What can you expect?

What spektrum stands for

Target group & key facts

New features & highlights
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

Between the ages of 20 and 39
71 % have above-average educational qualifications.
83 % actively shape their own future.
42 % are trendsetters and shape debate within society.
100% say that multi-device use is part and parcel of their daily lives.

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.
48 % have a net household income of 3,000 € plus.
82 % are extremely quality-conscious.

Sources and data digital facing, % month for October-December 2014. "IQ Digital" attributes. IQquestion: I'm someone who's original, contributes new ideas. Question: Not household income 3,000 € plus. IQquestion: I am willing to pay more for quality. IQquestion: I have the educational and entrance qualifications for a degree from a university of applied sciences. IQquestion: I always have lots of plans and ideas I want to put into practice. I typically take the lead when I work also outside of work, at home, in mobile and/or standard offerings.
SPEKTRUM... KEY FACTS
Reach our loyal and interested readers.

Mobile 1.31 mio. UUs + Online 1.11 mio. UUs = 2.37 Mio. UNIQUE USERS - digital
9,903,720 Pls - digital
7,084,848 VISITS - digital
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

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PROGRAMMATIC
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