

Tipi CAWI-PRINT 2025

169.000*

reader per
issue

1.017.000*

Austrians know
about TIPI

309.000*

extended
readership

TIPI IS KNOWN BY OVER 1 MILLION AUSTRIANS!*



TOPICS OF INTEREST

- 80% Children, Parenting & Education
- 80% Local/Regional Products
- 80% Film & Screen Entertainment
- 75% Leisure & Travel
- 75% Healthy Eating
- 70% Cooking, Baking & Recipes
- 70% Sustainability, Nature & Environment
- 70% Health, Fitness & Medicine
- 60% Shopping, Fashion & Accessories
- 60% Finance
- 50% Cars & Motorcycles

 **55% OF TIPI READERS ARE HIGHLY ACTIVE ON INSTAGRAM.**

SOCIODEMOGRAPHICS

- TIPI readers are 50:50 female/male
- Over 80% of TIPI readers are in the 20–49 age group
- Over 90% of TIPI readers are employed
- 60% of TIPI households have a monthly income above EUR 2,700
- 25% of TIPI households have a monthly income above EUR 4,800
- 80% of TIPI readers live in households with 3 or more people
- 30% of TIPI households have children aged 1–5 years
- 75% of TIPI households have children aged 3–14 years

SPORTS

- 45% Hiking
- 40% Cycling
- 40% Skiing

MEANS OF TRANSPORT

- 75% Car
- 30% Train
- 30% Airplane

FAVORITE ACTIVITIES

- 60% Amusement parks
- 50% Nature parks
- 40% Thermal baths
- 40% Hiking Destinations

PREFERRED VACATION

- 60% Family vacations
- 35% Beach vacations
- 30% City trips
- 25% Hiking vacations
- 20% Wellness vacations

DESTINATIONS

- 90% Europe
- 65% Austria

*All figures are rounded. The CAWI Print Study is an annual reach study conducted in Austria by GfK and TMC, measuring the awareness and readership of specific magazines, periodicals, and other print products. TIPI has once again achieved excellent results. Details: <https://tmc.at/cawi-print/>