



## 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 € 3,413 makes CHIP an optimal medium for male target groups (ma 2018 I).
- ✓ CHIP has a CPT of € 10.55 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: **153,003<sup>2.)</sup>**

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

Source: <sup>1)</sup> Prices valid from 01.01.2018., <sup>2)</sup> IVW IV/2017

### READERS PROFILE

	Mill.	Percent	Index
<b>Total</b>	1.73	100.0	
<b>Sex</b>			
Men	1.54	89.1	182
Women	0.19	10.9	21
<b>Age</b>			
14-19 years	0.16	9.4	134
20-29 years	0.50	29.2	211
30-39 years	0.42	24.3	173
40-49 years	0.33	18.9	118
50-59 years	0.22	12.6	69
60-69 years	0.07	3.8	29
>= 70 years	0.03	1.8	10
<b>Qualification</b>			
Comprehensive school	0.09	5.3	114
Sec. school (without apprenticeship)	0.07	4.3	55
Sec. school (with apprenticeship)	0.21	11.9	43
Secondary modern school	0.42	24.5	82
Grammar school	0.42	24.3	182
University	0.51	29.7	181
<b>Net income</b>			
less than 1,000.00 EUR	0.12	7.0	85
1,000 to 1,250 EUR	0.06	3.7	76
1,250 to 1,500 EUR	0.08	4.5	59
1,500 to 2,000 EUR	0.14	8.4	65
2,000 to 2,500 EUR	0.16	9.1	64
2,500 to 3,000 EUR	0.23	13.1	110
3,000 EUR and more	0.94	54.4	134

Source: ma 2018 I