

Clear cut proportions in the quality segment page 3 What you get for your money page 11

HERBST 2009 | ÖSTERREICHS UNABHÄNGIGE TAGESZEITUNG | HERAUSGEGEBEN VON OSCAR BRONNER

EDITORIAL

DER STANDARD'S Editor gets to the point: "To remain true to one's principles will be rewarded". (See also page 2). The readers have given their profound verdict as to who stands for quality in the Austrian newspaper market. DER STANDARD is the clear champion when it comes to growth amongst Austrian newspapers and it has also enhanced its target group criteria.

Communication to address Austria's educational elite is now easily identifiable: It is printed on pink.

Yours truly
Wolfgang Bergmann
Managing Director

TODAY



STANDARDS



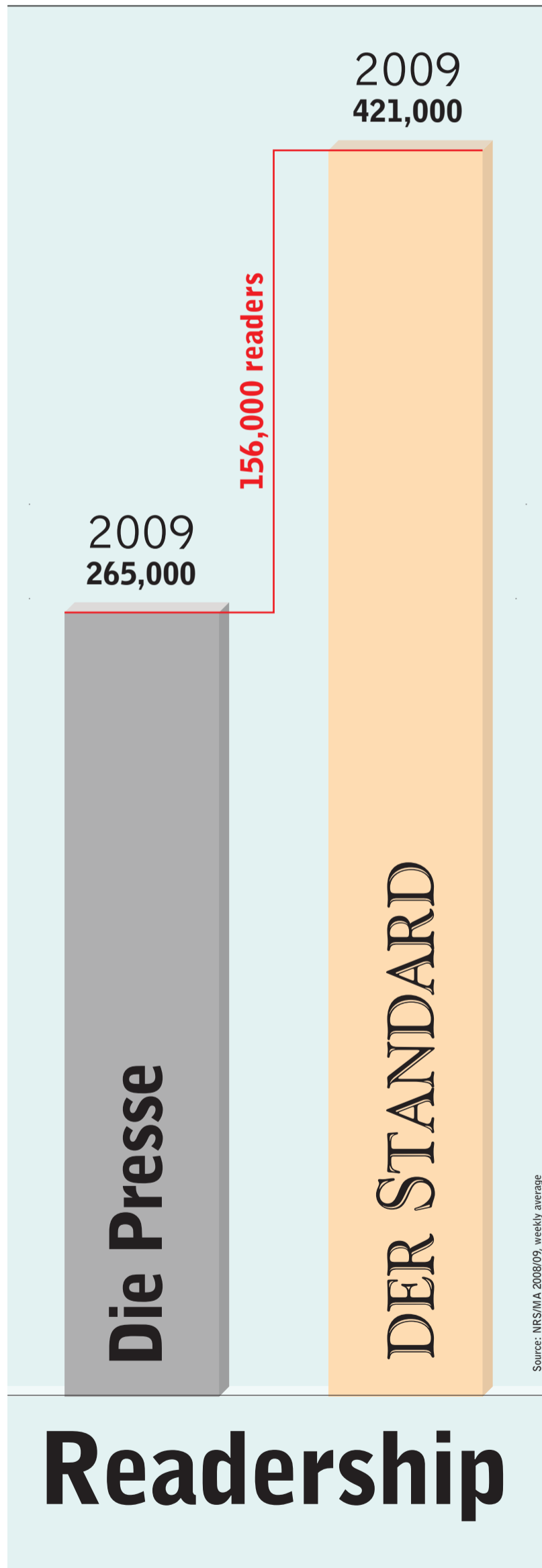
WEATHER

A depression in economical areas is leading to an increase of thunderous activities in marketing plans. However some pink brightening on the 'summits' of the educational elite are shining through.



The Record Lead

The NRS/Media Analyse 2008/09 indicates an unheard of leap of 156,000 readers in comparison to "Die Presse"



Set off

Set off - something. It is surprisingly not far off its counterpart, which is (to arrive well). The initial meaning: The car (the bus, the train, funicular railway) has left; the specific vehicle has moved and is no longer where it was just a minute ago. In nostalgic terms: "The very last train has not yet left". Nowadays this expression can be used at many different levels. It is clearly more set off, than it was before. Music - for instance - can travel down

dag

well and in particular for the one who plays or interprets it, as well as for the one who listens to the music. A wicked type in contrast can also be a well travelled type, or someone who has not got the energy to walk five steps or who is not even in the position to really set off. A well travelled type of person is in pursuance and continuation of his activity of either being wicked or setting off or ... not obliged to hold a driving license. Not yet.

What is it, that makes a quality newspaper successful

To remain true to one's principles will be rewarded

Editor in Chief Alexandra Förderl-Schmid in Word rap

Are there secrets of success?

DER STANDARD is the standard. This has a double meaning: First of all we have been keeping true to ourselves. Secondly: We put the Standard to the front and others have to follow. This is also honoured by the readers.



No other newspaper has as many readers per copy as DER STANDARD. How come?
Our analytical quality and the quality of our commentaries, led to the conclusion that we are perceived to be interesting well beyond the publication day. It would be rather sad if a quality newspaper would not have a considerably higher reader per copy factor, than the competing tabloid titles. If that would be the case, we would have done something wrong.



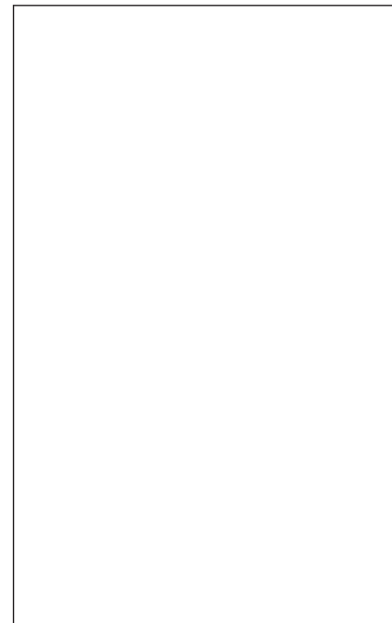
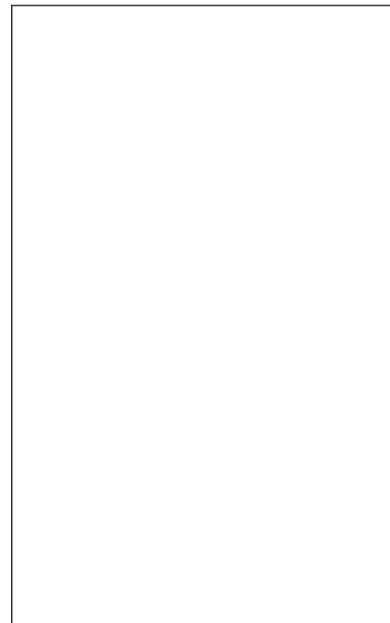
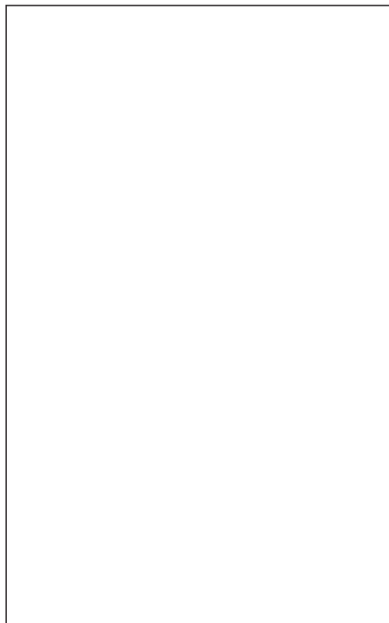
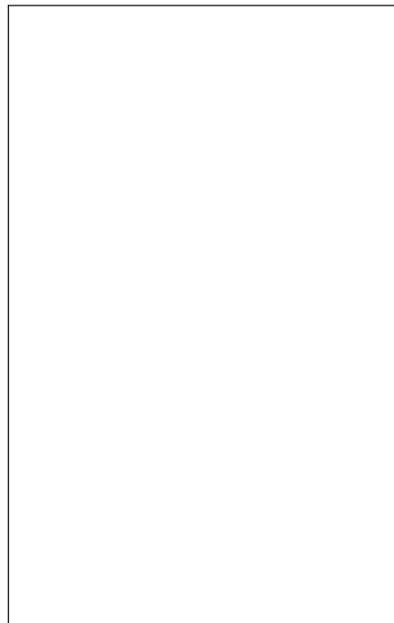
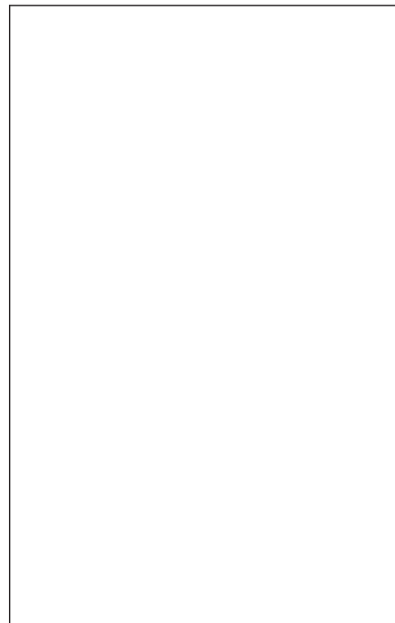
The 'Presse' has a lower reader per copy factor than the 'Krone' newspaper.
I am not claiming that they do their job properly.



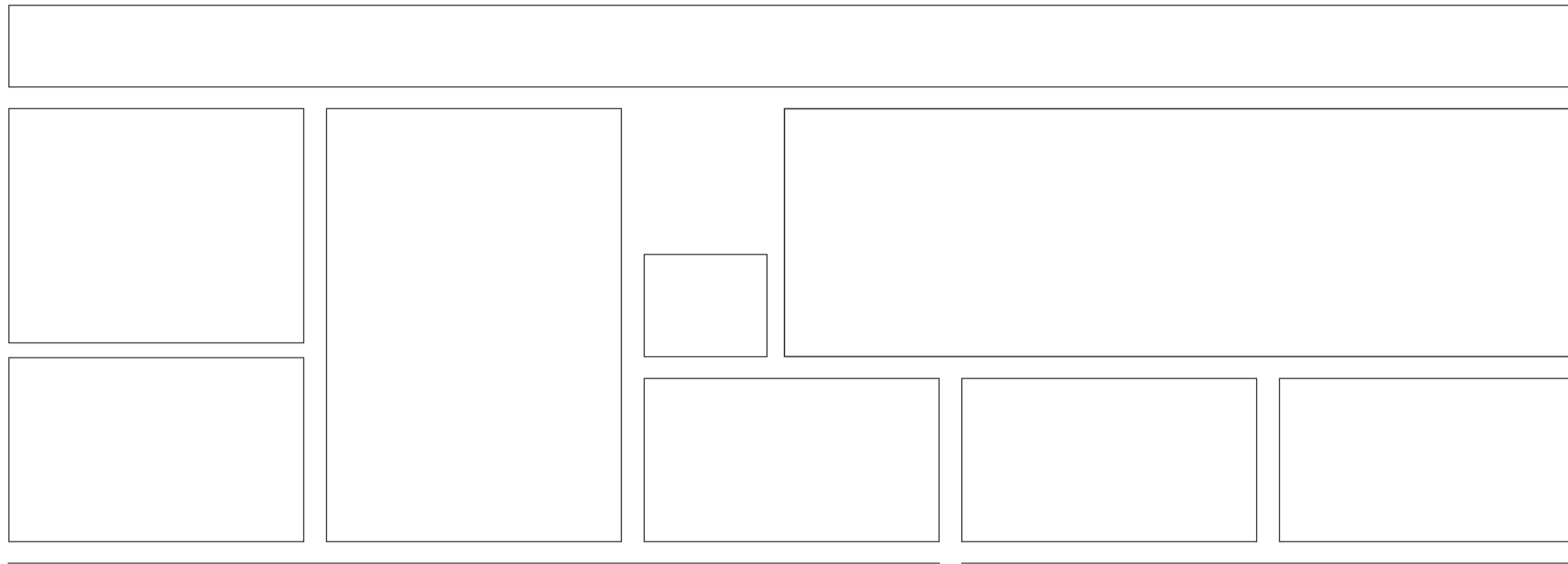
What are you most pleased about?
I think I have to quote three subjects: We are ranked number one with academics. Our outstanding performance in the Federal Laenders (Counties). Finally, our international top position, in comparison to our national readership.



Where do you go from here?
We carry on as we have until now: We shall take up the daily challenge to produce the best newspaper.



DER STANDARD leaps by 156,000 readers to a record lead



Clear cut proportions in the quality segment

PRESSCOMMENTARY

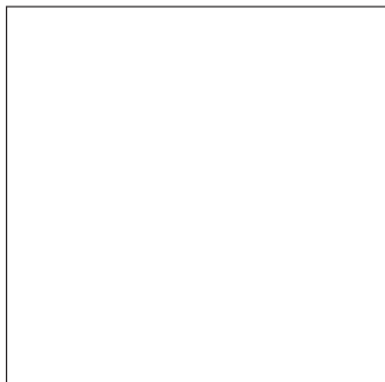
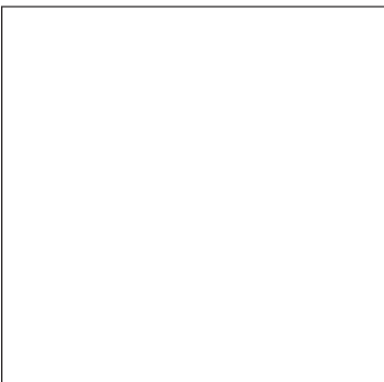
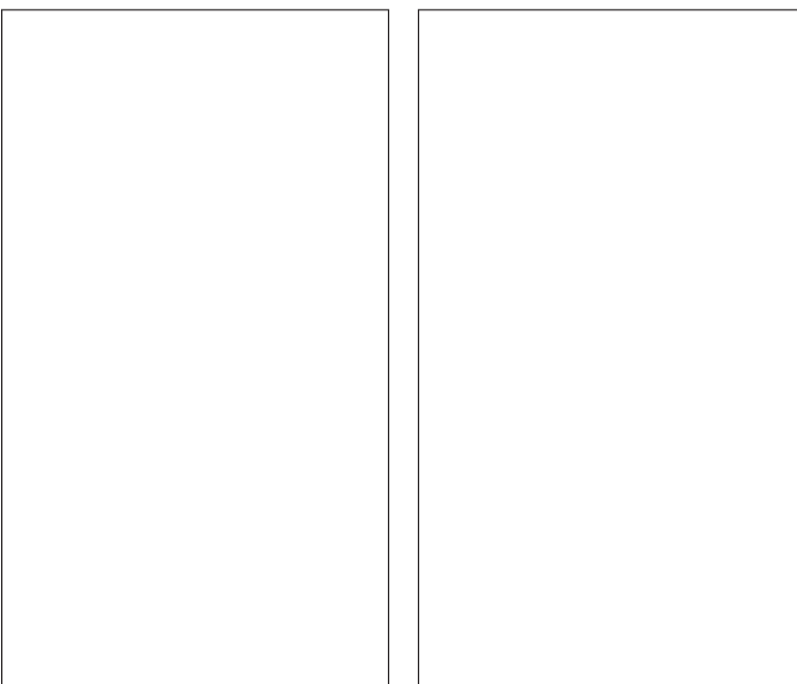
DER STANDARD registered the largest lead ever over “Die Presse“

A reach of 6.0 percent is not new for DER STANDARD, but still an outstanding result. 3.8 percent for *Die Presse* are in comparison to the last half year of the NRS MA 07/08, the result of which was 3.6 percent, also a good one, but also not new. However, the level of these rat-

her low readership values of *Die Presse* is now on the same level as those of the early 1990's. The peculiarity of this NRS MA 2008/2009 is not the results in themselves, but the ever more increasing distance between DER STANDARD and *Presse*.

This development is, with hindsight, easily explained. In 1995, Andreas Unterberger took over as editor in chief at *Die Presse* and led the publication with a strict positioning in the market to true NRS high values. In 1998 these results were 0.1 percent more than DER STANDARD (NRS/MA1998: 5.1% *Die Presse*; 5.0% DER STANDARD). DER STANDARD then took of course immediate steps to counter this development and was able to establish again the familiar gap (NRS/MA 2001 6.0 against 5.2 percent).

The decline in reach at *Die Presse* began when Michael Fleischhacker was installed as deputy editor. The very first relaunch, for which he was responsible, was a flop and opened the gap between DER STANDARD and *Die Presse* like scissors. After he took over as editor in chief in 2004 and another relaunch, the long term trend of readership loss continued and reached the lowest position of the time before the Unterberger area. Whilst sharp changes of direction and partly irritating reforms (i.e. mono thematically title pages) underlined these relaunches; DER STANDARD, in contrast put in place quiet, not too exciting but permanent further developments and a clear positioning of the brand. Our readers have rewarded us.



KNOWLEDGE



The Austrian NRS / Media Analysis:

The Media Analysis is an independent survey measuring media consumption in Austria. All large media owners and agencies are commonly members of this survey. The MA - as we call it - is the lead currency as far as media usage is concerned.

The very high quality of the Austrian NRS / MA is based on the quality of the sample construction in combination with the large sample size. With about 16,000 interviews, the Media Analyse is one of the largest surveys of its kind in Europe. The MA is one of the few surveys based on address samples, which in turn ensures that every household has the same chance to be included in the total sample, one of the golden rules in statistics.

The high data quality is based on this very fact. The structure and flow model are adjusted to European standards in print media research, which in turn ensures that the questions as to how the media are used are very similar in all questionnaires.

The persons questioned are provided with adequate memory aid during a personal computer-aided interview. Logos or mastheads of individual newspapers or magazines, for instance, will be shown on the questionnaire lap top computer. The interviewer will be controlled two fold by a thorough control system: Firstly, in view of the contents and secondly, with regard to the choice of the target persons. Some of the interviewers also have control-

lers accompanying them; furthermore, some of the target persons will have to endure a control questionnaire and finally all results are tested for gross discrepancies vs. other results.

The whole sample will then be adjusted and weighted on the census of the Austrian central statistical office and has finally to undergo a plausibility check.

Since the very first Austrian NRS in 1964 several methods and large parts of the questionnaire have been adapted but always with a strict view to maintain continuity. These methodological and contents adjustments were always adopted for the whole project, hence any effects were neutral for all newspapers and magazines.

Young and educated readers

DER STANDARD fascinates through its sole position in the Viennese readers market

Vienna – it has been alleged that daily newspapers are no target group media. DER STANDARD however proves with its position clearly the con-

trary. With an average age of 41.6 years it presents the youngest readership of all national newspapers, but also manages to attract 20 years after its launch a younger

audience than the competitor 'Österreich' immediately after their launch quite recently. The market segment of the younger, highly educated reader with a high pur-

chasing power is almost solely occupied by DER STANDARD. With an increased level of education the inclination to read DER STANDARD also increases. The coverage amongst

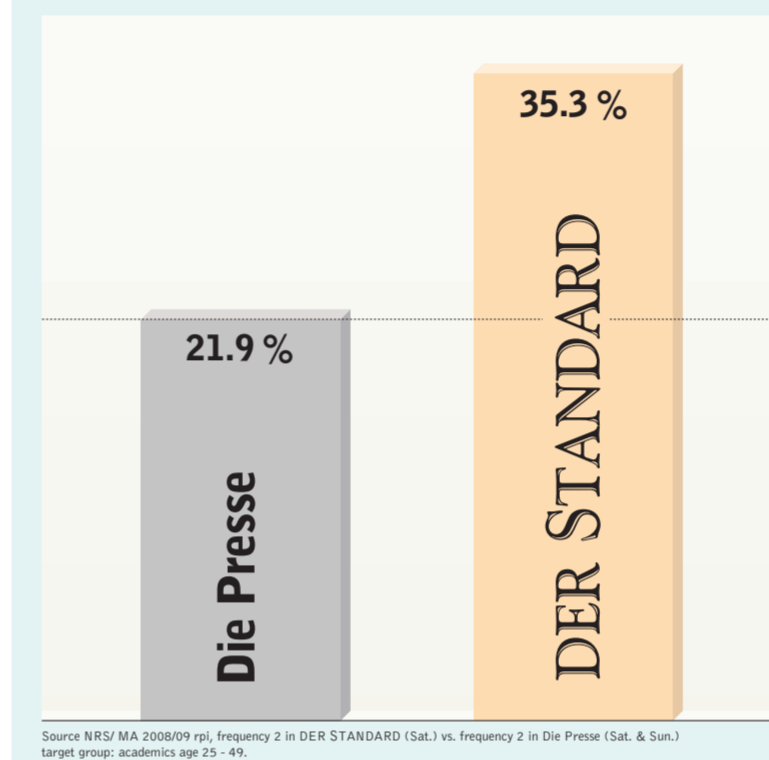
academics is 23.2 percent, which is four times as much as the profile in the total population. DER STANDARD thus ranks as the number one newspaper amongst academics. (mg)

Positioning by age and social status



DER STANDARD Combination

The STANDARD KARRIEREN combination is unrivalled when it comes to attention in the recruitment relevant target groups



DER STANDARD's readership has increased like no other newspaper!

421.000* readers! The current NRS/Media Analyse prints a very clear picture: No other newspaper can register a record increase of readers like DER STANDARD. More than 20% additional readers chose the pink Austrian newspaper this year. It obviously proved to us that we are right on track with our journalistic approach and it is also a very good reason to say: Thank you—to our readers!



*Source: MA - NRS 09/09 Field work 07/08 until 06/09 MA - NRS 07/08 Field work 07/07 until 06/08

The newspaper for readers

Career: The ingredients of a pink success recipe

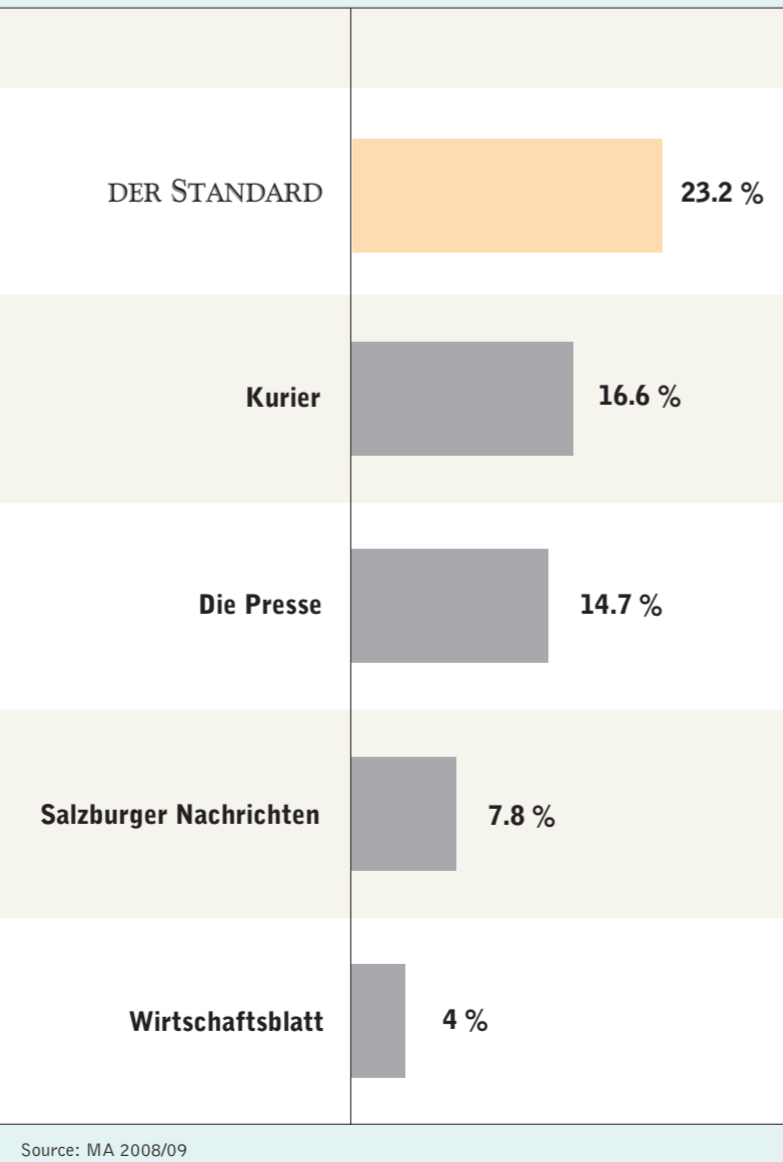
Average age of reader

DER STANDARD has the youngest readers



Reach amongst academics

DER STANDARD leads the newspaper ranking amongst academics



Weekend Reach

The total readership of DER STANDARD on weekends is almost 500,000. 276,000 of which are proprietors of companies, the professions or senior executives.

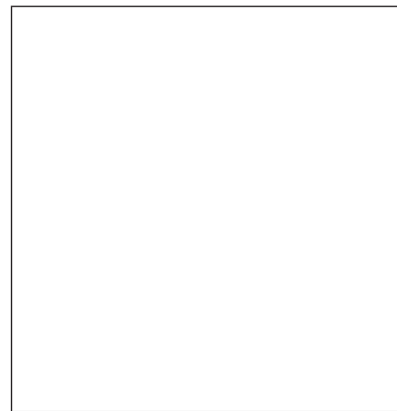
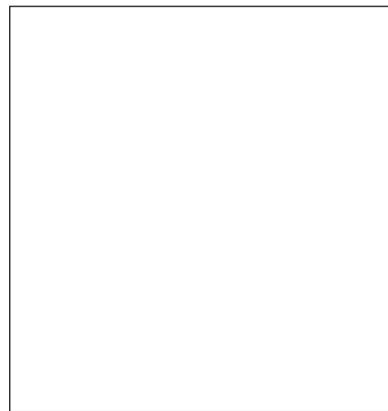
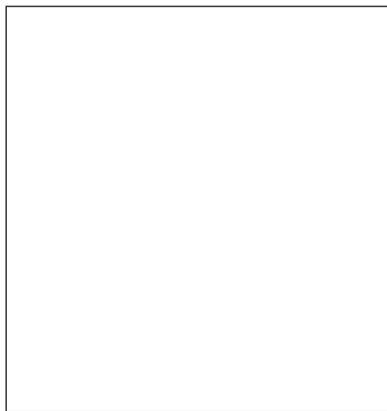
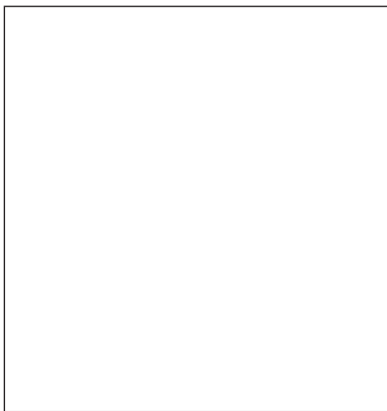
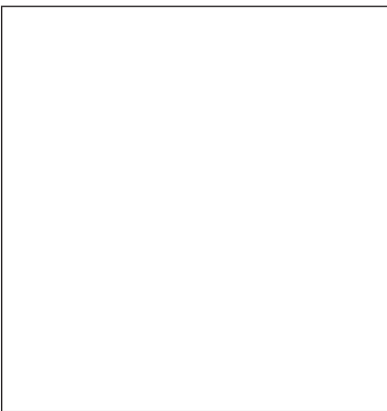


KARRIERENSTANDARD

Young – high educational level and in a senior position

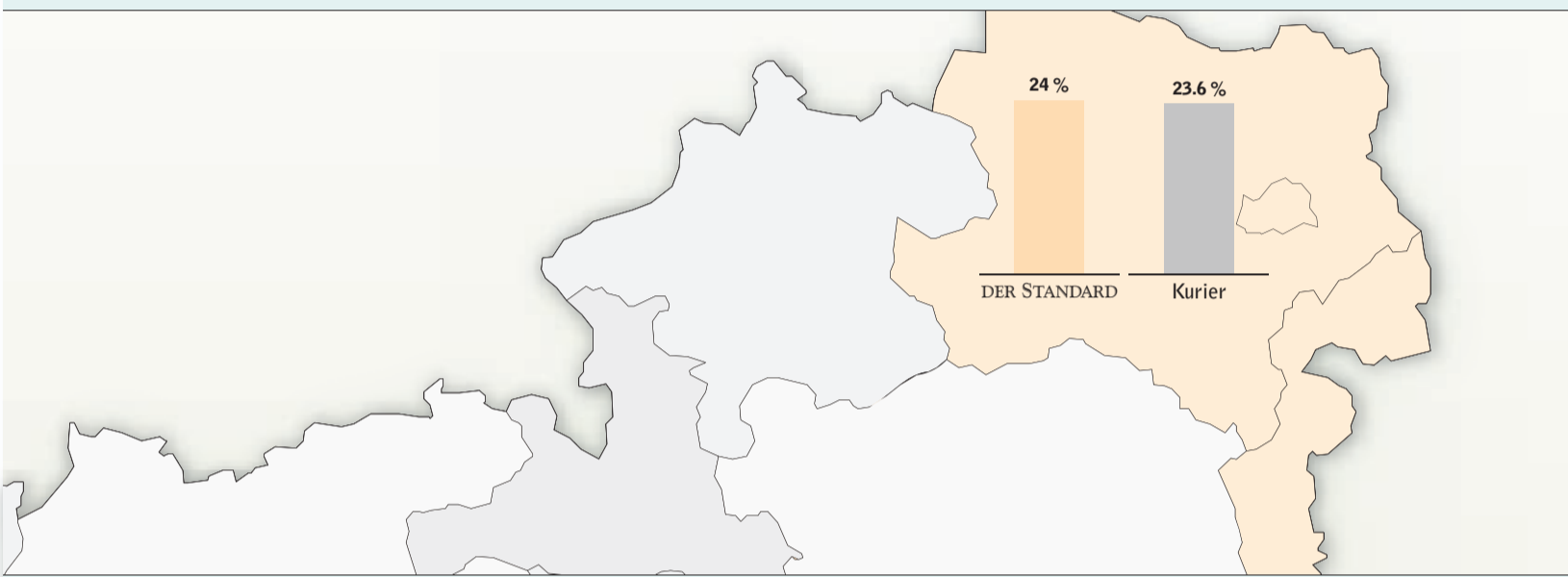
The KARRIERENSTANDARD (DER STANDARD's recruitment section) evolved through the specific demographic features of our readers into Austria's leading job platform for highly qualified positions. Key players amongst all employees in Austria, as well as recruitment specialists, have learned by now that the KARRIERENSTANDARD is THE market place for employment change and further career development. This market responds to the general economic situation with a wide variety of applicants; in contrast, the competition for top executives has become harder and more difficult than ever before. The willingness for change decreases in times of economic hardship, as it demands higher incentives in order to change jobs. Recruitment advisors and experts are challenged to reach this rather small and exquisite target group and win them over. Entrepreneurs can position themselves as top employers in the KARRIERENSTANDARD. The combination of the distinct performance and quality awareness of the STANDARD, paired with the proven strength of the readership combined, build the factor determining the success of recruitment and personal marketing success. (rb)





Readership comparison Eastern Region—young educational elite

A rosy outlook: DER STANDARD also leads in the Eastern Federal Laender (Counties)



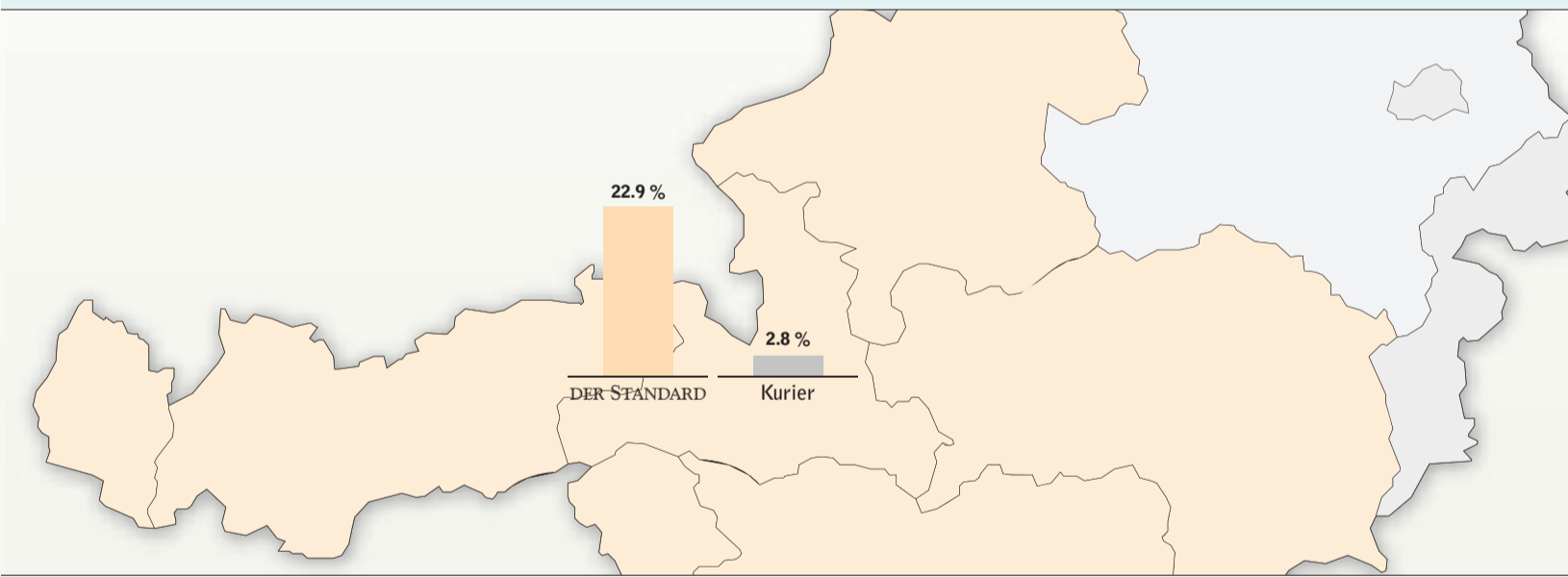
Source: NRS/MA 2008/09, rpi, academics in eastern region (W, NOe, B) up to 39 years of age

DER STANDARD: Stronger with the young educational elite in East and Western Austria than the “Kurier“.

It is a well known fact that the STANDARD is much stronger amongst the young well educated elite than „Die Presse“ and “Wirtschaftsblatt“ combined. New, however, is: Even in comparison with “Kurier“, DER STANDARD achieves in the region of Western Austria as well as in the Eastern region, which is the core distribution area of “Kurier“, a much higher coverage amongst the young educational elite, than “Kurier“ itself.

Readership comparison Western Region—young educational elite

As DER STANDARD is ahead of the ‘Kurier’ in each of the Western Counties, it is also clearly ahead with the educational elite in the Western Region

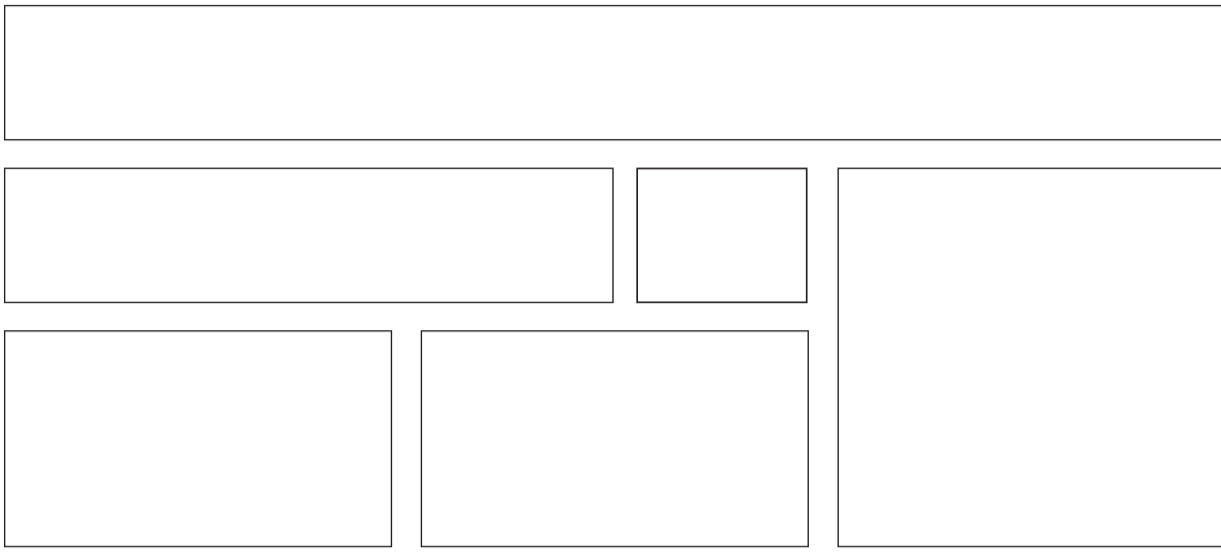


Source: NRS/ MA 2008/ 09, rpi, academics in western region (OOe,S,STMK,K,T,V), groups ABC1 up to 39 years of age



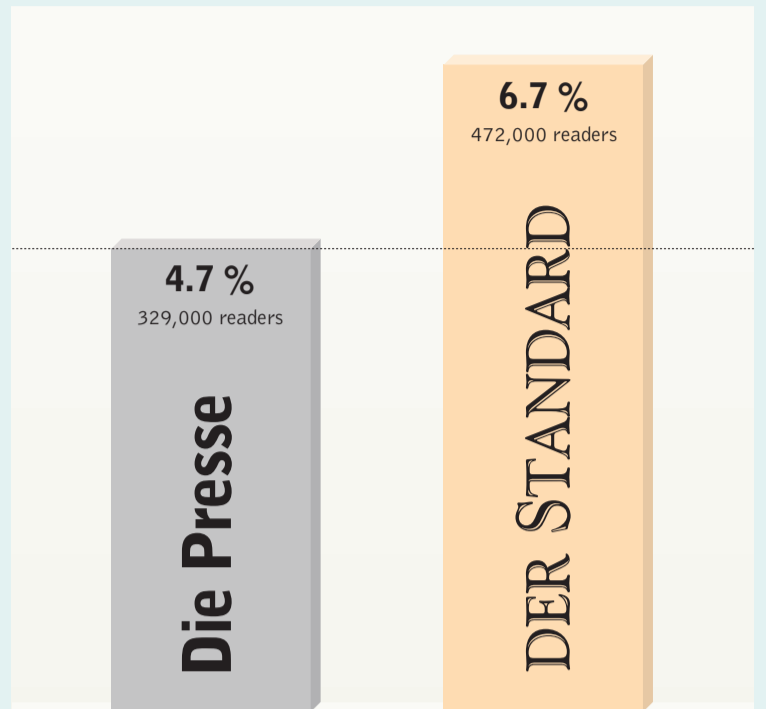
Coincidence! Deserved!

How well deserved is the readership increase of DER STANDARD? Please build your own opinion. You will find all the information in this Special Issue.



Weekend Reach

This year again DER STANDARD registered yet another noticeable leap in its readership



Source: NRS/MA 2008, weekend, rpi

DER STANDARD fends off a major weekend offensive

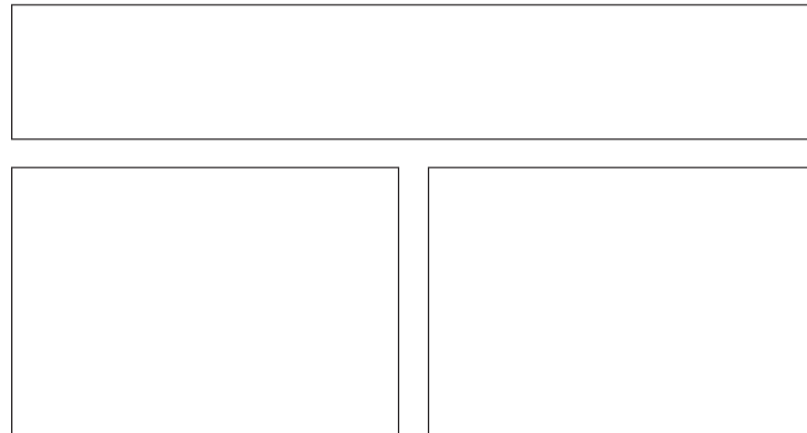
The clear weekend advantage of DER STANDARD remains, despite the introduction of *Presse on Sunday*.

It was probably due to the bad results in the latest full annual NRS, the MA 2008, and the worst result in over 15 years, which prompted the offensive by *die Presse* on DER STANDARD. The goal was the weekend.

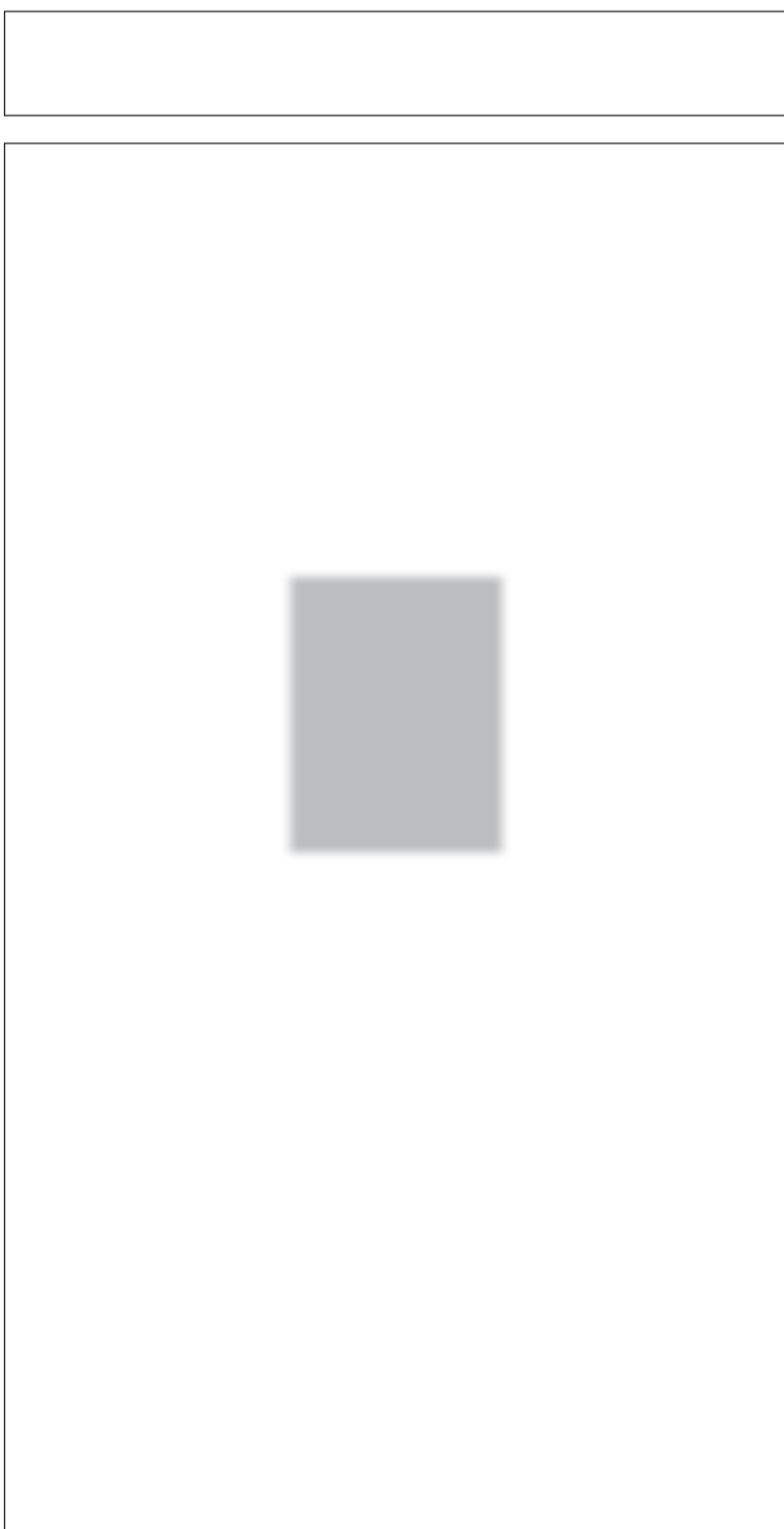
In summary after several months of this material battle: The significant advantage of DER STANDARD on weekends (MA 2008: 6.7 percent vs. 4.7 percent reach) remains despite the mega investments (MA 2008/2009: 6.7 percent vs. 4.8 percent reach). *Die Presse* might now even run into dangerous waters in the medium term as there are severe distribution problems in Austria on Sundays (i.e. absent post delivery and missing newsagents). These caused a clear downward trend in circulation in comparison to

their previous weekend edition. And also, the new Saturday edition is losing out dramatically due to the (unique in Vienna) loss of the so-called self service bags. On top of this, *Presse on Sunday* had to report under ABC rules as a free sheet.

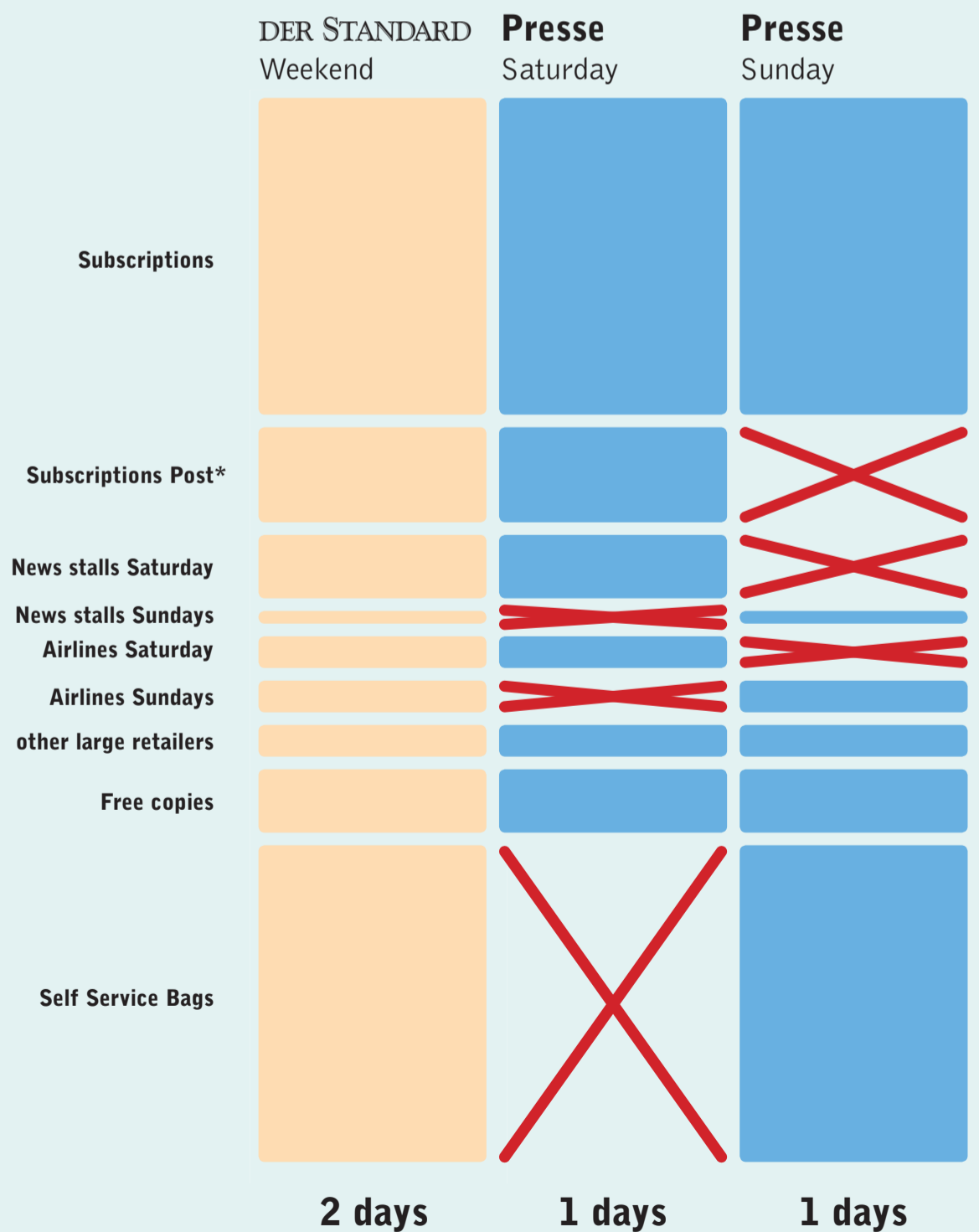
This is all good news for DER STANDARD and also for our future: Our circulation is clearly stronger than the news stall circulation of *Die Presse* and we are actively read over a period of two full weekend days. This clearly increases the impact for the advertising industry.



THE TOPICAL BOOK



Distribution channels



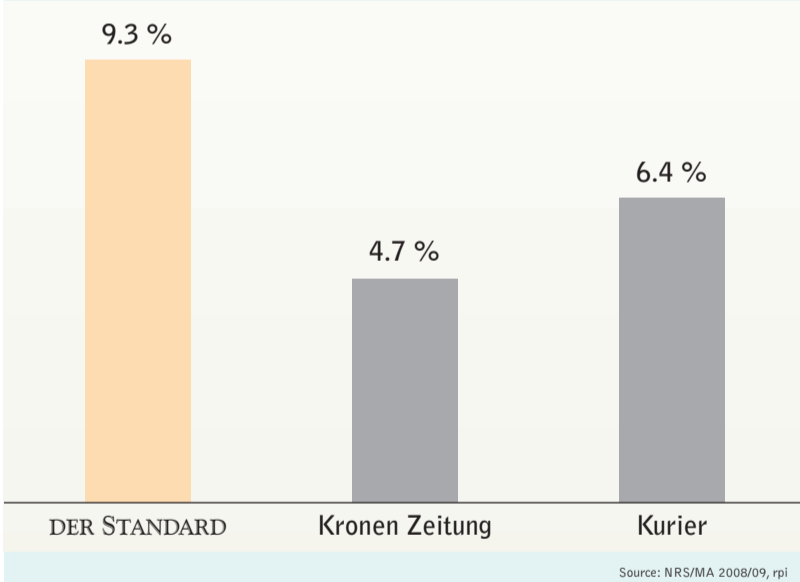
*On publication day

PRESSVOICES



The readers of DER STANDARD are very moderate television users

Profile of readers which can not be reached by ORF 1

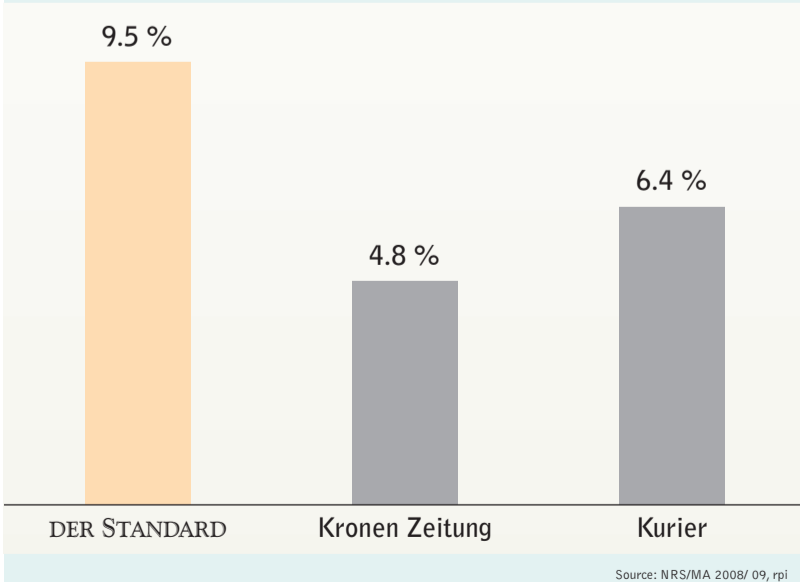


High mobility and their firm anchoring in time intensive jobs simply make it inevitable: DER STANDARD's readers are particularly TV-abstinent. According to the Media Analyse 9.3 percent of all STANDARD readers cannot be reached by ORF1, the dominating national state channel and 9.5 percent neither by ORF2, the equivalent of BBC 2. This, in short, gives DER STANDARD a considerably higher profile within the category of television 'rejectors', than the titles

of publishers Mediaprint i.e. *Krone* or *Kurier*. If considering media mix with an emphasis on television, please do consider DER STANDARD in order to support and flank your campaign with the inclusion of DER STANDARD as a candidate media.

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Profile of readers which can not be reached by ORF 2



Success Story - Special issues with a main emphasis

DER STANDARD wants to set these particular special issues as a marker for a thorough policy of reporting, by creating overviews and orientation

We do very much hope that this is what you expect from a quality newspaper - or can we offer anything else? With these special issues, we want to demonstrate that we can dig deep editorially.

The editor in chief, Alexandra Foederl-Schmid took this path and the whole of DER STANDARD's editorial confirmed that the road to success does not always have to be on the surface.

This rather new newspaper initiative was successfully launched in October 2007 with the concept entitled "Austrian authors produce

DER STANDARD." Austria's leading literary names wrote exclusively for DER STANDARD. The next special issue covered the worldwide economic crisis and the burning question: Is there anything positive to be found in this crisis? The next one was an environmental issue following the question (a Germanic play of words - was isst die Welt?) What is the world eating? DER STANDARD has also focussed on the Austrian aspect of the Schengen law as well as the fall of the Berlin Wall. The particular difference with these continuous special editions is the

multitude of prominent and knowledgeable experts, who appear beside reports and background commentaries as interview partners or guest authors.

"We always monitor increased reader action and reaction after these special issues and they always tend to be positive!" This was a quote from our reader representative Otto Ranftl. "There was obviously a desire to get broad information for selected events. The broad editorial approach was very much appreciated as was the willingness to focus on different aspects."



20. 1. 2009
The US are on new routes with Obama



21. 3. 2009
The Crisis - Is there anything positive?



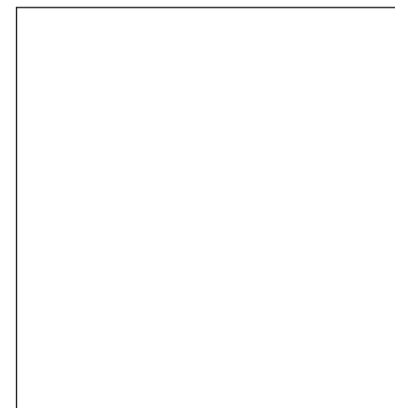
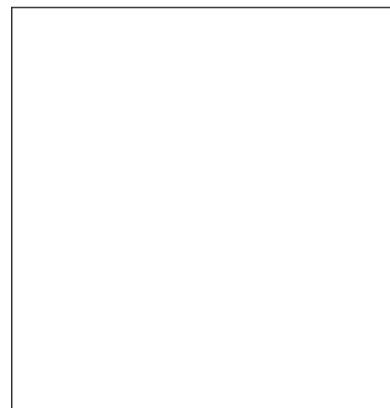
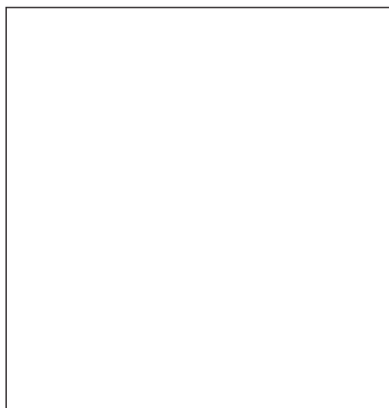
30. 4. 2009
1989 - The new Europe - The foundation stone for a transformation of Europe

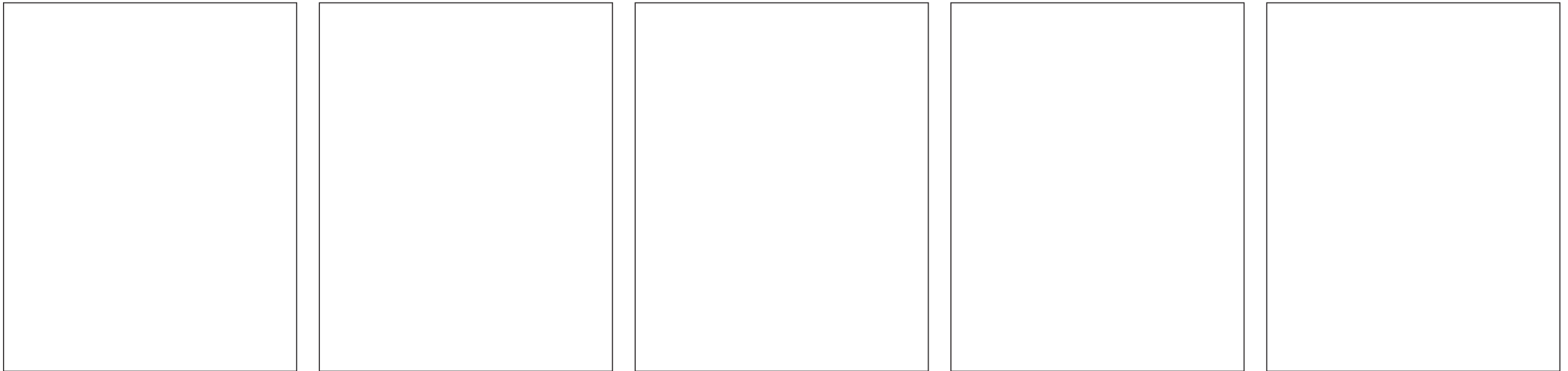
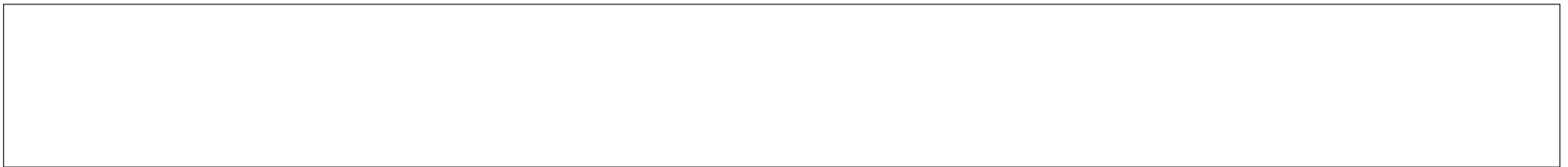


5. 6. 2009
Special issue - World environment day



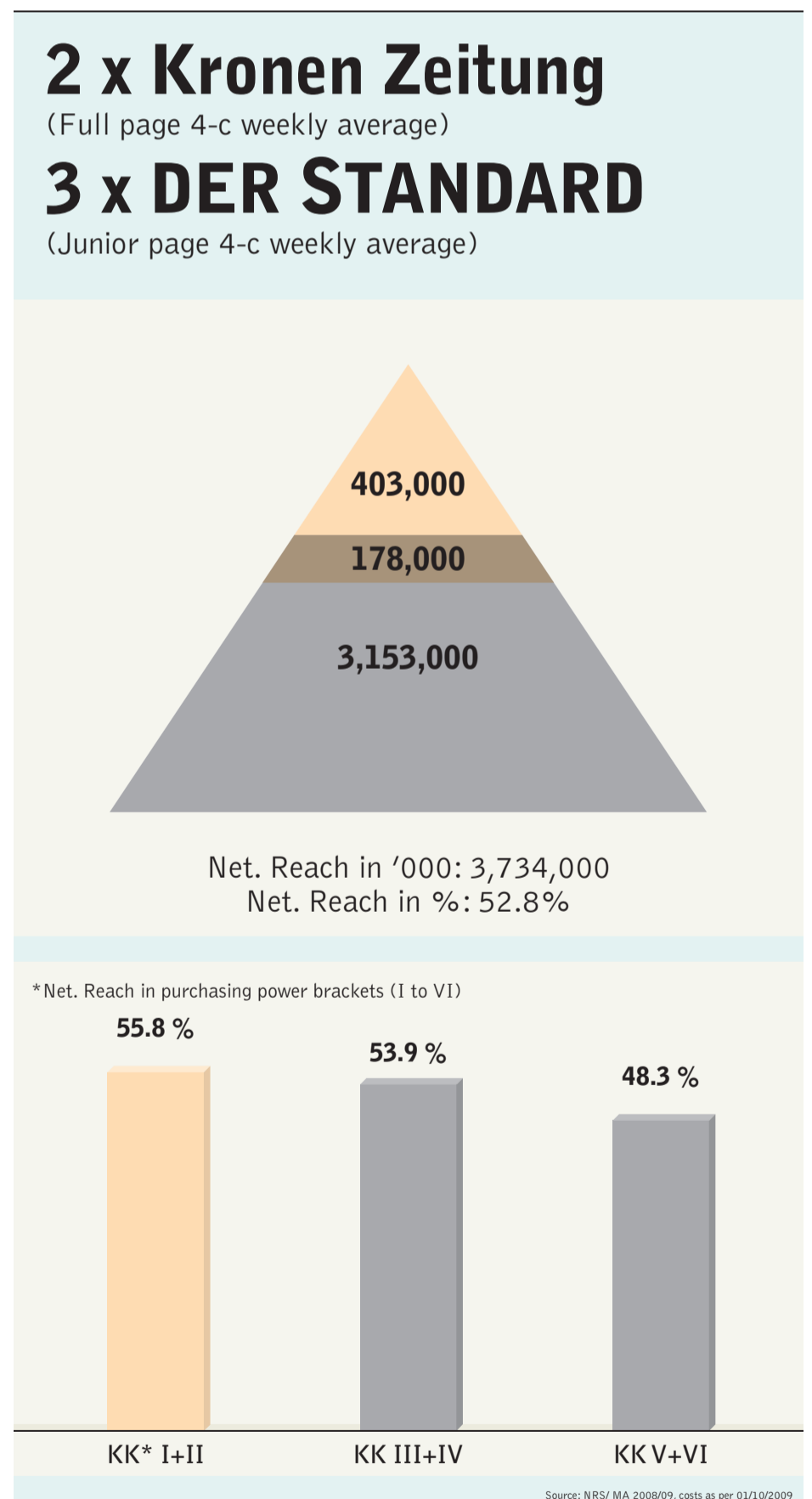
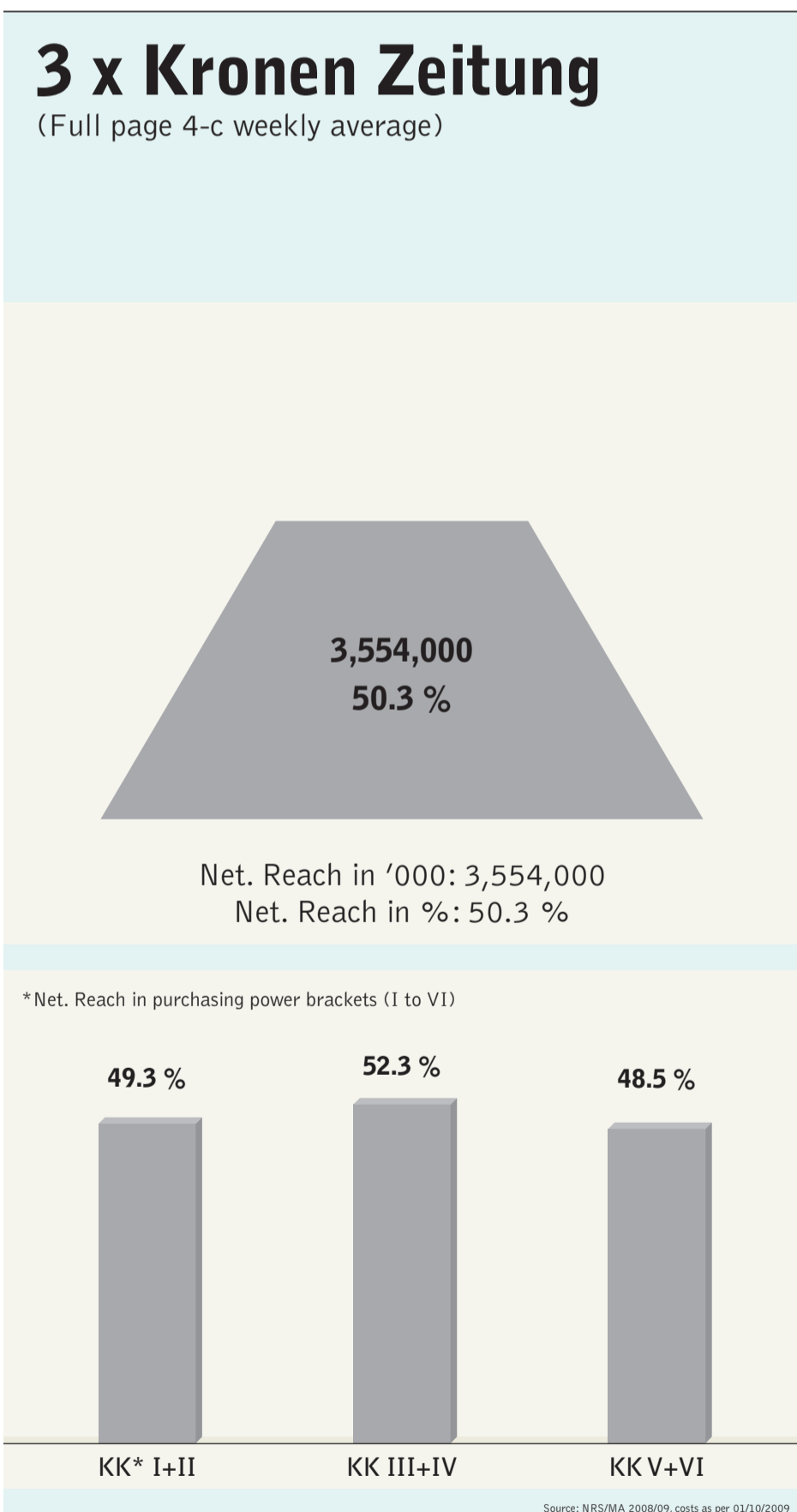
26. 9. 2009
When the Berlin Wall came down - witnesses to 20 years of history





Mass with Class

How does one cover with an estimated budget of app. 90,000 euro, the mass market without ignoring our target group related classes



If one substitutes one single insertion in „Krone“ with three insertions in DER STANDARD, one does not lose any effectiveness at all. On the contrary: It increases the netcoverage. In other words - the 581,000 impacts created by three insertions in DER STANDARD are in effect 178,000 impacts of overlapping readers. One gains - however - 403,000 impacts in the exclusive and advertising relevant group excluded from readers of „Krone“. This schedule will be, on top of all this, upgraded by means of adding more of DER STANDARD's top class readers who guarantee a broader coverage, due to their high purchasing power. (mg)

Premium Class

How you can cover advertising relevant target groups with DER STANDARD

WHAT YOU GET FOR YOUR MONEY

What media performance can one expect...

...for an assumed budget of app. EURO 70,000.–
 ...under the condition of comparable rate cards/sizes
 ...in target groups, that one actually wants to reach?

I.e. readers under 40 years in ABC1
 (Total: n = 1,602 m. or 23 % of all adults)

| | DER STANDARD | Die Presse | Kurier | Salzburger Nachrichten | Wirtschaftsblatt |
|-------------------------|--------------|------------|----------|------------------------|------------------|
| Rate card costs in EUR: | 18,320.– | 17,422.– | 22,848.– | 10,479.60 | 8,750.– |
| Full page 4-c Mon. | 4x | 4x | 3x | 7x | 8x |
| Frequency | 33.3 % | 15.3 % | 28.4 % | 25.5 % | 14.9 % |
| Gross impacts in '000 | 533 | 245 | 454 | 408 | 239 |
| OTS | 2.6 | 2.6 | 2.1 | 4.4 | 4.7 |
| GRP | 33 | 15 | 28 | 25 | 15 |
| Costs per '000 Impacts | 137.4 | 284.5 | 150.9 | 179.7 | 293.0 |

Highest reach

Lowest CPT

Source: NRS/MA 2009, rate card costs 2009, full page 4-c Mondays

If you want to reach only the relevant target group ABC1 up to 40 years of age, then DER STANDARD is your only choice. There simply is no other quality newspaper covering this target group as cost efficiently.

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Special forms of advertising will reward with special readers attention

There are no borders for innovative advertising appearances

Coat

IKEA accompanied in August 2009 their world wide presentation of their new catalogue with a two page coat (a cover) in the first book, thus making good use of the outstanding awareness of a "fictitious title page". Confronted on the one hand by all our readers of this issue and on the other hand by the unusual appearance of DER STANDARD at all news stalls throughout the republic.



Crystal Paper

Noble optic, exclusive haptic and prominent placement. These outstanding attributes will turn this form of advertising into a guaranteed eye catcher. This unique form of advertising was very much appreciated and consequently used by "H & M" for the launch of their "Madonna Collection" as well as by the radio channel "Ö1" (the national Austrian first radio channel) for their 40th anniversary.



The presentation of an enterprise in a new environment sets the precedence. The Austrian national forestry authority (OeBF) and the Austrian Science Support Society (FFG) have repeatedly and over several years used this special advertising form for their annual reports. The copy is almost identical in terms of paper quality and size in the outer/cover part (Image part) to our RONDO magazine. The inner core part (covering numbers and facts) is printed on the usual pink STANDARD paper.



Upright Advertisement

Full page advertising. This is for the readers who look over the edge of a plate. Printed in the space on the back of the first page of the book in production right into the margin which is usually not printed upon. As a choice, this form can also be combined with an advertisement positioned across. We recently had several clients in the mobile industry, who used this facility: „3“ and „T-Mobile“.



Only DER STANDARD is DER STANDARD

... and consequently there are enterprises who tailor their advertising appearance on DER STANDARD and thus only appear in DER STANDARD, like the much awarded CCA campaign for Mercedes Benz, created by Jung and von Matt.



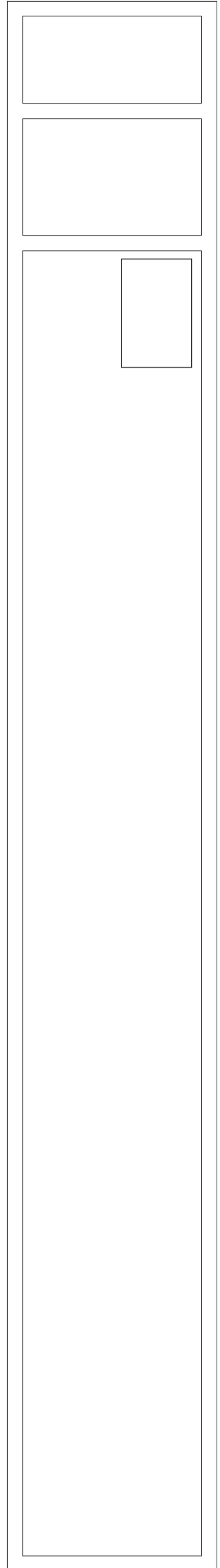
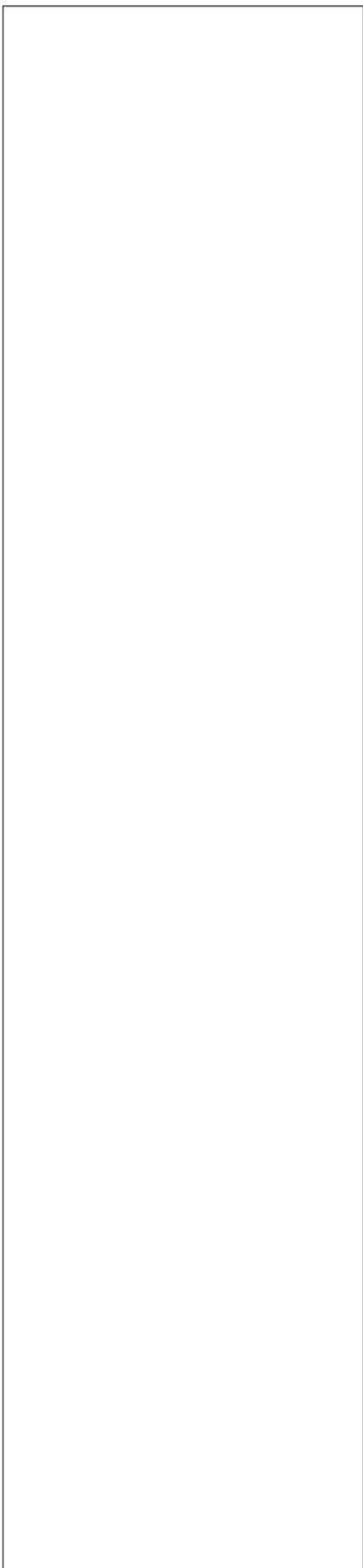
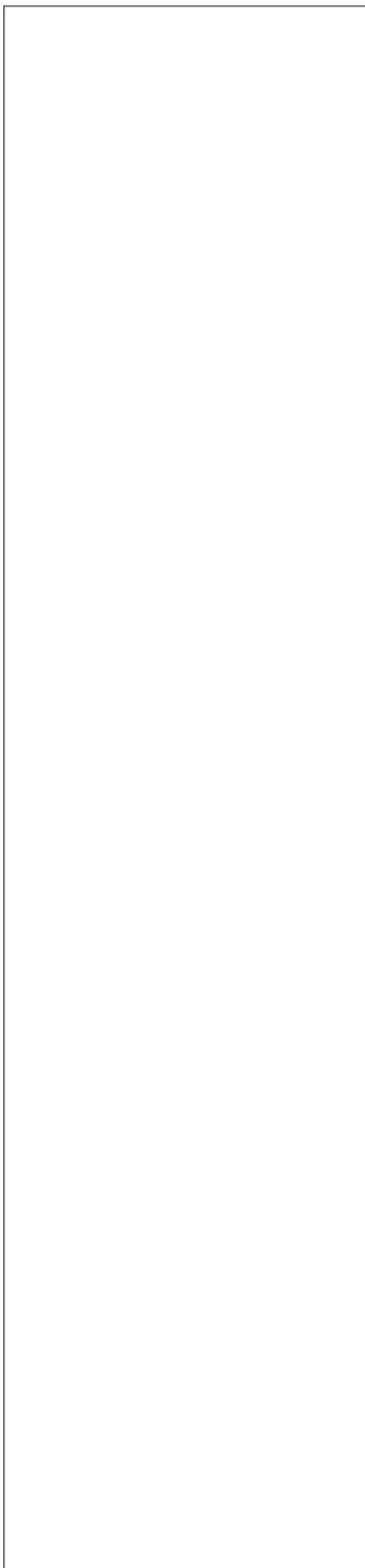
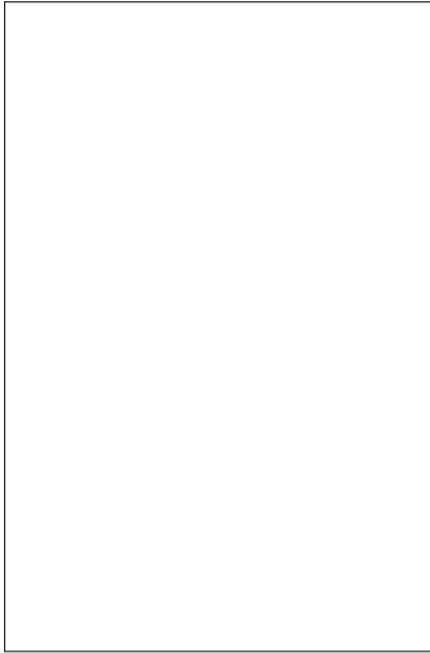
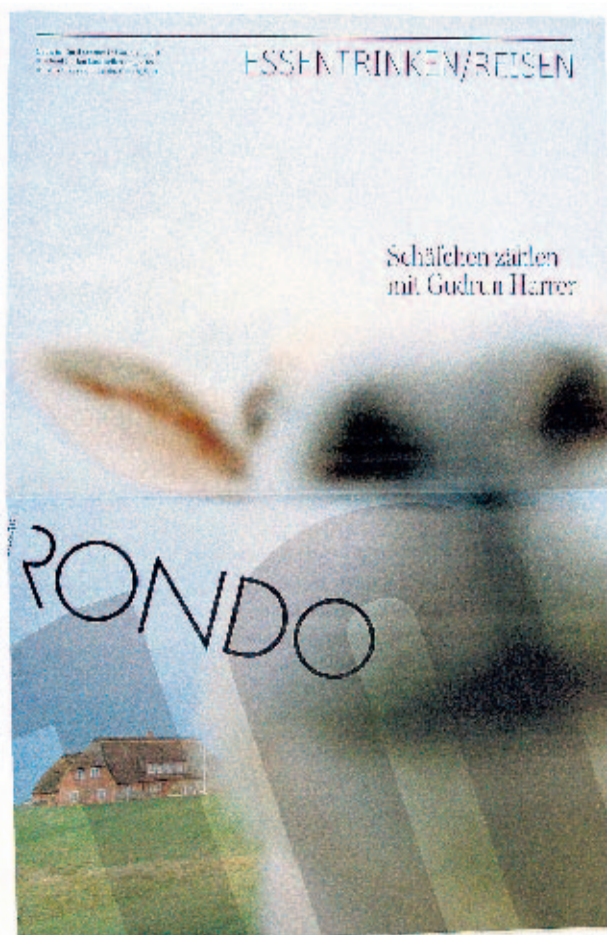
RONDO goes beyond any scope

For its tenth anniversary, RONDO appeared for the very first time in three separate parts

RONDO VOICES

Vienna – It is as if it has always been there. But it is only ten years young. RONDO, the poster sized magazine – the darling of the creative community.

Since 1999, RONDO has, as the insert in STANDARD on Friday, introduced a new quality into the Austrian Magazine market. Quality and aesthetics evidently show that RONDO is more than just a weekly insert. Soon after the launch into the market, it developed its unique character with its own signature and a USP in the market. As a successful lifestyle magazine it expresses itself to its readers who are young, cheeky, and competent in diverse subjects as fashion, cosmetics, design, music/techniques, travel, food and drink. On 6th March 2009, the occasion of its tenth anniversary, RONDO published a three part issue for the first time. Each of the three issues covered, in detail, the thematical above mentioned subjects. (ew)





Das Wichtigste in aller Kürze:

express.derStandard.at



The newspaper Growth Champion: It was only DER STANDARD who's readership expanded by 20 percent.

HEAD OF THE DAY

Each one, who has not yet lost his/her head completely, will experience it somehow. Each one, by their own means, after one's own fashion. There are those, who for the sake of it, take to drink. Ecstatically begging the ghost in the bottle to help them with the leaps in their head, whilst getting duller and duller. Others inhale their desires and wish for something special through a pipe the outcome can sometimes be funny, however remains elusive. And then there are others who treat themselves with delicacies because they believe that the enhancement of thoughts can be achieved through sensual stimulus – but they are getting obese and remain empty. They are also those, who are under the impression, that they could use "love" to jump in their head – but what do they know about

The fireworks in your head



"Jeder will es irgendwie erleben ..."

love? And then there are also those, who are permanently listening to the great thoughts of the human mankind. They also want to say great things! But, those who only listen to others, do not speak very much for themselves. And finally there are those who are convinced, they do not need it. They pretend, they own it, almost as owning a plot of land – these are the poorest. Yes, indeed, manifold are the avenues and going astray to the much desired firework in the head: Some are quiet others are noisy. One is simple, the other is complicated, that one is simple, this one excited. One

should perhaps not expect too much from intellectual height altitude flights and face the avoidable firework in the head not too excited. Perhaps with a bowl of tea and a copy of DER STANDARD. Mario Guendl