

FACTS 2026

Our Target Audiences



877,000 reader per Issue.



675,000 Leser have a **net household income** of more than 3,000 Euro.



848,000 are fully or selectively **print-engaged** readers.



442,000 readers are **heavy readers**, reading nearly every page—and reading it closely.



441,000 readers often give advice and are seen as **experts**.



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



276,000 readers read **with purpose**, seeking out key information.



393,000 are **workaholics**, fully immersed in their jobs.



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



27% attend **trade shows** and exhibitions (Index 206!).



251,000 readers are in their **prime career years**: 25–39



615,000 readers see **career success** as important and worth striving for.



220,000 readers hold a **leadership role**, serving as **managers** at their workplace (Index 188).



355,000 are **decision-makers / co-decision-makers** for **company investments**.



362,000 are strong, influential **opinion leaders**.



492,000 readers plan to **buy computer and accessories**.



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



One in two readers shows a strong willingness to invest **when it comes to cell phones and smartphones**.

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380,000 readers are among the **innovators / trendsetters** – they have high expectations for products and are often **brand-oriented** (Index 290!).



363,000 readers also rank among **early adopters**.



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



498,000 readers focus their spending on **computers and TVs**.



What readers want:

197,000 Laptop, notebook

135,000 Tablet

354,000 Computer Accessories

435,000 Smartphones

58,000 Hi-Fi, Speakers, Home Theater, Surround Sound System

108,000 Latest-Generation TVs



632,000 readers are interested in **financial and investment products**.



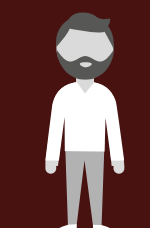
614,000 readers are interested in **private retirement planning**.
Ø age 44



138,000 readers are interested in **stock mutual funds** (Index 216).
Disposable income: **1.146 Euro Ø**



81% of readers love to **travel**.



52% happily spend money on **hobbies**.



For **24%** the **car** plays a special role when it comes to willingness to invest.



53% have a strong interest in healthy **nutrition** and lifestyle choices.



324,000 c't - readers would spend a lot for the absolute best of the best.

But:

282,000 readers buy wherever the price is especially low.



28% of all readers are **Fair Trade** focused,

54% look for **long-lasting** products when they buy.



509,000 readers are **brand-minded** – they feel brands often provide helpful guidance.



409,000 readers listen to podcasts at least once a week; one in five tunes in several times a week.



c't-readers' top podcast topics:

31% News / Politics (Index 270)

23% Technology / Digitalization / Artificial Intelligence (Index 570)

21% Health, Nutrition, Fitness

19% Knowledge and Science (Index 344)

18% Business and Finance (Index 448)

18% Work and Career (Index 423)