What can you expect?

What spektrum stands for

Target group & key facts

New features & highlights
We are a byword for up-to-the-minute and easy-to-understand science journalism.

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

Young elite and students

Between the ages of 20 and 39

71 % have above-average educational qualifications.4

83 % 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

Decision-makers and opinion leaders

Between the ages of 40 and 59

61 % are firmly established in their careers.

39 % are innovative and initiate debate.1

48 % have a net household income of 3,000 € plus.2

82 % are extremely quality-conscious.3

Source: and daily digital usage, % trends for the past 3 months (October - December 2019), total population 16+. 
1 Questions on decisions which original contributes new ideas. 
2 Question: Net household income 3,000 € plus. 
3 Questions: I am willing to pay more for quality. 
4 University of applied science, reference: Bachelor, Master, degree, specifically for applied engineering. 
5 I have very few free days and do not want to put into practice. 
6 Frequently make the last word in discussing issues in a group setting. 
7 SPEKTRUM.de, and their specific layer of a website.
SPEKTRUM... KEY FACTS
Reach our loyal and interested readers.

Mobile 1.31 mio. UUs + Online 1.08 mio. UUs = 2.34 Mio. UNIQUE USERS - digital
9,903,720 PIIs - digital
7,084,848 VISITS - digital

Quelle: agof daily digital facts, last month (February 2020), total population 16+ | IVW 2020-01
SOMETHING SPECIAL ... YOUR CONTENT ON SPEKTRUM
Tell stories that fascinate our readers.

Present your brand in the editorial science environment and position yourself as an expert in your specialist field.

Spektrum is the ideal platform for you to tell your story to an exclusive and attentive user base in an informative manner.

You can find more information in our content solutions

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.

You can find more information here

Including co-branded banner

Price from 25,000 € net (production & media)
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