

/ heise online LAE 2026

THE EXCLUSIVE MARKET-MEDIA STUDY ON B2B COMMUNICATION

Data • Numbers • Facts

The professional decision-maker on heise online

heise online reached
388,000
B2B decision-makers.

82% are ICT decision-makers, 73% are sole or co-decision-makers –
in the areas of administration, organization, and IT.



48.6 years

90%

male

87%

highly educated
(at least a specialized high school diploma)

53%

University-/college or higher education degree

They are highly educated – more than half have a college or university degree – and are in the prime of their careers: almost a quarter (23%) of users are under 40.

41%

have a degree* in
engineering or technology.

18%

work in the ICT industry.
Just under one-fifth of users are working in the ICT industry.

82%

have a personal annual income of
80,000 euros and up.

51%

work at companies with more
than 100 employees.

74%

are executives.
primarily in corporate and executive management (28%), human resources / personnel (26%), and IT/data processing (30%).

* Training is wide-ranging:

Computer science, engineering /technology and economics/law, as well as natural sciences /medicine or business training are all included.

In a leadership role

heise online users make decisions, provide advice, and determine purchasing decisions, strategic directions, and subsequent investment decisions – either individually or as part of a team. Upon closer examination, they play a key role in all areas of work within the various management levels: The top management level, as the highest level of leadership or executive management.

OVERALL OR SUBDIVISION MANAGEMENT:

17% | Index 121

Technical exexutive management/ leadership
Technical Directors, Board Members for Technology or Chief
Chief Technology Officer (CTO)

31% | Index 201

Data Processing, IT
Beating heart of a company at the senior/
upper management level

Source:
LAE 2026, population;
The figure shows the respective share in the
heise online readership

LAE 2026

Active in **relevant corporate areas**

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CORPORATE AND EXECUTIVE MANAGEMENT

- 68% Corporate and executive management (total)
- 59% Human Resources, Social services, and training
- 40% Energy efficiency measures

ADMINISTRATION, ORGANIZATION, IT

- 80% Administration/organization/IT (total)
- 38% Accounting/controlling
- 75% ICT decision-makers ¹
- 74% Total IT ²
- 64% IT hardware (PCs, tablets, printers, servers, switches)
- 61% Software licenses, cloud Services
- 57% IT-Services and -consulting
- 51% Communication systems such as telephone systems, smart-phones, and mobile phones
- 50% Office Supplies / office furniture

FINANCE

- 39% Finance (total)
- 34% Financial Planning/ cash and capital investment
- 29% Operating-insurance
- 28% Investment-financing/ Lending Transactions

SALES, MARKETING

- 63% Sales, marketing (total)
- 35% CSR (Corporate Social Responsibility) initiatives
- 33% Sustainability measures

PRODUCTION, LOGISTICS, MATERIALS MANAGEMENT

- 47% Production, logistics, materials management (total)
- 29% Company car fleet

RESEARCH AND DEVELOPMENT/ DESIGN

- 33% Research and development/ design (total)

NOTE

- ¹ “ICT DECISION-MAKERS” competent in at least one of the following areas
 - “IT total” or
 - “Communication systems, such as a telephone system” or
 - “Smartphone, mobile phone”
- ² “IT TOTAL” competent in at least one of the following areas
 - “IT hardware (e.g., desktop PCs, laptops, tablets, servers, switches)” or
 - “Software licenses, cloud services” or
 - “IT-services and -consulting”

Source:
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If this has piqued your curiosity and you'd like to know more about our performance in the LAE and your target audiences, get in touch!

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