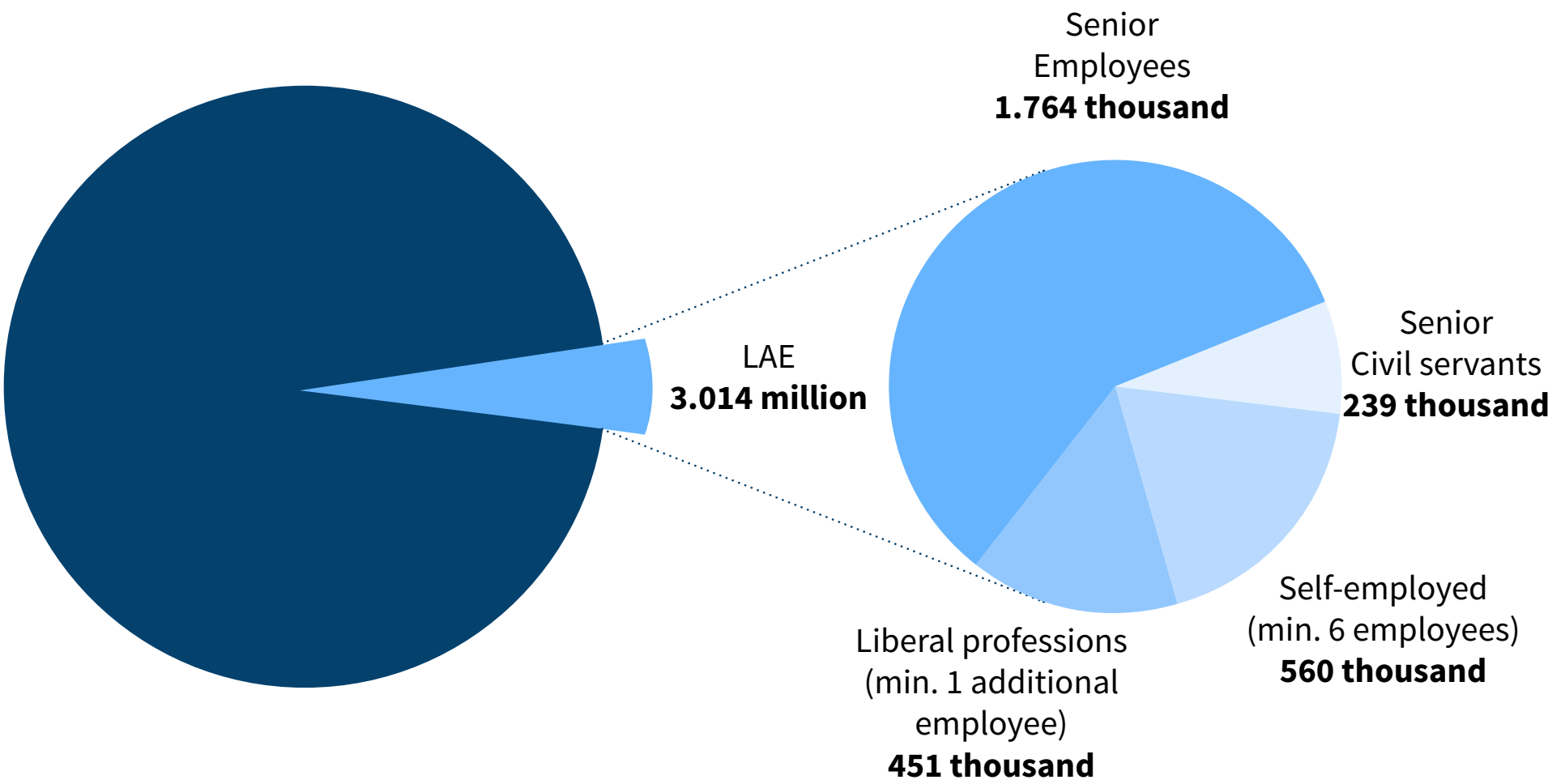
Focus on the real decision-makers in business and administration

EXCLUSIVE KNOWLEDGE

Unique study that describes decision-making processes in companies and B2B markets in detail

EXCLUSIVE MEDIA

Focus on print media relevant to decision-makers and their online offerings



Our users in the B2B environment

PERSONA

TRAINING AREA

INDUSTRIES

COMPANY-SIZE

PROFESSIONAL POSITION

ICT DECISION-MAKERS

The professional decision-maker on heise online

heise online reaches 357,000 B2B decision-makers. These are predominantly male, with 23% of users under the age of 40. They are highly educated, with more than half holding a university or college degree.

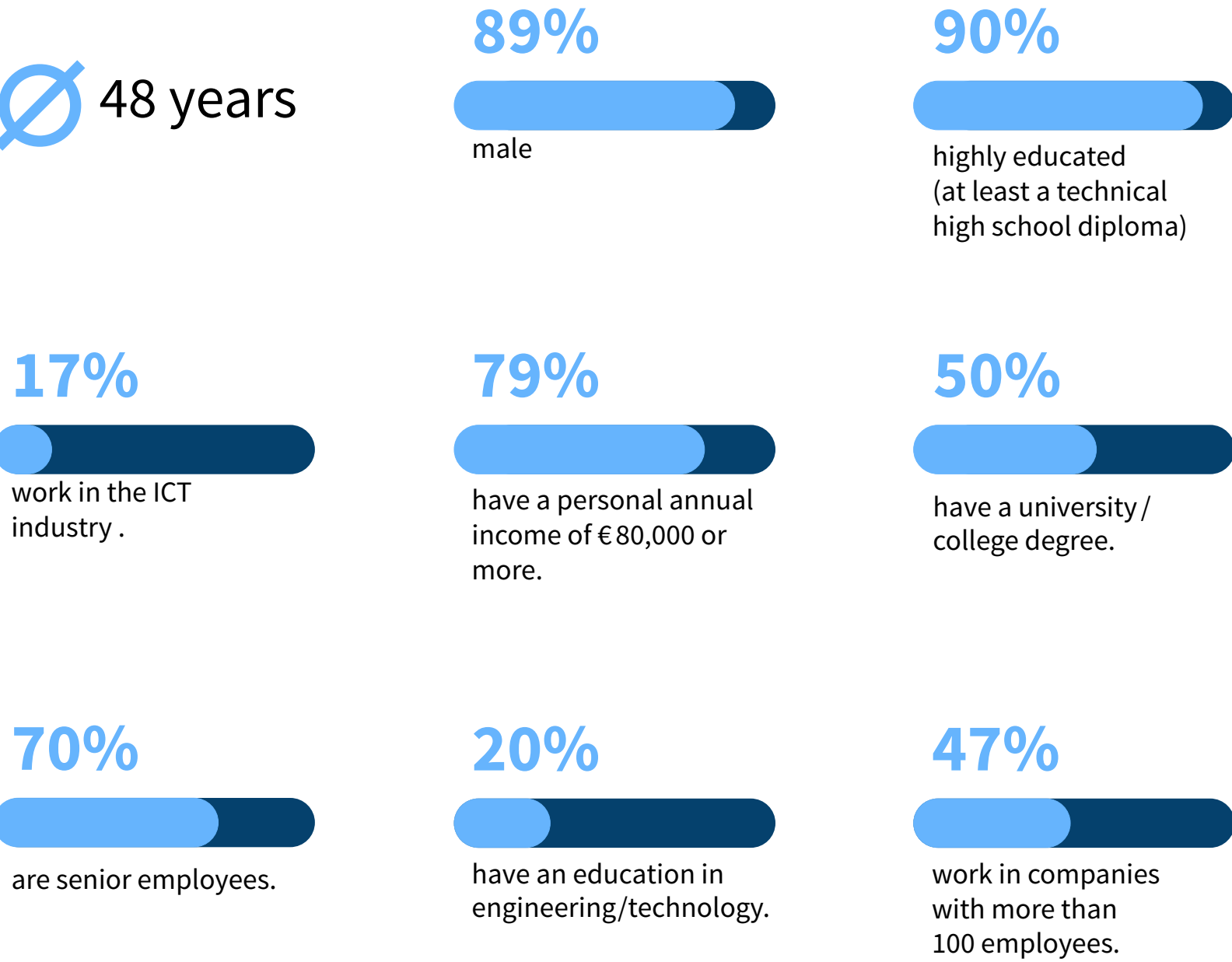
Our users have a wide range of educational backgrounds: in addition to computer science, engineering/ technology, and economics/ law, our users also have backgrounds in natural sciences/ medicine, or business.

Just under a fifth of users work in the ICT sector. Other sectors in which heise online users are active include healthcare and social services, metalworking/ mechanical engineering, and the manufacture of data processing equipment.

70% of users are senior executives, predominantly in corporate and business management (28%), human resources (26%), and IT / data processing (30%).

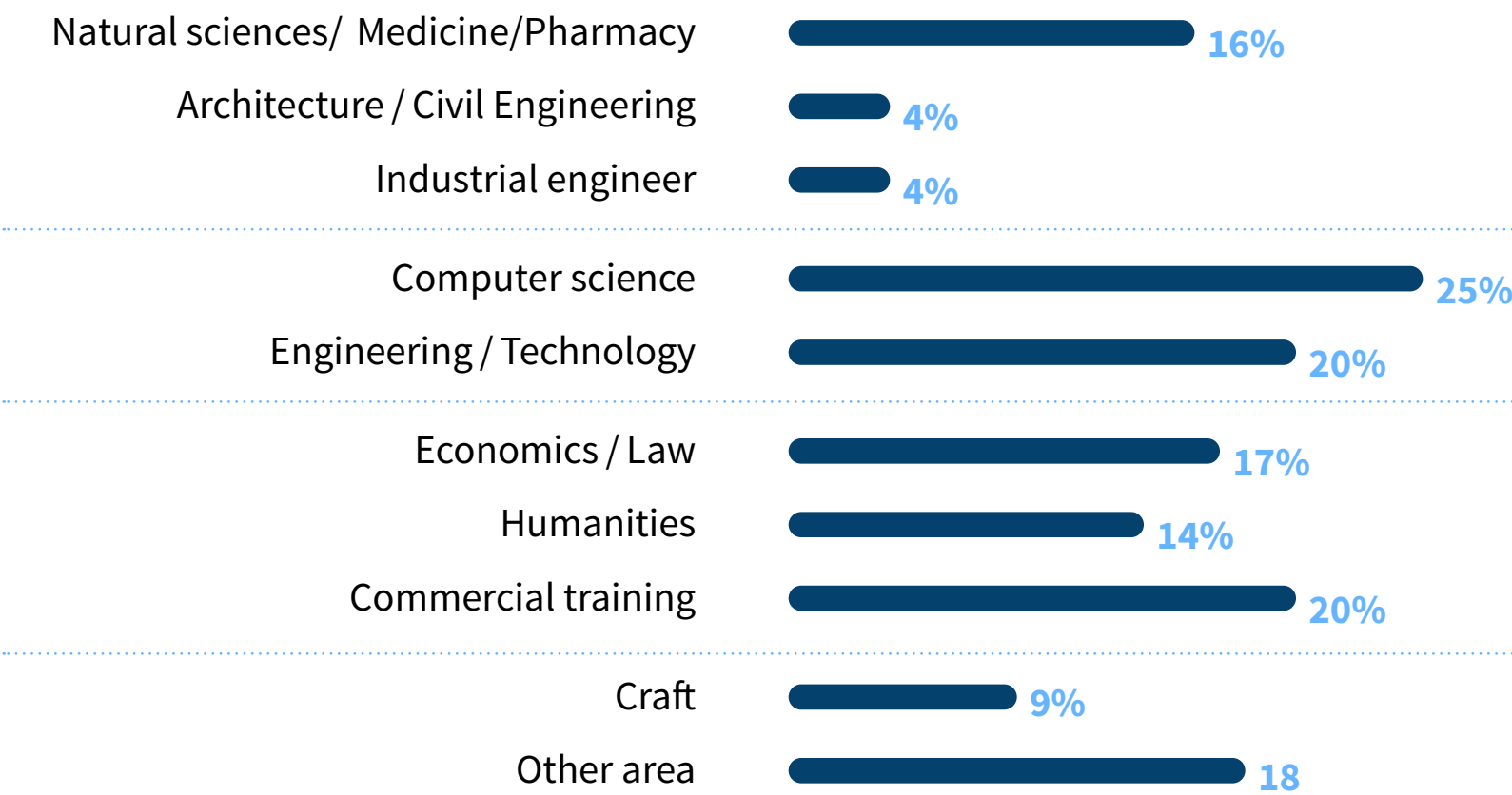
82% are ICT decision-makers, 73% are sole / joint decision-makers in the field of administration / organization / IT.

B2B decision-makers



Source: LAE 2025, population heise online including apps; the respective share of the user base is shown

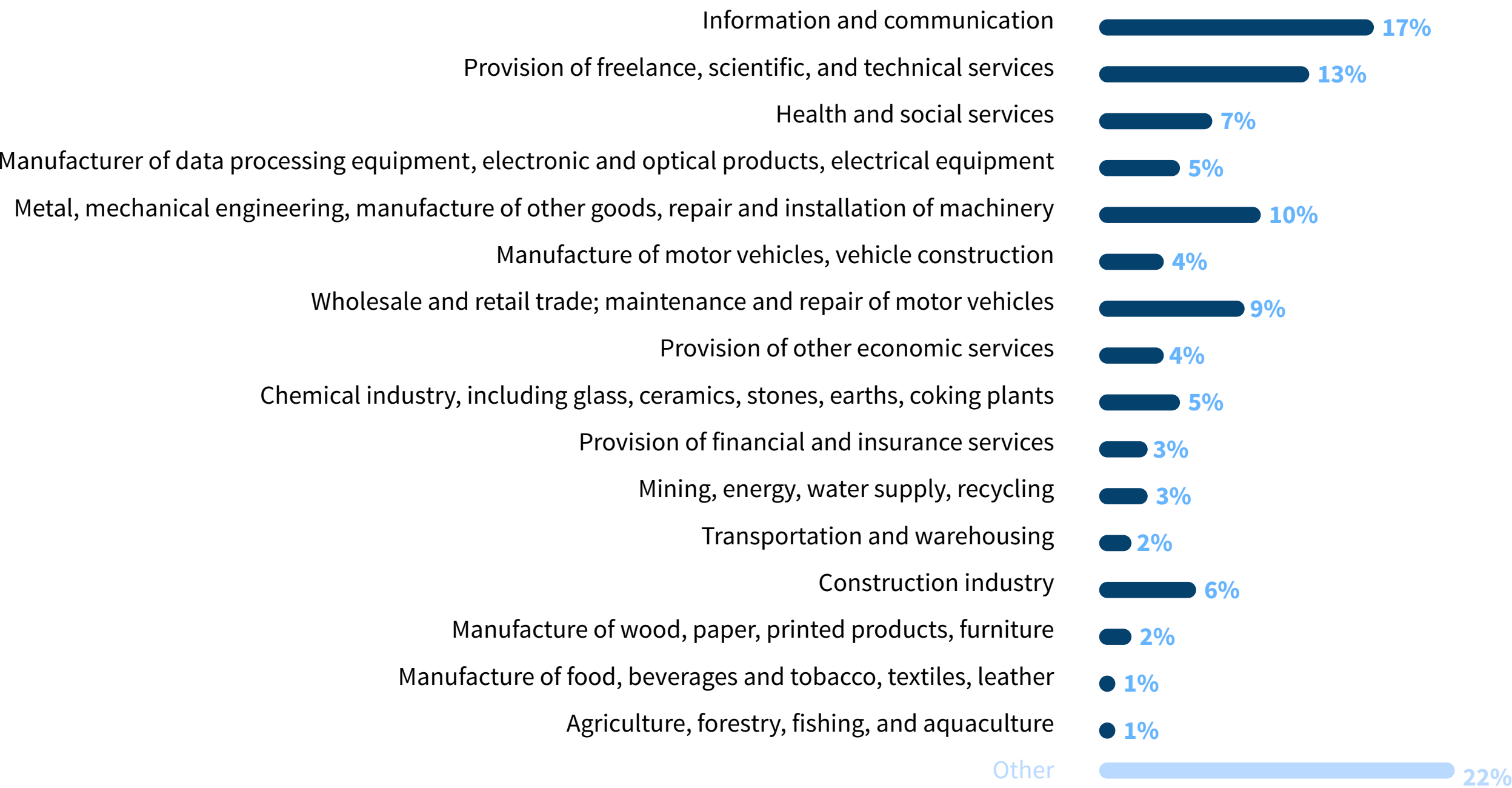
Training area



Company size



Industries

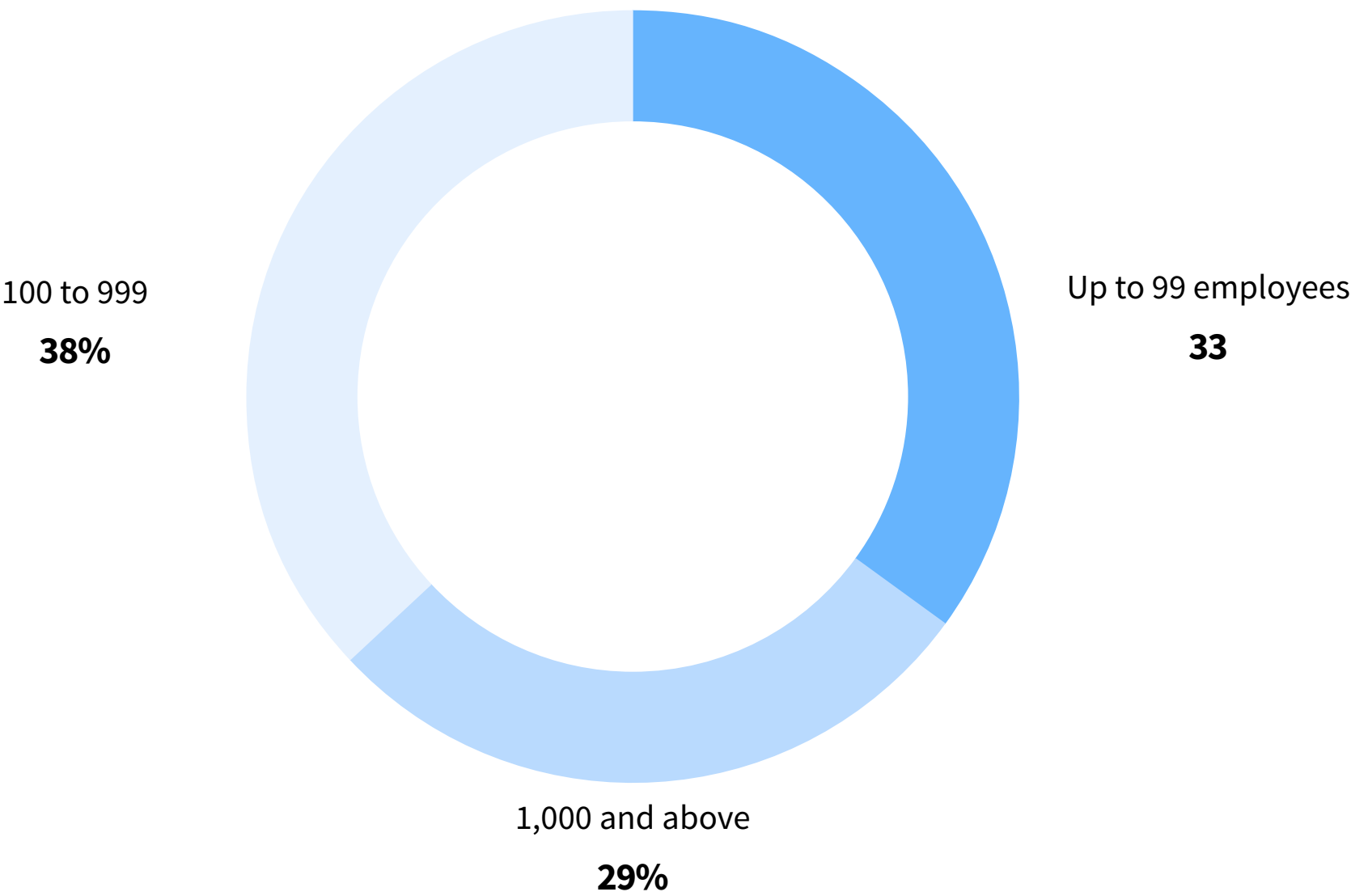


Source: LAE 2025, population; the respective share of heise online users is shown

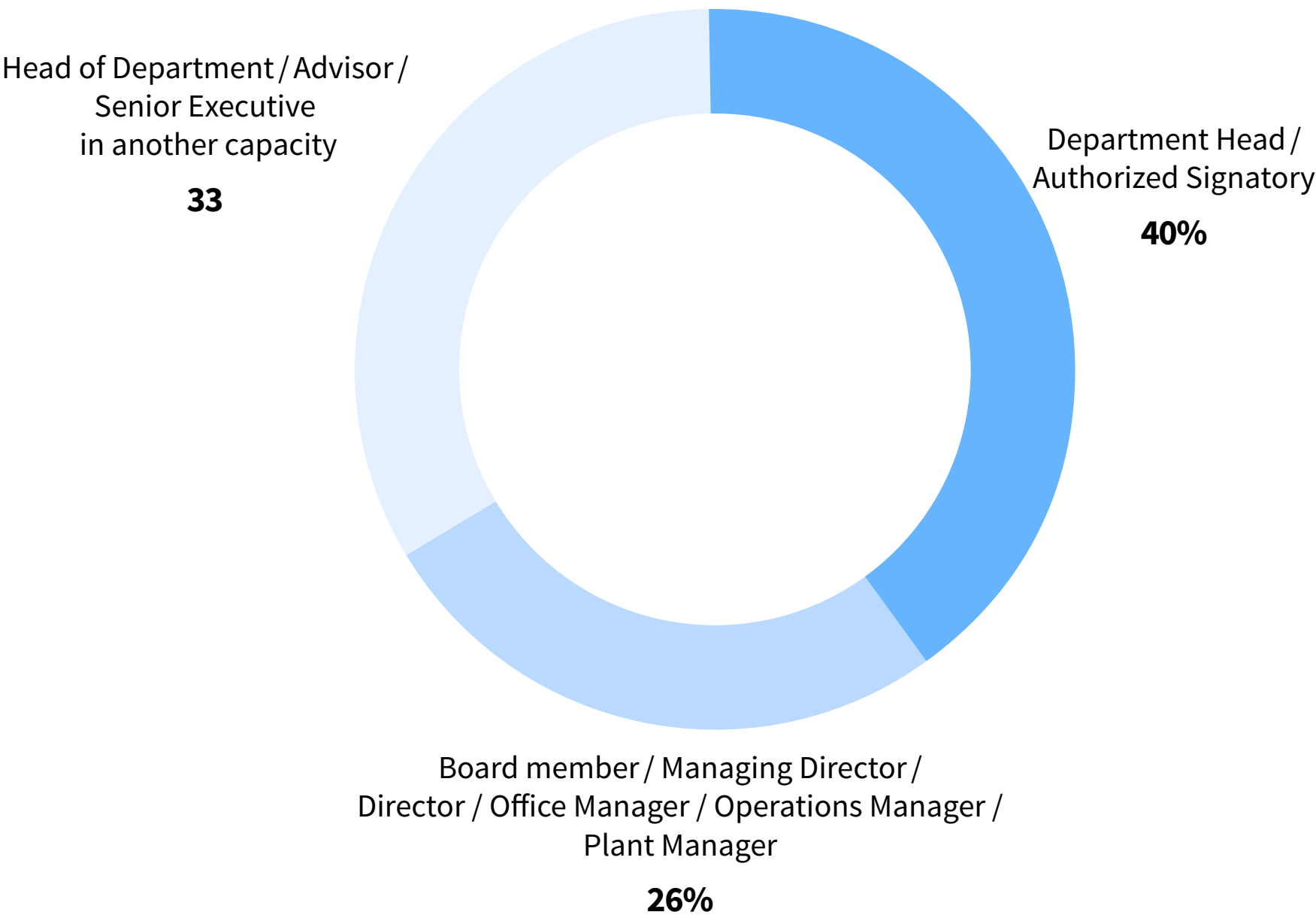
Professional position

- Self-employed 11%
- Liberal professions 6%
- Senior executives 70%**
- Civil servants 13%

Senior executives by company size*



Senior executives by function*



*Pre-filter senior executives, heise online 249,000 users

Source: LAE 2025, population; the respective share of heise online users is shown

Professional position

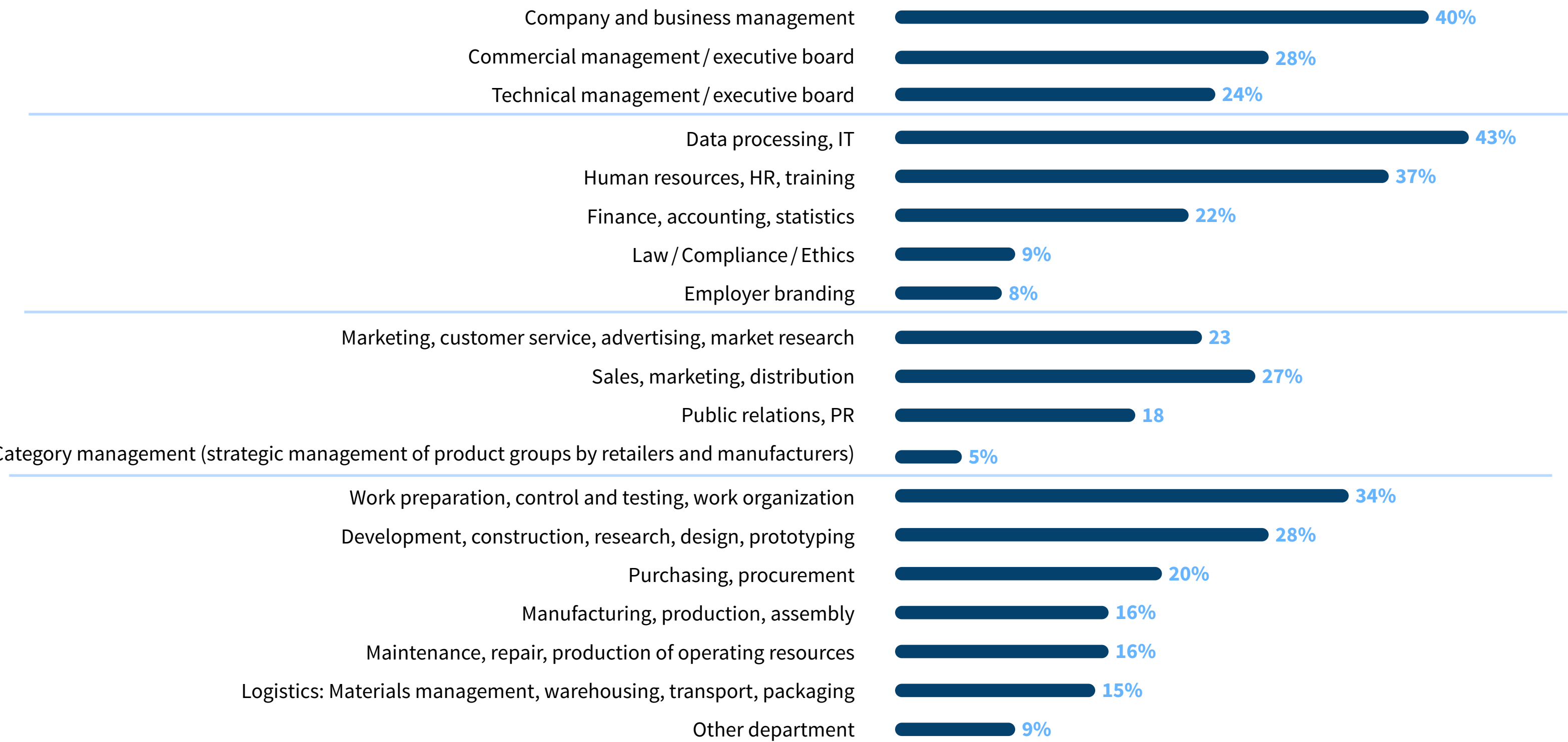
Self-employed 11%

Liberal professions 6%

Senior executives 70%

Civil servants 13%

Overall or partial management according to work areas*



*Pre-filter senior executives, heise online 249,000 users

Source: LAE 2025, population; the respective share of heise online users is shown

ITC decision-makers

On this page, we have outlined what LAE has confirmed to heise online users with regard to their role as ICT decision-makers. We distinguish between **ICT decision-makers** who are involved in all decisions (e.g., in an advisory capacity) and those who are sole decision-makers, co-decision-makers, or delegated decision-makers. We discuss the sole decision-makers starting on page 15.

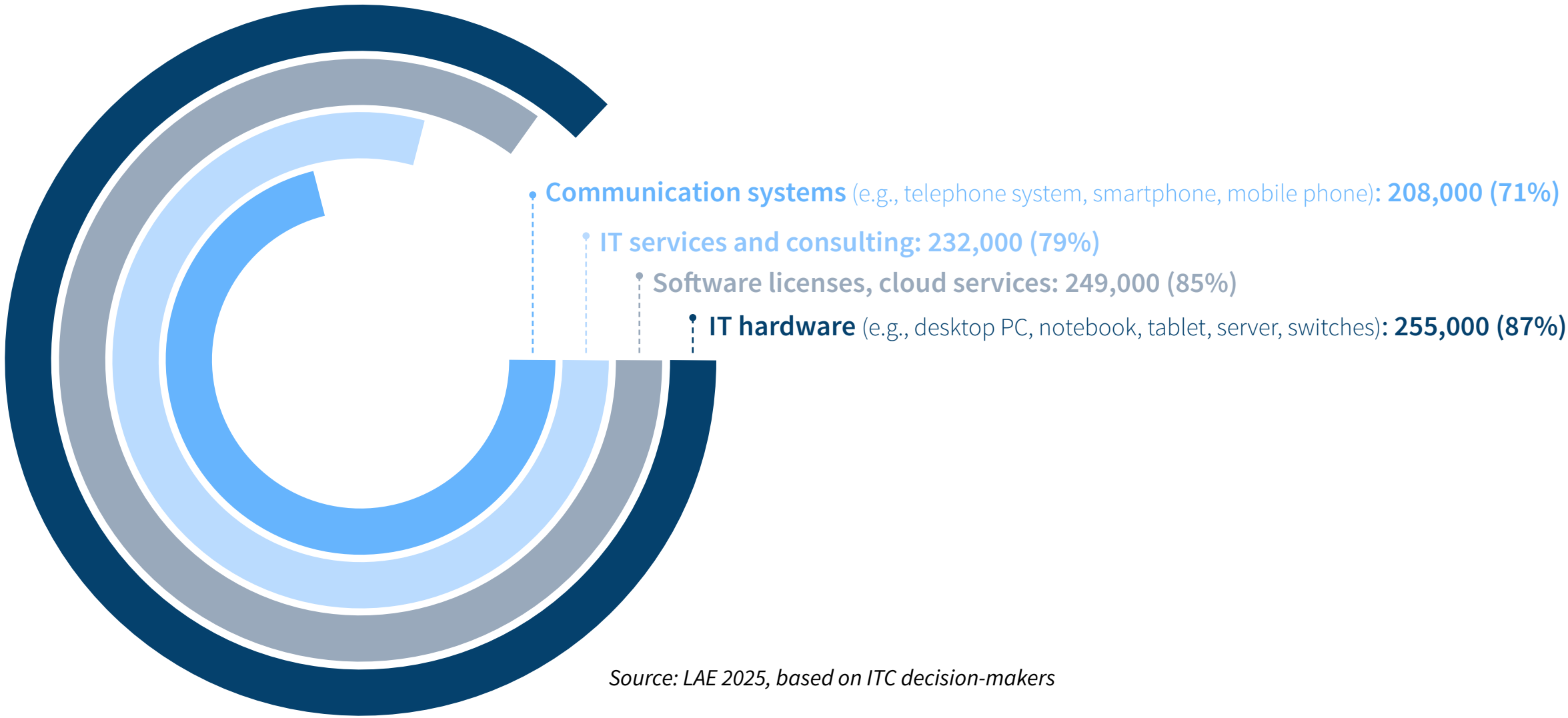
In this part of the analysis, we focus on all ICT decision-makers: Of the 357,000 B2B decision-makers reached by heise online, **293,000 (82%) are involved in decisions in the areas of IT and communications (ICT).** heise online users are represented above average (index 109).

Your decisions regarding hardware and software, software licenses, cloud service providers, cloud services, and communication systems **have a significant impact on** work processes and the responsiveness of companies . The successful integration of AI tools, the targeted use of resources, and the rapid learning of new working techniques require a solid foundation – the hardware and software Infrastructure.

Heise online users who are ICT decision-makers are particularly well represented in small companies with up to 99 employees and in very large companies with 1,000 or more employees. Factors that could play a role here are the high degree of flexibility, openness to new developments, increased willingness to take risks with ideas, and agile structures that characterize small businesses. similar conditions can only be found again in corporations / large companies with 1,000 or more employees.

heise online users plan purchases in these core areas:

293,000 ITC decision-makers



heise online users as volume buyers – their investment plans in detail for the next 12 months:

Hardware		Communication systems		Servers & Security		Software & Tools		above average in planning focus	
Desktop PC	267,000 (91%)	Video conferencing systems	231,000 (79%)	Company network/ LAN/ Network components	275,000 (94%)	Operating software (Accounting software, Project management, etc.)	277,000 (95%)	Document, knowledge, and workflow management systems	228,000 (78%)
Notebook/ Laptop	283,000 (97%)	Smartphone	263,000 (90%)	Server hardware	262,000 (89%)	CRM systems (Customer Relationship Management)	175,000 (60%)	Index 126	
Tablet	243,000 (83%)	Head-mounted display (VR glasses, smart glasses)	70,000 (24%)	Cloud services	231,000 (79%)			138,000 (47%)	
Printer/ Copier/ Scanner/ Fax (single or multifunctional devices)	281,000 (96%)			IT security infrastructure (e.g., antivirus software, fire-wall, Encryption technologies)	278,000 (95%)			Index 190	

Senior executives

OVERALL OR PARTIAL AREA MANAGEMENT ACCORDING TO WORK AREAS

heise online users decide, advise, and make decisions on purchases, strategic directions, and subsequent investment decisions, either alone or as part of a team. On closer inspection, they occupy a permanent place in all areas of work within the management levels.

The top management level, as the highest level of leadership or management, is responsible for the course a company takes – across all company sizes. Positions range from CEO to CIO, from board member to president of the executive board – all with signing authority.

heise online plays a key role in the high-caliber canon of digital decision-maker media. This is evident both in the index and in the composition of its user base.

Note:
Affinity is represented as an index and is a measure of the target group proximity of the medium or media plan.

Example: An index of 133 means, for example, that the share of the target group in the medium in question is 33% higher than in the defined population. (Source: Medimach)

Overall or partial management according to work areas:

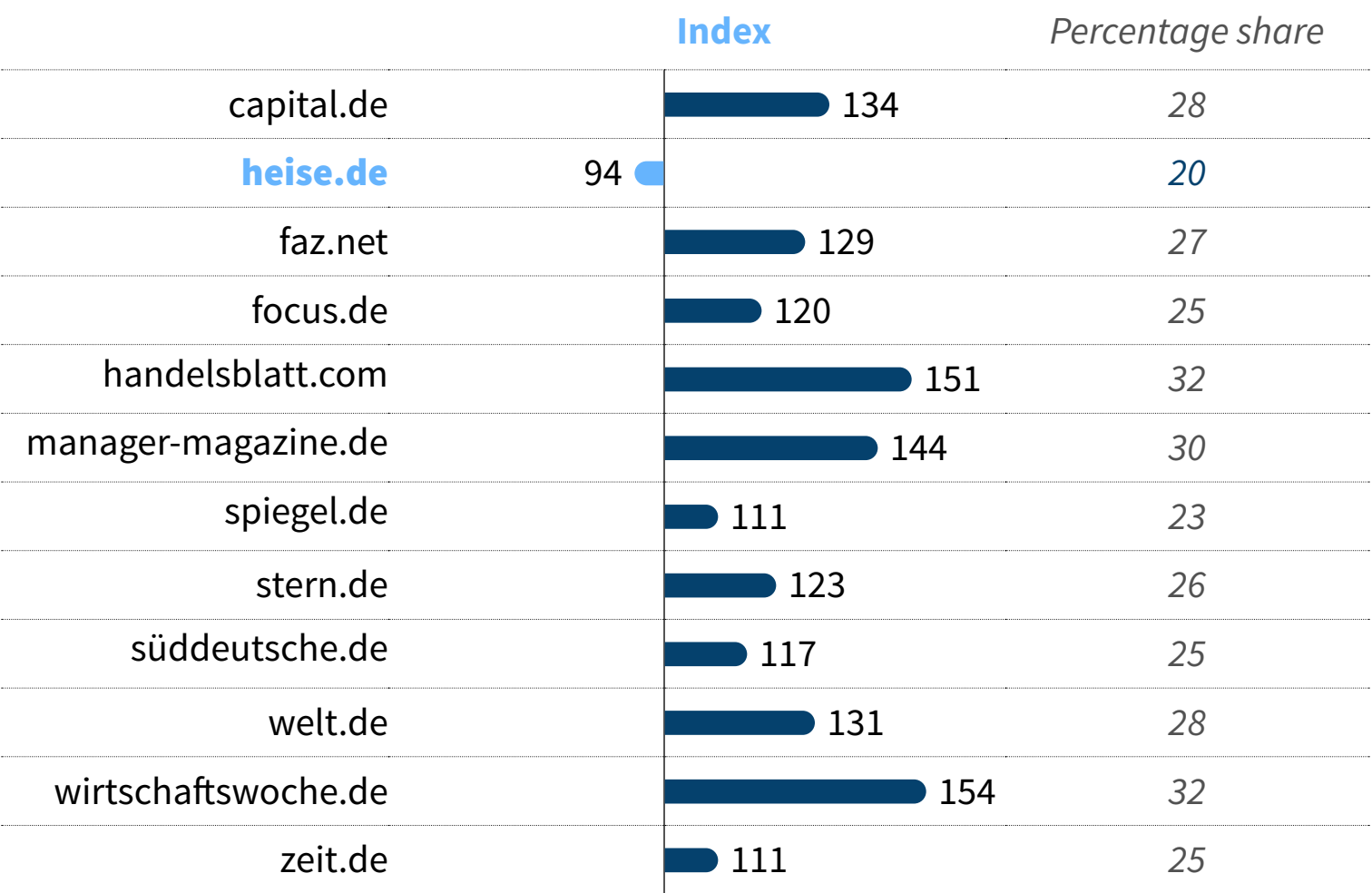
Company and business management

	Index	Percentage share
capital.de	133	33
heise.de	101	28
faz.net	126	31
focus.de	118	29
handelsblatt.de	143	35
manager-magazine.de	145	36
spiegel.de	110	27
stern.de	120	30
süddeutsche.de	115	29
welt.de	130	32
wirtschaftswoche.de	151	37
zeit.de	112	28

Source: LAE 2025, population; the figure shows the respective share of users and the respective index

Overall or partial management according to work areas:

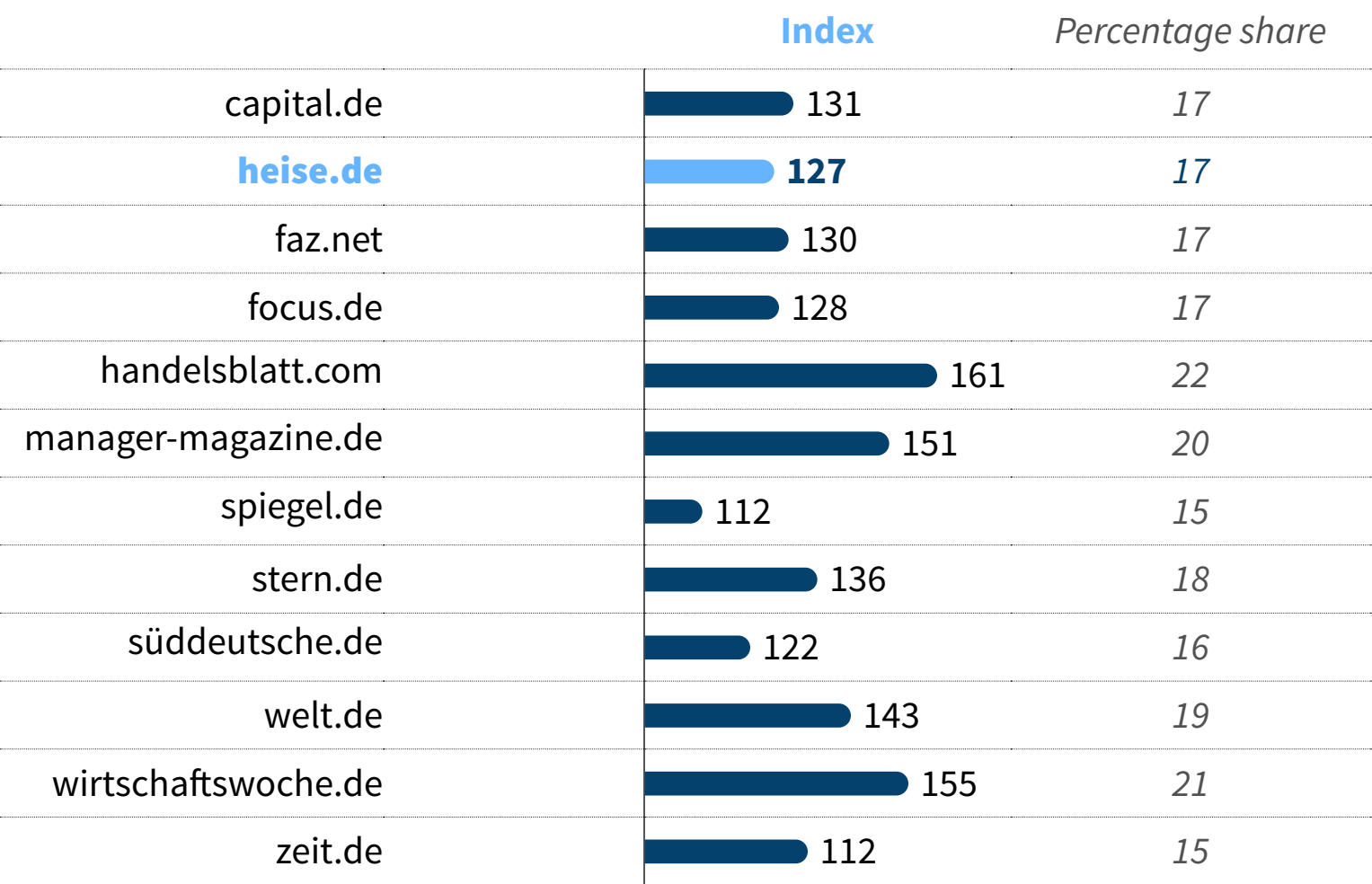
Commercial management / executive board



Within the field of commercial management and administration, heise online users also occupy **key positions** such as CFO in large companies on average. The functional areas range from finance and accounting, including taxes, controlling, IT, and human resources. One-fifth of users work in this field.

Overall or partial management according to work areas:

Technical management / executive board

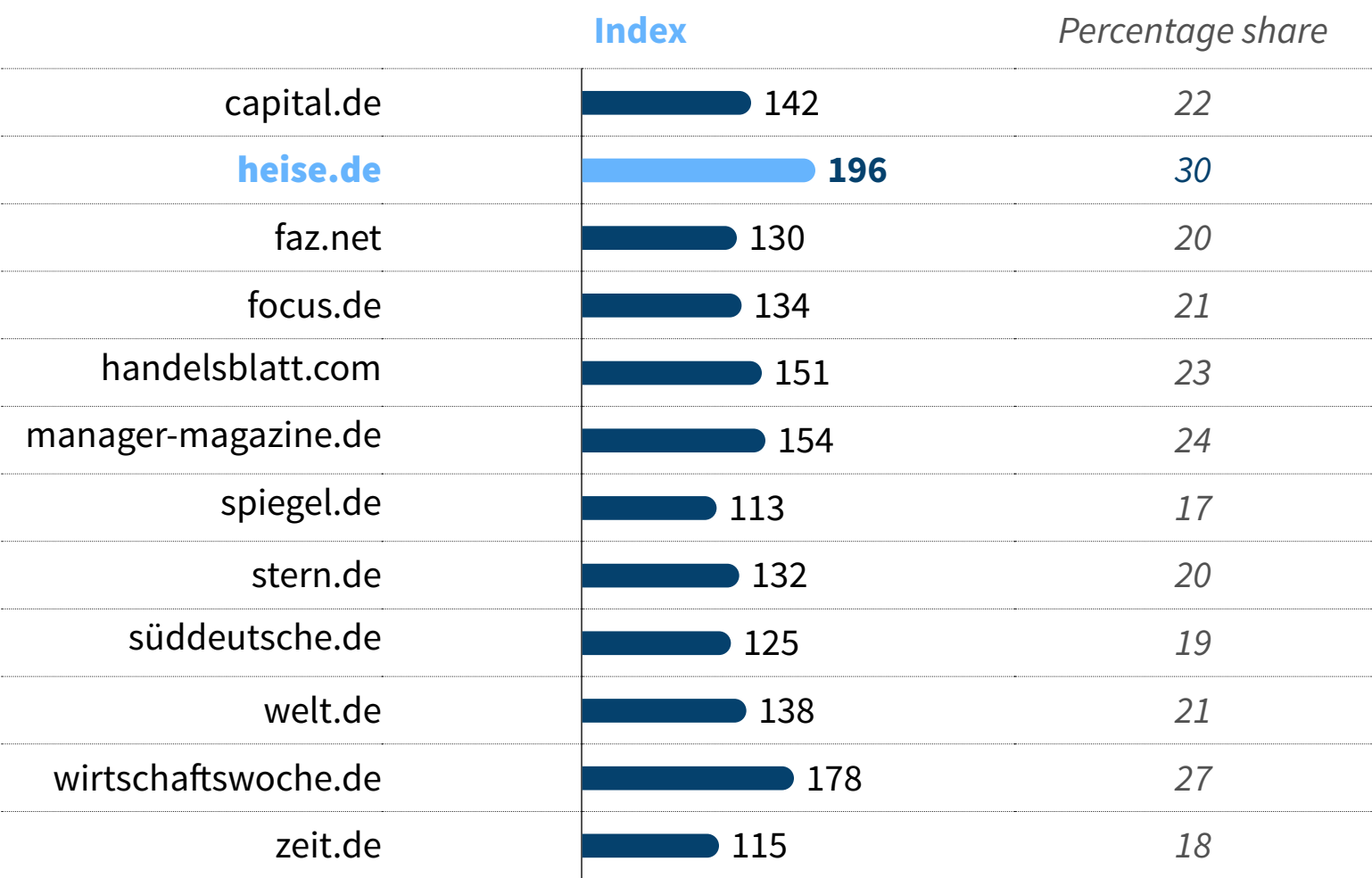


In the professional environment of technical management and leadership, heise online users can hold their own in B2B: the proportion of technical directors, chief technology officers (CTOs), and other technical executives among users is **27 percent higher than in the target group as a whole.**

Source: LAE 2025, population; the figure shows the respective share of users and the respective index

Overall or partial management according to work areas:

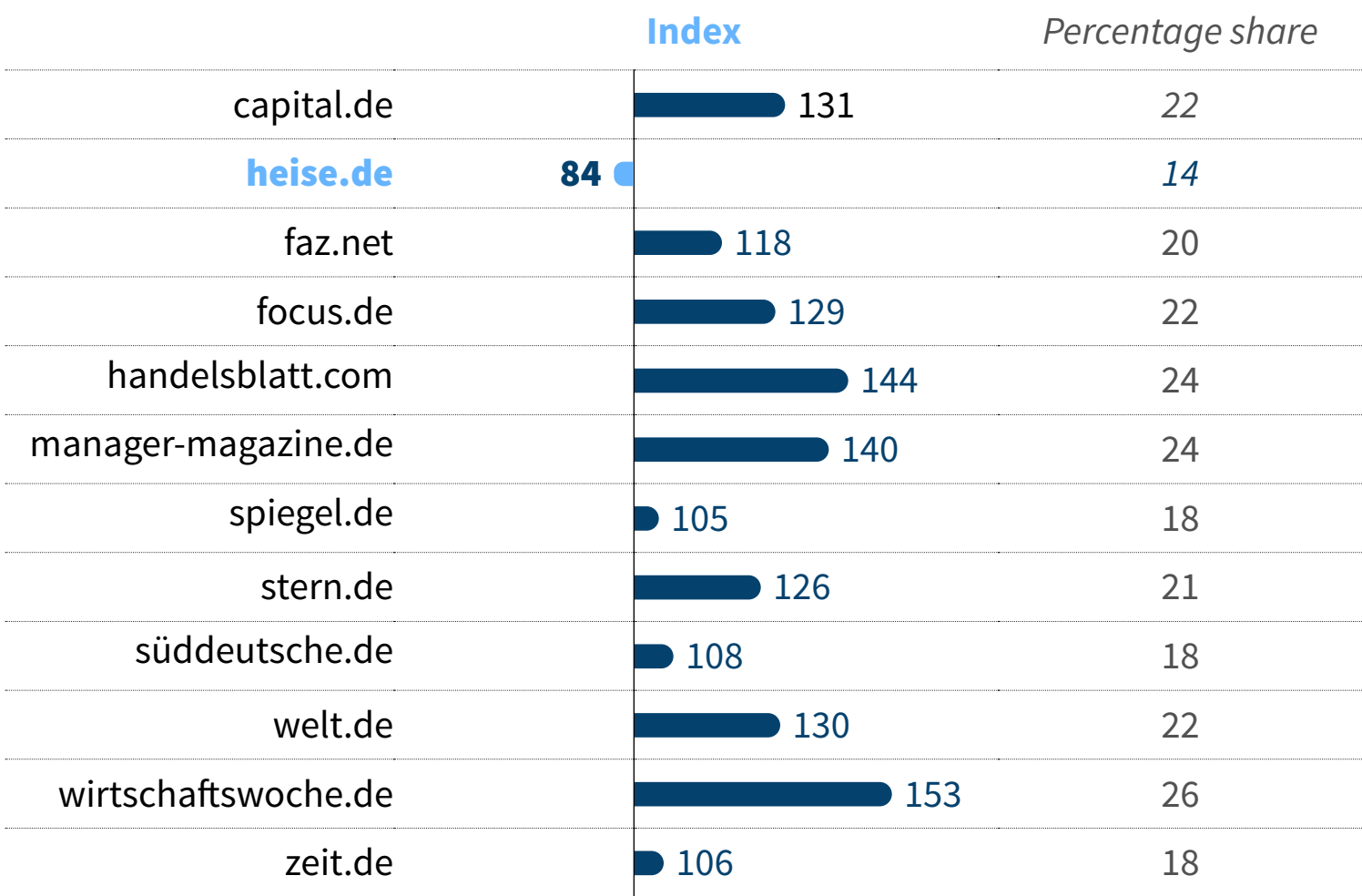
Data processing, IT



When it comes to **the heart of a company**, it is usually located at the top management level. This is where the decision-makers work, and heise online has an impressive 30% of them. Across all company sizes, the index shows the strong position – compared to other leading offerings.

Overall or partial management according to work areas:

Purchasing, procurement

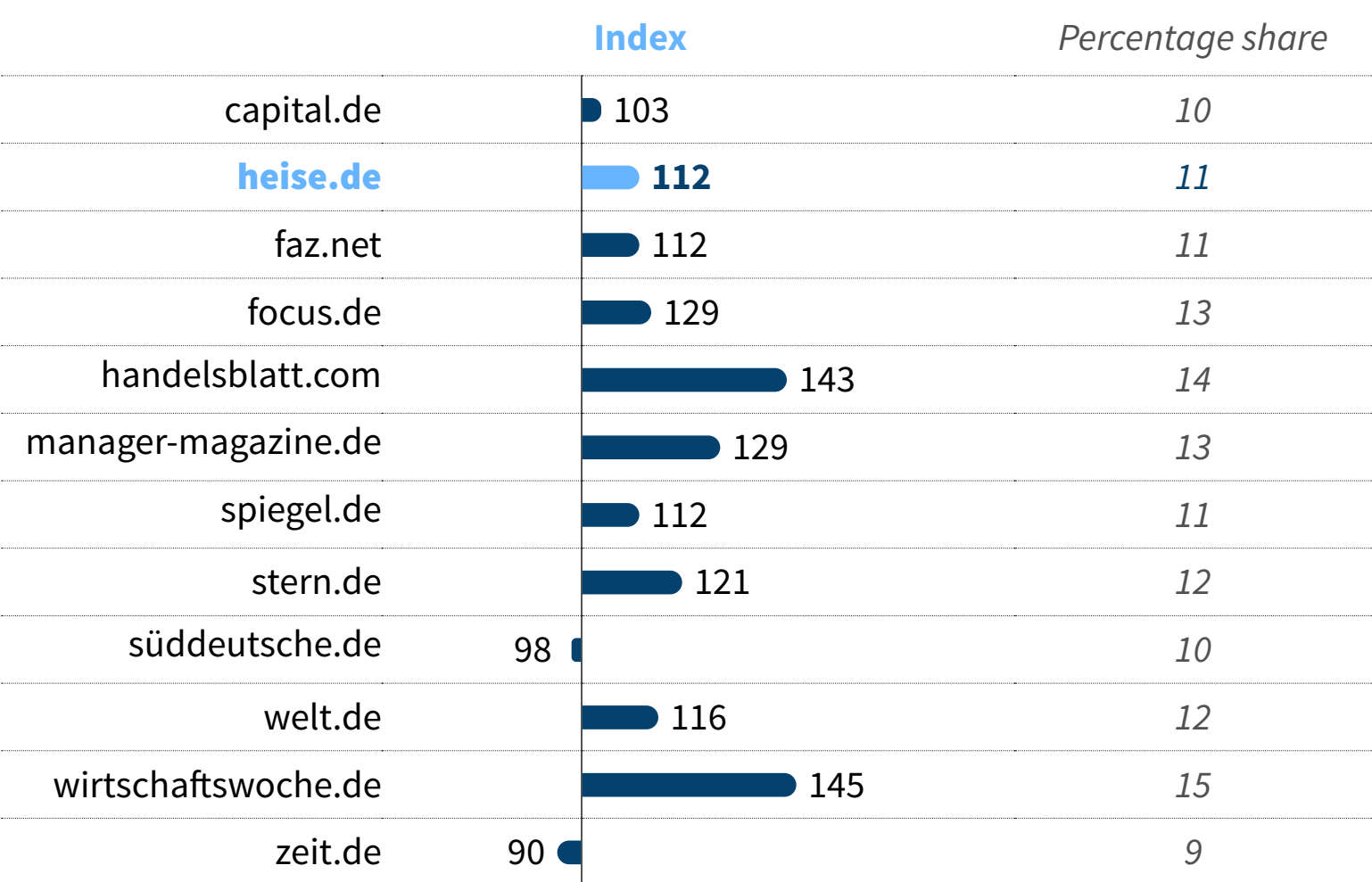


In this area, which plays a **central role**, negotiating skills are in required: Here, the decision is made about the channels that will be used for purchase, and the terms and conditions are negotiated hard. One in seven heise online users belongs to this target group. Any company that can score points with them with their products has **secured a volume buyer**.

Source: LAE 2025, population; the figure shows the respective share of heise online users and the respective index

Overall or partial management according to work areas:

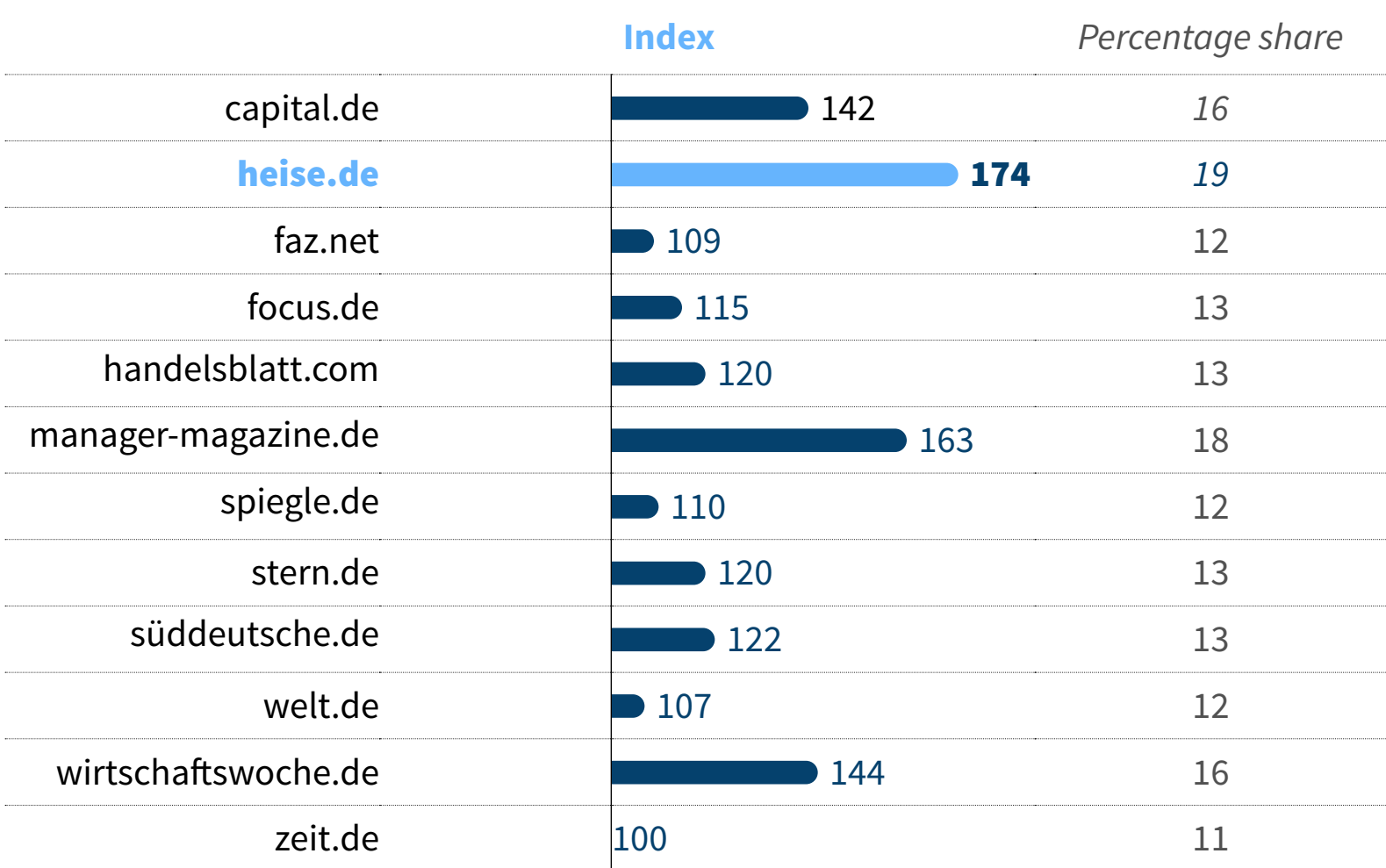
Manufacturing, production, assembly



AI is the keyword. Overall, LAE identifies one in eleven decision-makers as **working at the grassroots level** of a company – heise online is above average. LAE proves that **heise online users, as B2B decision-makers, also have a significant say in this area when it comes to** which technical equipment is used: From robotics and other AI to digitization and quality assurance in production areas. The field of possible key technologies and standards is broad.

Overall or partial management according to work areas:

Development, construction, research, design, prototyping



While one in three decision-makers works in IT, one in five heise online users is involved in brainstorming. These users are **part of think tanks**: they lead the development of ideas in collaboration with marketing, research new materials, applications, and production alternatives, now using a wide variety of AI tools. Prototypes are built and further developed in these departments. Whoever has a leading position in this area of the company **decide on the software and hardware to be used**, such as test programs, CAD/CAM programs, 3D technologies, or the use of digital twins. Digitalization, AI, and energy efficiency are **key topics**.

Source: LAE 2025, population; the figure shows the respective share of heise online users and the respective index

Decision-maker

DECISION-MAKERS heise online users in detail

Sole-/Delegation/Co-decision-maker

Excerpt from individual decision-maker groups in comparison to the competition

KEY TOPICS FOR DECISION-MAKERS

Future topics/Company topics/Media group Podcasts

Sole decision/delegation/joint decision:

Company and business management



Administration, organization, IT



***"ICT DECISION-MAKERS"
in at least one of the areas
- "IT overall" or
- "Communication systems, such as telephone systems" or
- "Smartphone, mobile phone"
competent



***"IT TOTAL"
in at least one of the areas
- "IT hardware (e.g., desktop PC, notebook, tablet, server, switches)" or
- "Software licenses, cloud services" or
- "IT services and consulting"
competent

Finance



Sales, marketing



Production, logistics, materials management



R&D, Design



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

Sole decision-maker/delegation/co-decision-maker Administration, Organization, IT:

ICT decision-makers (IT overall, communication systems)

	Index	Percentage share
capital.de	106	73
heise.de	106	73
faz.net	103	71
focus.de	105	73
handelsblatt.com	107	74
manager-magazine.de	102	71
spiegel.de	104	72
stern.de	105	73
süddeutsche.de	103	71
welt.de	105	72
wirtschaftswoche.de	108	75
zeit.de	100	69

Not surprising, but clear – the heise online user has 76% ICT decision-makers in its ranks– an above-average target group affinity, as the index proves. And **leading in comparison**. Anyone who wants to reach these decision-makers **in a budget-efficient way** is in good hands with heise.de.

The LAE summarizes the following product areas under **the umbrella term ICT**:

- IT hardware (e.g., desktop PCs, notebooks, tablets, servers, switches)
- Software licenses, cloud services, or
- IT services and consulting
- Communication systems, such as telephone systems, smartphones, mobile phones

Source: LAE 2025, population; the figure shows the respective share of users and the respective index

Sole decision-maker/delegation/co-decision-maker Administration, Organization, IT:

Total IT (IT hardware, software, Internet)

	Index	Percentage share
capital.de	107	71
heise.de	107	71
faz.net	105	70
focus.de	107	71
handelsblatt.com	109	72
manager-magazine.de	104	69
spiegel.de	105	70
stern.de	106	70
süddeutsche.de	105	69
welt.de	106	70
wirtschaftswoche.de	109	72
zeit.de	101	68

What applies to ICT decision-makers is directly applicable to the decision-maker for IT as a whole! They decide on all hardware and software, including digital solutions, but are not responsible for communication tools.

LAE summarizes the following product areas under **the umbrella term IT**:

- IT hardware (e.g., desktop PCs, notebooks, tablets, servers, switches)
- Software licenses, cloud services, or
- IT services and consulting

Sole decision-maker/delegation/co-decision-maker Administration, Organization, IT:

IT hardware (e.g., desktop PC, notebook, tablet, server, switches)

	Index	Percentage share
capital.de	<div><div></div></div> 106	66
heise.de	<div><div></div></div> 102	63
faz.net	<div><div></div></div> 104	64
focus.de	<div><div></div></div> 107	66
handelsblatt.com	<div><div></div></div> 107	66
manager-magazine.de	98 <div><div></div></div>	60
spiegel.de	<div><div></div></div> 105	65
stern.de	<div><div></div></div> 106	66
süddeutsche.de	<div><div></div></div> 102	63
welt.de	<div><div></div></div> 106	66
wirtschaftswoche.de	<div><div></div></div> 108	66
zeit.de	98 <div><div></div></div>	60

63% of heise online users focus on the heart of the company in their role as B2B decision-makers: the hardware equipment. And so ensure that the **future of the company stands on solid ground.**

Sole decision-maker/delegation/co-decision-maker Administration, Organization, IT:

Software licenses / Cloud services

	Index	Percentage share
capital.de	<div><div></div></div> 106	60
heise.de	<div><div></div></div> 109	62
faz.net	<div><div></div></div> 108	61
focus.de	<div><div></div></div> 110	62
handelsblatt.com	<div><div></div></div> 112	63
manager-magazine.de	<div><div></div></div> 104	59
spiegel.de	<div><div></div></div> 108	61
stern.de	<div><div></div></div> 108	61
süddeutsche.de	<div><div></div></div> 110	62
welt.de	<div><div></div></div> 108	61
wirtschaftswoche.de	<div><div></div></div> 112	63
zeit.de	100 <div><div></div></div>	57

Deciding on software solutions to use and value-adding collaborations with IT service providers and consultants is part of **everyday life** for **62% of heise online users.**

Source: LAE 2025, population; the figure shows the respective share of users and the respective index

Sole decision-maker/delegation/co-decision-maker Sales/marketing:

Measures in the area of sustainability

	Index	Percentage share
capital.de	104	36
heise.de	96	33
faz.net	109	38
focus.de	114	40
handelsblatt.com	113	39
manager-magazine.de	113	39
spiegel.de	109	38
stern.de	118	41
süddeutsche.de	116	40
welt.de	111	38
wirtschaftswoche.de	114	40
zeit.de	106	37

There is potential here: In general, heise online users **take** the importance of **sustainability in business very seriously** in their role as senior executives. 44% rate it as very important, and 86% as at least important. However, taking the necessary measures to achieve this takes time. A third of users are already **well on their way**.

Source: LAE 2025, population; the figure shows the respective share of users and the respective index

Sole decision-maker/delegation/co-decision-maker R&D, design:

Research and Development/Design

	Index	Percentage share
capital.de	125	32
heise.de	135	34
faz.net	105	27
focus.de	112	28
handelsblatt.com	116	30
manager-magazine.de	134	34
spiegel.de	109	28
stern.de	114	29
süddeutsche.de	124	32
welt.de	104	26
wirtschaftswoche.de	124	31
zeit.de	104	26

Decision-makers who have a decisive influence on the future direction of their company must always be one step ahead. In the field of R&D and design, ideas are generated, prototypes are built, tested, further developed, and checked for production suitability. The use of **AI tools lays the foundation for creating competitive advantages**. And **this** is precisely where the heise online user is particularly clear in a leading position.

Note:
Well above average with the
have the second-highest index value
23% of heise online users have already
invested in robotics (index 125),
40% of heise online users in AI and machine learning (index 148), even with
the highest index value

Sole decision-maker/delegation/co-decision-maker Administration, Organization, IT:

IT services and consulting

	Index	Percentage share
Total	100	55
capital.de	103	57
heise.de	107	59
faz.net	107	59
focus.de	108	60
handelsblatt.com	114	63
manager-magazine.de	106	58
spiegel.de	106	58
stern.de	106	58
süddeutsche.de	110	60
welt.de	107	59
wirtschaftswoche.de	113	62
zeit.de	96	53

They have the expertise and decide **which IT services / consulting services are purchased**. This applies to 59% of heise online users.

Source: LAE 2025, population; the figure shows the respective share of users and the respective index

Future technologies:

Investments in future technologies planned

	Index	Percentage share
Total	<div><div></div></div> 110	81
Digital transformation	<div><div></div></div> 127	51
Robotics in production, services, research, etc.	<div><div></div></div> 129	22
Data & Analytics / Big Data	<div><div></div></div> 157	36
Artificial intelligence / Machine learning	<div><div></div></div> 138	53
Collaboration tools for new ways of working	<div><div></div></div> 172	27
Blockchain technology	<div><div></div></div> 158	11
Setup of mobile / Home office workstations	<div><div></div></div> 134	37
Cyber security	<div><div></div></div> 106	58

Future technologies:

Investments in future technologies invested & deployed

	Index	Percentage share
Total	<div><div></div></div> 111	87
Digital transformation	<div><div></div></div> 118	60
Robotics in production, services, research, etc.	<div><div></div></div> 125	23
Data & Analytics / Big Data	<div><div></div></div> 139	41
Artificial intelligence / Machine learning	<div><div></div></div> 148	40
Collaboration tools for new ways of working	<div><div></div></div> 173	31
Blockchain technology	<div><div></div></div> 174	11
Setup of mobile / Home office workstations	<div><div></div></div> 126	58
Cyber security	<div><div></div></div> 113	62

All areas of technology are relevant – 87% have already invested well above average in all areas and are staying on the ball: 81% of heise online users plan to invest in these technologies, **with** digital transformation and data & analytics remaining **priorities**. Mobile working also remains an issue. The use of collaboration tools is favored far above average (index 172), and more than half of heise online decision-makers are **focusing on cybersecurity**. The same applies to the use of **AI tools**.

Source: LAE 2025, population; the figure shows the respective share of users and the respective index

Future technologies:

Areas of application for AI in companies

	Index	Percentage share
Overall use of AI	<div><div></div></div> 122	64
Automation of business processes	<div><div></div></div> 116	35
Personalization of services	<div><div></div></div> 110	21
Forecasting and analysis	<div><div></div></div> 131	27
Speech recognition and processing	<div><div></div></div> 130	28
Other areas of application	<div><div></div></div> 156	34
No AI is used	<div><div></div></div> 66	27

The topic of AI has emerged as a significant influencing factor: over **60% – almost two-thirds – of heise online users in B2B are specifically looking into the use of AI**, on the one hand to keep up with the competition and on the other **to** take a leading role in national and international competition.

The strengths of the applications lie in process automation, personalization, analysis, and speech recognition. In addition, 34% use other **highly specialized tools** across all work areas and industries.

Topics (sustainability, IT, employer branding, etc.)

General importance within the company – at least important

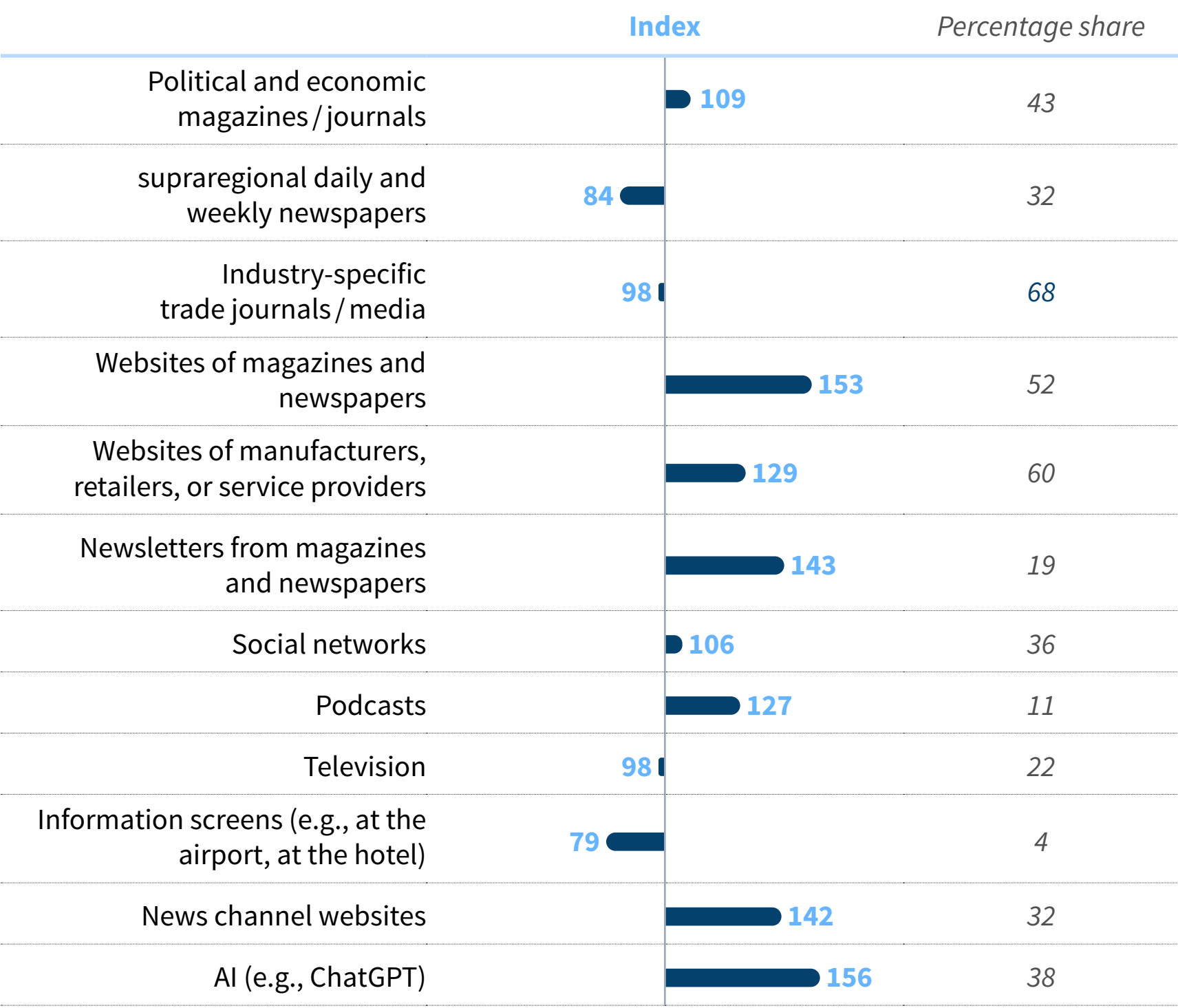
	Reach in thousands	Percentage share
Sustainability	<div><div></div></div> 307	86
Skilled labor shortage, find qualified personnel	<div><div></div></div> 324	91
Employer branding (Measures to become particularly attractive employers)	<div><div></div></div> 277	78
Diversity	<div><div></div></div> 238	67
Social responsibility	<div><div></div></div> 321	90

Closely linked to future technologies are the relevant topics at the decision-maker / management level. Sustainability concerns 86% of decision-making heise online users, social responsibility 90% – topics that also influence **employer branding**.

Source: LAE 2025, population; the figure shows the respective share of users and the respective index

Sources of information:

Important media groups for professional activities



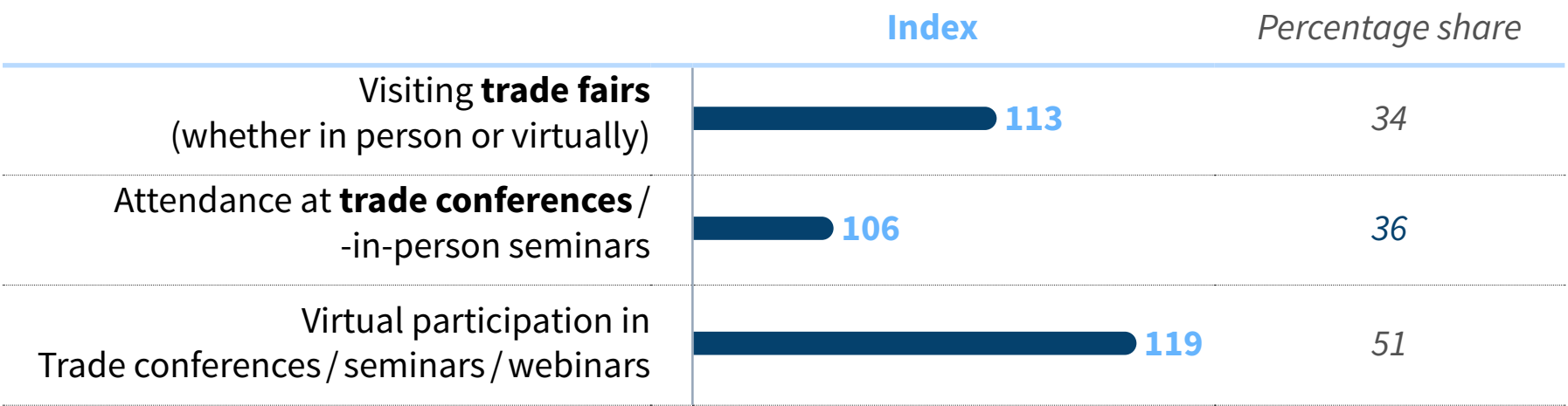
Podcast listeners like snackable content. One in fourteen heise online users uses podcasts as an important media group for their professional activities. Average age: 46 years.

Source: LAE 2025, population; the figure shows the respective share of users and the respective index

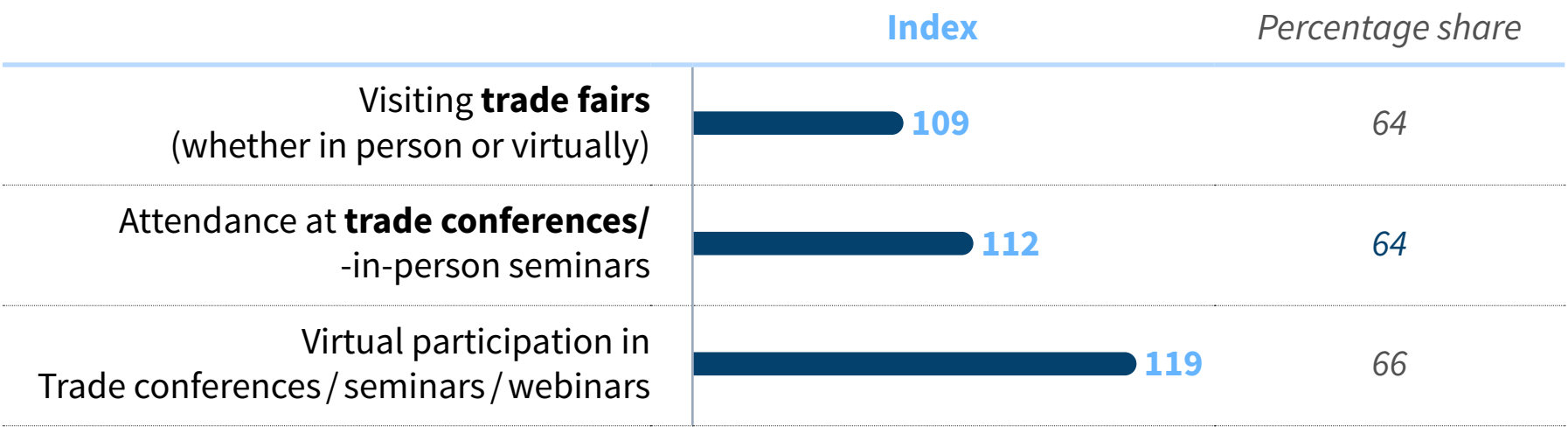
Business trips:

Trade fairs / Trade conferences

Several times a year



At least once a year



Trade shows and events are **back in demand**: both in-person and virtual formats are equally popular for participation at least once a year. If there are several events scheduled for the year, decision-makers prefer virtual participation in specialist conferences / webinars (**51%**)

Podcast listening time per week: 1 hour or more

Digital offerings

	Index	Reach in percent
Total	100	20.0
capital.de	154	31.0
heise.de + app(s)	144	29.1
faz.net + app(s)	141	28.4
focus.de + app(s)	109	21.9
handelsblatt.com + app(s)	120	24.3
manager-magazin.de + app(s)	139	28.0
spiegel.de + app(s)	127	25.7
stern.de + app(s)	131	26.4
süddeutsche.de + app(s)	142	28.6
welt.de + app(s)	116	23.4
wirtschaftswoche.de + app(s)	130	26.2
zeit.de + app(s)	165	33.2

Podcasts in a professional setting

For 11% of heise online users, podcasts are an important media group for their professional activities. Just under a third of heise online users **listen to podcasts with a professional context for 1 hour or more per week**. This means that **they** are represented well above average in this target group – as the index of 144 clearly shows.

An average listening time of 3 hours or more per week – these are the **intensive listeners**: With more than 3 hours per week, the user share is even higher compared to the total population – the index is 189.

Source: LAE 2025, population; the figure shows the respective share of users and the respective index

Additional media use:

Podcast topics

	Index	Percentage share
News and politics	120	27
Economy	122	17
Society and culture	120	21
Science and technology	200	28
History	124	12
True Crime	103	8
Sports	94	11
Education	132	12
Health	78	10
Other topics	109	2

The hit list of podcast topics
heise online users like to stay up to date with brief but informative updates:

Top 1: Science and technology are the leading topics that play a role for users in their everyday working lives. And: LAE shows the highest share (28%) and the highest index (200) of all digital LAE decision-maker titles for B2B heise online users.

Top 2 - 4: News & politics follow (27%) with society & culture (21%) and business (17%).

Side note:
12% focus on the topic of education – as an issue of importance to society as a whole, this shows how strongly heise online users are also engaged in this area. With an index of 132, they rank third among all LAE digital offerings.

Your Contact



If you are curious and would like to know more about our performance in the LAE, please ask us!

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