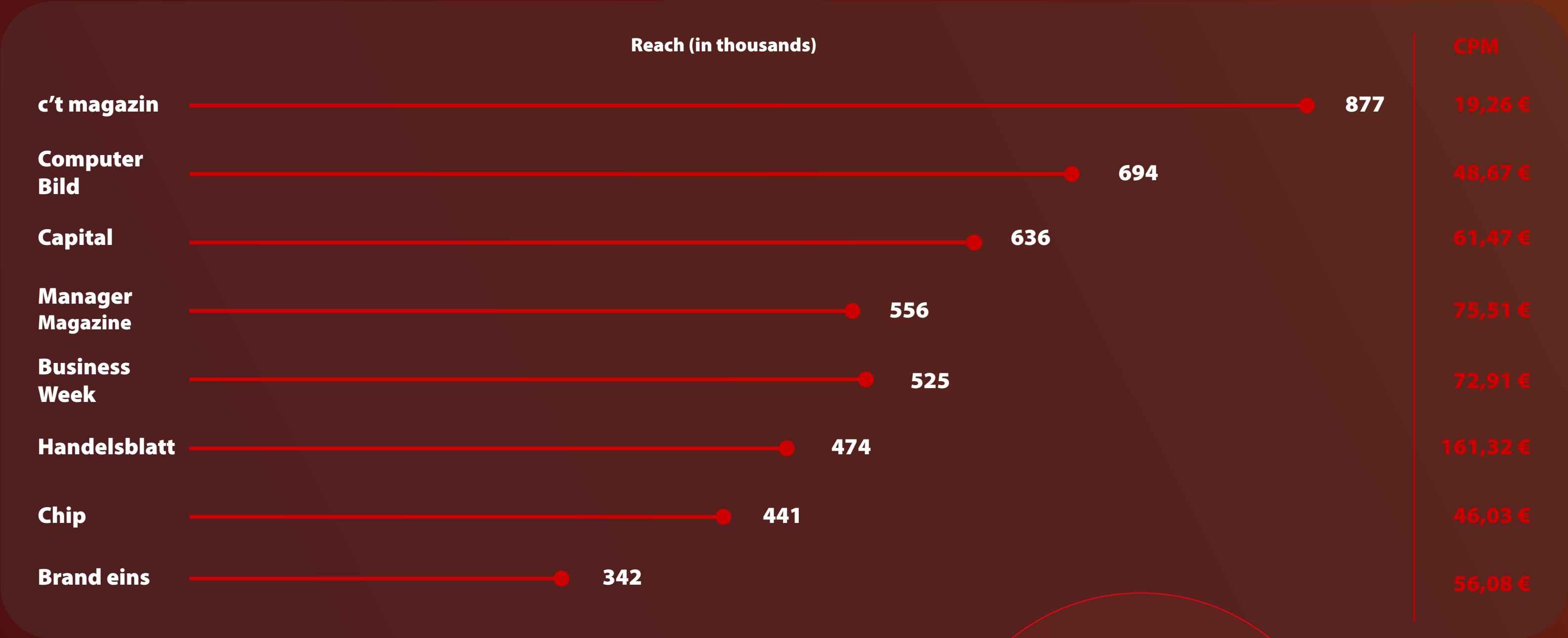


AWA 2026 – c't MAKES THE DIFFERENCE

Once again, we selected key decision-maker titles and compared the results. The outcome: Among all IT titles – including the leading business magazines – c't magazin ranks #1 again in 2026 as the top reach performer. While the magazine market trend is generally declining, c't is above its 2024 level, as is Brand eins.

A single issue reaches **877,000 c't readers** – according to AWA 2026.



With the greatest reach among **decision-makers for business investments**, **355,000 c't readers** help decide, as part of their jobs, on company equipment and resources across all areas.

Nearly **one in eight** (Index 972) is a **top-tier pro** in the field of **computers, data processing, and IT** – well ahead of all IT and business titles.

Team players: The younger generation's preference for working in flatter hierarchies is also shaping how decisions get made. More choices are made as a team – and the visible share of co-decision-making is high across all titles. With **273,000 readers**, c't magazin readers lead the pack.

With the greatest reach among **decision-makers for business investments**, c't shows a strong presence in this business-title landscape. This decision-making elite offers clear career upside: with an average age of 44.6, c't readers rank among the younger decision-makers.

*AWA 2025/26 comparison

AWA 2026

AWA 2026 puts us back on the winner's podium: **with 877,000 readers, c't leads the pack in reach** among the selected IT and business titles.

We're truly thrilled. And among decision-maker titles with strong IT affinity, it makes us a near-unbeatable choice for your media planning – at a TKP of 19,26 Euro. A few highlights:

c't keeps its finger on the pulse of IT decision-makers. A total of 355,000 of our readers influence corporate investments: well over one in three are decision-makers or co-decision-makers in their organizations. One quarter are managers. **c't readers are IT pros who love print**, diving into c't's wide range of topics both on the job and in their personal time. They want to stay current on **all** technical developments (72%) – and they also look for fresh ideas and inspiration. And **new media is part of the new normal**: 23% listen to podcasts on technology / digitalization / artificial intelligence. The share of **early adopters among c't readers** is 41%, and these innovation-minded readers are getting younger—averaging 39.7 years old. **Emerging IT talent** in companies seems to be arriving gradually, and the appetite for professional development is bigger than ever – more than three quarters of c't readers are actively looking for opportunities. The mindset behind it: for 70% of c't readers, career success is clearly a personal motto.

Take a look at the first figures – we're ready to get you excited about our print and digital editions, plus podcast and YouTube formats. See you soon!
Your c't media team

Simon Tiebel, Sales Director c't



77% of c't readers have a **net household income** of more than € 3,000.

848,000 are strongly or selectively **print-savy** readers.

623,000 readers want to stay **up to date on technical topics** (Index 220!).

362,000 are influential, strong-personality **multipliers**.

380,000 readers are among the **innovators / trendsetters** –
they expect a lot from products and are often **brand-loyal**.



220,000 c't readers (25%) hold a **management position**, serving as **leaders** within organizations.

355,000 (40%) are **decision-makers** /co-decision-makers for **business investments**.

684,000 readers are interested in **professional development**.

57% show a **strong willingness to spend** on tech devices (like computers and TVs).

675,000 readers are willing to pay more for **quality**.

509,000 readers are **brand-loyal** – they stick with very specific products.