

CAREER CRATES

2017 Successful advertising.



LIST OF CONTENTS

Recruitment Ads Online	03
Additional Online-Formats	03
Media Partnerships	04
Interface Solutions	04
Company Profile	04
Your Ad on Desktops, Tablets and Mobile Phones	05
High Quality and Security Standards	05
Programmatic Advertising	05
Video Job Post	06
Career Insights	06
Recruitment Ads Newspaper	07
Employer Branding Newspaper	08
Employer Branding / Native Advertising	09
Technical Specifications Online/Newspaper	10
Media Data	11
Audience	11
Business Conditions / Equal Treatment Act	11
General Information	11

Recruitment Ads Online

Our Recruiter Services on **derStandard.at/Karriere** address qualified job seekers with an educational attainment of A-Levels/High School diploma and higher. Embedded in our editorial content (more than 2 million unique users/month – ÖWA Plus 2016-II) your campaign will not only reach actively searching but also receptive job seekers.

Single job post



Single post
Extension

€650.–
€325.–

Your single post will be online for a maximum of 6 weeks. An extension by another 6 weeks is available. Current text adjustments are included.

Packages



3 posts
5 posts
10 posts

€1,860.–
€3,000.–
€5,700.–

The number of posts in each package may be published in the course of 12 months. Each post will be online for a maximum of 6 weeks (or 12 weeks from 5 post packages up). Further package sizes upon request.

Job slots



3 slots
5 slots
10 slots

€6,960.–
€10,400.–
€18,220.–

Job slots are flexible and easy to use: You can post your open position as long as you want to. Whenever you have a new opening, you can swap out a current post. You may pause, remove and restart a job slot at any time. Your subscription is valid for 12 months. Further subscription sizes upon request.

Included services

	Single post	From 3 posts	From 5 posts	Job slots
Professional design and presentation of your job post	✓	✓	✓	✓
Current text adjustments	✓	✓	✓	✓
Reranking to top positions after 14 days	✓	✓	✓	✓
Inclusion in our business directory	✓	✓	✓	✓
Extension of your post to our network partner's sites	✓	✓	✓	✓
Company Profile Basic for 12 months	✗	✓	✓	✓
Publication of apprenticeships and internships free of charge	✗	✓	✓	✓
Extension of your job post from 6 to 12 weeks	✗	✗	✓	–
NEW Call for more attention: Your job post will be published in our Baseline Ad and Job-Tinder ad ROS* on desktop and mobile devices	✓	✓	✓	✓

Additional Online-Formats



Top-Job
290 x 140 pixel (max. 40 kB)

Runtime:
1 week (Sat–Fri)

€870.–

The Top-Job combines the presentation of vacancies and your brand: Your image ad on derStandard.at/Karriere (at max. 3 Top-Jobs are displayed alternately) is linked to a number of defined or all your current vacancies. Additionally, your Top-Job is displayed as Mobile Medium Rectangle ROS* (25,000 ad impressions).
Position: Career homepage + ROS* mobile



Job of the Week
290 x 140 pixel (max. 40 kB)

Runtime:
1 week (Sat–Fri)

€540.–

The Job of the Week presents your logo and is prominently displayed on the left of our search results. At max. 3 job posts are displayed alternately per week.
Position: Next to search results



Top-Listing Plus

Runtime:
1 week (Sat–Fri)

€500.–

Top-Listings Plus are marked as JOB-TIPP and appear for one week (Sat–Fri) at the top of search results pages on derStandard.at/Karriere. There is a maximum of three Top-Listings Plus in each career field. Additionally, your vacancy is displayed for one week ROS* on derStandard.at (desktop and mobile).
Position: Career search results, 1st - 3rd post + ROS* desktop and mobile

* ROS (Run of Site) means that your campaign evenly targets all pages of our website.

Media Partnerships

Gain extra reach to find the best quality candidates: By advertising your vacancies in combination with us and one of our regional media partners you can extend your presence to Western Austria and Southern Germany. If you want to aim your vacancies at experienced graduates of technological and natural sciences you may profit from our Tech Partnership. By booking our Med Partnership you will reach a large group of qualified healthcare personnel.



Regional

derStandard.at/Karriere
+ sueddeutsche.de
+ laendlejob.at
+ jobs.tt.com

€ 1,539.-



Southern Germany

derStandard.at/Karriere
+ sueddeutsche.de

€ 1,190.-



Western Austria

derStandard.at/Karriere
+ laendlejob.at
+ jobs.tt.com

€ 999.-



Healthcare

derStandard.at/Karriere
+ medcareer.eu
+ docjobs.at
+ nextdoc.at
+ medkarriere.at

€ 850.-



tt.com

derStandard.at/Karriere
+ jobs.tt.com

€ 829.-



Tech

derStandard.at/Karriere
+ tucareer.com

€ 760.-

Upon request, you can upgrade a previous booking with a media partnership or extend the publication period.

Publishing Period: derStandard.at/Karriere: 42 days, sueddeutsche.de: 28 days, laendlejob.at: 28 days, jobs.tt.com: 30 days, MedCareer/DocJobs: 60 days, Nextdoc/MedKarriere: 112 days, TU Career Center: 42 days

Interface Solutions



For an automated and convenient transfer of your job post we are happy to offer individual interface solutions. Your job posts will be adopted 4 times a day and presented on derStandard.at/Karriere and, if you wish, on our partner websites (please find our partners on derStandard.at/Netzwerkpartner).

Detailed information upon request.

Company Profile

Strengthen the image of your organization as a “great place to work“ and present all main facts about your company to potential applicants. Each Company Profile is presented in our career search results (the company logo is depicted in rotation with others) and so enhances awareness of your brand. All Company Profiles are online for 12 months.



Basic

- General business information
- Picture, logo, contact information
- Social Media
- Follow Us-links
- Current vacancies
- Display of your profile in search results (desktop) and job descriptions (mobile)

€ 2,100.-*



Plus

- “Basic“ Package
- + Production of an image video
- + Information of up to 5 contacts
- + Link to your recruitment website
- + Embedding of awards and certifications, description of special services and benefits
- + Embedding of special print publications
- + Additional videos, blogs, social media etc.
- + Profile production service

€ 9,900.-



Premium

- “Plus“ Package
- + An ad format of your choice in our career section (up to 2/1 Spread Page)

€ 17,200.-

* The Company Profile Basic is included in packages from 3 posts up and in all job slot subscriptions.

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.

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

	Billboard 970 x 250 pixel		Super Banner 960 x 100 pixel or 728 x 90 pixel		Halfpage Ad, Skyscraper Max. 300 x 600 pixel (left)
Run-of-Site Targeting	€40.- CPM €50.- CPM	Run-of-Site Targeting	€25.- CPM €30.- CPM	Run-of-Site Targeting	€25.- CPM €30.- CPM
	Skyscraper next to forum 160 x 600 pixel		Forum Banner 519 x 120 pixel, static image		
Run-of-Site Targeting	€10.- CPM €15.- CPM	Run-of-Site Targeting	€40.- CPM €50.- CPM		

We offer two pricing options for each product:

- Run-of-Site (ROS):** Your ad is distributed among all pages of our website (incl. FC4/week and AT-targeting).
- 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, subjects), 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.

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

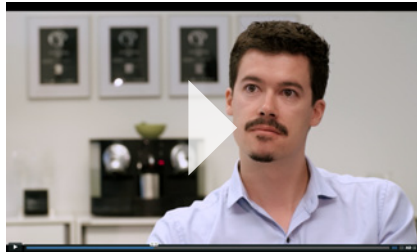
International traffic: Medium Rectangle, Half Page Ad, Skyscraper, Leaderboard, Full Banner

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.

Video Job Post

Present your vacancies with personal appeal and right to the point: Your employees inform potential applicants about their professional tasks, skills needed and daily life on the job. The video can be embedded in a job post on derStandard.at, or you can share it via your business communication channels (except for TV commercials).

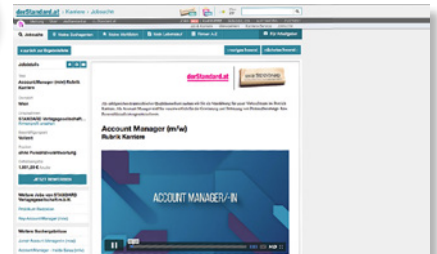


Your employees describe the open position,...



...the prerequisites and your corporate culture.

Watch Video



Possible integration in a job post on derStandard.at

Your advantages

- Conveys emotions
- Straight and authentic communication
- The new approach appeals to young applicants with an affinity to new technologies
- Modern tool for your social media appearances

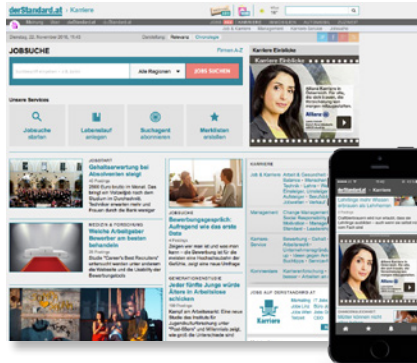
Watch our demonstration video here: derStandard.at/ST

Rates

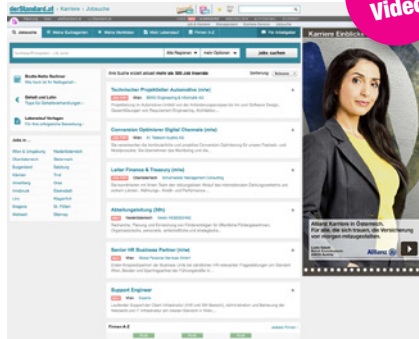
20 seconds, 1 person	€ 1,900.-
90 seconds, 3 persons	€ 3,500.-

Career Insights

Give emotional insights into the daily working routine of your staff with an audiovisual employee portrait: We produce your image video in HD, place it prominently on our website and additionally advertise your Career Insights campaign in the newspaper.



Medium Rectangle on desktops and mobile devices



Sitebar next to search results

Watch Video



1/4 Page Box in our career section

Included services

- Video development and production (max. length 3 min) by DER STANDARD and "News on Video", incl. utilization and exploitation rights (excl. TV rights)
- Career Insight ad on our career homepage next to job search, 1 week
- Medium Rectangle, dynamic/intelligent (targeted to "interested in career/jobs"), 1 week
- Sitebar next to search results and dynamic/intelligent (targeted to "interested in career/jobs"), 1 week
- 1/4 Page Box on the front page of KARRIERENSTANDARD, incl. QR-Code and Short-URL
- Publication on our YouTube channel
- Advertising via Google AdWords, 1 week

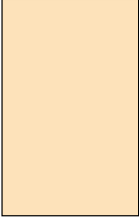
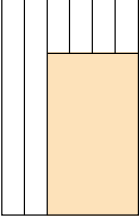
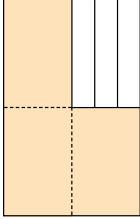
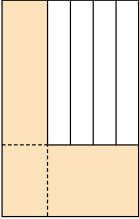
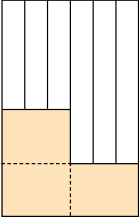
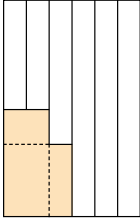
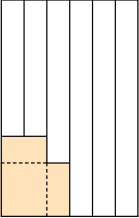
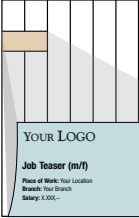
Watch our demonstration video here: derStandard.at/KE

Each video will be online for one week (Sat–Fri). Packages are valid for 12 months from the publication date of the first video on. Each video – single or packages – will be charged individually after publication. Availability, production times and booking deadlines upon request.

Rates

Single post	€ 11,670.-	€ 7,700.-
3 posts	€ 35,010.-	€ 19,300.-
5 posts	€ 58,350.-	€ 28,900.-
7 posts	€ 81,690.-	€ 35,000.-

Recruitment Ads Newspaper

	1/1 Page 266 x 420 mm Single booking €14,000.– Double booking €18,000.–		Junior Page 176 x 312 mm Single booking €8,000.– Double booking €11,000.–		1/2 Page vertical / horizontal v: 131 x 420 mm; h: 266 x 208 mm Single booking €8,000.– Double booking €11,000.–
	1/3 Page vertical / horizontal v: 86 x 420 mm; h: 266 x 138 mm Single booking €6,000.– Double booking €7,800.–		1/4 Page Box / horizontal b: 131 x 208 mm; h: 266 x 103 mm Single booking €4,600.– Double booking €5,900.–		1/6 Page vertical / horizontal v: 86 x 208 mm; h: 131 x 138 mm Single booking €3,000.– Double booking €3,900.–
	1/8 Page vertical / horizontal v: 86 x 155 mm; h: 131 x 103 mm Single booking €2,200.– Double booking €2,900.–		Job Teaser* 86 x 40 mm Single booking €320.–		Job Splinter** single 41 x 37 mm €195.–
					Job Splinter** double 41 x 75 mm or 86 x 37 mm €320.–

* The **Job Teaser** outlines your vacancy in a few words. Applicants will find the full job description via the depicted QR-Code or Short-URL on our career website.

Booking / Copy Deadline Job Teaser: Thursday, 12 p.m., prior to publication

Bookable only in combination with a valid online job post on derStandard.at/Karriere. No layout alterations – per Job Teaser is only one vacancy permitted.

** The **Job Splinter** (“JobSplitter”) presents the main characteristics of your vacancy in a standardized ad module bookable in three sizes (single, double vertical/horizontal) at low rates.

Booking / Copy Deadline: Thursday, 5 p.m., prior to publication

No layout alterations – per Job Splinter is only one vacancy permitted.

Per column rates

Single column millimeter (scmm)	Single booking	1 x Sat/Sun				€7.40
	Double booking incl. Impact Guarantee	2 x Sat/Sun within 3 issues, identical ad, booked in advance In case of a very poor response rate the identical ad may be republished in the course of 12 weeks (from the first publishing date on) without an extra charge.				€9.50
	Image rate					€14.25
Reply box						€9.–
Column width	1 column	2 columns	3 columns	4 columns	5 columns	6 columns
	41 mm	86 mm	131 mm	176 mm	221 mm	266 mm

Specifications

Booking / Copy Deadline	Thursday, 6 p.m., prior to publication
Publication Date	Saturday/Sunday
Prime Positioning	A 10 % surcharge applies to the front page of KARRIERENSTANDARD.

Reach Enhancer – Increase the number of ad contacts



In addition to your ad in our career section on Saturday, the same ad will be placed on a day of your choice (Mon - Fri of the following week) and in a section of your choice (e.g. Economics, Culture) in the STANDARD and the corresponding Kompakt-edition.

Available ad formats:

Junior Page	€ 12,000.–	€ 2,400.–	1/4 Page Box/horizontal	€ 6,800.–	€ 1,360.–
1/2 Page vertical/horizontal	€ 12,000.–	€ 2,400.–	1/6 Page vertical/horizontal	€ 4,600.–	€ 920.–
1/3 Page vertical/horizontal	€ 8,850.–	€ 1,770.–	1/8 Page vertical/horizontal	€ 3,450.–	€ 690.–

Career Tips – More impact for your job post



Whenever you advertise a vacancy, a Career Tip will enhance attention for your job post in the KARRIERENSTANDARD that day. The ad depicts your logo and job opening in one of the main news sections of the paper and refers the reader to the corresponding page in the recruitment section for more details.

Single column **€ 400.–**

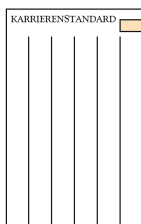
Online Extension – Enhance your reach crossmedial



Place your vacancy online on derStandard.at/Karriere:
Single Job Post (HTML), online for 6 weeks, no character restrictions

Per vacancy € 650.– **€ 487.50**

Employer Branding Newspaper



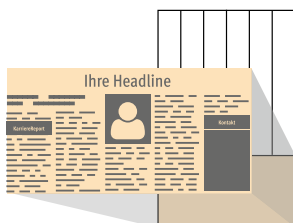
CareerSkyline

50 x 25 mm **€ 2,150.–**

Set in the top right corner on our career front page (right under the flag) this ad format is an exclusive eye-catcher.

Prime position (career front page): Only one CareerSkyline available per issue.

Booking / Copy Deadline: Friday, 1 week prior to publication



CareerReport

1/1 Page **€ 14,900.–**
1/2 Page horizontal **€ 8,900.–**
1/3 Page horizontal* **€ 6,900.–**
1/4 Page Box **€ 4,900.–**

What makes you an attractive employer? This question may be answered in informative texts and interviews about your corporation. Advantages of this ad format: Unobtrusive ad-labeling, our look and feel adds an editorial touch to your promotion, the main focus lies on the content.

Booking / Copy Deadline: Upon request, availability granted

* Prime position (career front page): Only one 1/3 CareerReport available per issue.

In order to increase the impact of your campaign, please contact us about an online extension of your CareerReport - rates upon request.

KARRIERENSTANDARDS – Be part of it



The annual magazine KARRIERENSTANDARDS offers new insights into the job market, deals with current and future developments, gives an overview of vocational trainings and career options and deals with the importance of our work-life-balance. Present your company as a great place to work by placing a “Statement” or image ad in this career-oriented environment.

Publication Date: 12th October 2017

Rates upon request.

Employer Branding / 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.

Career Specials – The ideal environment for your branding campaign



Editorial Career Specials take up topics of interest to your clientele and guarantee a higher involvement and consequently a better reception of your ad. Each Special is published in our weekend issue in the section KARRIERENSTANDARD. Online it is prominently featured for one week (Sat–Fri) on derStandard.at/Karriere and up to 5 days on the derStandard.at front page.

All standard ad formats are bookable – availability provided. A booking in only one media type (print or online) is also possible. If you choose a crossmedia-combination (print and online) a discount of 15 % is guaranteed.

Further details and rates upon request.

Selected Specials are also bookable in combination with the magazine Computerwelt.

Booking Deadline Print: 10 working days prior to publication, Copy Deadline: Thursday, 6 p.m., prior to publication

Education Specials – Stories of success



Our Education Specials on university, universities of applied sciences and arts, management and leadership address students and academics, as well as people with a general interest in education and (vocational) trainings.

These specials are published several times a year and offer an exceptional forum on current topics and trends.

Rates upon request.

Job Fair Magazines – It's all about your event



DER STANDARD has exclusive media partnerships with the following schools/events:

- FH OÖ (university of applied science Upper Austria) – Career Guides for Campus Wels, Hagenberg and Steyr
- TUDay - Career Fair of TU Wien (technical university Vienna)
- Karrieretage - Career Fair for Healthcare Jobs

Rates upon request.

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.

Rates upon request.

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.

Rates upon request.

Standpunkte – Your panel discussion in cooperation with DER STANDARD



DER STANDARD presents your high quality panel discussion as media cooperation in its KARRIEREN-STANDARD or the magazine KARRIERENSTANDARDS. One of our editors hosts the discussion in your location. A report on the event is published in the paper/magazine and on derStandard.at/Karriere for one week.

Rates upon request.

Prior consent of our editors mandatory.

Labeling: "Standpunkte is paid advertising in form of a media cooperation with the customer. Der STANDARD is responsible for all editorial content."

Online

Deadline Ad Delivery	buchungen@derStandard.at, tel.: +43 1 53 170-634 5 working days prior to campaign start For special ads and campaigns: longer lead times as agreed upon.
Ad Dimensions and File Weight	Please find the exact dimensions for your ad on this rate card or visit derStandard.at/Onlineformate . Maximum file weights: • In general 40 KB (Kilobyte) • Sitebar 100 KB • Mobile ads 20 KB • Teaser-images (Promotions/Sitelinks) 10 KB
Ad Production	Upon request we can commission an agency to produce your ad for an extra charge.
File Formats	We support all established formats: • Classic images, e.g. .jpg, .gif • HTML5 and SVG 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). • Images for Promotion-Teasers and Sitelinks have to be delivered as static images. • Costs for hosting and streaming are not included in the depicted rates.
Tag-in-Tag and Tracking Pixel	Tag-in-tag bookings can be incorporated as JavaScript or iframe. Please note our conditions on the processing of user data on page 8.
Close Button	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.
Linking and Clickthrough	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.
Animation	An animation in the advertising material may loop up to three times, then stop.
Sound	Sound ads must provide one of these options (no autoplay): • MouseOver: Sound is only active when a user moves the cursor over the ad and must stop as soon as the cursor moves away. • Play Button: Sound is only active when user intentionally clicks on the ad's sound button.
Contact	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: buchungen@derStandard.at , tel.: +43 1 53 170-773



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

Print

Delivery to	E-Mail: karrierenproduktion@derStandard.at FTP: ftp.derStandard.at , user: anzeigen, password: anz2stan Proofs/data carriers: to our postal address, attention: Ad Production
DER STANDARD (Newspaper)	Newspaper offset printing ISO 12647-3, Salmon-pink paper colour, 45 g/m ² , Colour profile: ISOnewspaper26v4, images should be at least 200 dpi at the used size Booking deadline = copy deadline; 10 a.m. one working day prior to publication date
RONDO/Magazines	For information on booking/copy deadlines and details on paper and colour profile of each magazine see respective factsheets on derStandard.at/magazines . Images should be at least 300 dpi at the used size, bleed formats: please add 3mm bleed on each side
File Formats	PDF 1.3 preferred (X-1a or X-3) output-intent, ISOnewspaper26v4 for advertisements on newspaper and PSO_LWC_Improved_eci for our magazines
Distillers, Colour Profiles	For details visit derStandard.at/printdelivery
Printing Material	Digital printing material only
Contact	karrierenproduktion@derStandard.at , tel.: +43 1 53 170-291, fax: +43 1 53 170-327
	Modification information for ad placements in DER STANDARD-Kompakt: derStandard.at/formats Requirements for inserts: derStandard.at/inserts

For further details visit derStandard.at/datadelivery.

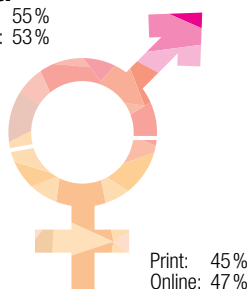
Media Data

Print	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 st half 2016
Online (total)	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
Mobile	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
Crossmedial	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 %

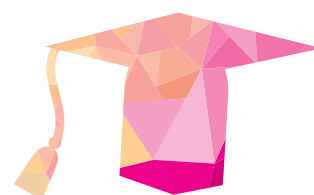
60 yrs. and older

Print: 29 %
Online: 10 %

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

A-levels/Academics

Print: 62 %
Online: 44 %



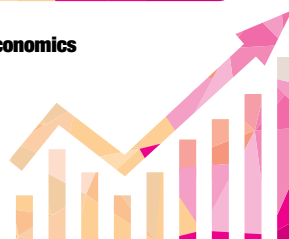
Household Income (net)

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



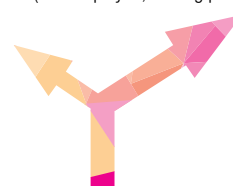
Interest in Economics

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.

Extract From Our Business Conditions / Equal Treatment Act

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, 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 itself. The use of personal information is only permitted with the users' active consent.

Equal Treatment Act

Please notice that all job posts have to comply with the Austrian Federal Equal Treatment Act (gender neutrality, no discrimination against ethnicity, religion, age or sexual orientation, depiction of minimum wage): derStandard.at/GlbG-Karriere.

General Information

Contact

TEAM Recruitingprodukte

Tel.: +43 1 53 170-717, Fax: DW 9717
inserate@derStandard.at

TEAM Personalmarketingprodukte

Tel.: +43 1 53 170-291, Fax: DW 327
stellenmarkt.anzeigen@derStandard.at

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