

agma DNA

Ad-Reach – the advertising-relevant reach of heise-online

Data • Figures • Facts

Unique Users across heise's entire digital offering

heise-online counts

5,675,000 UU

B2B decision-makers.

68% have a net household income of 3,000+ euros,
29% have a college degree,
22% are under 30 years old

Favorite activity*

	Range in %	Affinity	Advertising exposure*	
Exercise	65	126	116	
Listening to music	94	105	106	
Working on cars tuning, fitting, repair)	13	158	229	
eSports	70	107	101	
Computer games, video games	65	133	145	
Leisure activities / hobbies:				
Garden	46	111	109	
Crafts, DIY	37	112	115	
Going out	38	124	117	
Shopping	65	106	95	

Source:
agmaDNA (June – Aug 2026);
*Regular employment at least once a month;
* Affinity = Affinity Index, Advertising Exposure = GRP Index

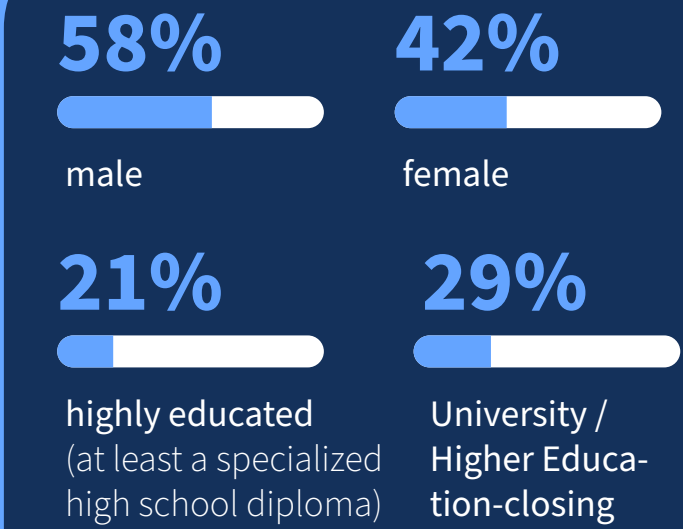
NOTE

Household net income ≥ €3,000:
In this target group, the
heise-online users account for
68% of the user base (affinity in-
dex 117) and demonstrate above-
average purchasing power
(GRP index 116).

Tech-savvy users – they personally own:

Target Audience	Range in %	Affinity	Advertising exposure*	
Streaming box	24	130	153	
Game console	26	129	161	
Streaming accessory	17	130	145	
Smartphone / cell phone	97	104	105	
PC / laptop	87	116	121	
Internet-enabled TV, smart TV	66	108	113	

... every quarter
counts too **intense
online shoppers**
(affinity index 120),
70% are
**occasional
online shoppers**
(affinity index 110)

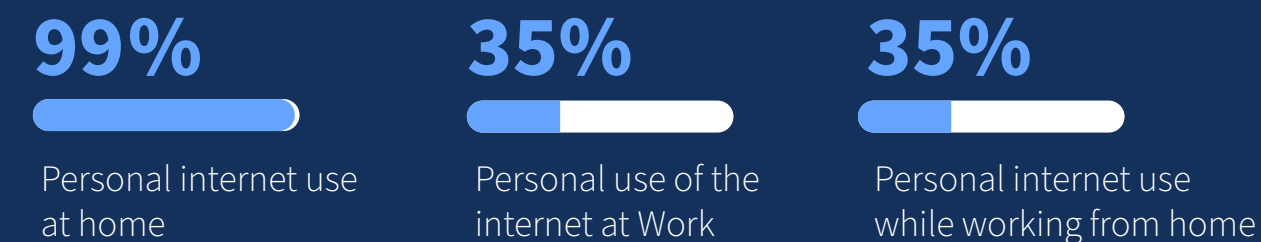


heise-online users are highly educated – one-third have a college or university degree. Just under 39% are under 40 years old and in the prime of their careers.

Compared to the top digital offerings (DER SPIEGEL, DIE ZEIT, Tagesspiegel, FAZ.NET, Handelsblatt, Golem.de, t3n, WirtschaftsWoche, manager-magazin.de), **heise.de** has the highest affinity index among young people aged 16–19 (148).

heise online users are key to planning strategies in the mid-career group aged 40-49 – this group accounts for the largest share of users at 20% (affinity index 141). Advertising exposure is particularly high in this target group (GRP index198).

Accessibility everywhere – depending on the environment



Affinity and Advertising exposure*

Personal context & interests

heise online

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Home & Living – very strong interest:

	Range in %	Affinity	Advertising exposure*	
Materials for home and DIY projects	12	131	149	
Furniture and facilities	12	121	127	
(electric) DIY tools	9	128	149	
Sustainable / renewable energy	11	125	150	

One-fifth (20%) show a strong interest in short trips in the leisure /vacation category (affinity index 119 / GRP index 110)

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Banks & Insurance Companies – very strong interest:

	Range in %	Affinity	Advertising exposure*	
Health insurance	11	113	124	
Auto insurance	11	117	121	
Investments	13	152	147	
Home financing, Mortgage loan	4	141	164	
Retirement planning products	9	124	139	
Already taken action with insurance companies	21	140	149	

On the topic of investments:
heise-online users in this target group show a particularly high affinity (index 152) for financial and investment campaigns.

Advertising exposure is well above average (GRP index 147)

Mobility

	Range in %	Affinity	Advertising exposure*	
a great deal of interest in ...				
Motorcycles / scooters / mopeds	14	136	143	
Car accessories	30	118	127	
Passenger car tires	37	118	129	
Passenger car / car	56	117	132	
E-bike, pedelec	20	135	133	

This is used every day / almost every day ...

Subway / commuter rail in your region	7	129	148	
Bus or tram in your area	12	123	132	
Bicycle	17	111	103	
Car / also as a passenger	54	111	104	

Online Purchase Intentions

Passenger car New cars	21	136	169	
Passenger Car One-Year-Old car	20	134	161	
Passenger Car Used cars	22	128	157	
Real estate	16	125	163	

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Definition of GRP: The Gross Rating Point (GRP) is the standard measure of advertising exposure and quantifies the gross reach of an advertising campaign as a percentage relative to a specific target audience.

/ heise online

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If you're curious and would like to learn more about how we scored on the **agma** DNA and your target audiences, just ask us!

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