

# RATES





Successful advertising.



## Dynamic Ad Placements




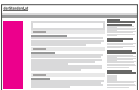

### A great match: Your ad on desktops, tablets and mobile phones

During the booked timespan your ad is evenly distributed across the page views of our website (desktop and mobile). The distribution in a single media channel (i.e. only desktop or mobile phone or tablet) is possible at ROS-rates. Please note, that your website should be optimized for all optional devices.

	<b>Sitebar</b> Min. 300 x 600 pixel Scalable, sticky		<b>Understitial</b> 300 x 600 pixel	Run-of-Site Targeting	<b>€40.-</b> CPM <b>€50.-</b> CPM
	<b>Medium Rectangle</b> 300 x 250 pixel		<b>Medium Rectangle</b> 300 x 250 pixel	Run-of-Site Targeting	<b>€25.-</b> CPM <b>€30.-</b> CPM
	<b>In-Read-Video</b> 16:9, HD, max. 2 MB, MP4/MOV/FLV No ad substitutions possible.		<b>In-Read-Video</b> 300 x 250 pixel	Run-of-Site Targeting	<b>€40.-</b> CPM <b>€50.-</b> CPM
	<b>Sitelink, Promotion-Teaser</b> Image (200 x 133 pixel, static) + 200 characters copy (incl. headline and spaces)		<b>Sitelink, Promotion-Teaser</b> Image (133 x 89 pixel, static) + 200 characters copy (incl. headline and spaces)	Run-of-Site Targeting	<b>€20.-</b> CPM <b>€25.-</b> CPM

The Sitelink leads to a landing page of your choice. The Promotion-Teaser leads to an article (approx. 1,500 characters incl. spaces), a slideshow or a full promotion site with several articles. Upon request we can provide pictures or commission a copywriter for an extra charge.

### Exklusive formats – desktop only







	<b>Billboard</b> 970 x 250 pixel		<b>Leaderboard</b> 960 x 100 pixel or 728 x 90 pixel		<b>Half Page, Skyscraper</b> Max. 300 x 600 pixel (left)
Run-of-Site Targeting	<b>€40.-</b> CPM <b>€50.-</b> CPM	Run-of-Site Targeting	<b>€25.-</b> CPM <b>€30.-</b> CPM	Run-of-Site Targeting	<b>€25.-</b> CPM <b>€30.-</b> CPM
24 h homepage <b>€14,000.-</b> (35 CPM)					
	<b>Skyscraper next to forum</b> 160 x 600 pixel		<b>Forum Banner</b> 519 x 120 pixel, static image		
Run-of-Site Targeting	<b>€10.-</b> CPM <b>€15.-</b> CPM	Run-of-Site Targeting	<b>€40.-</b> CPM <b>€50.-</b> CPM		

We offer two pricing options for each product:

- a) **Run-of-Site (ROS):** Your ad is distributed among all pages of our website (incl. FC4/week and AT-targeting).
- b) **Targeting – desktop:** Your ad is delivered only to sites that are of interest to your target audience. Targeting options contain share of voice (unique user targeting), editorial environment (sections, subjets), time (e.g. every Wednesday, 6 p.m.), socio-demographic criteria (e.g. age, salary), buyer's interest (e.g. mobile phones, cars). A combination of up to three criteria is possible. For **mobile** devices we offer channel or OS targeting.

## Fixed Ad Placement on the Homepage

Your ad will be visible for 24 hours on our homepage derStandard.at (desktop and mobile). This guarantee includes all AIs of the homepage within 24 hours. Potentially missing AIs based on the given guarantee will be supplemented dynamically ROS with FC4 either on the same or the following days.

				<b>Desktop</b> 400,000 Ad Impressions	<b>Desktop and mobile</b> 500,000 Ad Impressions
	<b>Sitebar</b> Min. 300 x 600 pixel Scalable, sticky		<b>Understitial</b> 300 x 600 pixel	<b>€14,000.-</b> (35 CPM)	<b>€16,500.-</b> (33 CPM)
	<b>Medium Rectangle</b> 420 x 240 pixel (HD, left side only), 300 x 250 pixel		<b>Medium Rectangle</b> 300 x 250 pixel	Left <b>€8,000.-</b> (20 CPM) Right <b>€6,000.-</b> (15 CPM)	Left <b>€9,500.-</b> (19 CPM) Right <b>€7,500.-</b> (15 CPM)
	<b>Sitelink, Promotion-Teaser</b> Image (200 x 133 pixel, static) + 200 characters* (image right side: 133 x 89 pixel)		<b>Sitelink, Promotion-Teaser</b> Image (133 x 89 pixel, static) + 200 characters*	Left <b>€8,000.-</b> (20 CPM) Middle <b>€7,000.-</b> (17,5 CPM) Right <b>€6,000.-</b> (15 CPM)	Left <b>€9,500.-</b> (19 CPM) Middle <b>€8,500.-</b> (17 CPM) Right <b>€7,500.-</b> (15 CPM)

\* incl. headlines and spaces

Ads on **left** and **middle** positions are also bookable in the scroll area of our homepage (desktop) – incl. visibility guarantee. Your ad is displayed from 0 a.m. until the **guaranteed 100,000 ad impressions** have been delivered: **Scroll area left/middle: €1,500.-** (15 CPM).

All left/middle/right positions of our homepage are also bookable on channel front pages. Rates upon request.

## Special Formats

### Make your mark



#### Mutation Full Homepage\*

In consultation with our editors, we exclusively customize our homepage for one day based on your requirements and wishes. e.g. special formats, background colour

24 h homepage / 400,000 AIs guaranteed\*\*  
**€ 50,000.-**



#### Mutation Light Homepage\*

Wallpaper/Wallpaper XL/Sitebar/Billboard, Medium Rectangle left, background colour of your choice behind the wallpaper and behind the derStandard.at logo.

24 h homepage / 400,000 AIs guaranteed\*\*  
**€ 30,000.-**



#### Article Page Exclusive\*

Wallpaper/Wallpaper XL/Sitebar/Billboard, Medium Rectangle left, background colour of your choice behind the wallpaper and behind the derStandard.at logo.

Run-of-Site **€ 55.- CPM**  
Targeting **€ 70.- CPM**



#### Channel Mutation\*

Wallpaper (or Wallpaper XL), Medium Rectangle left on front pages respectively Medium Rectangle in articles, background colour of your choice behind the wallpaper and behind the derStandard.at logo.

24 h channel / AIs upon request **€ 100.- CPM**



#### Mobile Mutation

Mobile Medium Rectangle, Sitelink, Promotion-Teaser or Banner, background colour of screen

24 h homepage or channel **€ 40.- CPM**



#### Button\*

300 x 125 pixel, static

The button relates your brand with the editorial environment in which it is placed.

1 week channel/AIs on request **€ 20.- CPM**



#### Live Ticker

Live Tickers are a popular form to publish ongoing current events in sports, politics, economics or culture and society. Seize the high involvement of users in this environment for your ideal ad placement. Attention: The sitebar will be displayed in all elements of the booked channel, incl. all other Live Tickers and articles.

Medium Rectangle **€ 30.- CPM**  
Sitebar\* **€ 50.- CPM**

\* These formats cannot be delivered on mobile devices.

\*\* This guarantee exclusively applies to the main format of the mutation (Wallpaper/Wallpaper XL, Billboard or Sitebar). It includes all AIs of the homepage within 24 hours, potentially missing AIs based on the given guarantee will be supplemented dynamically ROS with FC4 either the same or the following days.

For best practice examples please visit [derStandard.at/BWFOnline](http://derStandard.at/BWFOnline).

## Brand Safe with High Quality and Security Standards



#### Visibility Guarantee

Visibility guarantee 60/1-30 on all desktop ads. Visibility measurements on mobile devices are not available.



#### HTML5

We opt for HTML5. Unfortunately flash-ads are no longer supported.



#### Security

All ad formats are securely transmitted via HTTPS.

- The minimum booking quantity on derStandard.at is **€ 1,500.-** per order (except for programmatic bookings).
- Each campaign includes one ad substitution. For each additional change a handling fee of **€ 200.-** will be charged.
- **CPM:** Cost per mille or cost per thousand (CPT). The cost for 1,000 views (= AIs = Ad Impressions) of your advertisement.
- The CPM does not include the streaming and hosting of your ad. Services available upon request.

## Programmatic Advertising



Worldwide, online advertising is making a shift towards programmatic advertising – that is the automatic, tool-based selling of online ad space. derStandard.at already markets parts of its inventory that way. We try to take local markets into consideration and therefore differentiate our offers by region and extend them gradually.

#### Bookable ad formats

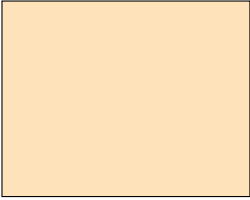
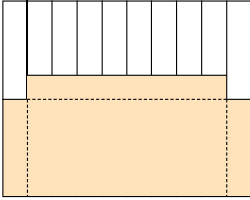
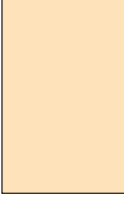
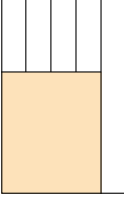
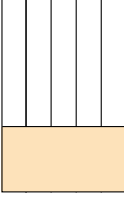
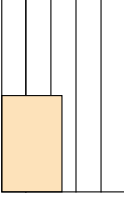
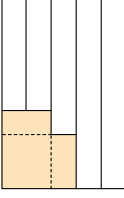
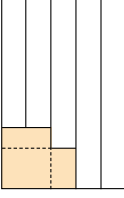
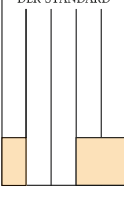
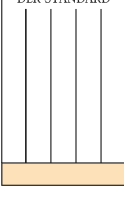

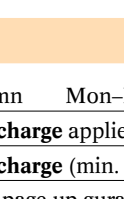
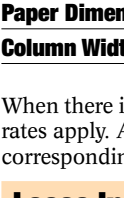
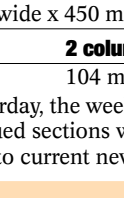
**Austrian traffic:** Medium Rectangle, Half Page Ad, Skyscraper, Leaderboard

**International traffic:** Medium Rectangle, Half Page Ad, Skyscraper, Leaderboard, Full Banner

By targeting derStandard.at or mobil.derStandard.at you ought to be able to access our inventory immediately. If you prefer accessing our offer by Deal-ID, or you are experiencing any difficulties connecting to our sales platform, please order an individual Deal-ID.

For further information please find our sales contact on [derStandard.at/Programmatic](http://derStandard.at/Programmatic).

## Formats and Rates

	<b>2/1 Spread Page</b> 566 x 420 mm				<b>Spread Page</b> <b>Junior Page, 1/2 Page</b> 458 x 260 mm, 566 x 208 mm		
	Mon–Fri Sat	€35,000.– €45,000.–			Mon–Fri Sat	€24,000.– €32,400.–	Other spread formats upon request.
	<b>1/1 Page</b> 266 x 420 mm				<b>Junior Page</b> 212 x 260 mm		
	Mon–Fri Sat	€19,300.– €25,700.–			Mon–Fri Sat	€12,000.– €16,200.–	
	<b>1/3 Page</b> 5 columns 266 x 138 mm				<b>1/4 Page</b> Box 131 x 208 mm		
	Mon–Fri Sat	€8,850.– €11,600.–			Mon–Fri Sat	€6,800.– €8,800.–	
	<b>1/6 Page</b> 2 columns 104 x 174 mm 3 columns 158 x 116 mm				<b>1/8 Page</b> 2 columns 104 x 130 mm 3 columns 158 x 87 mm		
	Mon–Fri Sat	€4,600.– €5,900.–			Mon–Fri Sat	€3,450.– €4,400.–	
	<b>Front Page</b> 1 column 50 x 104 mm				<b>Front Page Strip</b> 266 x 50 mm		
	Mon–Fri Sat	€3,550.– €4,650.–			Mon–Fri Sat	€8,100.– €10,300.–	
	2 columns 104 x 104 mm				<b>Island Ad (funds section)</b> 112 x 117 mm		
	Mon–Fri Sat	€7,000.– €9,200.–			Tue–Fri Sat	€3,050.– €3,900.–	
	<b>Section Front Pages</b> 50 x 25 mm				<b>Skyline Front Page</b> 85 x 25 mm		
	Mon–Fri Sat	€1,650.– €2,150.–			Mon–Fri Sat	€2,950.– €4,000.–	

## Details

<b>SCMM</b> 5 columns	per column	Mon–Fri	€13.30	Sat	€17.10	(minimum height: 50 mm)
<b>Prime Positioning</b>	25 % surcharge applies to all section front pages and pages 3 & 5 of the first section (min. 1/4 page)					
<b>Specified Positioning</b>	15 % surcharge (min. 1/4 page) or at least €750.–					
<b>Solus Positioning</b>	from 1/3 page up guaranteed					
<b>Paper Dimensions</b>	300 mm wide x 450 mm high; type area 266 mm wide x 420 mm high					
<b>Column Widths</b>	<b>1 column</b>	<b>2 columns</b>	<b>3 columns</b>	<b>4 columns</b>	<b>5 columns</b>	
	50 mm	104 mm	158 mm	212 mm	266 mm	

When there is an Austrian bank holiday on Saturday, the weekend-issue will be published on Friday. Because of the higher print run, weekend rates apply. Advertisements within regularly issued sections will also appear in DER STANDARD-Kompakt (see [derStandard.at/formats](http://derStandard.at/formats) for corresponding ad sizes). Subject to change due to current news coverage.

## Loose Inserts



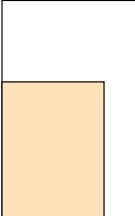
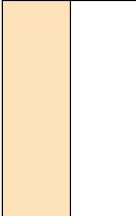
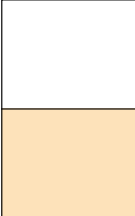
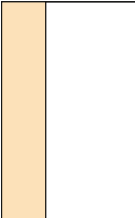
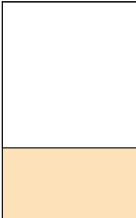
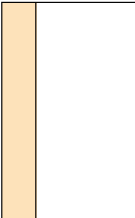

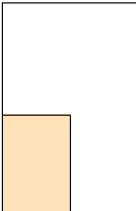
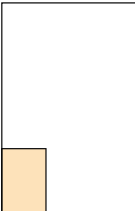
Rates*	up to 40 g/k		up to 100 g/k		up to 200 g/k		
	A	B	A	B	A	B	
Tue–Sat	€100.–	€200.–	€150.–	€350.–	€195.–	€400.–	* A: Retail, home delivery, newsvendors, newsstands (self-service, Sat/Sun), bulk subscriptions
Mon/Bank Holiday**	€140.–	€240.–	€190.–	€390.–	€235.–	€440.–	B: postal delivery incl. postage (bookable only in combination with A)

\*\* For publications on Monday or the day after a national bank holiday, higher rates apply due to higher production costs.

Heavy brochures, unusual formats and possible partial geographical cover upon request (higher rates may apply). If you enclose less than 10,000 inserts, a handling fee of €400.– will be charged. The scale of discount does not apply to inserts. Inserts are distributed within the booked distribution area, excluding DER STANDARD-Kompakt. Booking deadline is ten working days prior to publication date. Inserts, containing third party ads are only accepted if agreed upon in advance and for an extra charge: Per ad a surcharge of 10 % will be added and no discounts will be granted. For further details visit [derStandard.at/inserts](http://derStandard.at/inserts).

## RONDO and Other Supplements

Supplement dimensions	Publication title	Ad formats
Large format: 285 x 440 mm	<b>RONDO, RONDOmobil, RONDO Digital, RUNDUM-Magazines, Uhren &amp; Schmuck</b>	2/1 Spread Page, 1/1 Page, Magazine, 1/2 vertical, 1/2 horizontal, 1/3 vertical, 1/3 horizontal, 1/4 vertical, 1/4 horizontal, 1/4 Box, 1/9 Page
Oversize: 240 x 325 mm	<b>Portfolio, RONDO Open Haus, FORSCHUNG*</b>	2/1 Spread Page, 1/1 Page, 1/2 vertical, 1/2 horizontal, 1/3 horizontal
	<b>RONDO Exklusiv*, CURE</b>	2/1 Spread Page, 1/1 Page

	<b>2/1 Spread Page</b> Large <b>€25,500.-</b> T: 538 x 384 mm, B: 570 x 440 mm Oversize <b>€25,500.-</b> T: 452 x 279 mm, B: 480 x 325 mm	All other spread formats upon request.		<b>1/1 Page</b> Large <b>€14,000.-</b> T: 253 x 384 mm, B: 285 x 440 mm Oversize <b>€14,000.-</b> T: 204 x 279 mm, B: 240 x 325 mm	
	<b>Magazine</b> Large <b>€11,000.-</b> T: 189 x 242 mm, B: 205 x 273 mm		<b>1/2 Page vertical</b> Large <b>€9,000.-</b> T: 125 x 384 mm, B: 141 x 440 mm Oversize <b>€9,000.-</b> T: 100 x 279 mm, B: 114 x 325 mm		<b>1/2 Page horizontal</b> Large <b>€9,000.-</b> T: 253 x 190 mm, B: 285 x 221 mm Oversize <b>€9,000.-</b> T: 204 x 138 mm, B: 240 x 162 mm
	<b>1/3 Page vertical</b> Large <b>€7,000.-</b> T: 81 x 384 mm, B: 97 x 440 mm		<b>1/3 Page horizontal</b> Large <b>€7,000.-</b> T: 253 x 125 mm, B: 285 x 156 mm Oversize <b>€7,000.-</b> T: 204 x 86 mm, B: 240 x 110 mm		<b>1/4 Page vertical</b> Large <b>€5,500.-</b> T: 61 x 384 mm, B: 77 x 440 mm
	<b>1/4 Page horizontal</b> Large <b>€5,500.-</b> T: 253 x 93 mm, B: 285 x 124 mm		<b>1/4 Page Box</b> Large <b>€5,500.-</b> T: 125 x 190 mm, B: 141 x 221 mm		<b>1/9 Page</b> Large <b>€2,550.-</b> T: 81 x 125 mm, B: 97 x 156 mm

T = type area; B = bleed size (+ 3 mm bleed for trimming on all edges)

**25 % surcharge** for prime positions on IFC and OBC. **15 % surcharge** for specified positions (or at least **€750.-**). Solus positioning from 1/3 page guaranteed.

Our supplements are distributed within the booked distribution area, excluding DER STANDARD-Kompakt.

\* RONDO Exklusiv and FORSCHUNG are distributed as supplement in DER STANDARD or can be purchased at selected retailers.

## Special Formats



### Front Page Cover (2 pages) – The frontrunner of the special formats

Wrapping the newspaper allows for creative advertising by defamiliarizing or redesigning our front and second page – authorization by our publishers provided. The actual newspaper starts on page 3.

<b>Newspaper</b>	Mon–Fri	<b>€68,000.-</b>	Sat	<b>€84,000.-</b>
<b>RONDO</b>	Fri	<b>€55,000.-</b>		

### DER STANDARD-Kompakt distribution campaign

Increase the reach of your ad by another 20,000 distributed newspaper copies: This deal includes all Kompakt-subscriptions as well as a distribution of free copies at highly frequented underground stations in Vienna. Your ad will be published on five consecutive days in DER STANDARD (Junior Page) as well as on the OBC of DER STANDARD-Kompakt (1/1 Page).

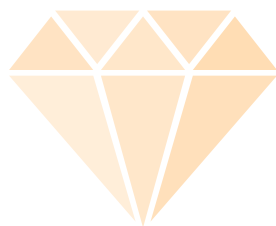
<b>Total value</b>	Mon–Fri	<b>€85,000.-</b>
<b>Our offer</b>	Mon–Fri	<b>€42,500.-</b>

(Rates display net worth incl. all discounts, excl. agency commission.)



## Special Formats

### Stand out of the crowd – Creative ads in DER STANDARD and its supplements



DER STANDARD not only provides the perfect editorial environment for your advertising campaign, but also the creative expertise to find the right type of advertising to meet your communication goals. Many of those once bespoke ad projects are now well-established ad formats – but possibly, the best is yet to come?

Here are a few examples of our Special Formats: **Memostick, Scentseal, Sachets, Tip-on Cards, Gate Cover, Split Cover, Bound-in Inserts, Barn Door, branding of self-service newsstands and many more.**

Get inspired: Browse through our special formats on [derStandard.at/BWFPrint](http://derStandard.at/BWFPrint).

## Native Advertising

Native Advertising is characterized by paid ads that are cohesive with the page content and very well assimilated into its design. This way you create awareness and involvement for your specific concern. Your advantage: Campaigns in high quality journalistic environments enjoy a higher credibility and advertising acceptance.

### # User Generated Content – Interact with our community



derStandard.at hosts the biggest and most active community of all Austrian online media. UGC-projects allow for you to contact and interact directly with our users to find out about their opinions and preferences. We offer various UGC-formats which are developed in agreement with our UGC-team in order to secure a userfriendly implementation of an engaging topic that sparks the interest of our readers.

### Agenda Setting – Your topic, our independent editorial content



Your topic of choice is published as a special topic section in the paper. Published articles will be of high journalistic quality – independently researched and edited by our writers. Prior editorial consent on content mandatory. Theme proposals and rates upon request.

Labelling: "The topic is paid advertising in form of a cooperation with *the customer*. Der STANDARD is responsible for all editorial content."

### Promotions – Detailed information on complex contents



Seize the STANDARD as an information platform for your cause and introduce our readers to your agenda or USP. Your contents will be set in our Look & Feel. Texts and pictures will be published as provided. Alternatively, we can commission a copywriter who will compose your articles.

**Newspaper** (4 pages)

Mon–Fri **€49,400.–**

Sat **€65,000.–**

### Corporate Publishing – Your magazine, our style



We design and produce your magazine, containing editorial, photography, layout (in the Look & Feel of our magazine RONDO), production and logistics. You will receive a high quality publication that invites people to browse and read. The magazine will be enclosed in DER STANDARD, but may also be distributed at your event or mailed to your target group.

**Large format** (16 pages, 285 x 440 mm)

Tue–Fri **€72,000.–**

Sat **€94,000.–**

We are happy to help you find the perfect product that matches your communication strategy. Agenda setting projects and promotions are also on [derStandard.at](http://derStandard.at) (additionally or online only) available.

## CPX – Performance Based Billing Models

### Expand your marketing communication on derStandard.at

In addition to your branding campaigns in 2017, it is possible to dedicate up to 20 % of your annually agreed upon advertising budget to more sale enhancing ads that are only billed when there are measureable results.



**CPC:** This billing model is based on the number of clicks on your ad. The actual cost per click is calculated based on our experience with current data on each ad format and sector. A call to action causing the reader to respond by clicking on your ad is mandatory. We work with you to continuously optimize your campaign. Should all efforts cease to increase your campaign's performance, we reserve the right to stop the campaign.

**CPO:** Under certain conditions (e.g. connection to a certified tracking partner) we are able to offer a commission-based payment model. Here, the billing depends on actual conversions.

**CPX:** Depending on your business model, we are also open to other performance-oriented billing methods.

For further information please find our sales contact on [derStandard.at/CPX](http://derStandard.at/CPX).

[derStandard.at/advertising](http://derStandard.at/advertising)

## Online

<b>Deadline Ad Delivery</b>	buchungen@derStandard.at, tel.: +43 1 53 170-634 <b>5 working days prior to campaign start</b> For special ads and campaigns: longer lead times as agreed upon.
<b>Ad Dimensions and File Weight</b>	Please find the exact dimensions for your ad on this rate card or visit <a href="http://derStandard.at/Onlineformate">derStandard.at/Onlineformate</a> . Maximum file weights: <ul style="list-style-type: none"> <li>• In general 40 KB (Kilobyte)</li> <li>• Sitebar 100 KB</li> <li>• Mobile ads 20 KB</li> <li>• Teaser-images (Promotions/Sitelinks) 10 KB</li> </ul>
<b>Ad Production</b>	Upon request we can commission an agency to produce your ad for an extra charge.
<b>File Formats</b>	We support all established formats: <ul style="list-style-type: none"> <li>• Classic images, e.g. .jpg, .gif</li> <li>• HTML5 and SVG</li> </ul> <p>Upon request we can commission an agency to produce your HTML5-ad. Please deliver your HTML5 ad as embedding link, i.e. a URL of your index.html-file (main file).</p> <ul style="list-style-type: none"> <li>• Images for Promotion-Teasers and Sitelinks have to be delivered as static images.</li> <li>• Costs for hosting and streaming are not included in the depicted rates.</li> </ul> <div data-bbox="1099 575 1197 705" data-label="Image"> </div> <p><b>We opt for HTML5. Unfortunately flash-ads are no longer supported.</b></p>
<b>Tag-in-Tag and Tracking Pixel</b>	Tag-in-tag bookings can be incorporated as JavaScript or iframe. Please note our conditions on the processing of user data on page 8.
<b>Close Button</b>	The Sitebar can be equipped with a close button, calling the JavaScript function <code>iab_hide()</code> or <code>IABclose()</code> . The Understitial cannot include a close button.
<b>Linking and Clickthrough</b>	In accordance with the IAB guidelines, HTML5 ads need to support a clickthrough in form of a clicktag variable. Should any questions arise, please contact us before delivering your material.
<b>Animation</b>	An animation in the advertising material may loop up to three times, then stop.
<b>Sound</b>	Sound ads must provide one of these options (no autoplay): <ul style="list-style-type: none"> <li>• MouseOver: Sound is only active when a user moves the cursor over the ad and must stop as soon as the cursor moves away.</li> <li>• Play Button: Sound is only active when user intentionally clicks on the ad's sound button.</li> </ul>
<b>Contact</b>	If the advertising material is to communicate with other content on the page or if there are any other questions please contact us directly: Martin Altersberger: <a href="mailto:buchungen@derStandard.at">buchungen@derStandard.at</a> , tel.: +43 1 53 170-773

## Print

<b>Delivery to</b>	E-Mail: <a href="mailto:produktion@derStandard.at">produktion@derStandard.at</a> FTP: <a href="ftp://ftp.derStandard.at">ftp.derStandard.at</a> , user: anzeigen, password: anz2stan Proofs/data carriers: to our postal address, attention: Ad Production
<b>DER STANDARD (Newspaper)</b>	Newspaper offset printing ISO 12647-3, Salmon-pink paper colour, 45 g/m <sup>2</sup> , Colour profile: ISOnewspaper26v4, images should be at least 200 dpi at the used size <b>Booking deadline = copy deadline; 10 a.m. one working day prior to publication date</b>
<b>RONDO/Magazines</b>	For information on booking/copy deadlines and details on paper and colour profile of each magazine see respective factsheets on <a href="http://derStandard.at/magazines">derStandard.at/magazines</a> . Images should be at least 300 dpi at the used size, bleed formats: please add 3mm bleed on each side
<b>File Formats</b>	PDF 1.3 preferred (X-1a or X-3) output-intent, ISOnewspaper26v4 for advertisements on newspaper and PSO_LWC_Improved_eci for our magazines
<b>Distillers, Colour Profiles</b>	For details visit <a href="http://derStandard.at/printdelivery">derStandard.at/printdelivery</a>
<b>Printing Material</b>	Digital printing material only
<b>Contact</b>	Wolfgang Frühauf/Hermann Mifeck <a href="mailto:produktion@derStandard.at">produktion@derStandard.at</a> , tel.: +43 1 53 170-388 or -431, fax: +43 1 53 170-341  Modification information for ad placements in DER STANDARD-Kompakt: <a href="http://derStandard.at/formats">derStandard.at/formats</a> Requirements for inserts: <a href="http://derStandard.at/inserts">derStandard.at/inserts</a>

For further details visit [derStandard.at/datadelivery](http://derStandard.at/datadelivery).

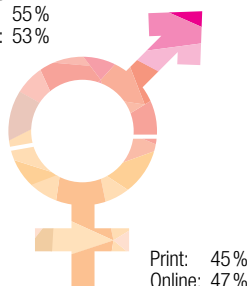
## Media Data

<b>Print</b>	Ø Mon-Sat 395,000 readers/issue (5.4 %), Sat 477,000 readers/issue (6.5 %) Ø Mon-Sat 52,000 (15.5 %), Sat 100,000 decision-makers/issue Ø Mon-Sat 86,000 copies, Sat 132,000 copies (total circulation)	NRS ~ MA 15/16 BMRS ~ LAE 2015 ABC ~ OeAK 1 <sup>st</sup> half 2016
<b>Online (total)</b>	2.02 million unique users/month (27.3 %) 4.5 million unique clients, 25 million visits, 98.7 million page impressions	OeWA Plus 2016-II OeWA Basic 10/2016
<b>Mobile</b>	1.11 million unique users/month (14.9 %) 4.1 million unique clients, 53.9 million page impressions	OeWA Plus 2016-II internal measuring 10/2016
<b>Crossmedial</b>	Ø Mon-Sun 79,000 decision-makers/day (23.6 %)	BMRS ~ LAE 2015

## Audience

## Gender

Print: 55 %  
Online: 53 %



## Age 20–39 yrs.

Print: 31 %  
Online: 45 %

## under 20 yrs.

Print: 7 %  
Online: 10 %

## 40–59 yrs.

Print: 32 %  
Online: 35 %

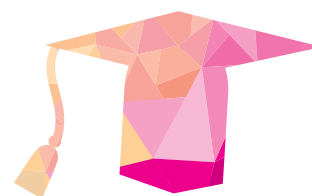
## 60 yrs. and older

Print: 29 %  
Online: 10 %

14–49 yrs.  
Print: 53 %  
Online: 75 %

## A-levels/Academics

Print: 62 %  
Online: 44 %



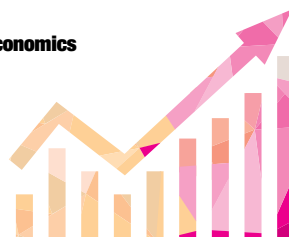
## Household Income (net)

Print (> €2,550.-): 67 %  
Online (> €2,500.-): 58 %



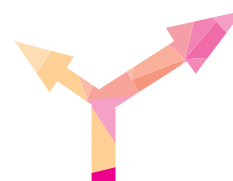
## Interest in Economics

Print: 67 %  
Online: 54 %



## Decision-makers (self-employed, leading position)

Print: 39 %  
Online: 22 %



Source: MA 15/16 (Print) respectively OeWA Plus 2016-II, multiple domains (online) – structural analysis

For regularly updated media data as well as further details on our readership visit [derStandard.at/Mediadaten](http://derStandard.at/Mediadaten).

## Extract From Our Business Conditions

## Reservation and Cancellation Terms

**Online:** Any reservation has to be confirmed within 24 hours, as soon as another client requests an order for the same date. A free of charge cancellation is not possible once the order has been concluded. In that case the Advertising Service must be paid in full. This also applies for campaigns that have already started.

**Print:** Reservations on prime positions are valid up to four weeks prior to publication. From that time onwards only confirmed bookings are accepted. Any cancellations after the booking deadline must be paid in full by the client.

**Cross-medial:** Online cancellation terms apply.

## Processing of User Data

Advertising on [derStandard.at](http://derStandard.at), it is explicitly forbidden to use technical instruments that enable to identify and trace the user on other websites. This does not apply to collecting anonymous data in order to analyse specific campaigns on [derStandard.at](http://derStandard.at) itself. The use of personal information is only permitted with the users' active consent.

## General Information

## Contact

STANDARD Advertising  
Tel.: +43 1 53 170-707  
Fax: +43 1 53 170-485  
[anzeige@derStandard.at](mailto:anzeige@derStandard.at)  
[derStandard.at/advertising](http://derStandard.at/advertising)

## Further Information

For other important information  
please visit:  
[derStandard.at/datadelivery](http://derStandard.at/datadelivery)  
[derStandard.at/GTCs](http://derStandard.at/GTCs)

The general terms and conditions of STANDARD Verlagsgesellschaft m.b.H., to be viewed on [derStandard.at/GTCs](http://derStandard.at/GTCs), apply. 20 % VAT applies to all current rates. 5 % advertising tax applies to print media. Subject to alterations. Typing and printing errors reserved. For classified ad rates (recruitment, real estate) please visit [derStandard.at/Sales](http://derStandard.at/Sales).

[derStandard.at/advertising](http://derStandard.at/advertising)