

SPEKTRUM MEDIA DATA

The world of science



SPEKTRUM MEDIA DATA

- | | |
|---|---------------------------|
| 1 | What spektrum stands for |
| 2 | Target group & key facts |
| 3 | New features & highlights |

SPEKTRUM ... WHAT WE STAND FOR

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

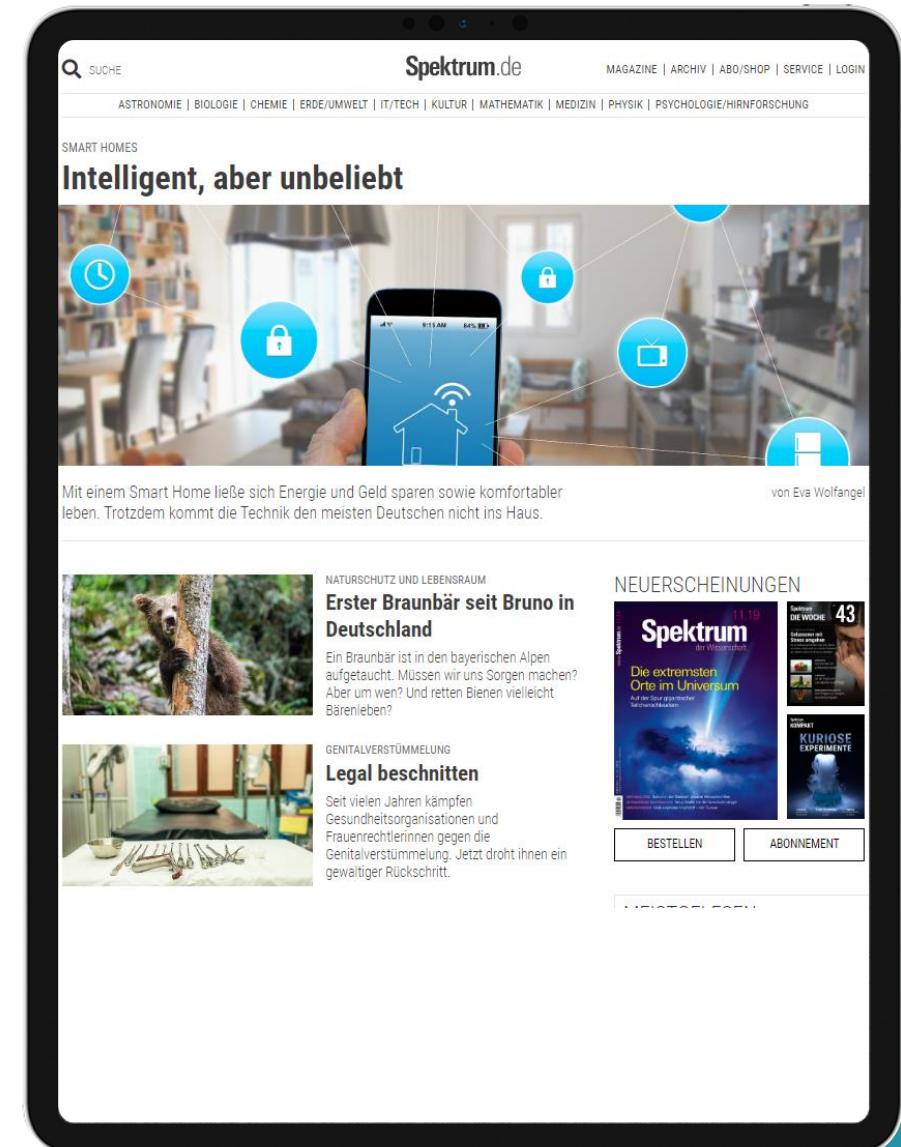


Spektrum.de is the big science website where researchers and Nobel Prize Winners publish their work.

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

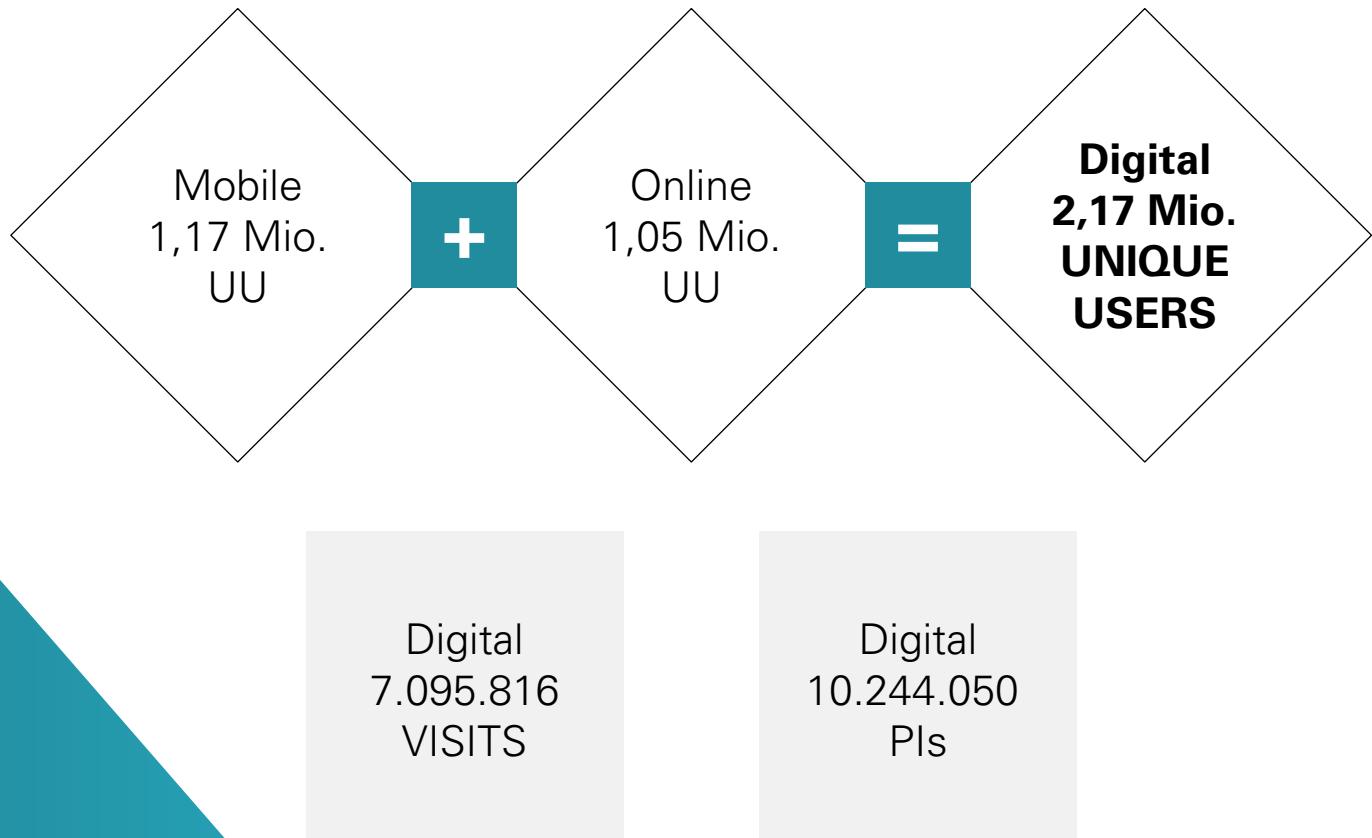
- ♂♂ 90% are between the ages of 20 and 39
- 💻 31% have above-average educational qualifications
- 📊 57% sustainable action by companies is important
- 🏆 45% are opinion leaders
- 💻 100% say that multi-device use is part and parcel of their daily lives

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



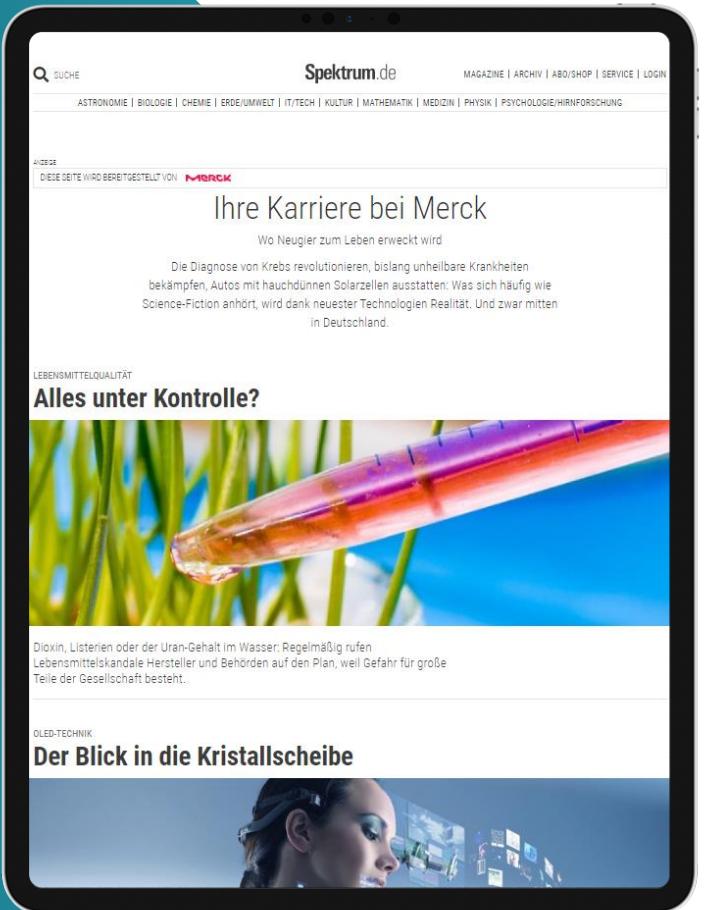
Quelle: agof daily digital facts 2022, letzter Monat (März 2023), Gesamtbevölkerung 16+ |
IVW 2023-3

SOMETHING SPECIAL ... YOUR CONTENT ON SPEKTRUM

Tell stories that fascinate our readers

Including native section teaser

You can find more information in our
content solutions



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

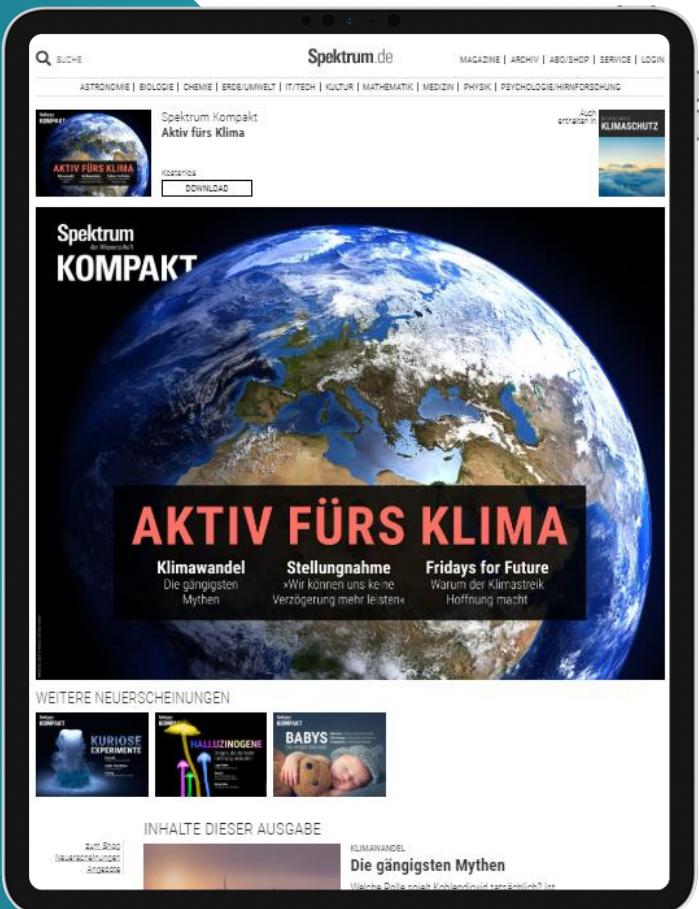
Spektrum is the ideal platform for you to tell your story to an exclusive and attentive user base in an informative manner.

RESEARCH TRENDS ... SPEKTRUM “TOPIC OF THE MONTH”

Science first-hand

Including
co-branded
banner

Price from
27,775 € net
(production
& media)

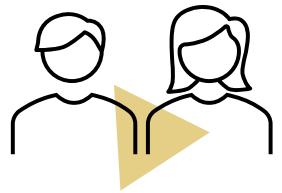


The “Topic of the Month” is a digital special pooling all the relevant articles on a specific topic, supplemented with new articles and therefore providing readers with a comprehensive overview of the status of knowledge on the topic in question.

Position your company exclusively in the editorial environment and enhance the content with a native article on your desired topic.

INTERESTED? SIMPLY CONTACT US!

We look forward to hearing from you.



INTERNATIONAL

**iq digital media
marketing gmbh**

Toulouser Allee 27
D-40211 Duesseldorf
Telephone +49 211 887-1330
international@iqdigital.de