

Server and Networks

Corporate investment plans of c't-readers

Top target group confirmed

c't-Magazin – Favorite of IT professionals

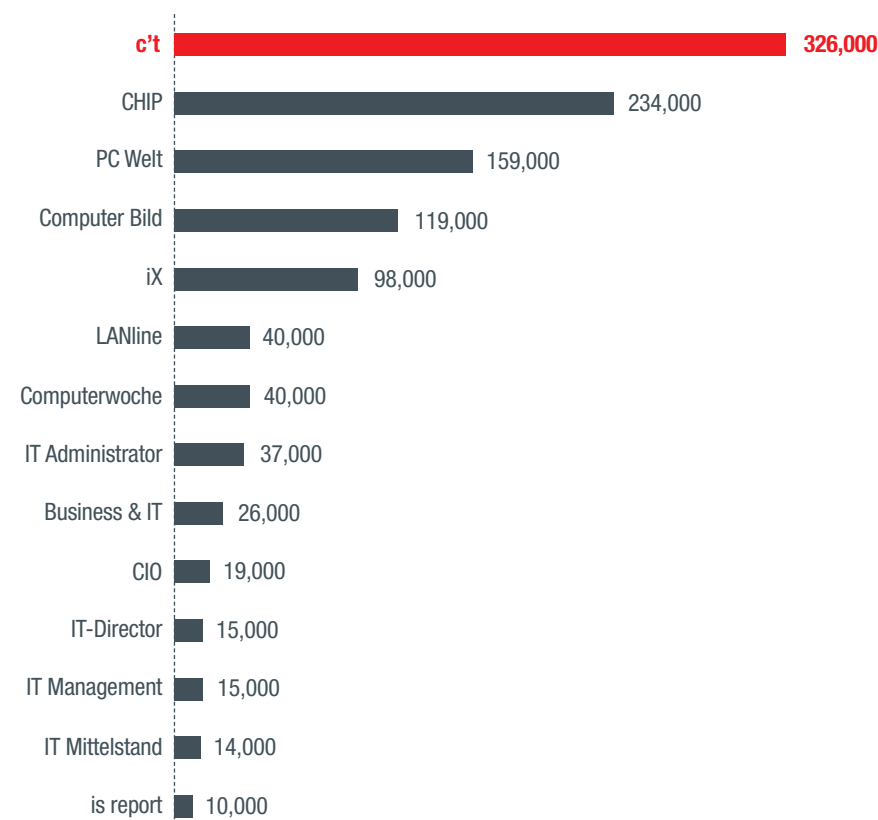


The results of the latest reader analysis LAC 2011 (Leser-Analyse Computerpresse) are out. For the first time, the LAC focused exclusively on professional IT/telecommunication decision-makers. Eleven publishers took part in the survey with a total of 14 publications. The LAC data, with a detailed presentation of market potentials and media usage behavior, serve to ease media and marketing planning. The particular focus is on corporate purchase plans and decision-making authority for IT/telecommunication hardware, software, services and solutions.

c't has a total reach of 784,000 professional IT/telecommunication investment decision-makers. Furthermore, the LAC 2011 shows that c't is the most often used information source by IT professionals. With a coverage of 326,000 professionals, c't-Magazin has a clear lead among the publications surveyed in the study and thus continues to be the favorite of IT professionals in Germany.

On the pages that follow, we have compiled an overview of the business investment plans of c't readers in the categories PCs, workstations and system extensions, grouped by product.

IT-PROFESSIONALS



Source: LAC 2011, Target group Competency in the computer area: Professional

The league of TOP decision-makers

777,000 c't readers: decide on investment in their professional area of responsibility

514,000 ITK decision-makers determine product/performance **features**

591,000 c't readers: decision-makers assess/recommend **what** should be purchased: producers, products, brands, services

415,000 c't readers: decision-makers assess/recommend **where/from which** supplier the goods/services should be purchased: location, supplier

37% of the c't readers – 291,000 – make **final** decisions

The budgets

174,000 c't readers plan acquisitions of 5,000 up to 25,000 Euros

260,000 c't readers plan larger acquisitions of 25,000 up to 500,000 Euros

500,000 Euros and more are budgeted by the top elite of the 56,000 ITK decision-makers

Where are the goods/services purchased?

441,000 c't readers prefer producers/ house-to-house distribution

283,000 c't readers purchase in classical manner from computer retailers/VARs

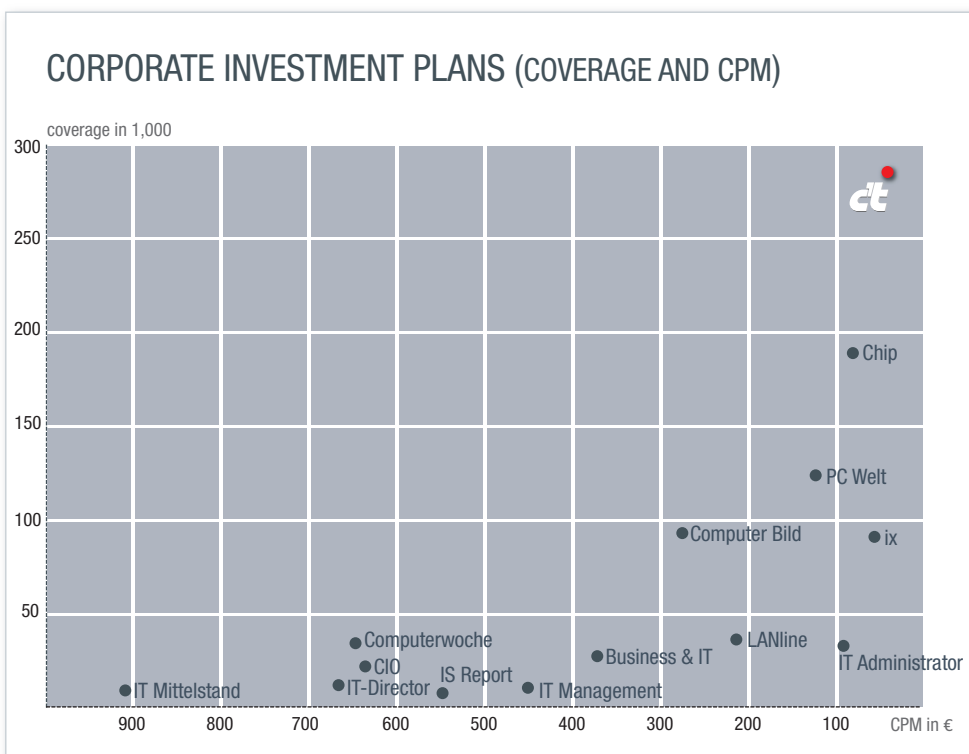
259,000 readers turn to wholesale markets or distributors

c't MAGAZINE BRINGS THE DECIDING TARGET GROUPS TOGETHER

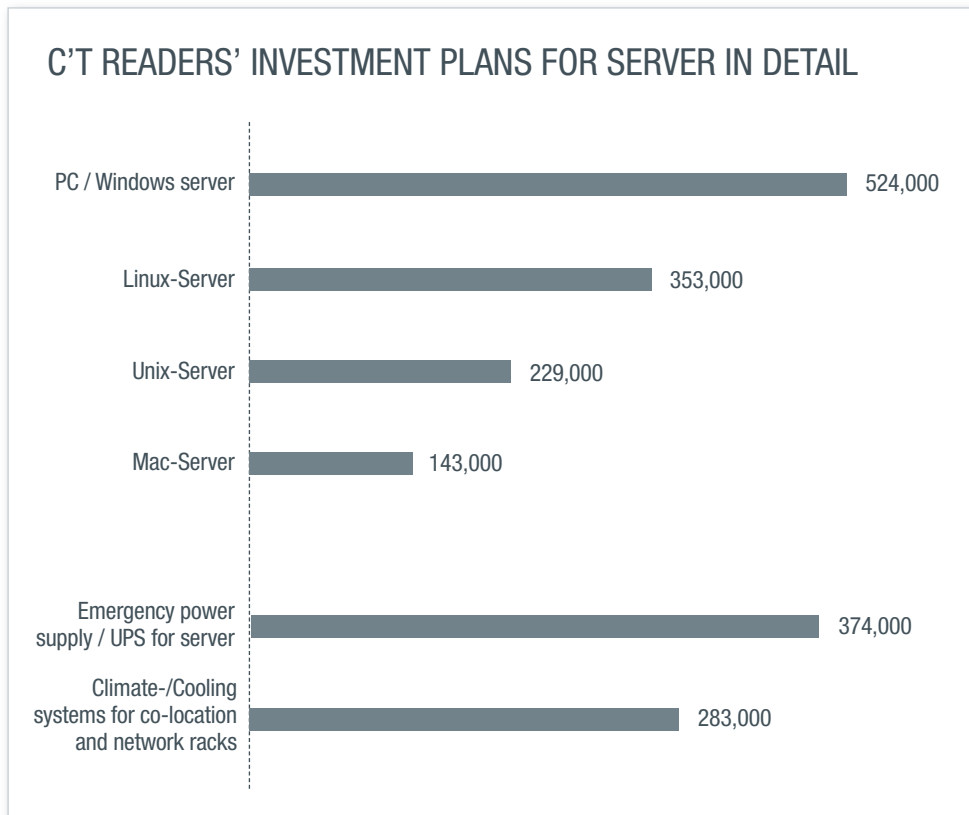
THE PLATFORM FOR B2B PROS.

Server

OFFERING THE LOWEST CPM OF 47.42 €, c't-MAGAZIN REACHES MOST OF THE IT PROS PLANNING TO PURCHASE SERVERS



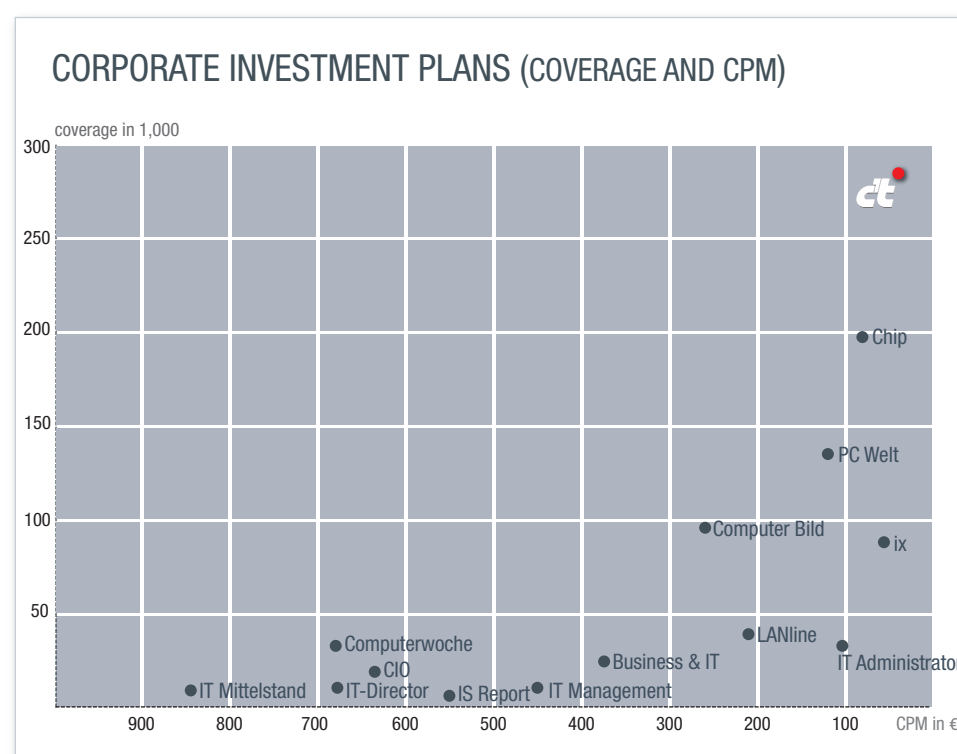
605,000 c't READERS ALTOGETHER DECIDE ON INVESTEMENT IN THE TECHNICAL LIFELINES OF THEIR COMPANIES



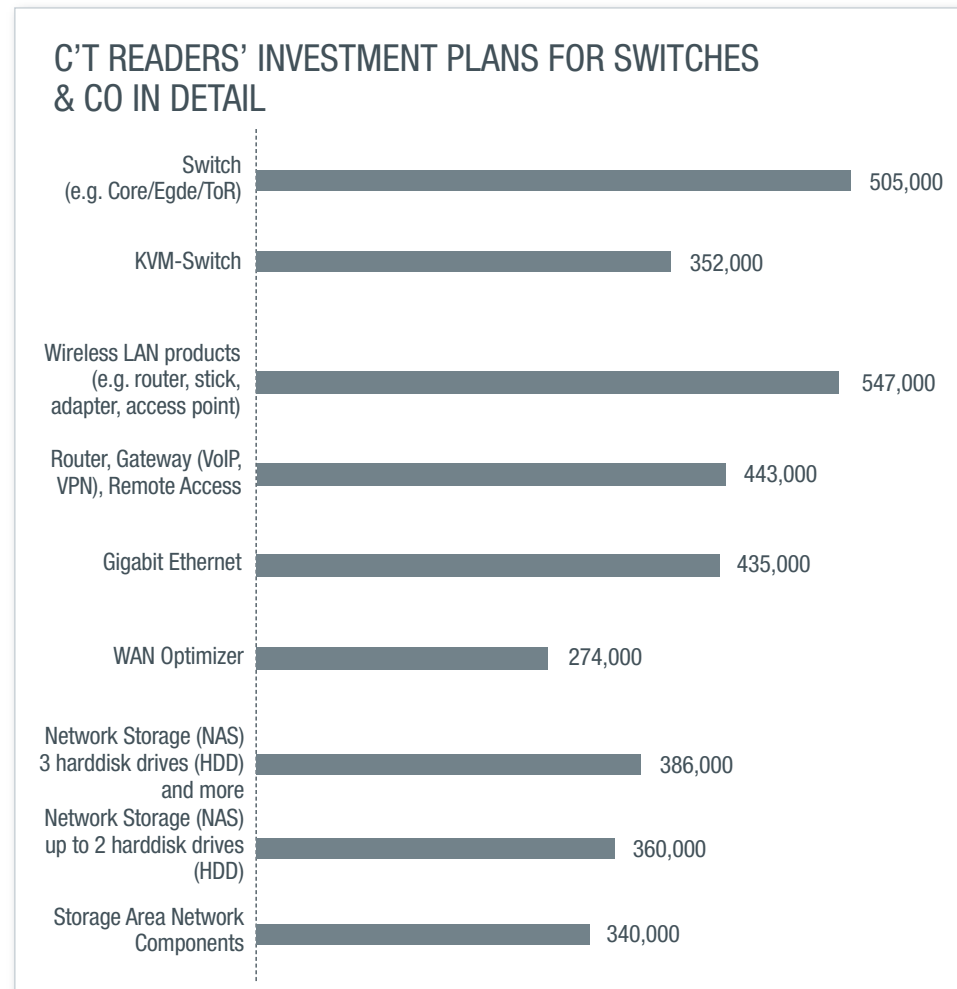
LAC 2011 (readership analysis computer press), graphic on top: professionals, graphic below: total (ITC decision-makers in B2B)
Base: corporate investments certain/possible - Server

Network Components

c't-MAGAZIN REACHES MOST OF THE IT PROS AT THE LOWEST CPM OF 47.41 € WHO PLAN TO INVEST IN NETWORK COMPONENTS



650,000 c't READERS ALTOGETHER WANT TO INVEST IN COMPONENTS

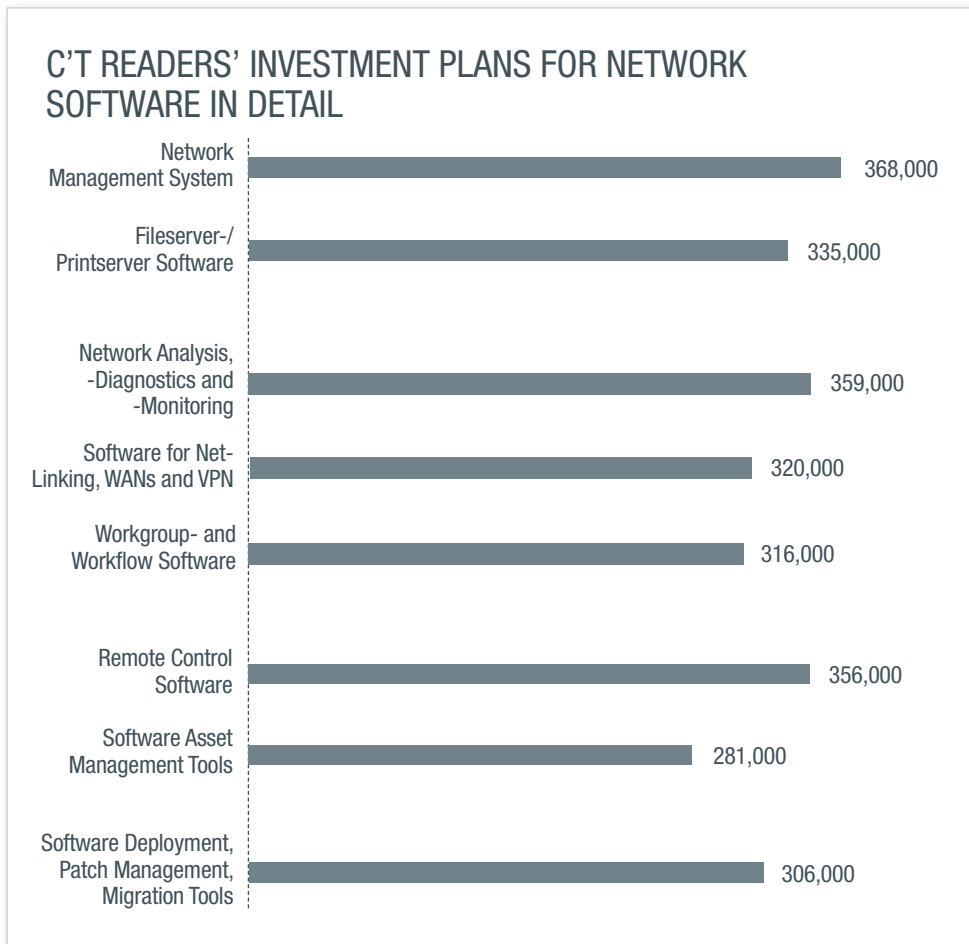
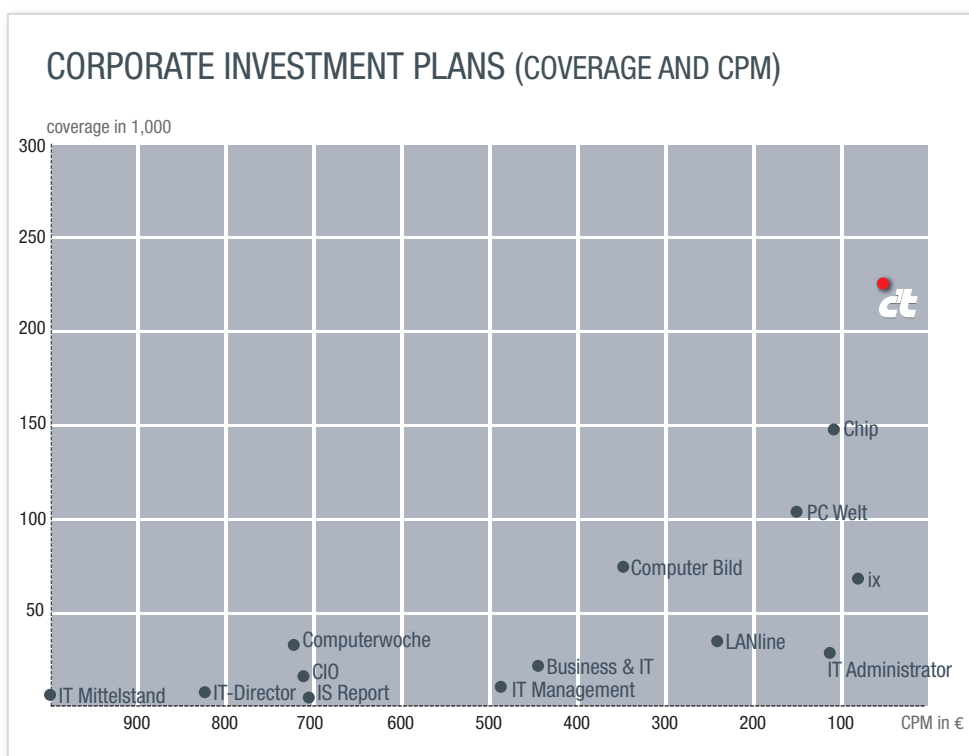


LAC 2011 (readership analysis computer press), graphic on top: professionals, graphic below: total (ITC decision-makers in B2B)
Base: corporate investments certain/possible - Network Hardware

Network Software

OFFERING THE LOWEST CPM OF 60.19 €, c't-MAGAZIN REACHES MOST OF THE IT PROS PLANNING TO PURCHASE NETWORK SOFTWARE

484,000 c't READERS ALTOGETHER WANT TO INVEST IN CORPORATE SOFTWARE

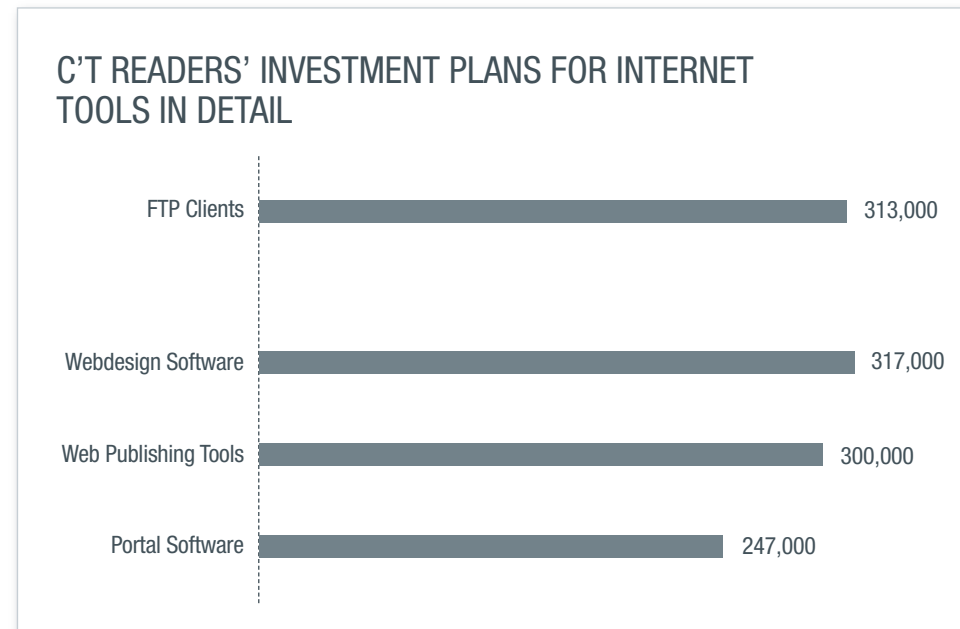
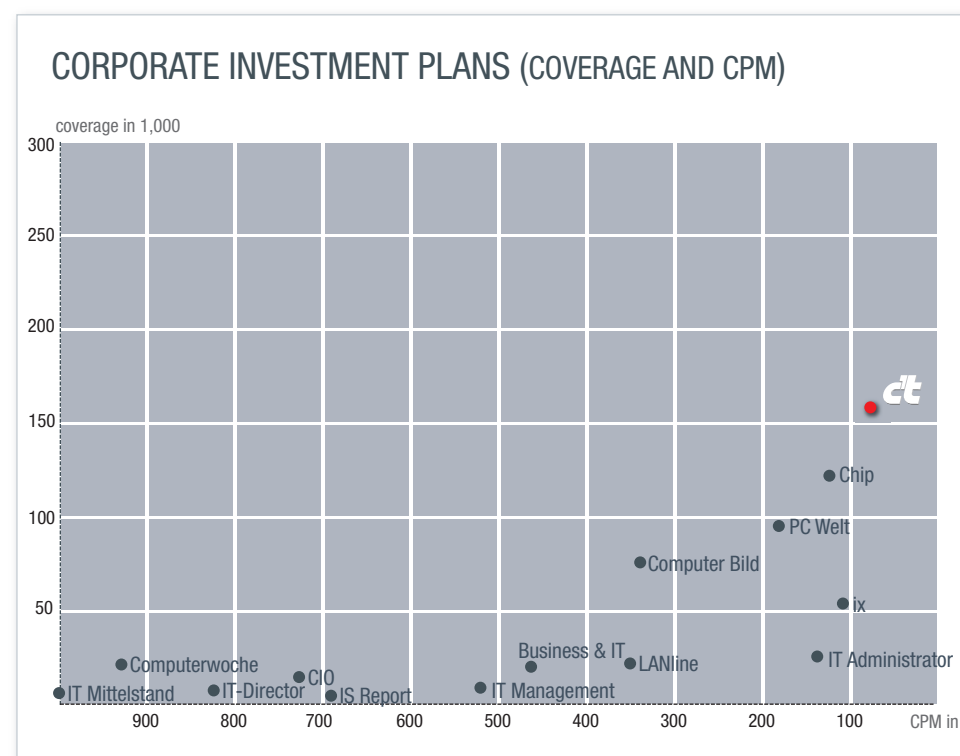


LAC 2011 (readership analysis computer press), graphic on top: professionals, graphic below: total (ITC decision-makers in B2B) Base: corporate investments certain/possible – Network Software

Internet Tools

c't-MAGAZIN REACHES MOST OF THE IT PROS AT THE LOWEST CPM OF 86.49 € WHO WANT TO PURCHASE INTERNET TOOLS

407,000 c't READERS WANT TO INVEST IN INTERNET TOOLS



LAC 2011 (readership analysis computer press), graphic on top: professionals, graphic below: total (ITC decision-makers in B2B) Base: corporate investments certain/possible – Internet-Tools