

CAREER RATES 2015




Successful advertising. 'Crossgenial'









Recruitment Section Online

The recruitment section of derStandard.at/Karriere is positioned within the qualified situations vacant element for A- Level leavers and above. Exceptional – Embedded in the editorial environment of derStandard.at with its well over 1,700,000 adult coverage (source: ÖWA Plus 2014 II), derStandard.at/Karrieren reaches with their offer not only actively searching, but also latent job seekers. With our Real Time Guarantee* we promise to produce single insertions within a three hour time span, including copy, proofing and your clearance.

Single Insertion

	Single Insertion	€ 650,-		Prolongation	€ 325,-		Permanent Insertion	€ 1.692,-
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Packages


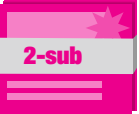




	2-pack	€ 1.250,-		3-pack	€ 1.830,-		5-pack	€ 2.950,-
	10-pack	€ 5.600,-		20-pack	€ 10.200,-		30-pack	€ 14.700,-

All packages have a runtime of 12 months. Insertion are published for 6 weeks, from a 5-pack on the duration will be doubled to 12 weeks. Further packages upon request.

* The guarantee for single insertions is valid for bookings within Monday to Thursday, 9am till 3pm and Friday 9am to 2pm. We are at your disposal Monday to Thursday, 9am till 6pm and Friday 9am to 5pm.

Subscription

Subscriptions allow you to handle your insertions flexible: in line with your chosen subscription you may have that many positions online at once, but you can vary the runtime.

	1-sub	€ 2.820,-		2-sub	€ 5.040,-		3-sub	€ 6.660,-
	5-sub	€ 9.900,-		7-sub	€ 12.960,-		10-sub	€ 17.220,-

Subscriptions have a runtime of 12 months. Amount and duration of the insertions are flexible. Further subscriptions upon request.

Interface Solutions



For an automated and convenient transfer of your insertions we are happy to offer individual interface solutions. Your insertions will be adopted and presented on derStandard.at/Karriere and, if you wish, on our partners websites.

More detailed information upon request

Products Of Range

Media-Combination Online

Profit from the national presence and regional strength with our media-combination-products. Through the combination with our mediapartners the reach of your job insertion will be increased significantly.

	West-Combination derStandard.at/Karriere + laendlejob.at + tt.com € 999,-*		Süddeutsche-Combination derStandard.at/Karriere + sueddeutsche.de € 1.190,-*		Media-Combination derStandard.at/Karriere + sueddeutsche.de + laendlejob.at + tt.com € 1.539,-*
	Tech-Combination derStandard.at/Karriere + TU Career Center € 760,-*	You want to address to the alumni of TU Wien? The Tech-combination is your opportunity to reach students and experienced diploma holder from Austrias biggest education and research facility for technical and scientific study branches.			

Upon request you may upgrade or extend your previously booked job insertions.

* Runtime: derStandard.at/Karriere: 42 days, sueddeutsche.de: 28 days, tt.com: 30 days, laendlejob.at: 28 days, TU Career Center: 42 days

Additional Products Online

	Top Job 290 x 140 pixel (max. 40 kB) Runtime: 1 week (Sat-Fri) € 870,-	Top Job combines your presentation as an employer on derStandard.at/Karriere including a link to your current job insertion within our appointments section. Prime position: channel front page career			
	Top Listing Runtime: 1 week (Sat-Fri) € 320,-*	The function of Top Listing is to highlight your insertion with the hint Job-Tipp within the results. Further it will be placed as first position within the occupational area. You may choose the occupational area yourself. For each occupational area only three Top Listings are possible. Positioning: search results			

Further packages upon request.

Individual Solution To Gain Reach

DER STANDARD



External media

The individual solution supports you to widen the group of potential applicants and increase the attention to your employment ad. Depending on the chosen product you can optimize the target group either within derStandard.at or on external websites. Further you reach the weekend readers of DER STANDARD.

Rates and detailed information upon request.

Recruitment Section Print

	1/1 page 266 x 420 mm single insertion € 13.000,- double insertion € 17.000,-		Juniorpage 176 x 312 mm single insertion € 8.000,- double insertion € 11.000,-		1/2 page vertical / horizontal v: 131 x 420 mm; h: 266 x 208 mm single insertion € 8.000,- double insertion € 11.000,-
	1/3 page vertical / horizontal v: 86 x 420 mm; h: 266 x 138 mm single insertion € 6.000,- double insertion € 7.800,-		1/4 box / horizontal b: 131 x 208 mm; h: 266 x 103 mm single insertion € 4.600,- double insertion € 5.900,-		1/6 page vertical / horizontal v: 86 x 208 mm; h: 131 x 138 mm single insertion € 3.000,- double insertion € 3.900,-
	1/8 page vertical / horizontal v: 86 x 155 mm; h: 131 x 103 mm single insertion € 2.200,- double insertion € 2.900,-				

Further Formats Print

	Jobteaser (fix) 2columns / 40 mm single insertion € 320,-		JobSplitter single 1column / 37 mm € 195,- JobSplitter double 1column / 75 mm od. 2columns / 37 mm € 320,-
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Incl. QR-code and short-URL. Only one job insertion per Jobteaser possible.

Deadline for Jobteaser: Thursday, 12 p.m.
Condition for this product is an online insertion on derStandard.at/Karriere

Small job offer in a specified layout. Only one job insertion per JobSplitter possible.

Deadline for JobSplitter: Thursday, 5 p.m.

	KarrierePopUp € 13.125,- Presentation of the brand mark, 5 PopUps each in 5 successive issues		KarriereSkyline 50x25 mm € 2.100,- Skyline on front-cover of KARRIERENSTANDARD
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	KarriereReport 1/1 page incl. text, interviews and pictures € 13.500,-	KarriereReport 1/2 page incl. text, interviews and pictures € 8.500,-	KarriereReport 1/3 page incl. text, interviews and pictures and fixed position on page 1 € 6.500,-
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Through interviews, pictures and interesting text the KarriereReport creates a complex advertising impact to communicate the strength as employer. Priority position and exclusivity of the industry sector within the booked issue.

Online in addition*

For ads and JobSplitter, per position

*adequate job insertion online (HTML) incl. any amount of text for 6 weeks on derStandard.at/Karriere

€487,50**Rates Print**

scmm	single insertion	1 x Sat/Sun					€7,40
	double insertion	2 x Sat/Sun if booked together, within 3 weeks, identical artwork					€9,50
	image rate						€13,75
Column width	1column	2columns	3columns	4columns	5columns	6columns	
	41 mm	86 mm	131 mm	176 mm	221 mm	266 mm	
'EffektGarantie'	Repetition of the identical ad within 12 weeks, subsequent to double insertion						no extra charge
Reply box charge							€9,-

Delivery Print

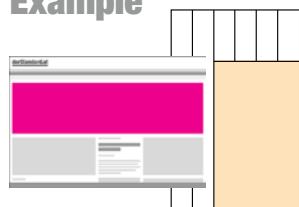
Deadline	for framed insertions: Thursday, 6 p.m.
Day of publication	Saturday/Sunday
Print/Paper	newspaper offset to ISO 12647-3. salmon pink newspaper, 45grms./m ²
Colour profile	ISOnewspaper26v4, pictures at least 200 dpi
Format	Page-format 300 mm width x 450 mm height; type area 266 mm width x 420 mm height
Artwork	Digital printing material only

Cross-media Products

Career Specials

You may place your Employer Branding Ad within career-specific editorial emphases. By the combination of both media, print and online, you achieve the maximum of reach within your target group.

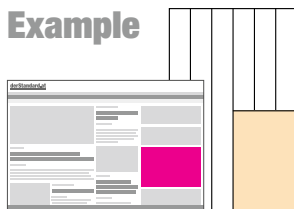
Example



**Billboard
Juniorpage**

€50,- CPM
€8.000,-

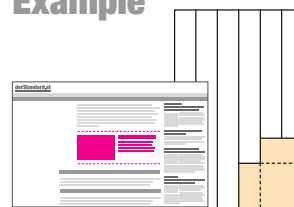
Example



**Content Ad
1/4 page**

€30,- CPM
€4.600,-

Example



**Advertorial
1/8 page**

€23,- CPM
€2.200,-

CPM: Cost per mille or cost per thousand (CPT). The cost for 1,000 views (=AIs = Ad Impressions) of your advertisement
Runtime: online: 7 days on derStandard.at/Karriere; print: once within the weekend issue of the KARRIERENSTANDARD
Delivery: for online: 5 working days prior campaign start

Within the scope of the career specials there is the possibility to book further selected media, such as Biber or Computerwelt.
Detailed information and rates upon request.

Karriere Insight



Single insertion*

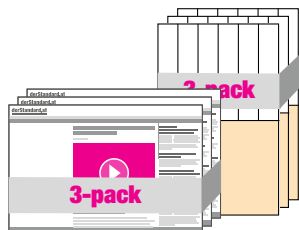
€6.990,-

1/4 page insertion, 131 x 208 mm, within KARRIERENSTANDARD incl. QR code in a specified layout. Online: video-sitebar (300 x 600 pixel, specified layout) within the search results. On the mobile version it will be shown as medium rectangle. Priority positioning on page 1 of KARRIERENSTANDARD and within the results at derStandard.at/Karriere. The production of the video is included.

*Runtime: 1 week Saturday to Friday on derStandard.at/Karriere, once on a weekend within KARRIERENSTANDARD. Deadline/Disposability: upon request.

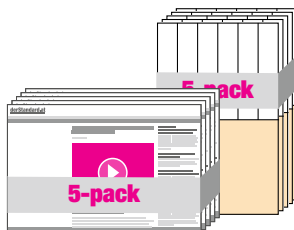
Karriere Insight packages**

For each insertion the specifications of a single insertion are valid.



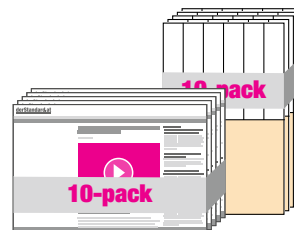
3-pack

€17.500,-



5-pack

€26.200,-



10-pack

€42.700,-

The accounting will occur after each publication.

** Packages are valid for 12 month starting with the first insertion date.

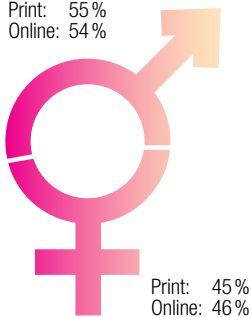
Mediadata

Print	Ø Mon–Sat 411.000 readers / issue (5,7%), Sat 493.000 readers / issue (6,8%) Ø Mon–Sat 59.000 (17,7%), Sa 97.000 (29,3%) decision makers / issue Ø Mon–Sat 101.363 copies, Sat 153.279 copies (total circulation)	MA 2013/2014 LAE 2013 ÖAK 1st half 2014
Online	1,7 million unique user / month (28,6%) 4,2 million unique clients, 20,8 million visits, 96,6 million page impressions	ÖWA Plus 2014-II ÖWA Basic 2014/10
Mobile	2,2 million unique clients, 33,6 million page impressions	internal measuring 2014/10
Brand Reach	747,000 persons per day (net reach across all types of media) 16,9 % double user of print and online	Brand Reach 2013

Audience

Gender

Print: 55 %
Online: 54 %



Age

20–39 y.
Print: 36 %
Online: 48 %

under 20 y.

Print: 5 %
Online: 12 %

40–59 y.

Print: 37 %
Online: 31 %

60 y. and older

Print: 22 %
Online: 9 %



A-levels/Academics

Print: 65 %
Online: 45 %



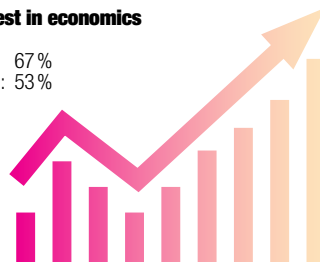
Household income (net)

Print (> EUR 2.700,-): 64 %
Online (> EUR 2.500,-): 53 %



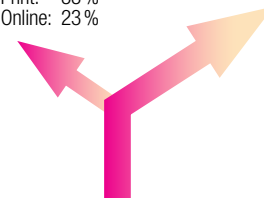
Interest in economics

Print: 67 %
Online: 53 %



Decision-makers (self-employed, leading position)

Print: 33 %
Online: 23 %



Source: MA 2013/2014 (Print) respectively ÖWA Plus 2014-II Dachangebote (Online) – structure analysis

General Information

Contact

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