



## 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 36 years and an average net household income of € 3,488 makes CHIP an optimal medium for male target groups (ma 2018 II).
- ✓ CHIP has a CPT of € 11.28 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 €<sup>1.)</sup>**

Sold circulation: **147,710<sup>2.)</sup>**

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

Source: <sup>1)</sup> Prices valid from 01.01.2018., <sup>2)</sup> IVW II/18

### READERS PROFILE

	Mill.	Percent	Index
<b>Total</b>	1.61	100.0	
<b>Sex</b>			
Men	1.44	89.2	181
Women	0.17	10.8	21
<b>Age</b>			
14-19 years	0.18	11.2	161
20-29 years	0.47	29.3	210
30-39 years	0.37	22.7	161
40-49 years	0.28	17.5	109
50-59 years	0.23	14.2	78
60-69 years	0.07	4.1	30
>= 70 years	0.02	1.1	6
<b>Qualification</b>			
Comprehensive school	0.12	7.4	162
Sec. school (without apprenticeship)	0.06	3.5	45
Sec. school (with apprenticeship)	0.14	8.7	33
Secondary modern school	0.45	28.2	94
Grammar school	0.38	23.3	166
University	0.46	28.8	168
<b>Net income</b>			
less than 1,000.00 EUR	0.12	7.4	98
1,000 to 1,250 EUR	0.05	3.2	73
1,250 to 1,500 EUR	0.04	2.4	35
1,500 to 2,000 EUR	0.15	9.0	70
2,000 to 2,500 EUR	0.16	9.7	68
2,500 to 3,000 EUR	0.16	10.1	90
3,000 EUR and more	0.94	58.1	136

Source: ma 2018 II