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

Young elite and students

Between the ages of 20 and 39

70 % have above-average educational qualifications.¹

82 % actively shape their own future.²

42 % are trendsetters and shape debate within society.³

100 % say that multi-device use is part and parcel of their daily lives.⁴

Decision-makers and opinion leaders

Between the ages of 40 and 59

61 % are firmly established in their careers.

38 % are innovative and initiate debate.¹

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

81 % are extremely quality-conscious.³

Sources: daily digital facts, 3 months (of the last 3 months January - March 2020), total population 16+ (incl. VuMA attributes) | ¹ Questions: I’m someone who always 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.

Zehn Sciencefiction-Ideen, die gerade real werden

Mobile 1.60 mio. UUs + Online 1.16 mio. UUs = 2.71 Mio. UNIQUE USERS - digital

11,418,091 PIs - digital

8,377,690 VISITS - digital

Quelle: agof daily digital facts, last month (March 2020), total population 16+ | IVW 2020-03
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