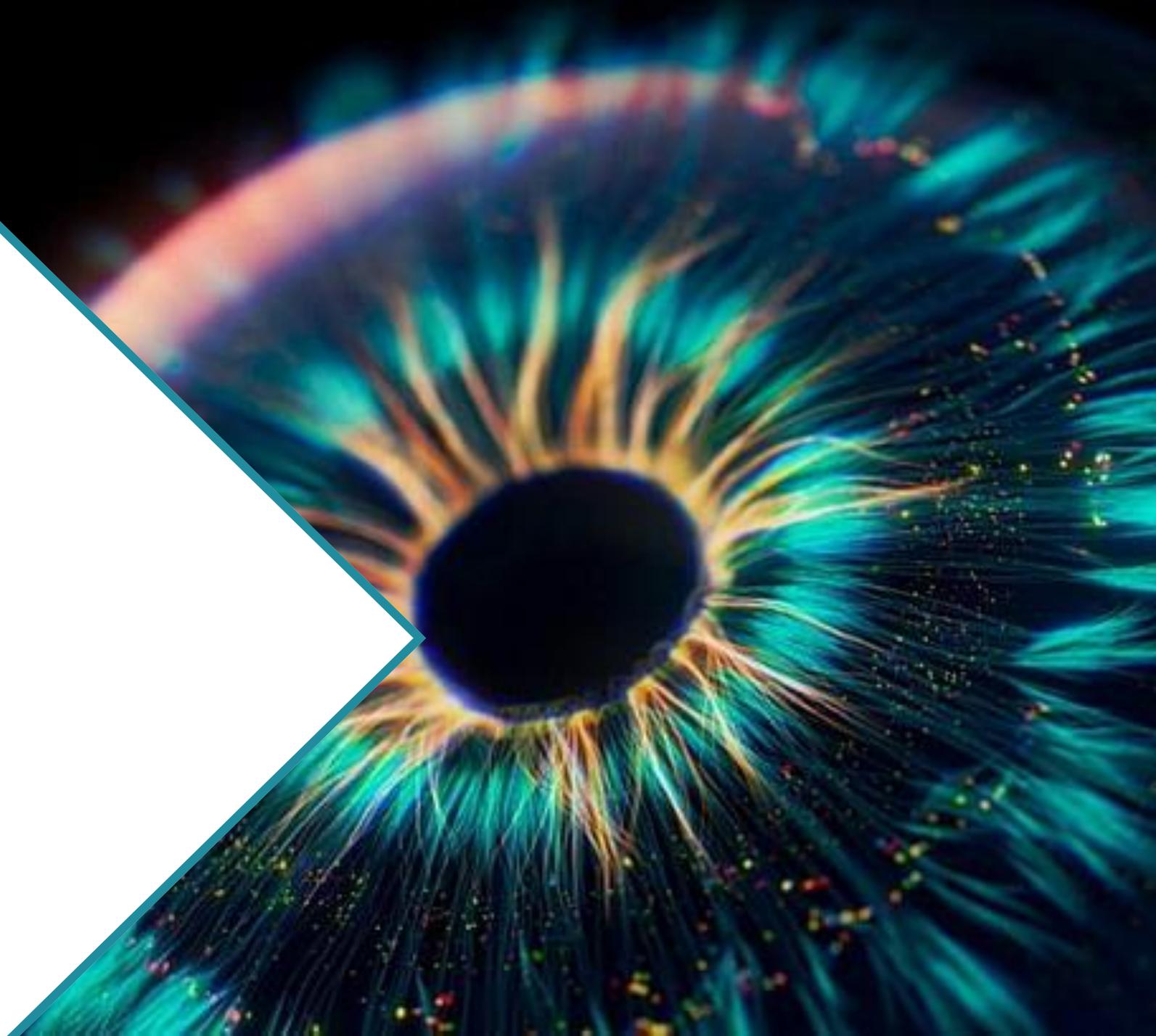


MEDIA DATA

“Research” topic cluster



RESEARCH TOPIC CLUSTER - MEDIA DATA

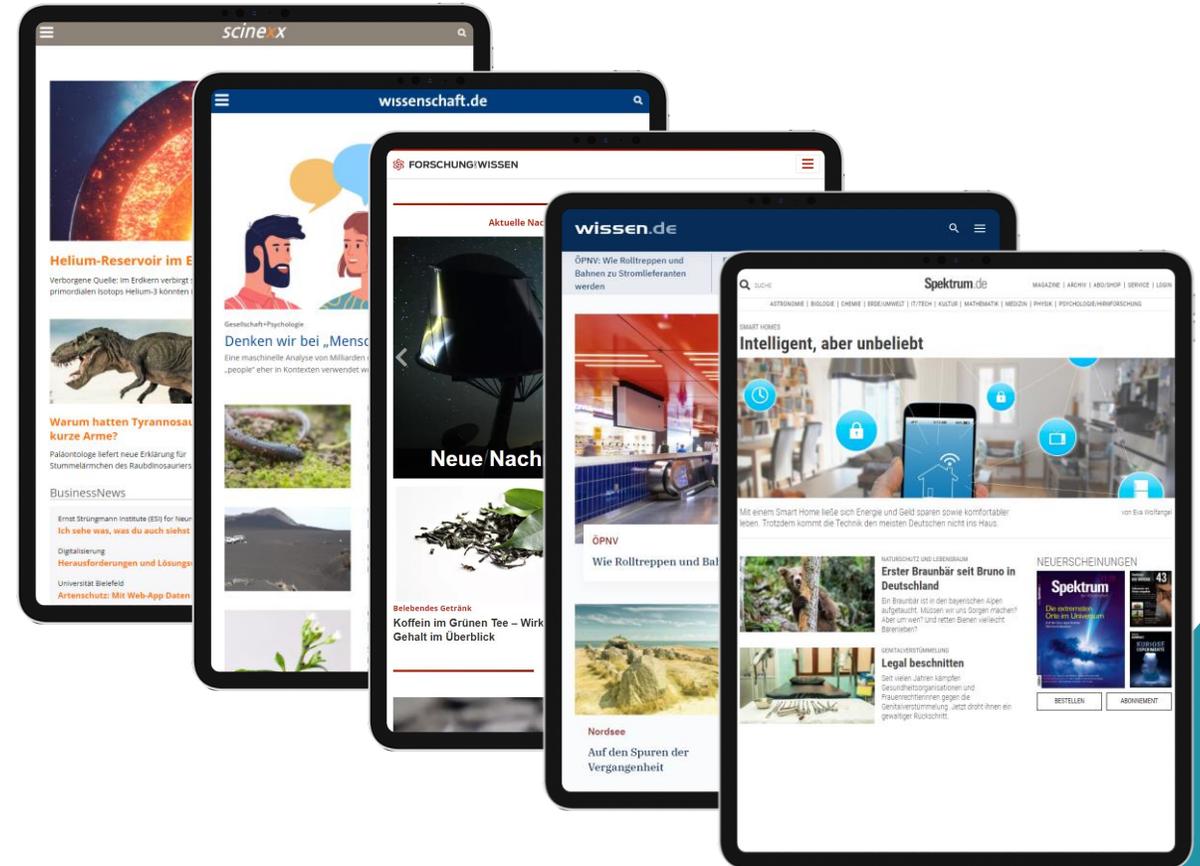
- 1 What the cluster stands for
- 2 Target group & key facts
- 3 New features & highlights

RESEARCH TOPIC CLUSTER ... WHAT WE STAND FOR

The science network

Strong brands, respected, high-quality editorial content and specialist users: the "Research" cluster pools reputed publisher websites and individual special-interest portals of high journalistic quality to create a unique knowledge network in the areas of research, science and sustainability.

The result is one of the biggest online knowledge networks in Germany.



Spektrum.de

scineXX
Das Wissensmagazin

wissen.de

FORSCHUNG UND WISSEN

wissenschaft.de

FORSCHUNG UND WISSEN ... WHAT WE STAND FOR

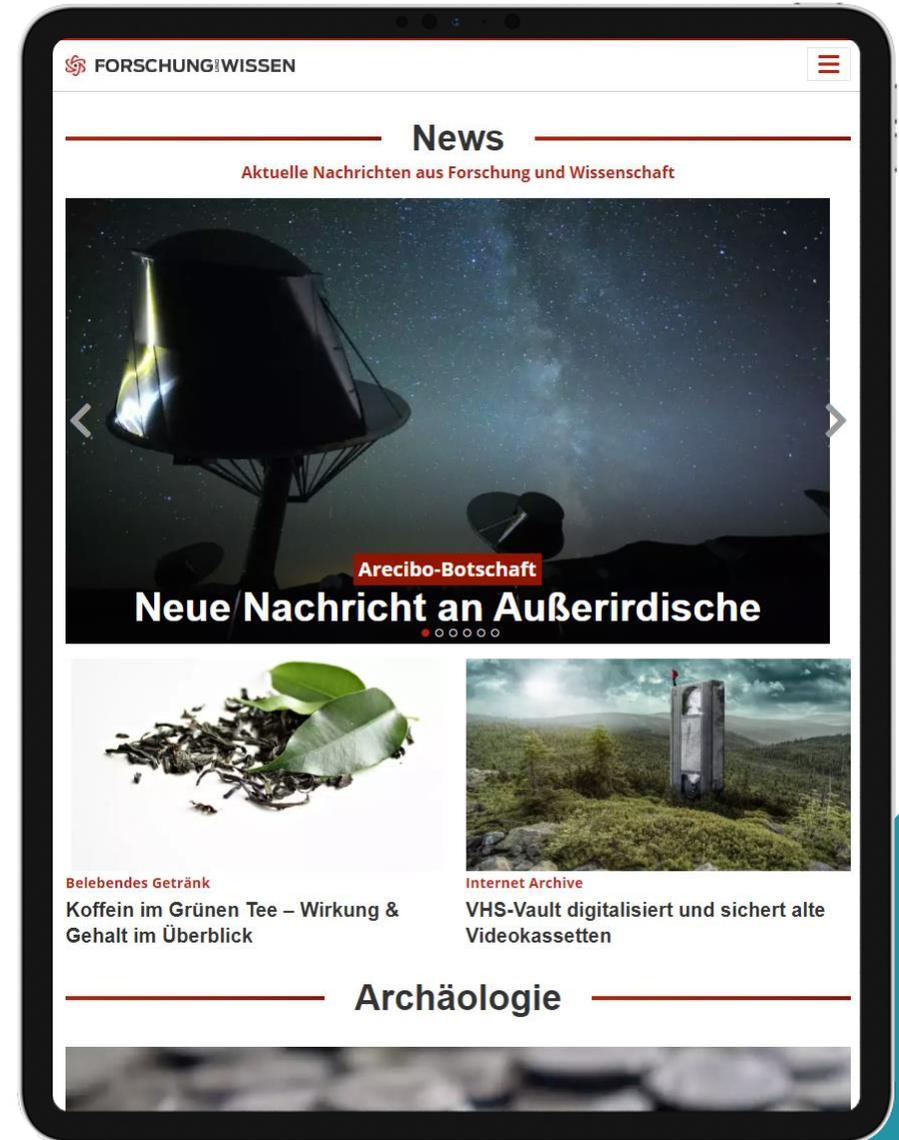
We are a byword for up-to-the-minute and easy-to-understand science journalism.



“Forschung und Wissen” is a scientific news portal reporting on topical issues in research and science.

Alongside the news segment, users also enjoy access to a comprehensive science magazine, which addresses exciting and interesting topics on a regular basis and explains the relevant aspects in an easy-to-understand manner.

The internal forum provides users with the opportunity to interact with each other and discuss the latest topics on the website.



SPEKTRUM ... WHAT WE STAND FOR

We are a byword for up-to-the-minute and easy-to-understand science journalism

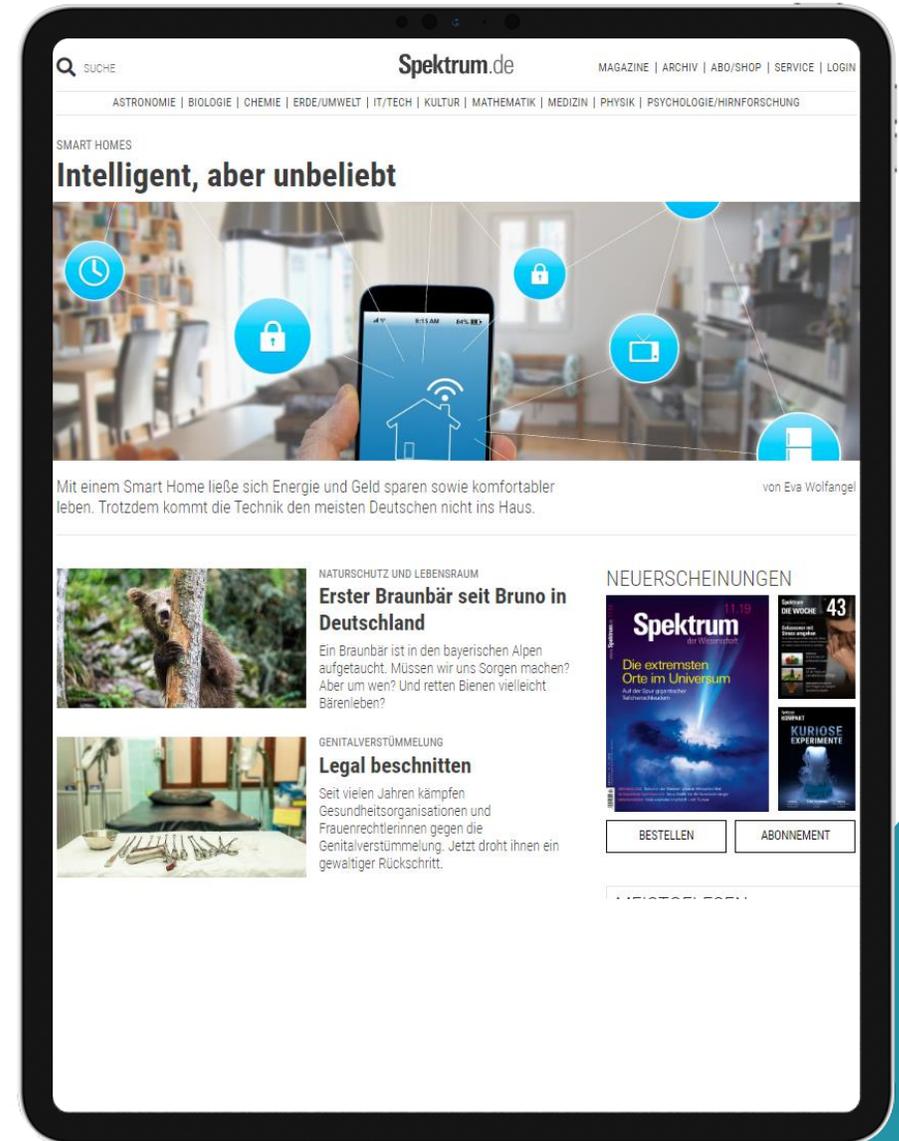


Spektrum.de is the big science website where researchers and Nobel Prize Winners publish their work.

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

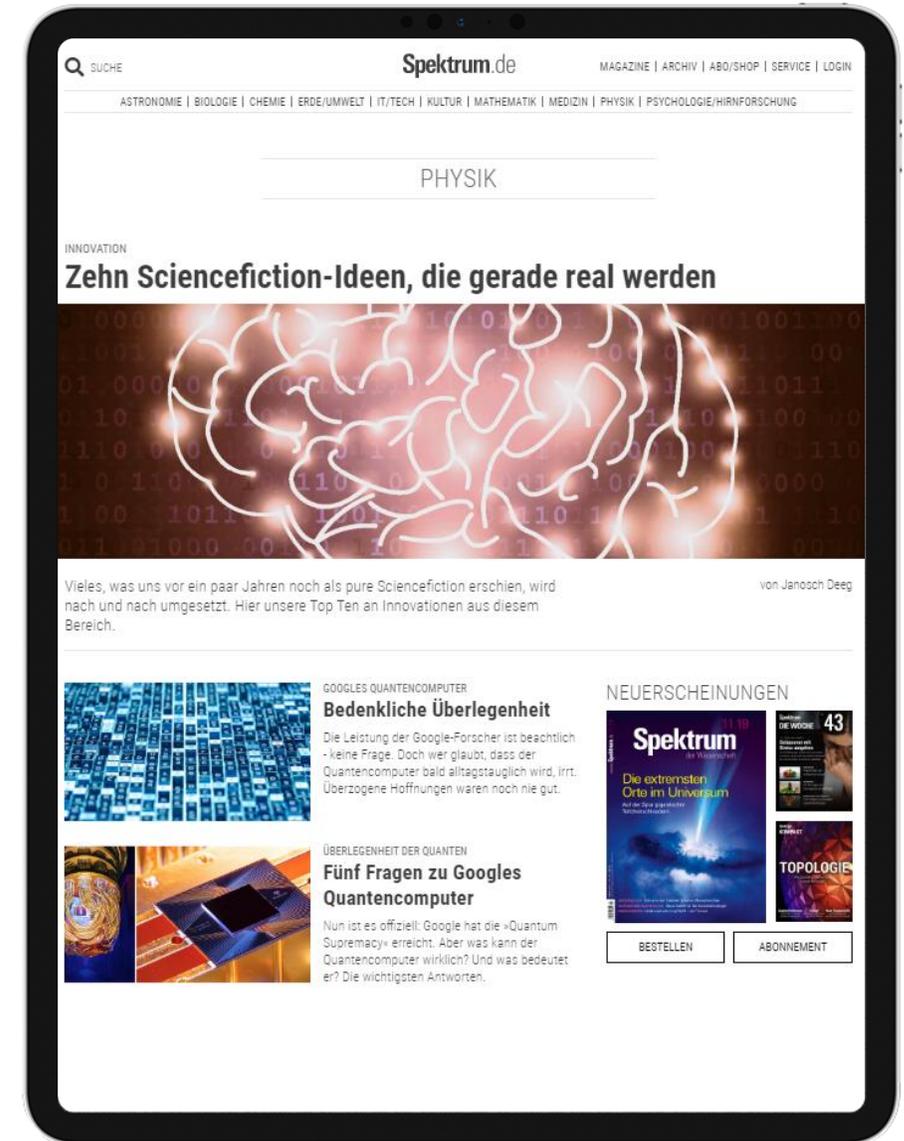
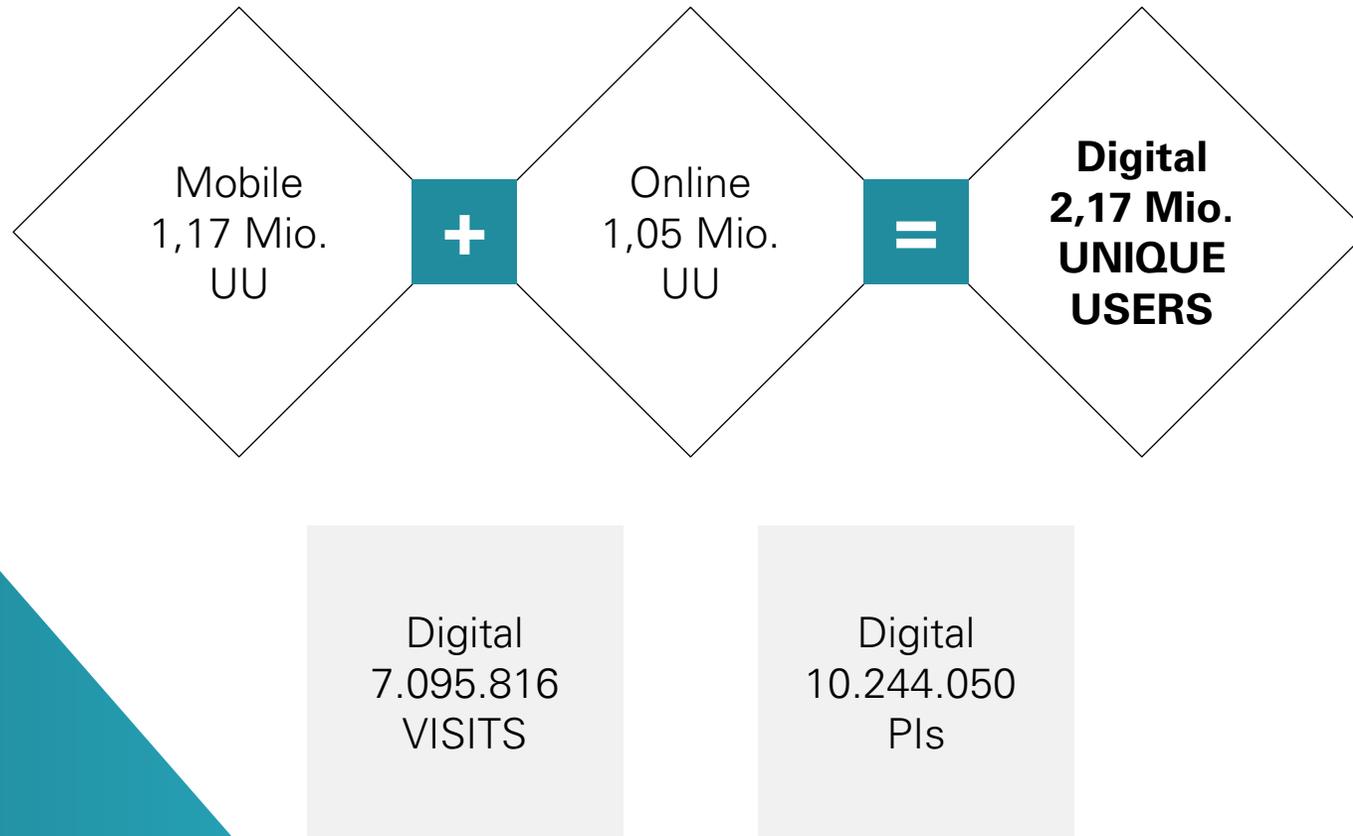
-  90% are between the ages of 20 and 39
-  31% have above-average educational qualifications
-  57% sustainable action by companies is important
-  45% are opinion leaders
-  100% say that multi-device use is part and parcel of their daily lives

Decision-makers and opinion leaders

-  34% are between the ages of 30 and 49
-  62% are firmly established in their careers
-  45% are innovative and initiate debate
-  55% have a net household income of 3,000 € plus
-  86% are extremely quality-conscious

SPEKTRUM ... KEYFACTS

Erreichen Sie unsere treue und interessierte Leserschaft



Quelle: agof daily digital facts 2022, letzter Monat (März 2023), Gesamtbevölkerung 16+ | IVW 2023-3

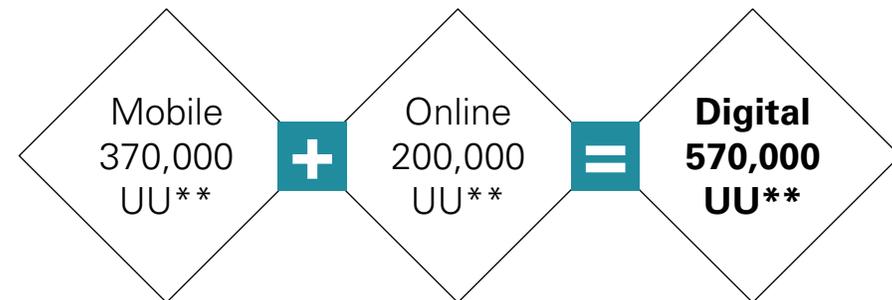
SCINEXX.DE ... READERS & KEY FACTS

Your direct line to exactly the right target group for your campaign



Young elite & decision-makers*

-  75% are between the ages of 20 and 59
-  33% have a technical or university degree
-  52% have a net household income of 3,000 € plus
-  28% are trendsetters and shape the debate within society
-  86% are very quality-conscious



Digital
1,413,140
VISITS**

Digital
2,101,755
Pis**

*Source: agof daily digital facts, average month (for the last three months (Aug – Okt 2022), total population 16+

**Source: agof daily digital facts 2022, last month (March 2023), total population 16+ | IVW 2023-3

WISSEN.DE ... WHAT WE STAND FOR

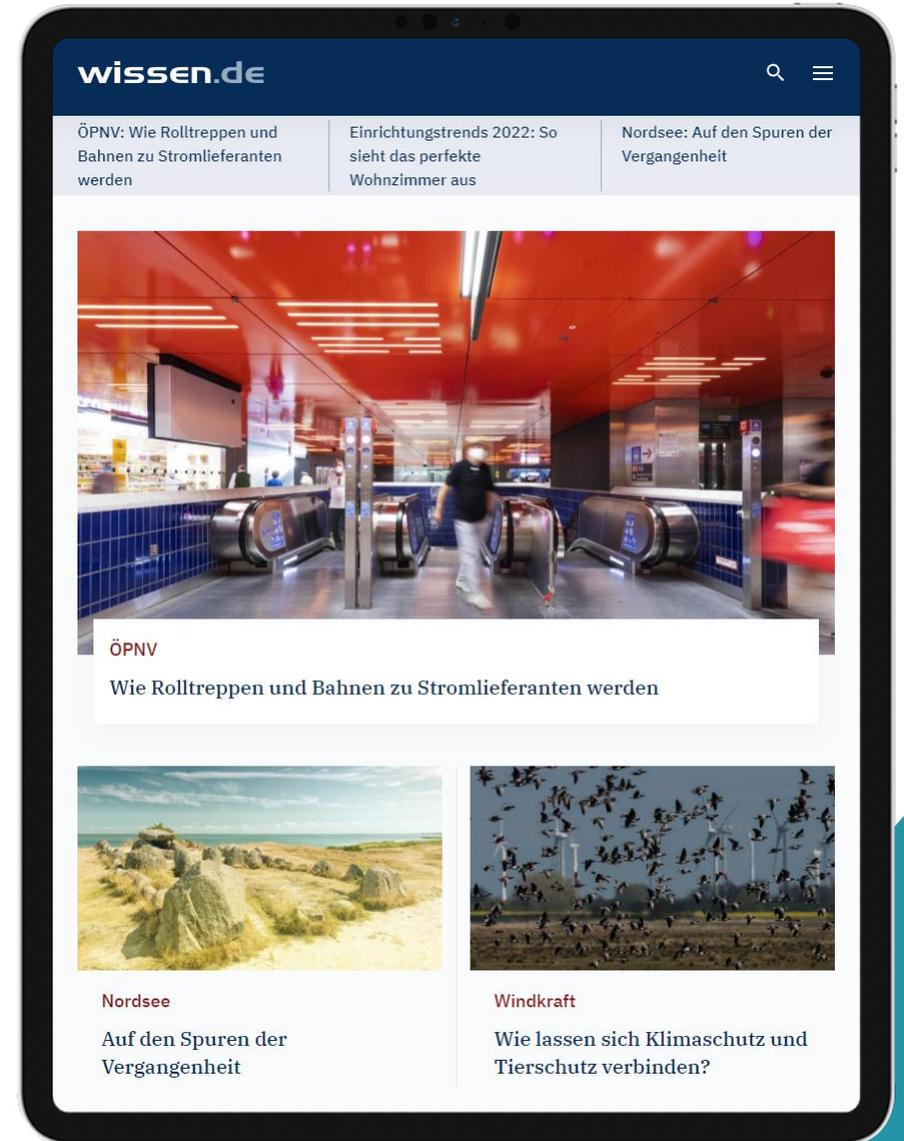
We are a byword for up-to-the-minute and easy-to-understand science journalism.



This knowledge portal features comprehensive editorial reports in the areas of learning & family, society, digital topics, technology and mobility – and provides users with access to exciting knowledge tests.

The editorially reviewed content in the form of “information units” and the linking of topics with editorial knowledge maps generates high reach and ensures top quality.

The target group comprises knowledge-seekers of all ages, search engine users with specific information needs, secondary school students and best agers.



WISSEN.DE ... READERS & KEY FACTS

Your direct line to exactly the right target group for your campaign



Young elite & decision-makers*

-  75% are between the ages of 20 and 59
-  34% have a technical or university degree
-  54% have a net household income of 3,000 € plus
-  25% are trendsetters and shape the debate within society
-  86% are very quality-conscious

Digital
350,000
UU**

Digital
639,979
VISITS**

Digital
930,856
Pls**

*Source: agof daily digital facts, average month (for the last three months (Aug – Okt 2022), total population 16+

**Source: agof daily digital facts 2022, last month (March 2023), total population 16+ | IVW 2023-3

WISSENSCHAFT.DE ... WHAT WE STAND FOR

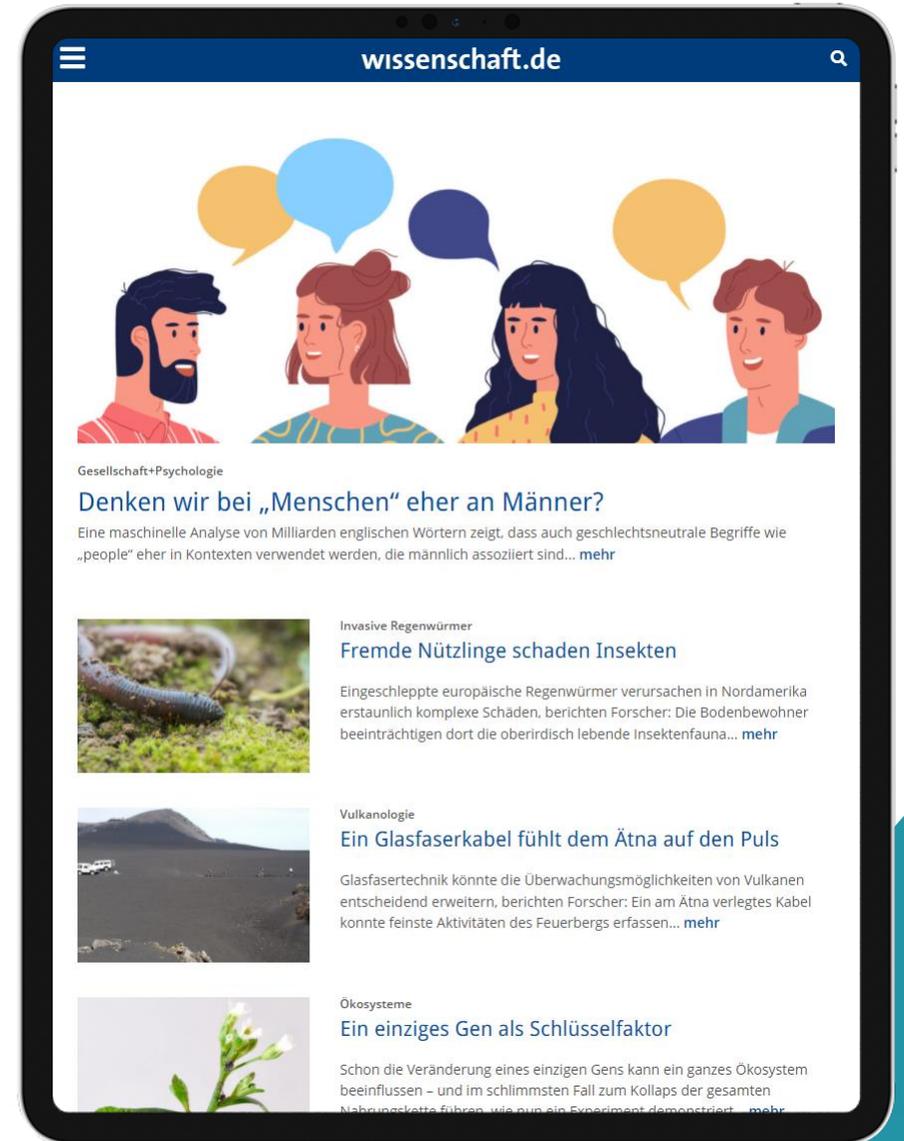
We are a byword for up-to-the-minute and easy-to-understand science journalism.



Experienced science journalists pen daily updated and easy-to-understand reports on the latest findings in science, research and technology.

The content comprises updated insights, scientific developments and fascinating discoveries in the world of science – be it astronomy, physics, biology, nature, environment, climate, technology, energy, archaeology, history, palaeontology, through to the latest news from the fields of medicine, genetics and psychology.

The target group is made up of users with a high affinity for science and research, innovative technologies and sustainable new developments, history and environmental issues as well as a high level of interest in books, art and culture.



WISSENSCHAFT.DE ... READERS & KEY FACTS

Your direct line to exactly the right target group for your campaign



Young elite & decision-makers*

-  72% are between the ages of 20 and 59
-  33% have a technical or university degree
-  51% have a net household income of 3,000 € plus
-  27% are trendsetters and shape the debate within society
-  85% are very quality-conscious

Digital
400,000
UU**

Digital
733,634
VISITS**

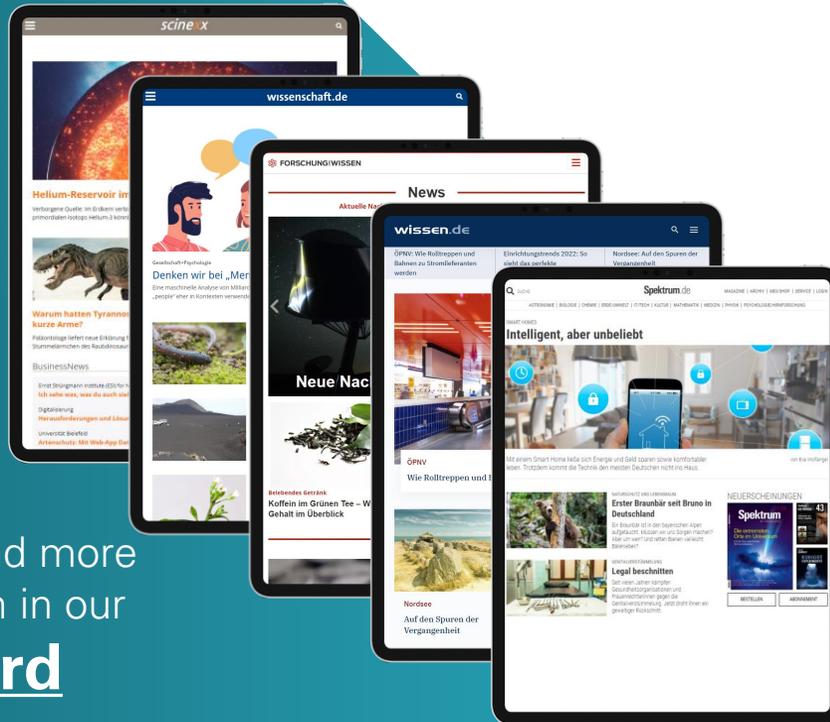
Digital
957,435
Pls**

*Source: agof daily digital facts, average month (for the last three months (Aug – Okt 2022), total population 16+

**Source: agof daily digital facts 2022, last month (March 2023), total population 16+ | IVW 2023-3

EVERGREEN ... TOPIC ROADBLOCK

A single booking for all the best environments in the iqd portfolio



You can find more information in our [rate card](#)



You can also profit from our roadblock concept with section bookings.

Use a roadblock to book all sections with the same topic focus and save money at the same time.

Our topic-based roadblocks are the perfect solution to ensure your digital presence in the relevant environment.

Take our Research and Health roadblock, for example. Make the most of our knowledge environments and use fixed-position bookings on our knowledge websites for a direct line to your target group!

EVERGREEN ... DISPLAY CHANNEL

Profit from the wide range of topic areas and competitive CPMs.



The channels in the iq digital portfolio provide you with a platform for precision communication with your desired target group in relevant topic environments.

Presence on multiple websites enables you to generate rapid advertising pressure and high net reach.

The single booking concept minimises handling workload and optimises cost efficiency.

Take advantage of our Science channel, for example, to reach the target group of relevant users with your message.

You can find more information in our **channel presentation**

