



CHIP – MEN. TECHNIC. DIGITAL.

WHY CHIP?

- ✓ CHIP reflects current trends, is a testing authority and advisor for digital technology. People interested in digital technology read CHIP.
- ✓ CHIP is the perfect magazine for reaching men. An audience of 89% male readers with an average age of 38 years and an average net household income of € 3,475 makes CHIP an optimal medium for male target groups (ma 2017 II).
- ✓ CHIP has a CPT of € 19.03 making it one of the most economical men's titles in Germany.

USP

"We offer our readers orientation and user value with comprehensive purchasing advice and intelligent solutions."

Josef Reitberger, Editor-in-Chief

KEYFACTS

Frequency: **monthly**

Day of publication: **Friday**

Copyprice: **7.40 €**

Basic rate (1/1 page 4c): **18,200 €^{1.)}**

Sold circulation: **158,722^{2.)}**

Editor-in-Chief: **Josef Reitberger**

Source: ¹⁾ Prices valid from 01.01.2017., ²⁾ IVW II/2017

READERS PROFILE

	Mill.	Percent	Index
Total	1.70	100.0	
Sex			
Men	1.51	88.7	181
Women	0.19	11.3	22
Age			
14-19 years	0.16	9.3	133
20-29 years	0.50	29.2	211
30-39 years	0.34	20.3	145
40-49 years	0.35	20.5	128
50-59 years	0.22	12.9	71
60-69 years	0.09	5.6	42
>= 70 years	0.04	2.2	13
Qualification			
Comprehensive school	0.08	4.8	103
Sec. school (without apprenticeship)	0.06	3.7	48
Sec. school (with apprenticeship)	0.20	12.0	43
Secondary modern school	0.39	23.1	78
Grammar school	0.48	28.1	211
University	0.48	28.4	173
Net income			
less than 1,000.00 EUR	0.14	8.4	101
1,000 to 1,250 EUR	0.06	3.3	71
1,250 to 1,500 EUR	0.08	4.5	58
1,500 to 2,000 EUR	0.13	7.9	60
2,000 to 2,500 EUR	0.17	10.1	72
2,500 to 3,000 EUR	0.20	11.7	97
3,000 EUR and more	0.92	54.2	135

Source: ma 2017 II