The role of trade magazines in the German market

1. **Print is the continuous talk of the industry of professional decision-makers**
   (cf. trade fairs = selective get-togethers of the industry)
   - Communication about current topics and important developments
   - Platform where big players and specialists can showcase their solutions and portfolio

    Regular trade-magazine users confirm:
    - **84% agree:** Advertisement is a useful feature of trade media
    - **83% agree:** Advertising in trade media enhances the positive image of the advertising company and its products
    - **78% agree:** Companies regularly advertising in trade media show that they are important players in the market

2. **Print stays the most important source of information (83%)**
   - Print and online content is used in parallel. For decision-makers, the channels have different functions.
   - Only 14% of decision-makers only use online services of trade media, the majority uses print and online services in parallel

3. **Print is the authority in the market**
   - Content of trade magazines is rated trustworthy, is used for decision-making
   - Especially the top decision-makers continue to use print (88%)

Germany’s decision-makers attest print trade magazines the biggest influence. No other source of information reaches more decision-makers in these dimensions.

- **5.3 million decision-makers**
  - Is trustworthy, meaning the information is neutral and reliable
- **5.1 million decision-makers**
  - Gives me an idea of which products and services a provider currently offers
- **4.9 million decision-makers**
  - Tells me about the experience others have had with products and solutions

Sources: B2B decision-maker analysis 2017, Deutsche Fachpresse, LAE Leseranalyse Entscheidungsträger in Wirtschaft und Verwaltung e.V., 2017