

Press release

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B2B Decision Maker Analysis 2015/2016: Trade publications are the most important source of information for professional decision makers

Trade publications hold leading position, according to latest B2B Decision Maker Analysis by Deutsche Fachpresse (German Association of Business Media) / 94% of the 8 million professional decision makers avail themselves of the trade press / Particularly high rate of action taken among young target group / The detailed findings are available as a digital package

Trade publications are the most important source of business information for professional decision makers in Germany, according to the recently published B2B Decision Maker Analysis 2015/2016 by Deutsche Fachpresse. One of the main findings is that as a whole, print and digital trade publications reach 94% of the B2B core target group. The study was conducted by means of telephone interviews by Czaia Marktforschung (Bremen) on behalf of Deutsche Fachpresse and was backed by the internal Fachpresse "Advertising/Marketing Trade Magazines" (AMF Mediamarketing) committee. The detailed results are now available at: www.deutsche-fachpresse.de/markt-studien/b2b-entscheider-analyse/

Print trade magazines are the number-one source of information

The trade press meets the needs of the B2B core target group perfectly. The trade magazine enjoys the most widespread use, according to 81% of the decision makers surveyed, followed by digital offers from trade publications at 76%. Coming in third at 74% is the use of digital offers from companies, ahead of events at 66%. A growing number of decision makers are also making more frequent use of such sources: 33% use trade publications more often than they did two years ago, and 56% use them just as much as they did then. Users of trade publications also appreciate publishers' cross-media approach: two-thirds use trade publications in print and digital form, while a total of only one-third does so exclusively in print or digital form.

Particularly high rate of action taken by young target group

"On average, professional decision makers invest an entire day every month in reading trade magazines," says Kornelia Wind, Head of Media at the publishing group Deutscher Apotheker Verlag and Chair of the AMF

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Mediamarketing committee at Deutsche Fachpresse. “Not only do trade publications provide guidance, they also mobilise readers to take specific action,” Wind adds. The study found that particularly high action is taken by those under the age of 40: 85% visit the provider’s homepage for more information due to what they have read or establish personal contact with the provider (75%). And no less than 82% of younger professional decision makers share the information from trade publications with their colleagues. This confirms the important multiplier effect of business media.

Trade publication users value advertising

Trade publications are the perfect means of advertising, which is confirmed by 79% of professional decision makers, who believe that advertisements are a valuable component of trade publications. The practice also enhances the image of companies that place advertisements in addition to that of their products (81%). The overwhelming majority of decision makers surveyed further believe that companies which advertise in trade publications demonstrate that they are important providers on the market.

Study design

The B2B Decision Maker Analysis investigates how professional decision makers in Germany search for and obtain information, in addition to how they utilise media. The 2015/2016 study was conducted by Czaia Marktforschung GmbH (Bremen) on behalf of Deutsche Fachpresse (German Association of Business Media). A total of 607 professional decision makers were interviewed by telephone during the survey periods from 4 August to 12 September 2014 and from 12 August to 23 September 2015. These sample interviews represent 8 million professional decision makers. The basis of the projection is the micro-census from 2011/14. Professional decision makers are defined either as self-employed/freelancers or as salaried master craftsmen/foremen as well as salaried employees with independent (limited) responsibilities or managerial functions and decision-making authority who have a net monthly income of at least €2,300.

Detailed results of the study and the digital package

Detailed findings from the B2B Decision Maker Analysis 2015/16 and select press charts are available for free download on the Deutsche Fachpresse website. The complete results of the B2B Decision Maker Analysis, together with all documents, tables and charts, are available as a digital package at: www.deutsche-fachpresse.de/markt-studien/b2b-entscheider-analyse/

About Deutsche Fachpresse (German Association of Business Media):

Deutsche Fachpresse is the modern marketing and service platform for all providers of specialised information in the business and professional environment. It is supported by Fachverband Fachpresse (German Trade Association of Business Media) within the Verband Deutscher Zeitschriftenverleger (Association of German Magazine Publishers) in Berlin as well as the Arbeitsgemeinschaft Zeitschriftenverlage im Börsenverein des Deutschen Buchhandels (Working Group of Magazine Publishers of the German Publishers and Booksellers Association) in Frankfurt am Main. Deutsche Fachpresse represents the interests of 350 affiliated publishers in a sector with some 3,800 titles and a turnover of more than €3.2 billion. Deutsche Fachpresse boosts its members' market success by means of a wide range of services. It promotes the common economic and political interests of member companies and provides the latest information on the sector. Deutsche Fachpresse uses genre-specific contact platforms to create networks and to position trade publications as reliable sources of information and efficient advertising media. For further information, please visit our website at: www.deutsche-fachpresse.de