

Targeting variables on derStandard.at

The following variables can be chosen from to reach your target group. We recommend to combine three variables at maximum – otherwise the target group will be too small to achieve good results.

Sociodemography						
Age	14 – 19	20 – 29	30 – 39	40 – 49	50 – 59	60+
Highest qualification completed	Secondary	A-Levels/High School		Higher education		
Household income (mthly net)	€ 1000 – € 2000	€ 2000 – € 3000	€ 3000 – € 4000	€ 4000+		
Per capita income (mthly net)	< € 1000	€ 1000 – € 2000	€ 2000 – € 3000	€ 3000 – € 4000	€ 4000+	
Gender	Male	Female				
Principal income earner	Yes	No				
Household management	Yes	No				
People in household	1	2	3	4	5+	
Children in household	Yes	No	Toddler	Schoolchild	Teenager	
Occupation	In training	Employed	Self-employed	Retired		
Decisionmaker						
Budgetary responsibilities	Making suggestions/Call for tenders		Part in decisionmaking process/ Decide myself		Authorised to sign (solely/with others)	
Corporate Division	Management	Finance	EDP and IT	Marketing, Sales		
	Research & Development		Production/Logistics/Stock Control		Administration/Organization/HR	
Professional Category	Self-employed/ Freelance	Executive	Public Servant/ Employee	Manager		
Company Size	1 – 9 Employees	10 – 19 Employees	20 – 49 Employees	50 – 249 Employees	250+ Employees	
Geographics						
Austria	Vienna	Lower Austria	Burgenland	Upper Austria	Styria	
	Salzburg	Carinthia	Tyrol	Vorarlberg		
International	Austria	Germany	Switzerland	Other		

Targeting variables on derStandard.at

The following variables can be chosen from to reach your target group. We recommend to combine three variables at maximum – otherwise the target group will be too small to achieve good results.

Consumer Habits

Intention to move	Apartment	House				
Intention to buy a car	Within the next 12 months					
Preferred grocery vendors	Wholefoods	Discounter	Delicacies	Online-Shop	Supermarket	
Preferred products	Alcoholic Beverages	Beer	Organic	Healthy	Low-fat	Brands
	Long shelf life	New products	Snacks	Convenience		

Product Interests

Automobile	Education	Computers (hard- / software)	Computer- / Videogames
Energy (Power / Gas...)	Flight or train tickets	Investments	Household appliances
Pet supplies	Do-it-yourself	Products for children	Arts and culture
Furniture	Fashion	Motorcycles	Travel/Last-Minute
Body care & beauty	Visual aids / opticals	Sports / Fitness	Telecommunication services
Consumer electronics	Entertainment media	Insurance	

Affinities

	Books	Jobs, Career	Movies	Lifestyle	News	Politics
	Weather	Economics	Science	Family & Leisure		

Targeting variables on derStandard.at

In addition to the above introduced target groups, derStandard.at is able to reach the following special readerships.

Hot Spots

Beauty, Care & Fashion Lovers	Have a special interest in beauty products and clothes.
Celebrity Gossips	Women, who are interested in fashion and celebrities.
Convenience Cookers	Prefer products that have a long shelf life and/or are easy to prepare.
Families with young children	Family of 3 or more with an interest in baby products.
Fitness & Sports Enthusiasts	Are into sports and fitness and prefer diet/low-fat products.
Gamers	14 – 29-year olds who regularly play computer or video games.
Healthy Eaters	Prefer natural and/or healthy groceries.
Holiday Travellers	Very interested in flight or train tickets as well as (last minute)-travel deals.
Home Movers	Planning to move into another apartment or house.
LOHAS	High income, well educated, prefer healthy/natural foods and are interested in arts and culture.
Luxury Shoppers	High income, always looking for brand and novelty products.
Savers & Investors	Regularly read about investments/funds, insurances, or real estate.
Technology & Gadget Enthusiasts	Above average interest in computers (hard- / software) or audio and video systems.
Young Mobile Communicators	14 – 29-year olds who are up-to-date on current mobile tariffs and latest cell phone models.