At a glance

**DER SPIEGEL digital** is showing what is happening in the world – up-to-date and well-researched reporting. Events become more and more complex - that’s why SPIEGEL.de doesn’t only report about the events, but puts them into context. What happened and what does it mean?

**Be first, but first be right!** Speed is important, but thoroughness, coherence and relevance come first. The ‘two-sources principle’ applies

**Keyfacts**

<table>
<thead>
<tr>
<th></th>
<th>Unique User:</th>
<th>PageImpressions:</th>
<th>Visits:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>23.54 m</td>
<td>744.09 m</td>
<td>268.62 m</td>
</tr>
</tbody>
</table>

(ago 02-2021) (IVW 02-2021) (IVW 02-2021)

53% of the users are male
57% of the users are 30 to 59 years old
40% of the users have a monthly personal income of € 2.000 or more

Source: AWA 2020