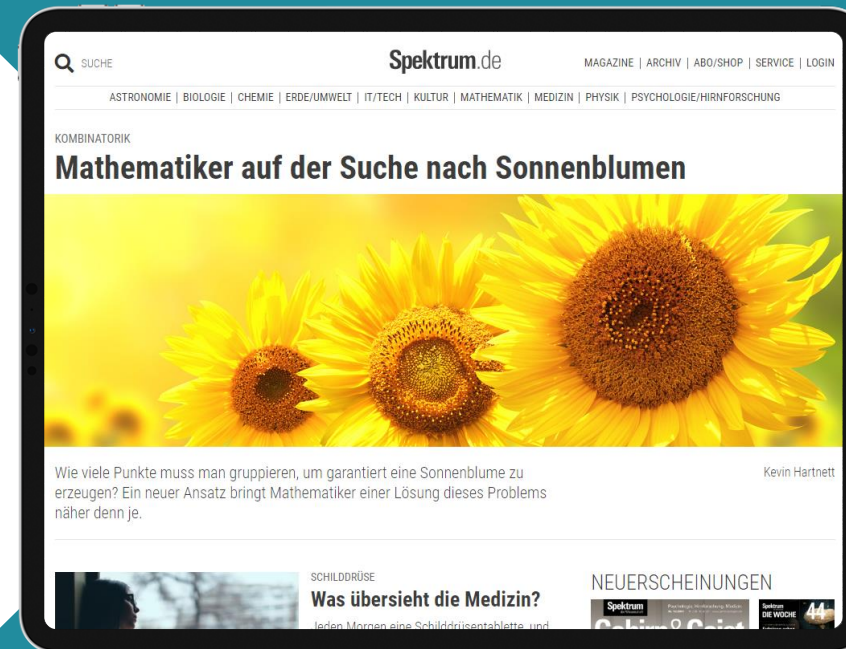


# SPEKTRUM MEDIA DATA

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

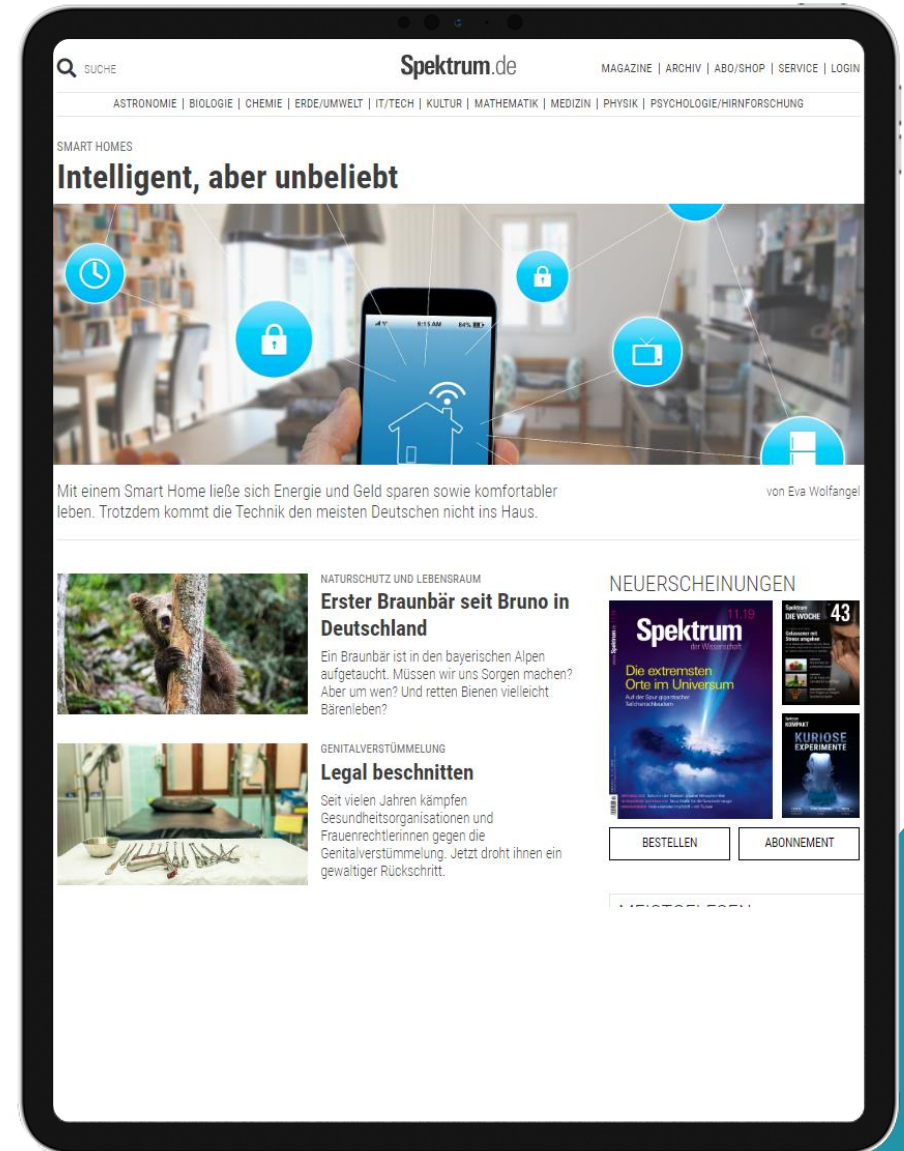


Spektrum.de is the big science website where researchers and Nobel Prize Winners publish their work.

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

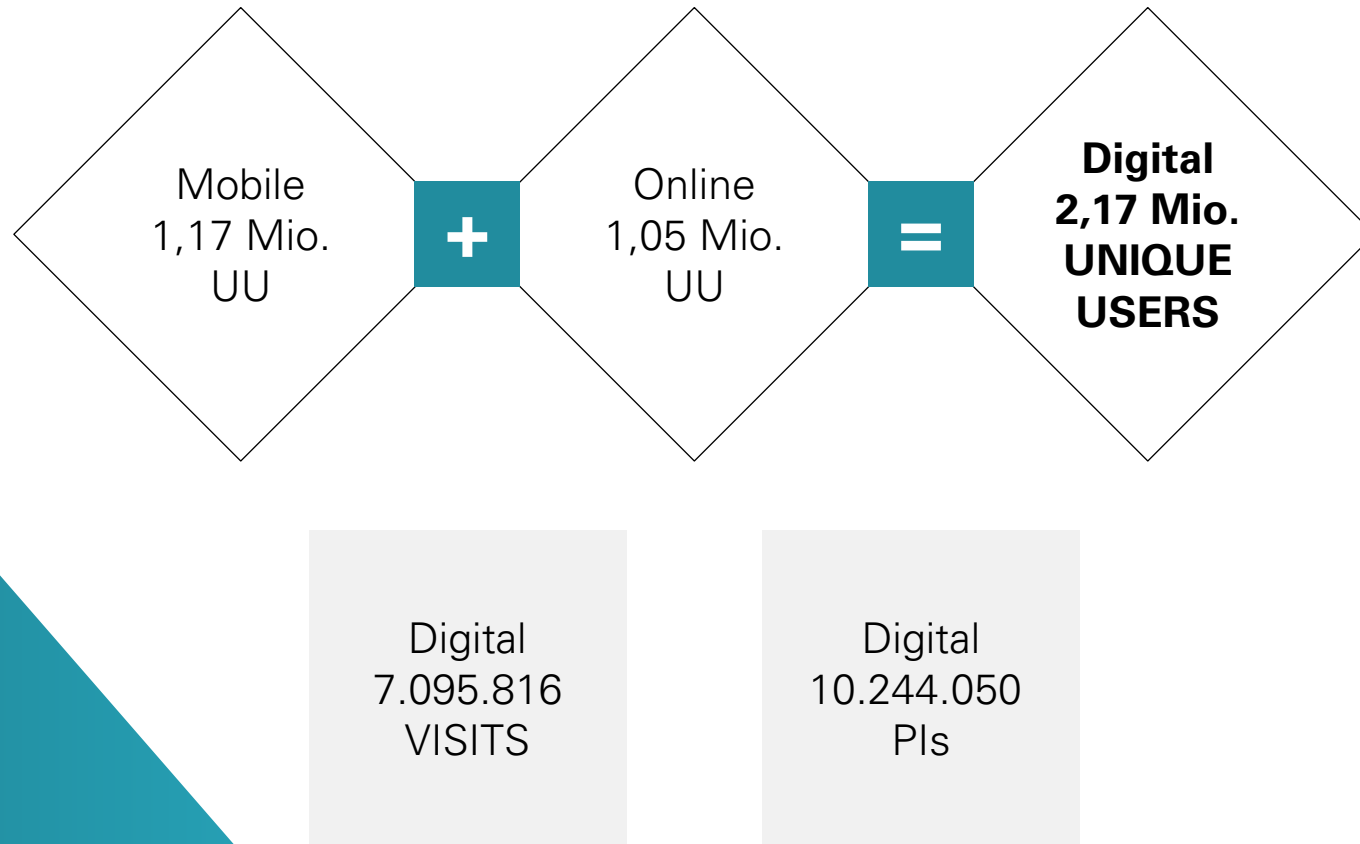
-  90% are between the ages of 20 and 39
-  31% have above-average educational qualifications
-  57% sustainable action by companies is important
-  45% are opinion leaders
-  100% say that multi-device use is part and parcel of their daily lives

## 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



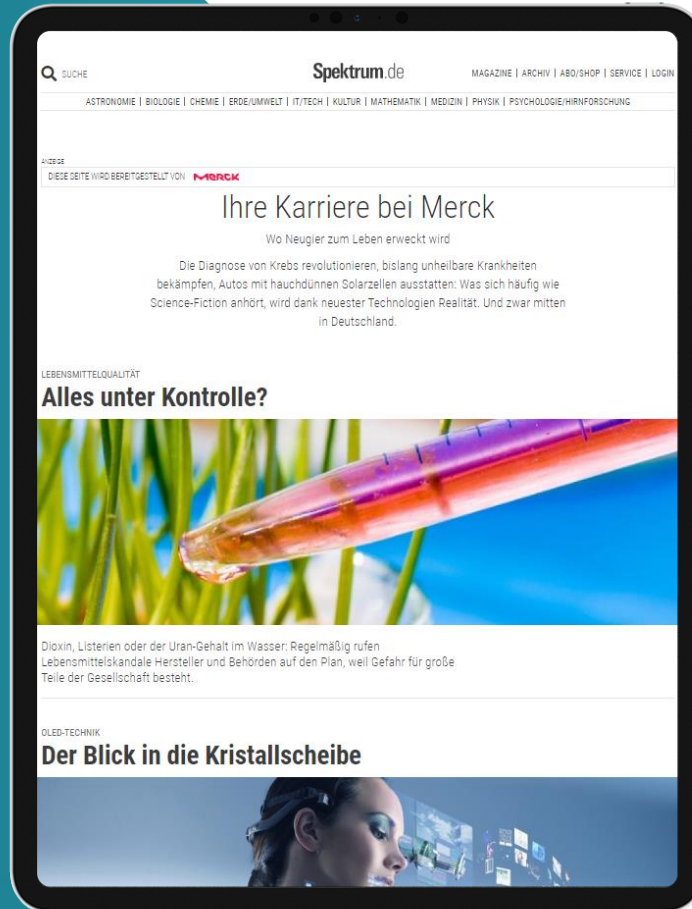
Quelle: agof daily digital facts 2022, letzter Monat (März 2023), Gesamtbevölkerung 16+ | IVW 2023-3

# SOMETHING SPECIAL ... YOUR CONTENT ON SPEKTRUM

Tell stories that fascinate our readers

Including native section teaser

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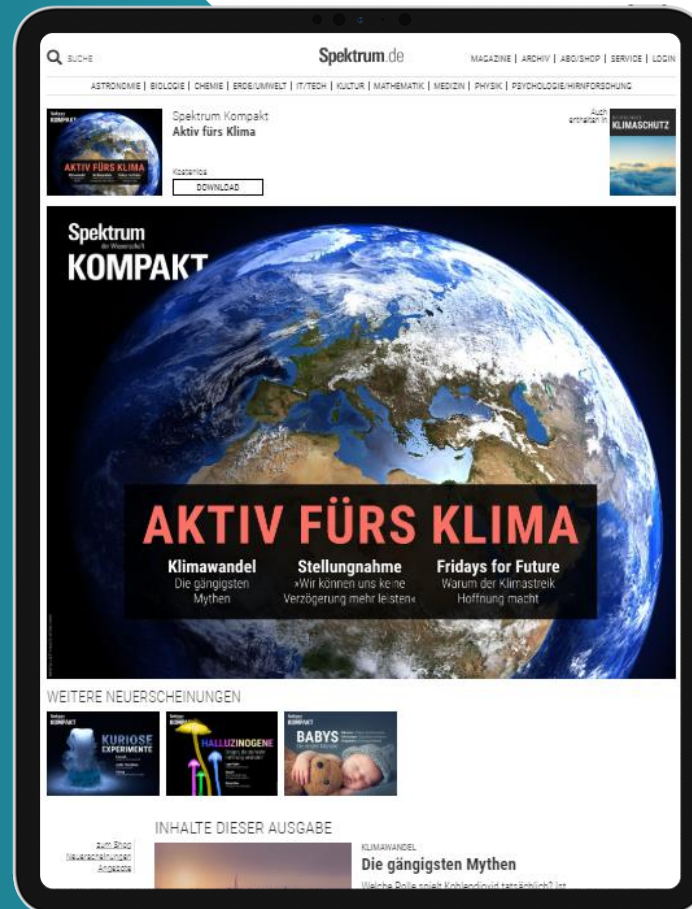
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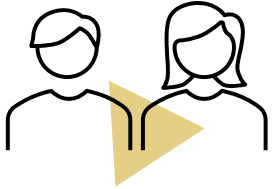


The "Topic of the Month" is a digital special pooling all the relevant articles on a specific topic, supplemented with new articles and therefore providing readers with a comprehensive overview of the status of knowledge on the topic in question.

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.



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Toulouser Allee 27  
D-40211 Duesseldorf  
Telephone +49 211 887-1330  
[international@iqdigital.de](mailto:international@iqdigital.de)