SPEKTRUM MEDIA DATA
What can you expect?

What spektrum stands for

Target group & key facts

New features & highlights
Spektrum.de is the big science website where researchers and Nobel Prize Winners publish their work. In-depth reports on the latest achievements in Medicine, Physics, Technology, Environmental protection, Astronomy, Archaeology, Psychology, Biology and Chemistry keep those interested in scientific topics up to date with detailed information.
SPEKTRUM ... OUR READERS
Your direct line to exactly the right target group for your campaign

88% are between the ages of 20 and 39

68% have above-average educational qualifications.4

82% actively shape their own future.5

42% are trendsetters and shape debate within society.6

100% say that multi-device use is part and parcel of their daily lives.7

34% are between the ages of 40 and 59

60% are firmly established in their careers.

38% are innovative and initiate debate.1

47% have a net household income of 3,000 € plus.2

82% are extremely quality-conscious.3

Source: IQdigital daily digital facts, 2 months (May – July 2020), total population 16+ (incl. VuMA attributes) | 1 Question: I’m someone who’s original, contributes new ideas | 2 Question: Net household income 3,000 € plus | 3 Question: I am willing to pay more for quality | 4 University (of applied sciences) entrance qualification + degree from a university (of applied sciences) | 5 I always have lots of plans and ideas I want to put into practice | 6 I generally take the lead when discussing issues in a group setting | 7 User of mobile and/or stationary offerings
SPEKTRUM... KEY FACTS
Reach our loyal and interested readers.

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- Mobile 1.66 mio. UUs
- Online 1.58 mio. UUs

= 3.47 Mio. UNIQUE USERS - digital

12,592,792 Pls - digital

9,508,963 VISITS - digital

Quelle: agof daily digital facts, last month (March 2021), total population 16+ | IVW 2021-06
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Including native section teaser
The “Topic of the Month” is a digital special pooling all the relevant articles on a specific topic, supplemented with new articles and therefore providing readers with a comprehensive overview of the status of knowledge on the topic in question.

Position your company exclusively in the editorial environment and enhance the content with a native article on your desired topic.

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