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MARKET POSITION:

iPhone & co is a magazine for iPhone lovers. Currently, 28 million have been sold worldwide. Part of this success story is the Appstore with currently 75,000 programmes.

iPhone users are particularly a premium target group. They are young, well educated and digitally active.

73.2% of iPhone users have 20 – 49 years old

72.2% of iPhone users are employed

89.3% of iPhone users have a daily internet usage

93.5% of iPhone users are online shoppers

(Source: ACTA 2009)

	iPhone & Co
Print Run	40,000
Sold Circulation	Around 20,000
<i>Source: Publisher 2009</i>	

EDITORIAL PROFILE:

The magazine iPhone & Co offers qualified reviews:

- The 100 best selling applications
- The 100 most popular downloads
- The best applications from our editors' point of view
- Up to date news around the iPhone
- Tips and tricks for a better usage of the iPhone

An overview of useful and funny accessories

TECHNICAL SPECIFICATIONS:

Please contact us for details

COPY DEADLINE:

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