

COMPUTER BILD



Portrait

COMPUTER BILD, Europe's biggest computer magazine, published fortnightly, provides up-to-date information and background knowledge on the subject of computers, telecommunications, online services and home electronics. Readers benefit from a multitude of reviews, courses and reports – plus value-added PC-software, smartphone-apps and vouchers for electronics, shopping and movies online.

COMPUTER BILD-readers are familiar with the newest technical achievements. For them not only the PC is in the focus. Their interests cover the whole multimedia world.

Target Readers**

	CB	Basis
■ Age		
14 – 19	12	7
20 – 39	45	28
40 – 59	35	35
60+	7	28
■ Education		
secondary modern school	24	36
middle school	33	28
grammar school, study	36	31
■ Net household income		
under 2.000 €	26	33
2.000 € and more	74	67

* Source: ma 2016 Pressemedien II, male population 14 years of age and older, 34,03 Mill.
** in %

Prices and formats 2017

Format	Price
1/1 4c	28.950,00
1/2 4c	15.840,00
1/4 4c	8.250,00

All prices in €, without taxes.

Key facts

- First day of sale: Saturday
- Frequency: biweekly
- Copy price:
 - Magazine without CD-Rom: 2,20 €
 - Magazine with CD-Rom: 3,70 €
 - Magazine with DVD: 4,70 €
- Net Paid Circulation IWW III/2016: 240.020 sold copies
- Reach (ma II/2016):
 - Overall: 3,9 % / 2,71 Mill.
 - Male: 7,3 % / 2,47 Mill.
 - Female: 0,7 % / 0,24 Mill.

Effective: December 2017; subject to changes; errors and modifications excepted.

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