

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

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%)

Trade magazines are **no. 1** ...when it comes to media groups that are especially **important for professional activities**

Professional decision-makers invest **one work day per month** in reading trade magazines

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

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

Is trustworthy, meaning the information is neutral and reliable

5.3 million decision-makers

Gives me an idea of which products and services a provider currently offers

5.1 million decision-makers

Tells me about the experience others have had with products and solutions

4.9 million decision-makers