

# iX-READERSHIP SURVEY

2026



The iX-reader. Established. Influential. Highly qualified.



## The base of IT breathes iX – and will continue in 2026

We remain curious and wanted to learn how iX-readers navigate the IT world as decision-makers. Artificial intelligence, cybersecurity, regulation, and digital sovereignty are increasing the complexity of technology decisions and shifting the focus from operational issues to strategic topics – the IT world is changing rapidly. At the same time, media usage patterns are changing. What's in demand is not so much as much information as possible, but rather well-founded context, guidance, and practical decision-making support.

**In this environment, iX holds a unique position.** Its readership is built around a **stable, highly qualified core audience with deep expertise and significant responsibility within their organizations.** On average, they've become more experienced and more demanding, and **increasingly rely on iX as a trusted foundation for evaluation, direction, and well-informed decisions.** The high level of satisfaction with the publication reinforces this standard.

For nearly four decades, this special-interest magazine has been reaching readers across all sectors and at every level of the IT industry. iX-readers play a key role in IT investment decisions. One in four manages a budget of more than 100,000 euros, and 54 % of respondents are familiar with at least one of the heise events. **A top target audience with great potential.**

Take a look at the new facts and see for yourself – we hope you enjoy it!

**Tarik El-Badaoui**  
Sales Director iX

### 2026 Reader survey :

### Fact sheet

|                                 |                                                                                       |
|---------------------------------|---------------------------------------------------------------------------------------|
| <b>Total base:</b>              | iX-readers                                                                            |
| <b>Survey mode:</b>             | Reference in issue 03 / 2026, on social media, and personalized emails to subscribers |
| <b>Method of interrogation:</b> | Online survey                                                                         |
| <b>Survey period:</b>           | February / March 2026                                                                 |
| <b>Sample size / base:</b>      | n=567                                                                                 |

# The typical iX-reader ...



**93 %**

... is male.

**Ø 51**

... is 51 years old on average.

**69 %**

... is an academic ( Technical college / university degree / PHD).

**86 %**

... has completed specialized IT training or a degree program.

**69 %**

... is an employee at / and a senior executive.

**32 %**

... works in the ICT industry.

**64 %**

... works in IT / software development.

**37 %**

... works as a software developer.

**87 %**

... is highly interested in continuing professional development.

**69 %**

... works at a company with 100 or more employees.

**51 %**

... is a decision-maker at the company.

**52 %**

... is an opinion leader in the IT sector.

**91 %**

... is an early adopter.

„I appreciate your independence.“

„Keep it up! When I first read iX many, many years ago, I barely understood anything. Today, there's hardly anything I don't understand. Thanks to iX ...“

„I would like to sincerely congratulate you on the consistently high quality of your magazine. Your articles are thoroughly researched, up-to-date, and informative – and they provide real added value for my professional work.“

„Thank you very much for iX. It's been a must-read for me for over 15 years.“

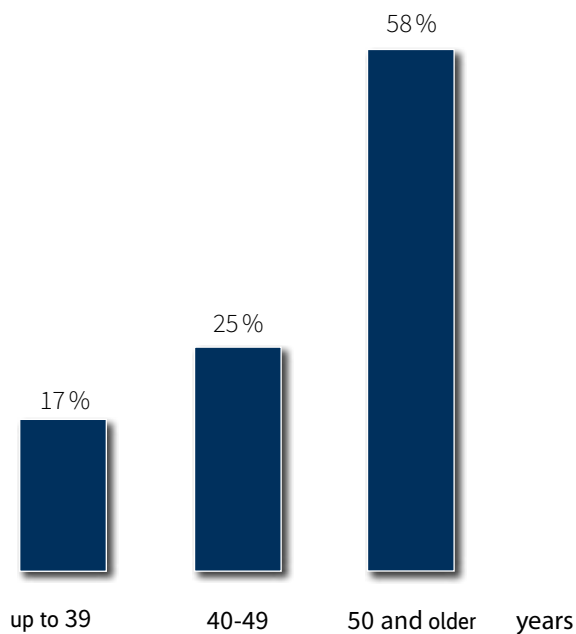
Base: 567 participants

## AGE



Experience matters

Ø 51 years

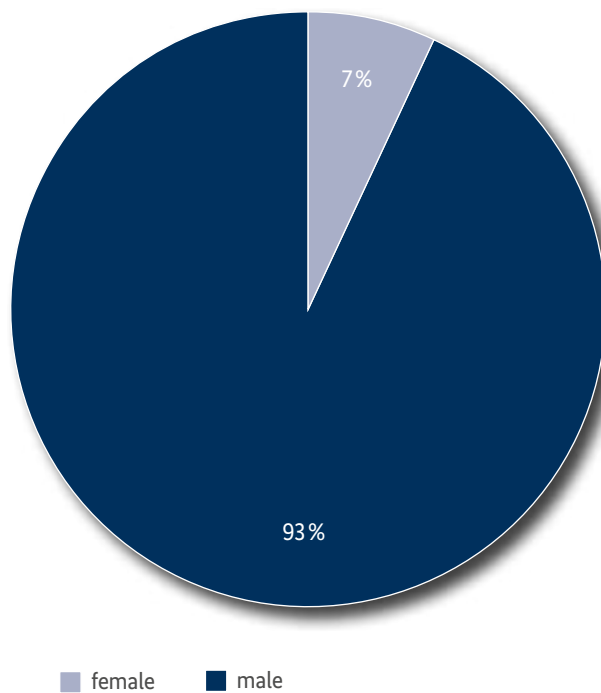


Base: 520 participants

## GENDER



Predominantly male



Base: 538 participants

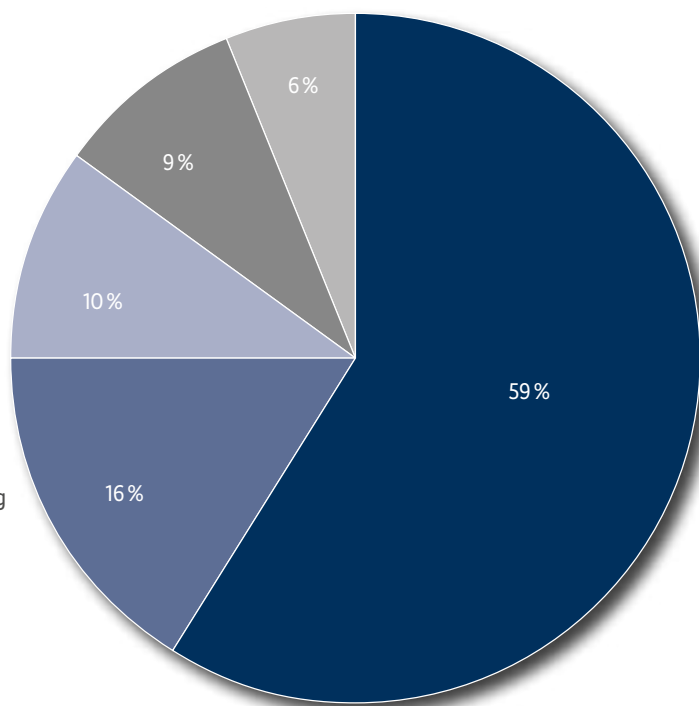
## EDUCATION



Smart heads!

**32% of the iX-readers are computer scientists.**

- Polyacademic/ University degree
- German high school diploma / University entrance qualification
- Doctorate (PHD)
- Apprenticeship, master craftsperson, technician or technical college training
- Secondary school certificate, no diploma



Base: 541 participants

## iX-readers are opinion leaders

52%

... of iX-readers are among the opinion leaders\*

I am open to new technologies.

91%

Others ask me for advice on IT issues.

75%

I am well informed about current technical developments.

75%

I like sharing tips with others on computer topics.

67%

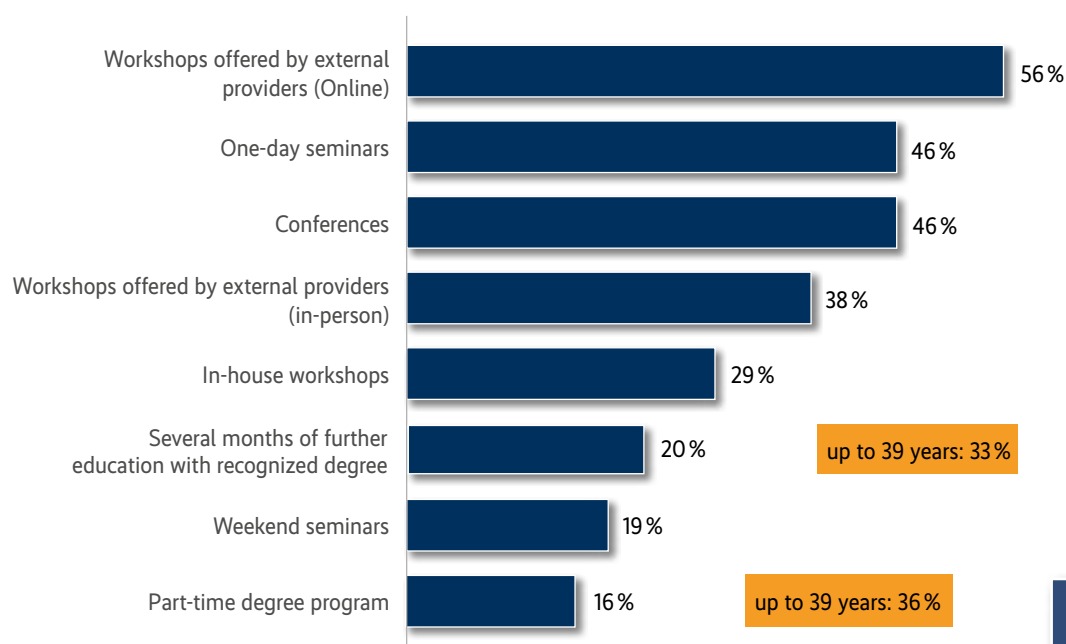
**This is especially true for those under 39, at 71%!**

Question: To what extent do the following statements apply to you?

Base: 560–564 participants | \*A person is considered an opinion leader if they fully agree or somewhat agree with all items related to opinion leadership. | shows the values for Top2 (applies completely, rather applies)

## CAREER AND FURTHER EDUCATION

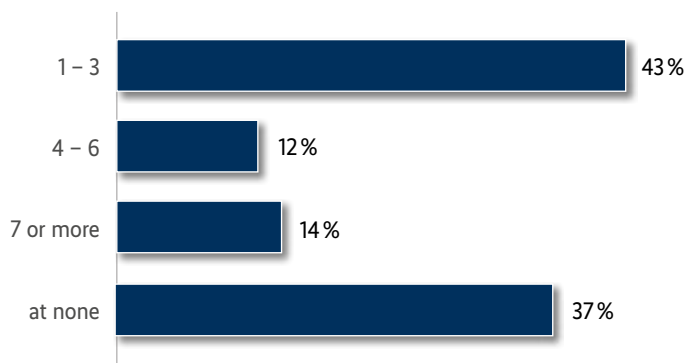
### Strong interest – virtual and in presence



**For 87% of iX-readers, continuing education is generally relevant.**

Question: "Which of the following types of professional development programs are you generally interested in (online or in-person)?" (Multiple answers allowed)  
Base: 567 participants

## Planned participation in online conferences and workshops



**A regular part of work life:  
63 % participate in  
at least one online conference or  
workshop per year.**

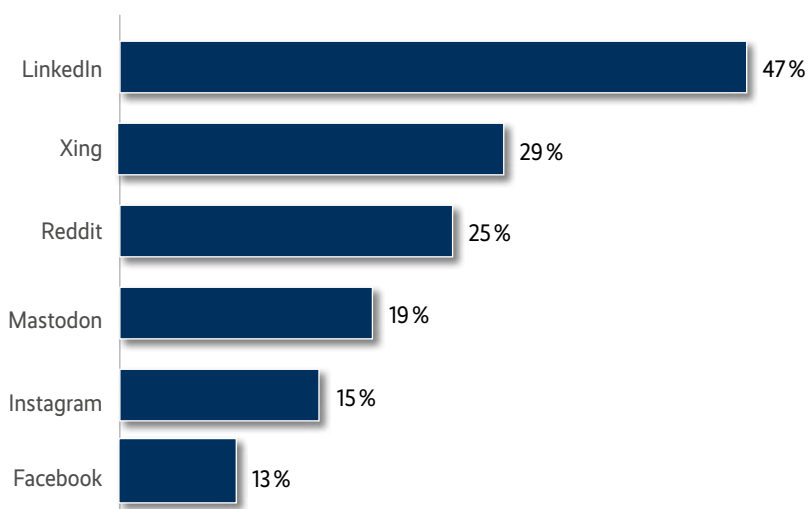
**In-person still matters:  
31 % plan to attend  
a trade show / conference.**

Question: „Which of the following trade shows and conferences do you plan to attend in the next 12 months?“ |  
How many online conferences or workshops do you attend per year, on average?“

Base: 567 participants

# CONFERENCES AND SOCIAL MEDIA

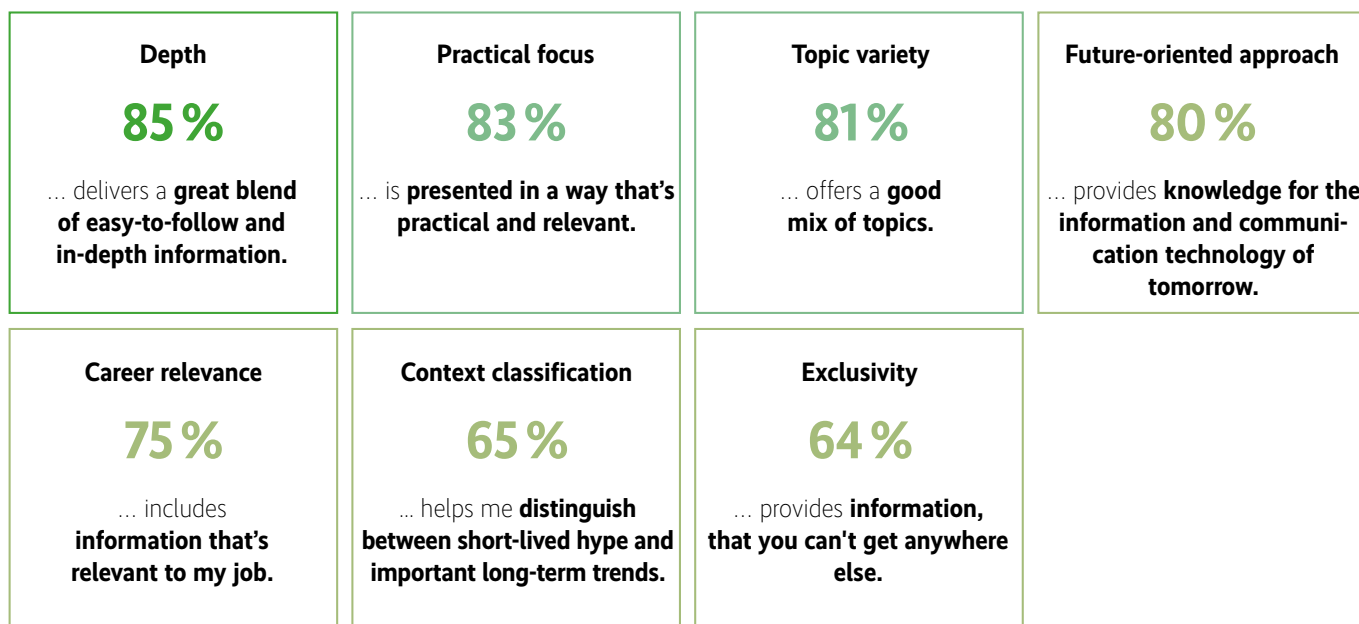
## Social media use for work



Question: „Which of the following social media or networking platforms do you use to stay informed and exchange ideas in a professional context?“  
(Multiple answers allowed)

Base: 567 participants

## What iX-readers appreciate about iX

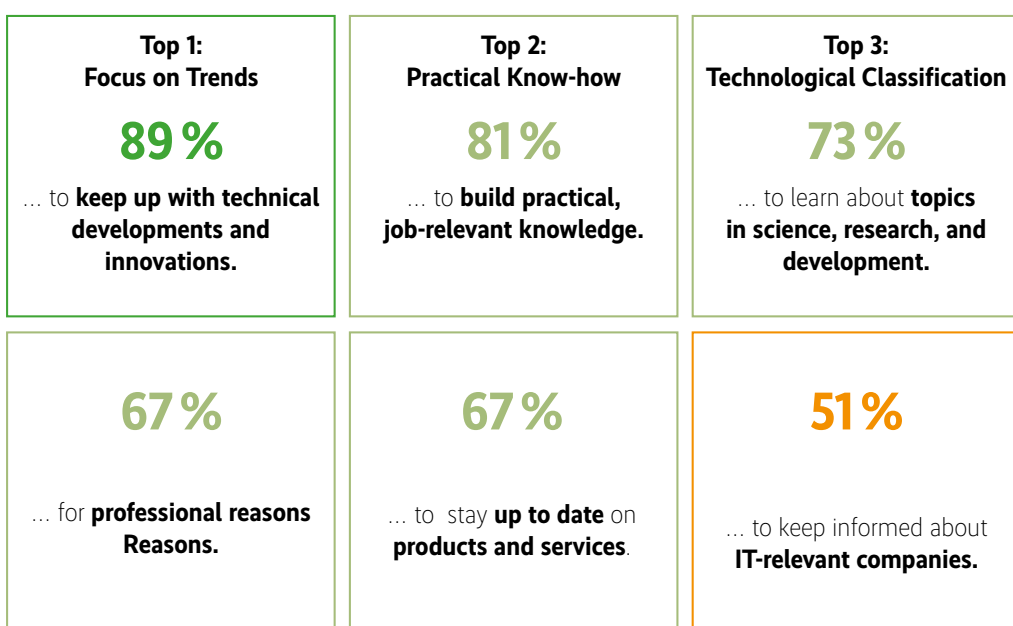


Question: "To what extent do you think the following statements apply to iX?"

Base: 545–564 participants | The top two responses are shown (fully applicable, more applicable)

## iX-BASICS

## Why iX-readers choose iX



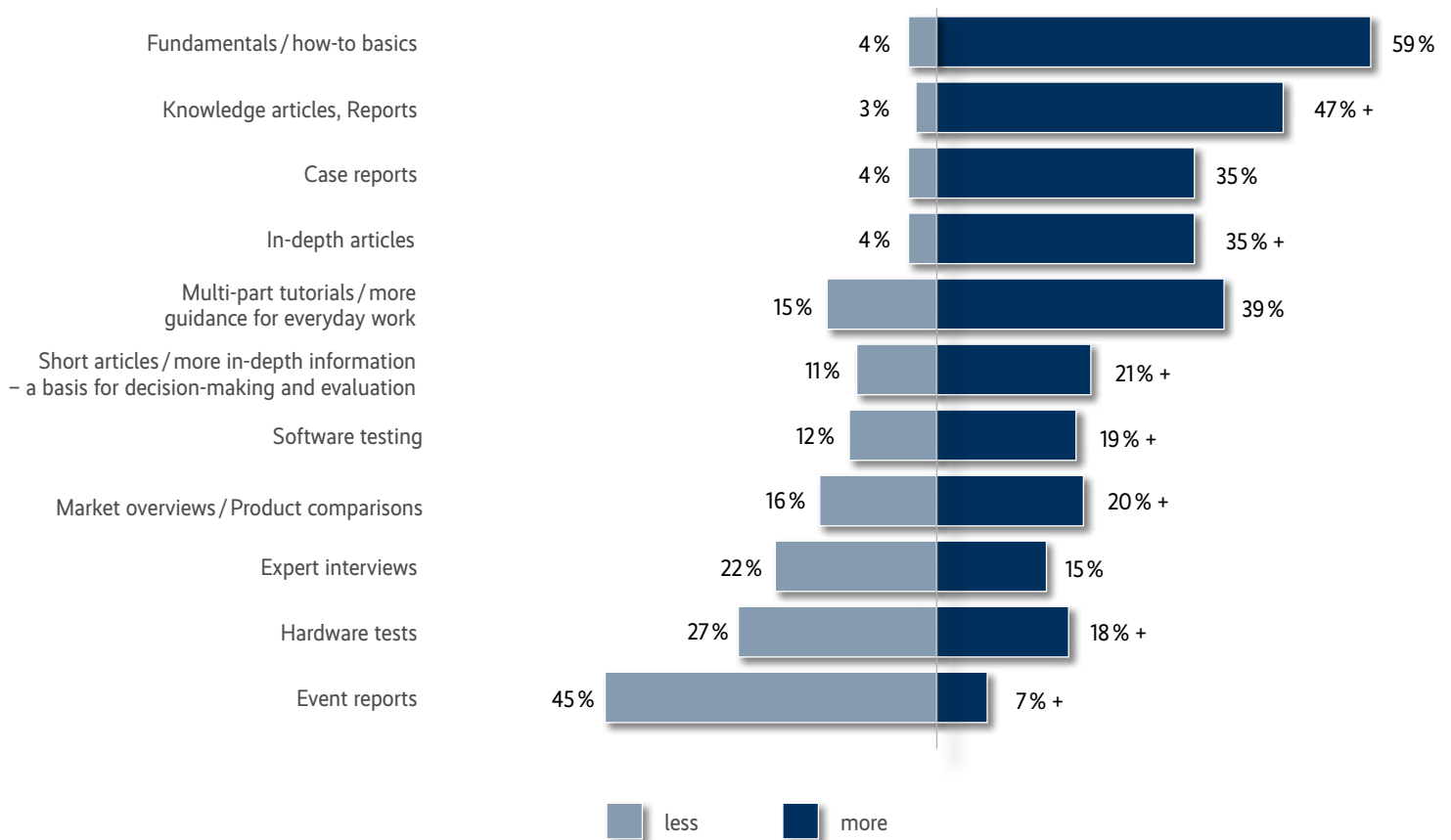
# 59 %

**of the iX-readers have read (almost) every issue in the last 12 months:  
The non-stop reader.**

Question: „Why do you read iX?“

Base: 562–564 participants | The graph shows the top two responses (fully applicable, more applicable)

## What moves iX-readers vs request for changes



The „+“ clearly shows what has changed compared to 2022: iX-readers are increasingly seeking more guidance in their day-to-day work, as well as a more solid foundation for decision-making and evaluation.

Question: „If you could design iX the way you wanted, what would it look like? What would you like to read more or less of?“  
 Base: 552–559 participants

## Topics and related product interests of iX-readers

|      |                                  |                          |
|------|----------------------------------|--------------------------|
| 84 % | IT security & AI security        | Secure IT and Innovation |
| 83 % | Open base                        |                          |
| 73 % | AI & Data science                |                          |
| 72 % | Digital sovereignty & resilience |                          |

|      |                                             |                                        |
|------|---------------------------------------------|----------------------------------------|
| 70 % | Software development                        | Software Development and IT Operations |
| 64 % | Network / System administration             |                                        |
| 64 % | Cloud infrastructure & Platforms            |                                        |
| 63 % | IT operations, IT hardware & Infrastructure |                                        |

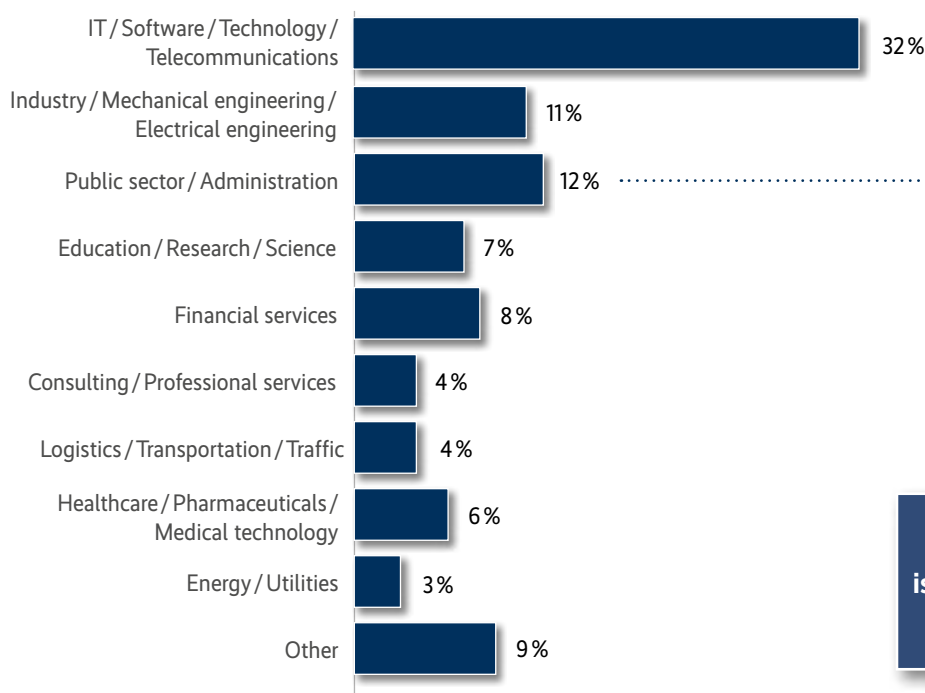
|      |                                          |                                  |
|------|------------------------------------------|----------------------------------|
| 58 % | Compliance, Data protection & regulation | IT Governance and Implementation |
| 58 % | IT management                            |                                  |
| 55 % | DevOps, CI/CD & Platform engineering     |                                  |
| 55 % | Enterprise IT & Software applications    |                                  |
| 54 % | Public cloud & hosting                   |                                  |
| 50 % | Data center technology                   |                                  |
| 42 % | Industry / IoT / Embedded systems        |                                  |

These are the topics that resonate most strongly with **young, career-oriented readers (up to age 39)**:

IT security & AI security • Open base • AI & Data science • Digital sovereignty & resilience •  
Software development • IT operations, IT hardware & infrastructure • Compliance, Data protection & regulation •  
Network / System administration

Question: „When you pick up iXzur, how often do you read the following topics?“  
Base: 555–563 participants | The top two responses („always“ + „often“) are shown.

## Variety is what makes the difference

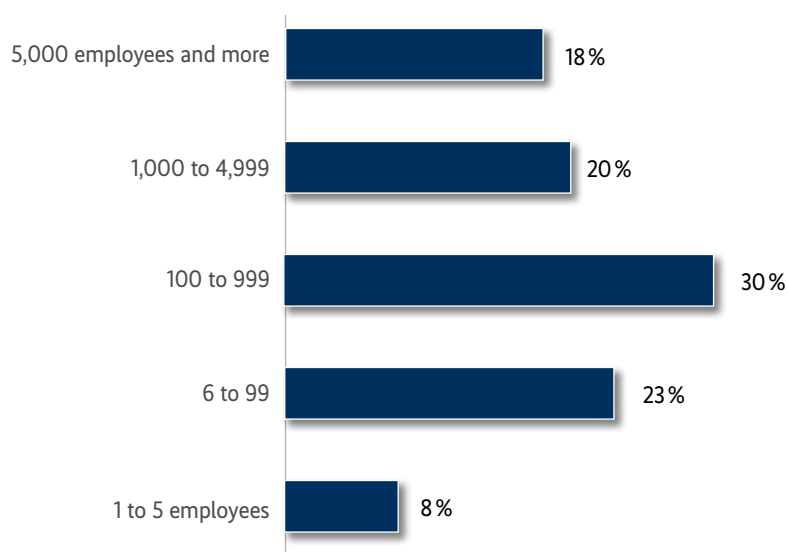


The public sector is more strongly represented at 12% than it was in 2022 (9%).

Question: „What industry do you work in?“  
Base: 484–505 participants

# HEADCOUNT

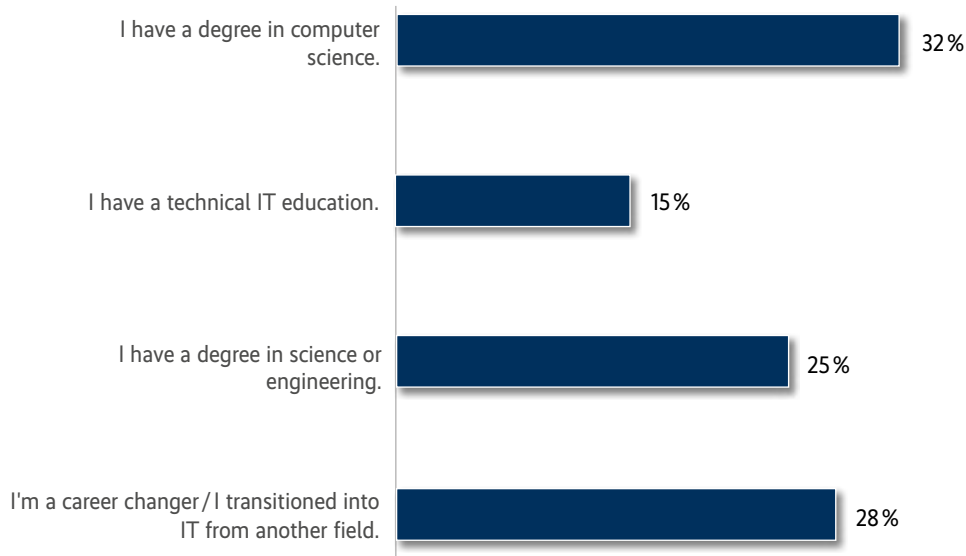
## Company Size



iX-readers are represented more strongly at all company sizes.

Question: „How many employees does your company have, approximately?“  
Base: 484–505 participants

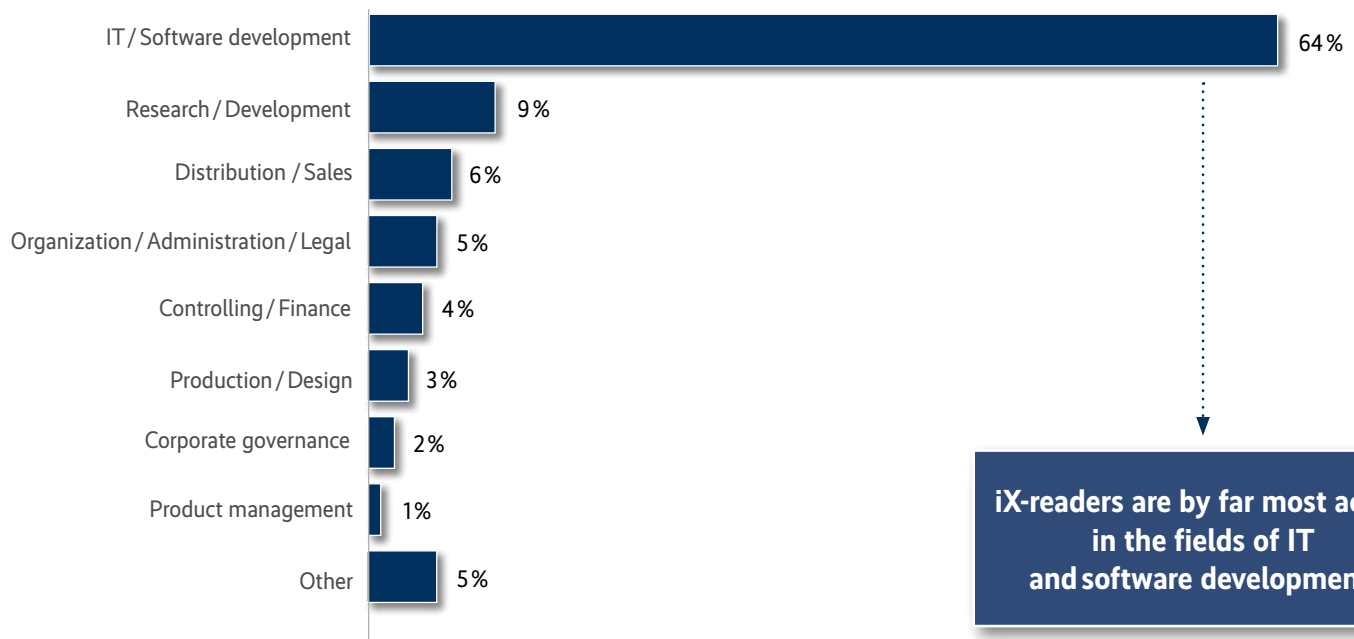
## iX-reader with an IT preprint



Question: „Do you have any training in IT?“  
Base: 397–567 participants

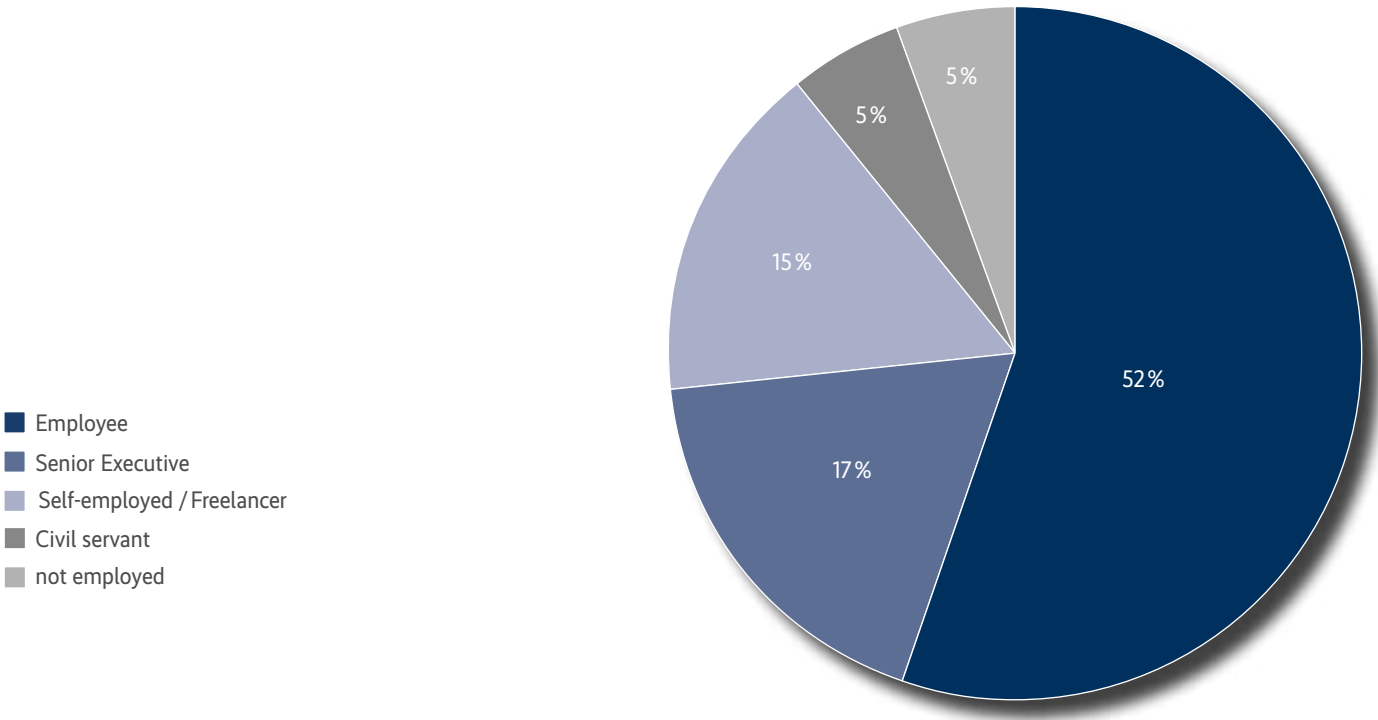
# FIELD OF ACTIVITY

## Fields in which iX-readers work



Question: „In which area of your company do you work?“  
Base: 420 participants

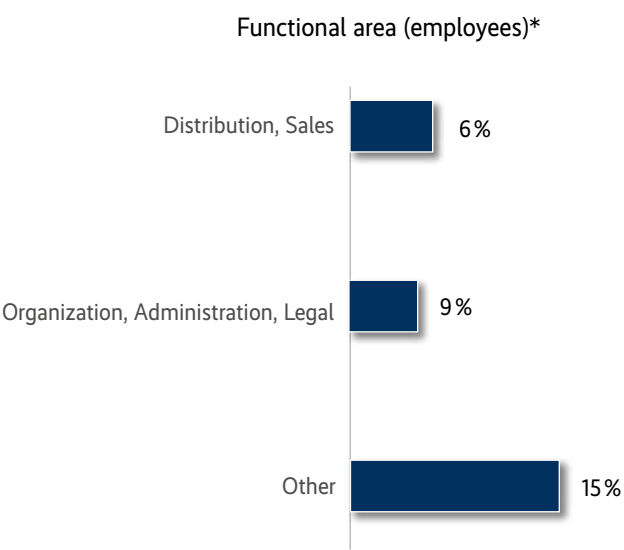
What is your professional position?



Question: „What is your job title?“  
Base: 567 participants

Positions and areas in which iX-readers are active

| Employment Status            |      |
|------------------------------|------|
| Self-employed/<br>Freelancer | 15 % |
| Employee                     | 52 % |
| Senior<br>Employee           | 17 % |
| Civil servant                | 5 %  |
| not<br>in employment         | 8 %  |

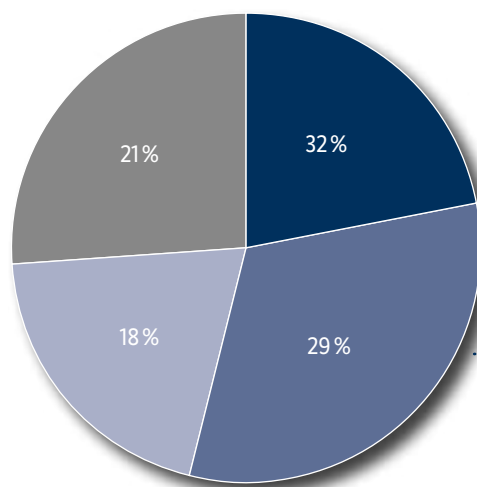


Other functional area:  
Controlling, Finance (4 %), Production, Design (3 %),  
Corporate management / governance (2 %), Product management (1 %), Other (5 %)

Question: „Do you hold a senior or team leader position? | In which area of your company do you primarily work?“  
Base: 420–567 participants | Only \*fields of activity with values above 5 % are shown

## Fields of activity in self-employment

| Employment Status            |      |
|------------------------------|------|
| Self-employed/<br>Freelancer | 15 % |
| Employee                     | 52 % |
| Senior<br>Employee           | 17 % |
| Civil servant                | 5 %  |
| not<br>in employment         | 8 %  |



■ Software development    ■ Other  
■ IT consulting  
■ IT project business

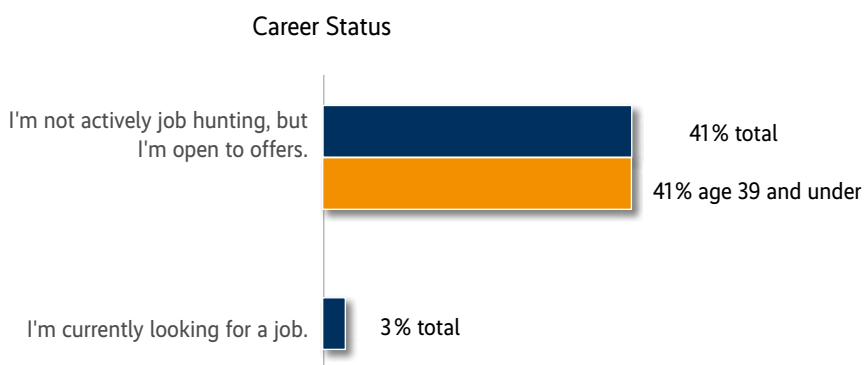
Young Power – 50 % of iX-readers in the IT consulting sector are under 39

Question: „In which field do you primarily work as a self-employed or freelance professional?“  
 Base: 85 participants

# CAREER STATUS

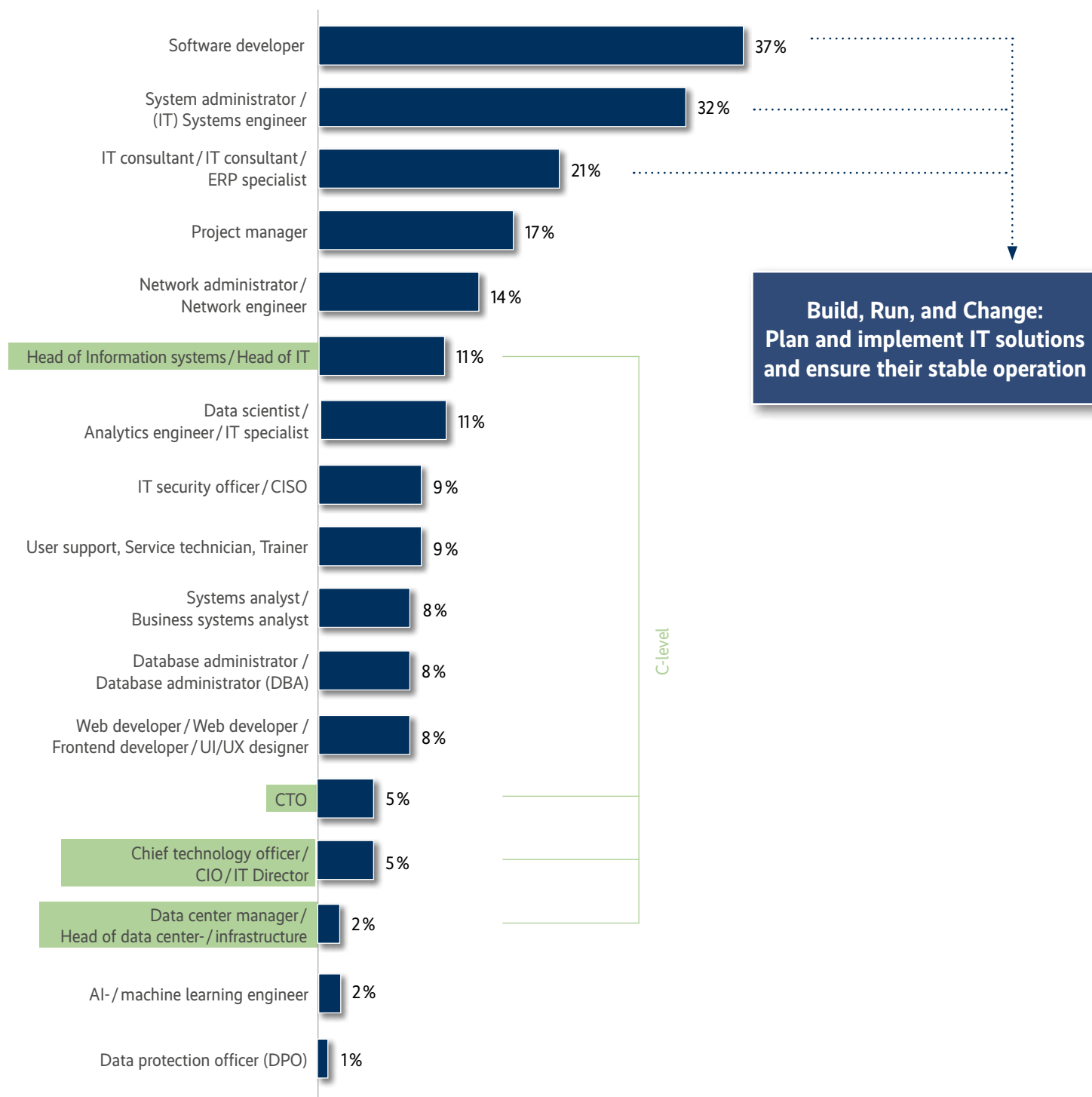
## iX-readers are happy with their jobs – but open to offers

| Employment Status            |      |
|------------------------------|------|
| Self-employed/<br>Freelancer | 15 % |
| Employee                     | 52 % |
| Senior<br>Employee           | 17 % |
| Civil servant                | 5 %  |
| not<br>in employment         | 8 %  |



Question: „How would you describe your current career status?“  
 Base: 505 participants

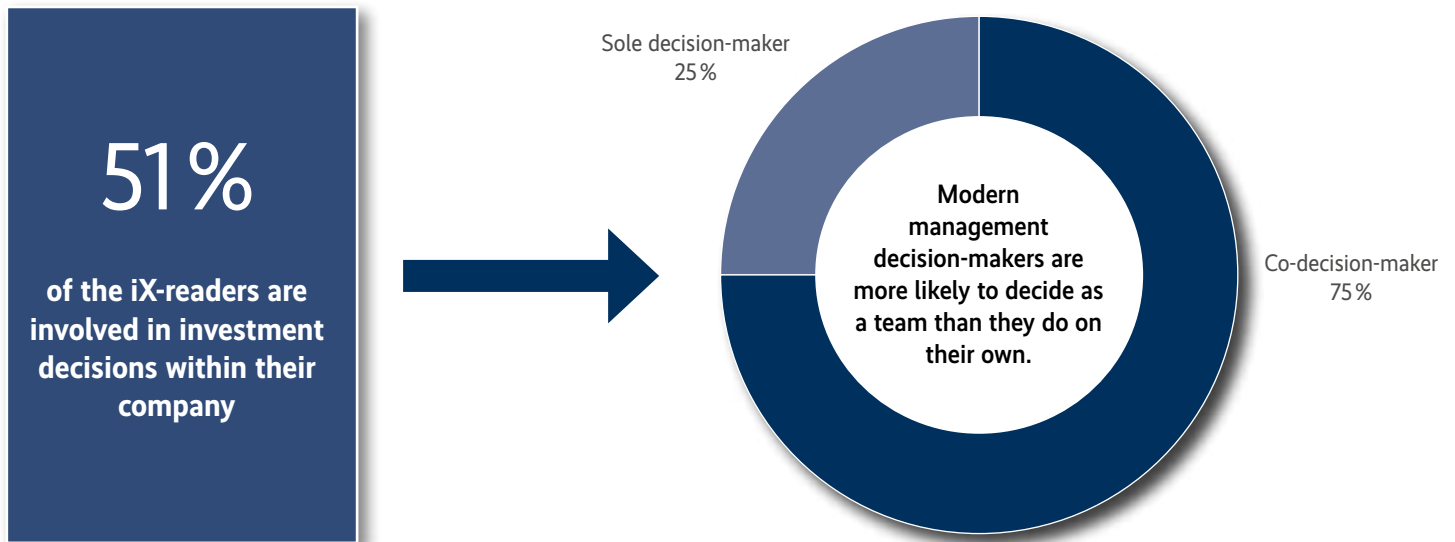
## iX-readers in key positions in corporate management and IT



Question: „And what specific position do you hold?“ ( Multiple answers allowed)

Base: 532 participants

## Team player

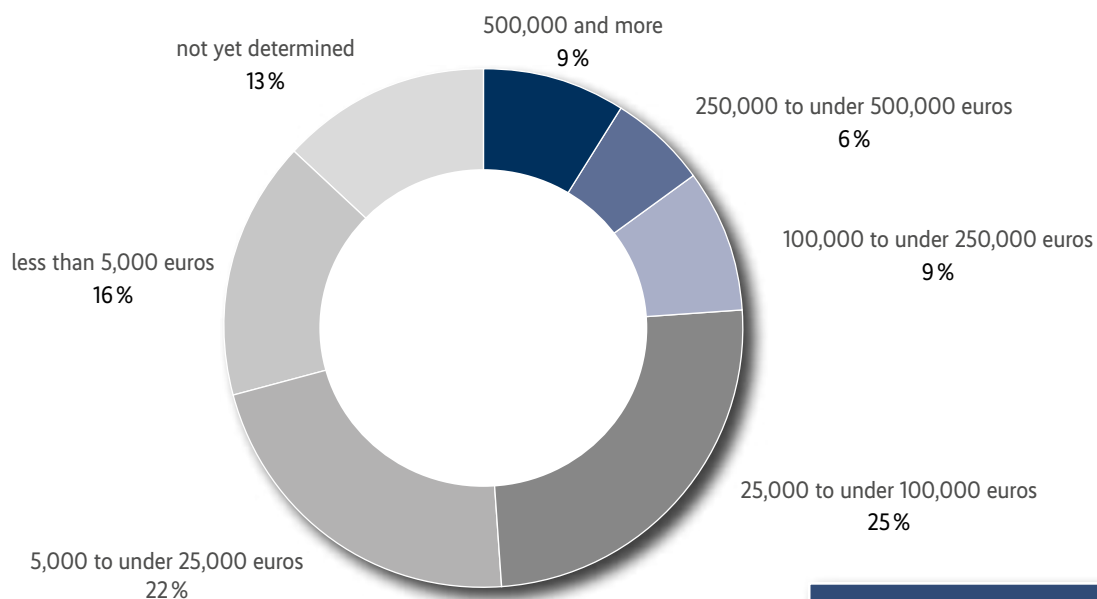


Question: "When your company is making decisions about purchases of computer hardware and software, telecommunications, and related services, are you personally involved?"

Base: 246 participants

# BUDGET

## Planned investment volume



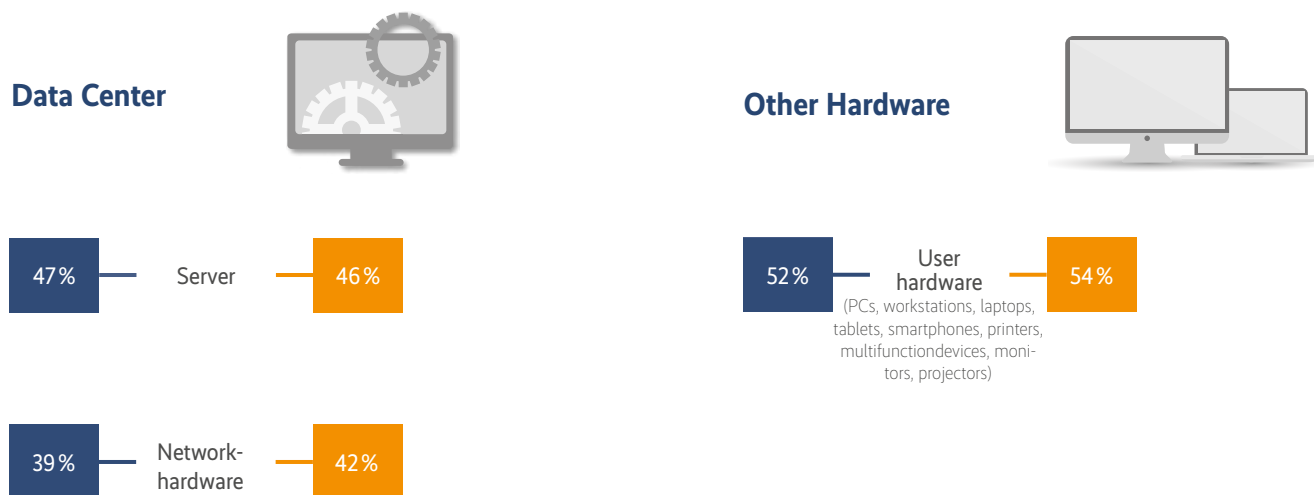
Question: „What is your estimate of the total amount that will be invested in purchases within your area of professional responsibility over the next 12 months?“

Base: 86 – 109 participants

**Stable despite caution regarding large sums at: More than half of iX-readers have a very high budget of up to 100,000 euros. Nearly one in 10 readers plans to invest at least half a million euros.**

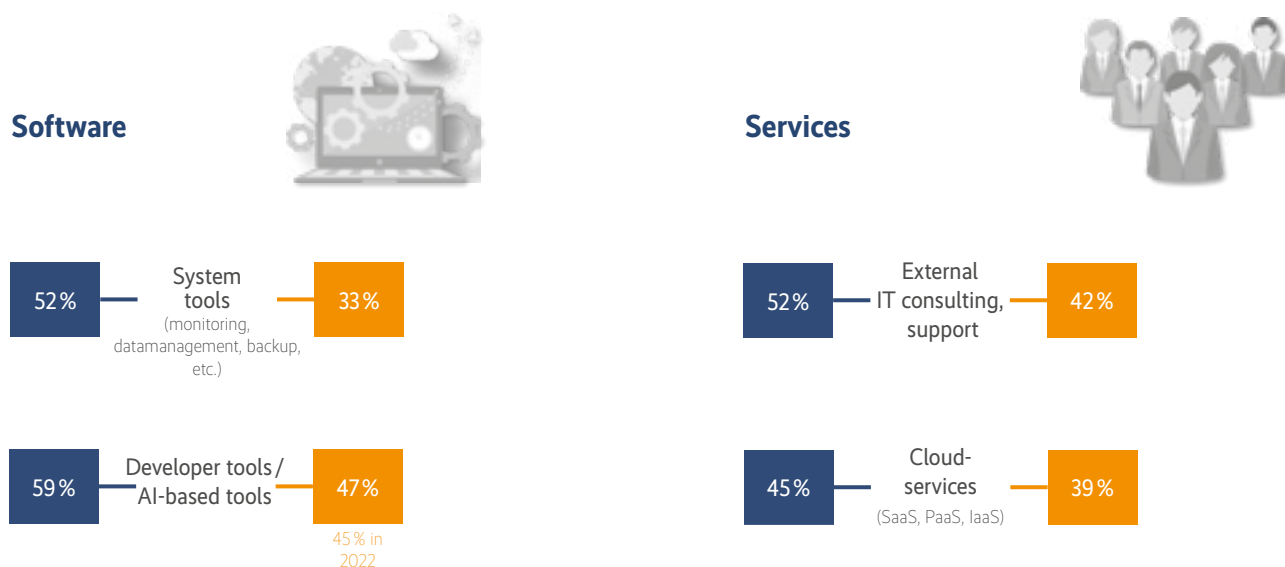
## Decision participation and purchase plan at a glance

iX-readers use modern IT technologies in their everyday work – and when it comes to emerging tech, are among the early adopters. On average, an iX-reader is involved in 7 investment decisions and plans 1 purchase.



## Reading Example

**Data Center / Servers:** 47% of iX-readers are involved – either as part of a team or individually – in investment decisions for servers. Of these, 46% plan to make a specific purchase within the next 12 months.



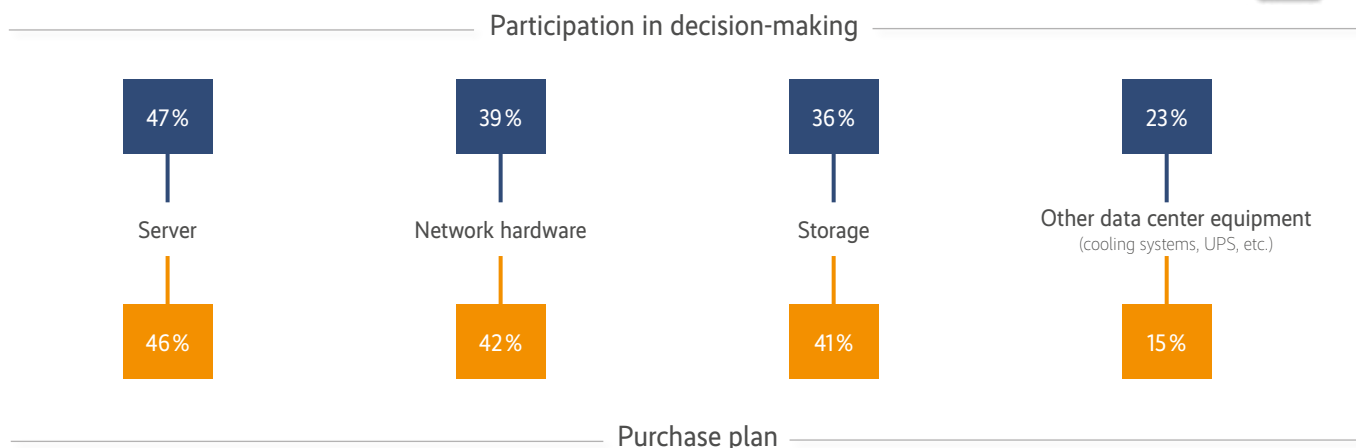
## Participation in decision-making Procurement plan

Question: „When decisions are made in your company regarding purchases of computer hardware and software, telecommunications, and related services, are you personally involved? And in which areas do you plan to make a purchase or use a service in the next 12 months?“

Base: 246 participants / The chart shows the most frequently cited purchases in each category where the respondent was involved in the decision-making process.

## Decision participation and purchase plan – Data center

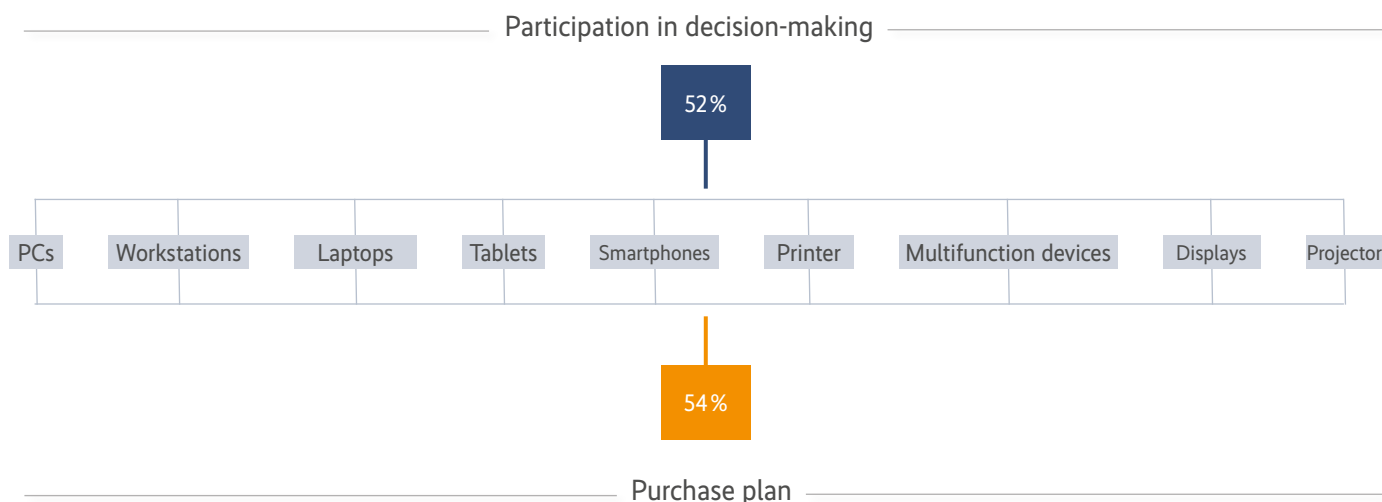
The iX-reader: an experienced decision-maker, innovator, and thought leader.



### Reading example

**Network hardware:** 39 % of iX-readers are involved – as part of a team or individually – in investment decisions for network hardware. Of these, 42 % plan to make a specific purchase within the next 12 months.

## Decision participation and purchase plan – Hardware



Question: „When decisions are made at your company regarding purchases of computer hardware and software, telecommunications, and related services, are you personally involved in those decisions? And in which areas do you plan to make a purchase or use a service in the next 12 months?“

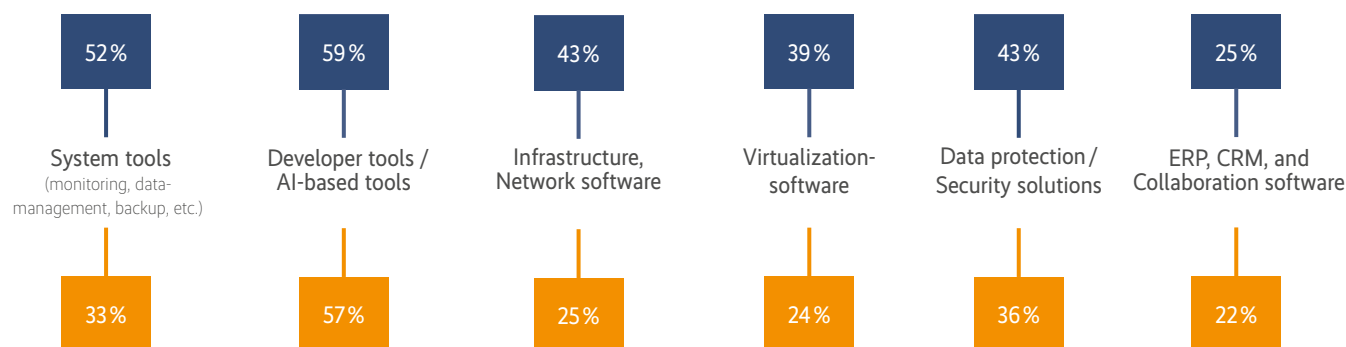
Base: 246 participants

## Decision participation and purchase plan – Software

The iX-reader: A target audience with a high level of technical expertise and decision-making authority. The focus is on strategic topics relevant to valuation (AI, security, resilience)



### Participation in decision-making



### Purchase plan

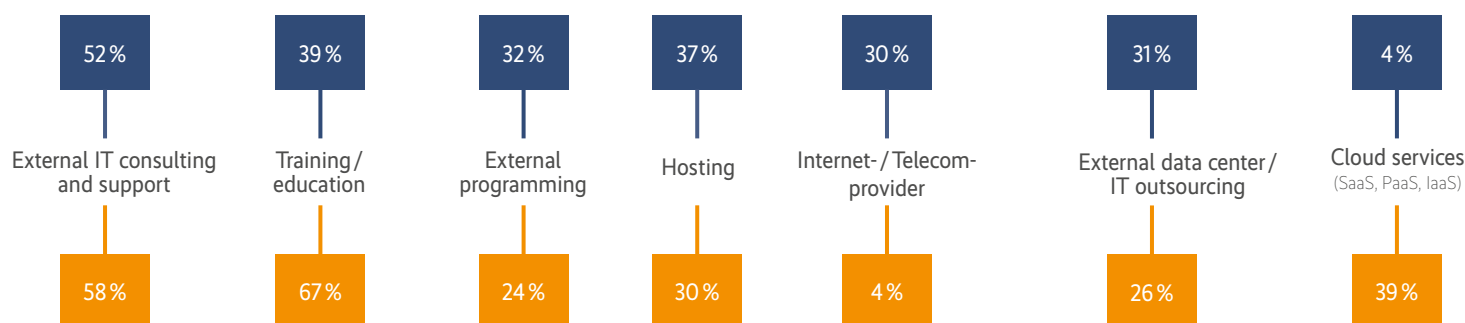
## Reading Example

**System Tools:** 59 % of iX-readers are involved – as part of a team or individually – in investment decisions for developer tools / AI-based tools. Of these, 57 % – up from „only“ 45 % in 2022 – plan to make a specific purchase within the next 12 months.

## Decision participation and purchase plan



### Participation in decision-making



### Procurement Plan

**Noteworthy:** In training / education, a larger share are decision-makers – 39 % versus 35 % in 2022 – and the purchases they plan remain steady at 67 %. Similar for data centers: the share of decision-makers rose from 22 % to 31 %, while planned purchases hold steady at 26 %.

Question: „When decisions are made in your company regarding purchases of computer hardware and software, telecommunications, and related services, are you personally involved? And in which areas do you plan to make a purchase or use a service in the next 12 months?“

Base: 246 participants

## New technologies in focus

**85 %** of iX-readers use modern technologies in the IT sector.  
**On average, 5 applications are in use.**

### Top priorities

|                                            |      |
|--------------------------------------------|------|
| Containerization                           | 50 % |
| Machine learning / Artificial intelligence | 49 % |

26 % in 2022

### Deeply rooted in everyday life

|                                              |      |
|----------------------------------------------|------|
| DevOps                                       | 39 % |
| SaaS (Software as a Service)                 | 37 % |
| Continuous integration / Continuous delivery | 35 % |

### Established, but used more selectively

|                                    |      |
|------------------------------------|------|
| Microservices                      | 32 % |
| IaaS (Infrastructure as a Service) | 28 % |
| Data science                       | 26 % |
| Hybrid cloud / Multi-cloud         | 25 % |

### Specialist & advanced topics

|                                                     |      |
|-----------------------------------------------------|------|
| PaaS (Platform as a Service)                        | 23 % |
| Internet of Things (IoT)                            | 22 % |
| Internal developer platforms / Platform engineering | 18 % |

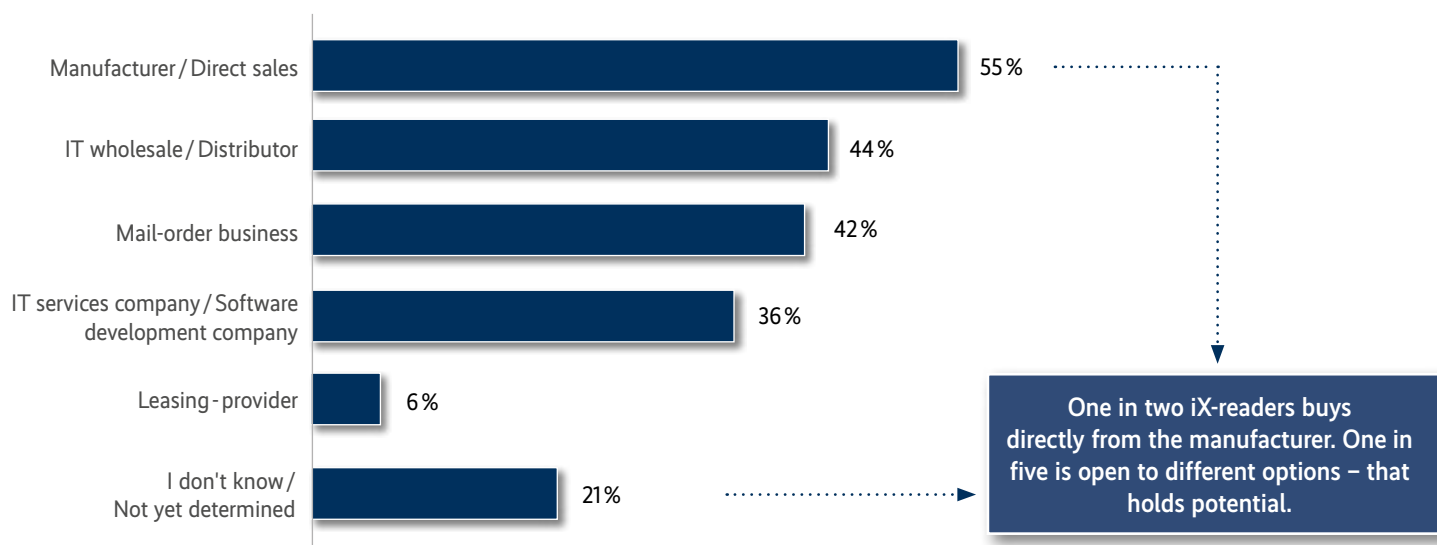
### Minor topics

|                             |      |
|-----------------------------|------|
| Progressive web apps        | 14 % |
| Natural-language interfaces | 11 % |
| Serverless                  | 11 % |

Question: „The following section is about new technologies in the IT sector. Which of the following applications do you use?“ (Multiple answers allowed)  
Base: 567 participants

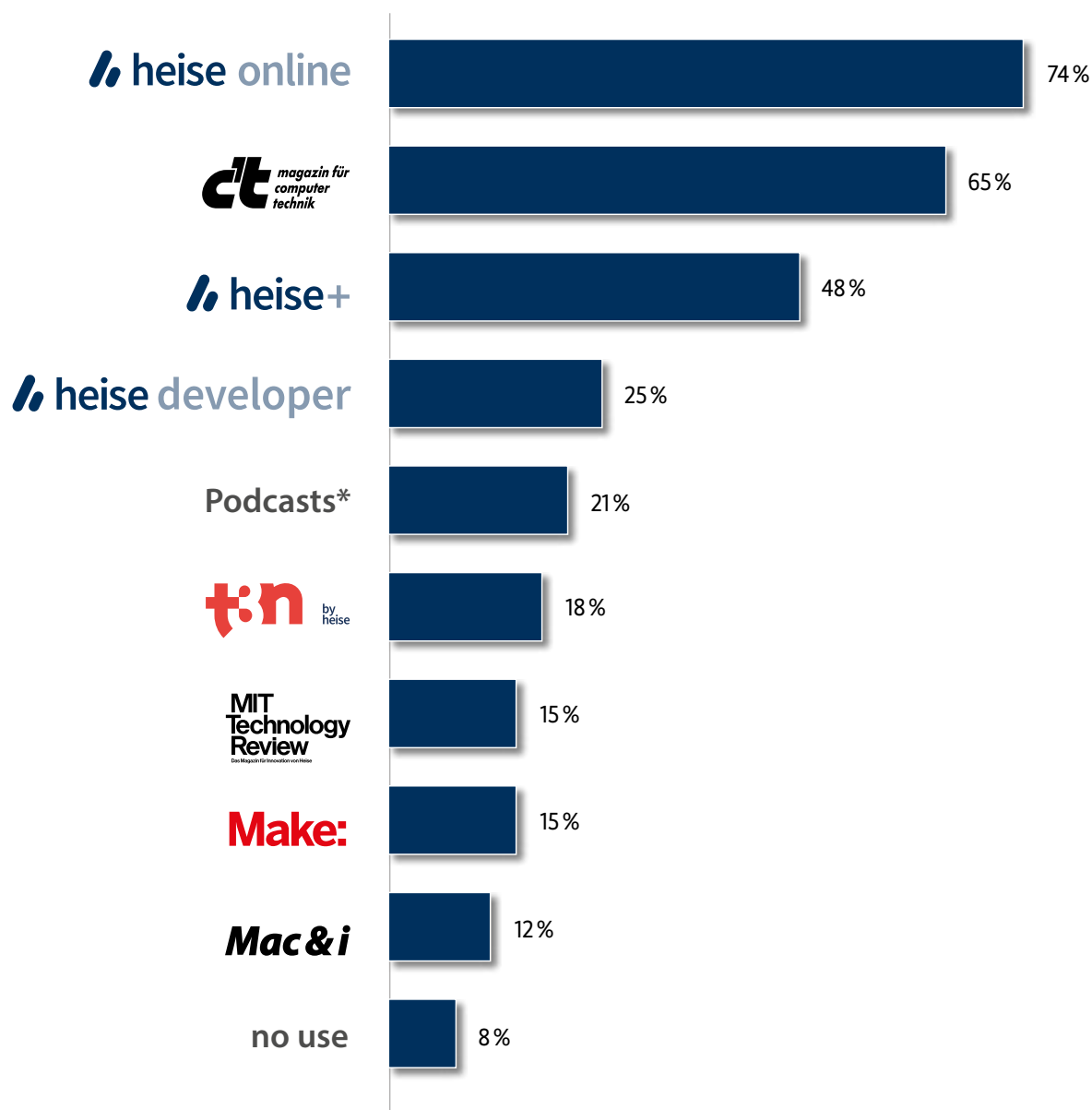
## SOURCES OF SUPPLY / PLACE OF PURCHASE

### Manufacturer or trade?



Question: „And where are these computers and telecommunications products expected to be purchased?“ (Multiple answers allowed)  
Range: 86–109 participants

## iX-readers tap into the full range of heise group media



\*(e.g., #heise show, kurz informiert, AI Update, SoftwareArchitekTOUR)

Question: „And which Heise Group media outlets do you use regularly besides iX?“ (Multiple answers allowed)  
Base: 567 participants

# CONTACT



Looking for fresh inspiration for your marketing strategy right now?  
Let's develop smart ideas for your media plan together!

Find your personal contact person on the heise media team at [here](#).