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 ... WHAT WE STAND FOR
We are a byword for up-to-the-minute and easy-to-understand science journalism.
SPEKTRUM ... OUR READERS
Your direct line to exactly the right target group for your campaign

Young elite and students

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

Decision-makers and opinion leaders

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

Sources: daily digital facts, 9 month (of the last 3 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 Generally take the lead when discussing ideas in a group setting

6 User of mobile and/or stationary offerings

7 User of mobile and stationary offerings
SPEKTRUM... KEY FACTS
Reach our loyal and interested readers.

Mobile 1.66 mio. UUs + Online 1.58 mio. UUs = 3.47 Mio. UNIQUE USERS - digital

13,419,494 PIs - digital
9,857,840 VISITS - digital

Quelle: agof digital facts, last month (March 2021), total population 16+ | IVW 2021-03
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