

Successful advertising. Crossgenial.

derStandard.at



DER STANDARD | derStandard.at: Our philosophy

DER STANDARD

since WED 19th OCTOBER 1988 | AUSTRIA'S INDEPENDENT NEWSPAPER | PUBLISHED BY OSCAR BRONNER | € 2,50

DER STANDARD | derStandard.at honours its values. What they are? Learn here about our philosophy.

DER STANDARD | derStandard.at is a liberal (online) newspaper. It is independent of political parties, institutions and interest groups. It addresses readers who expect comprehensive, broad and thorough coverage as well as substantiated, accurate commentaries in the areas of economics, politics, culture and society.

DER STANDARD | derStandard.at stands for...

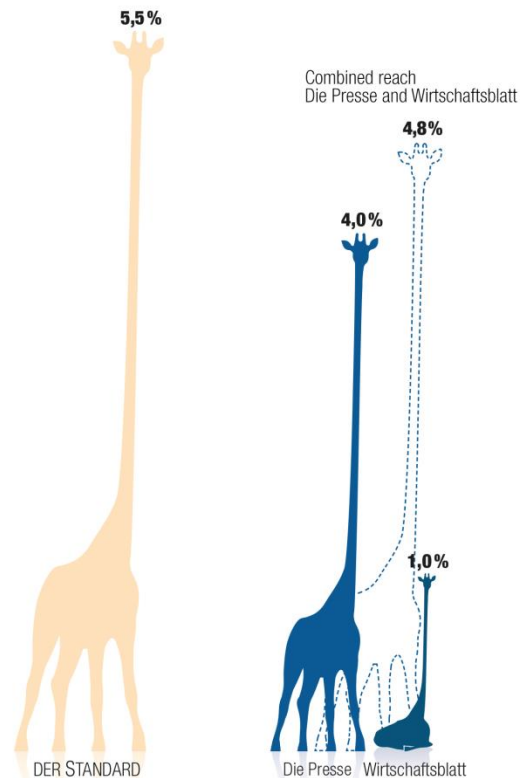
- ... the protection and support of our parliamentary democracy and a republican political culture.
- ... the principle of due course of law, and the disapproval of extremism and totalitarianism.
- ... the economic competitiveness of our country under the principles of a social market economy.
- ... tolerance for all ethnic and religious groups.
- ... equal rights for all citizens and all federal states of the republic of Austria.

You may say: "Everybody claims that." That may be right. But it's about being true to your word. DER STANDARD | derStandard.at lives up to those promises – straight forward and with placing quality demands on ourselves. We strictly separate between news coverage and opinion. We do our best as gate keepers and weighing what's newsworthy – in the interest of the public. We offer our readers a platform to make their opinions heard. That's how we try to reach our aim: responsible news for a responsible social coexistence.

DER STANDARD: Reach and circulation

Can't help but notice.

More readers than Die Presse and Wirtschaftsblatt combined.



Reference: MA 14/15 ~ NRS

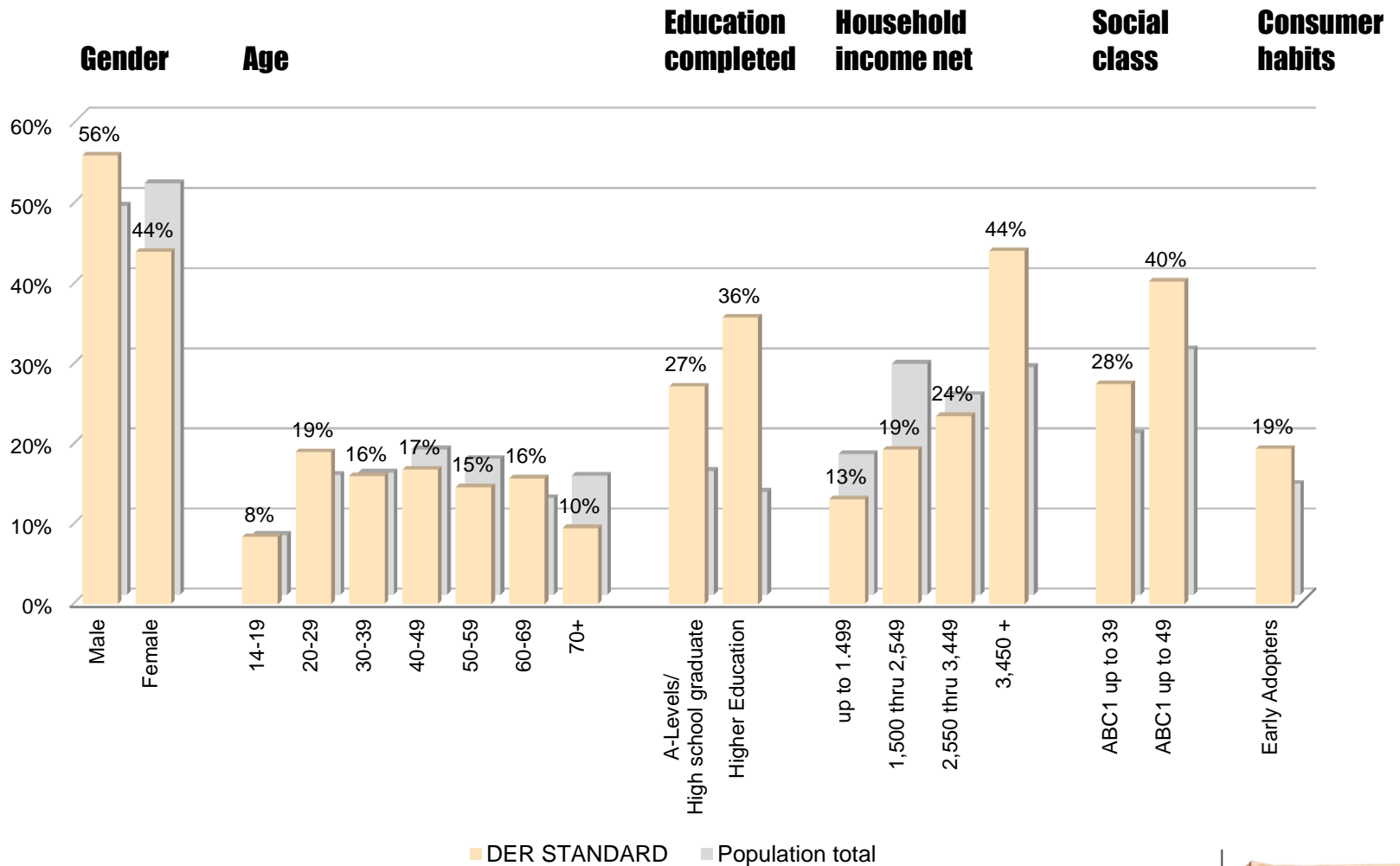
Reach	Monday–Saturday	Saturday
Readers (MA 14/15 ~ NRS)	401,000	492,000
National reach (MA 14/15 ~ NRS)	5.5 %	6.8 %
Decisionmakers (LAE 2013 ~ BMRS)	17.7 %	29.3 %

Circulation (ÖAK 2015-I ~ ABC)	Ø Monday–Saturday	Saturday
Number of copies printed	91,849	134,788
Number of copies distributed	83,749	115,747
Number of copies sold	64,370	78,664
Subscriptions	54,894	64,860

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DER STANDARD: Readership

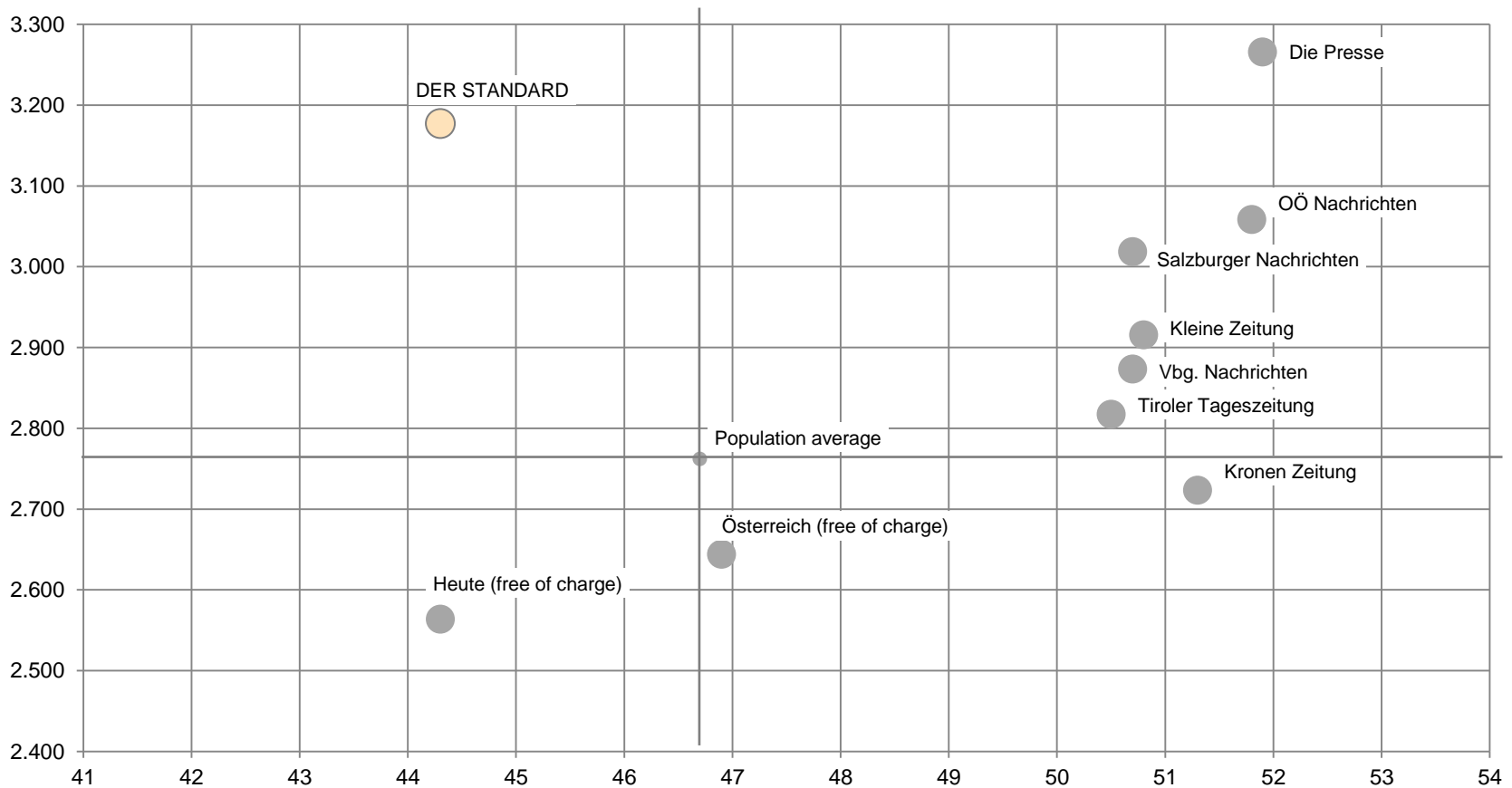


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Readership by age and income

Newspaper readers by average age and net household income.

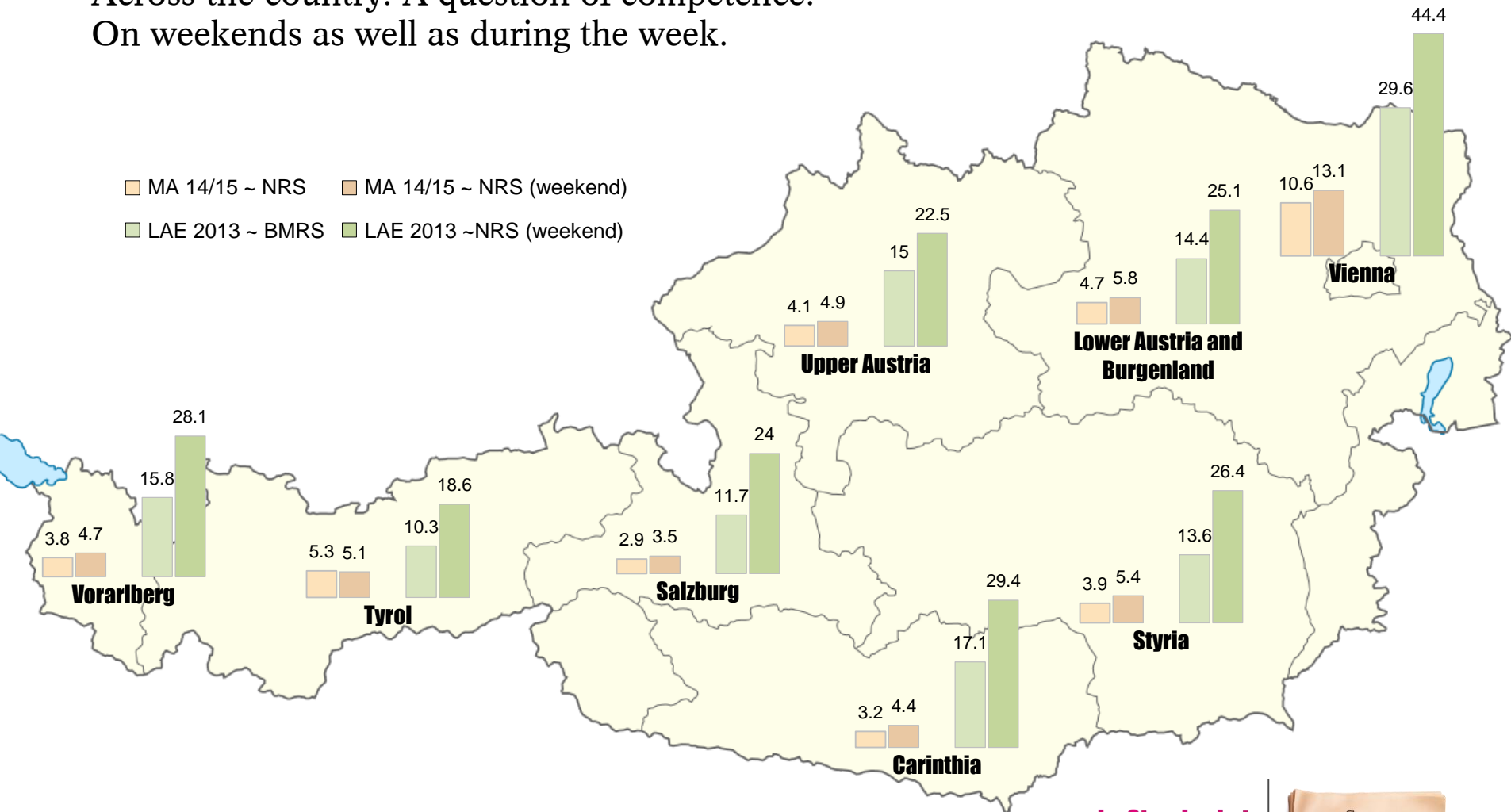


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Reach in federal states

Across the country: A question of competence.
On weekends as well as during the week.



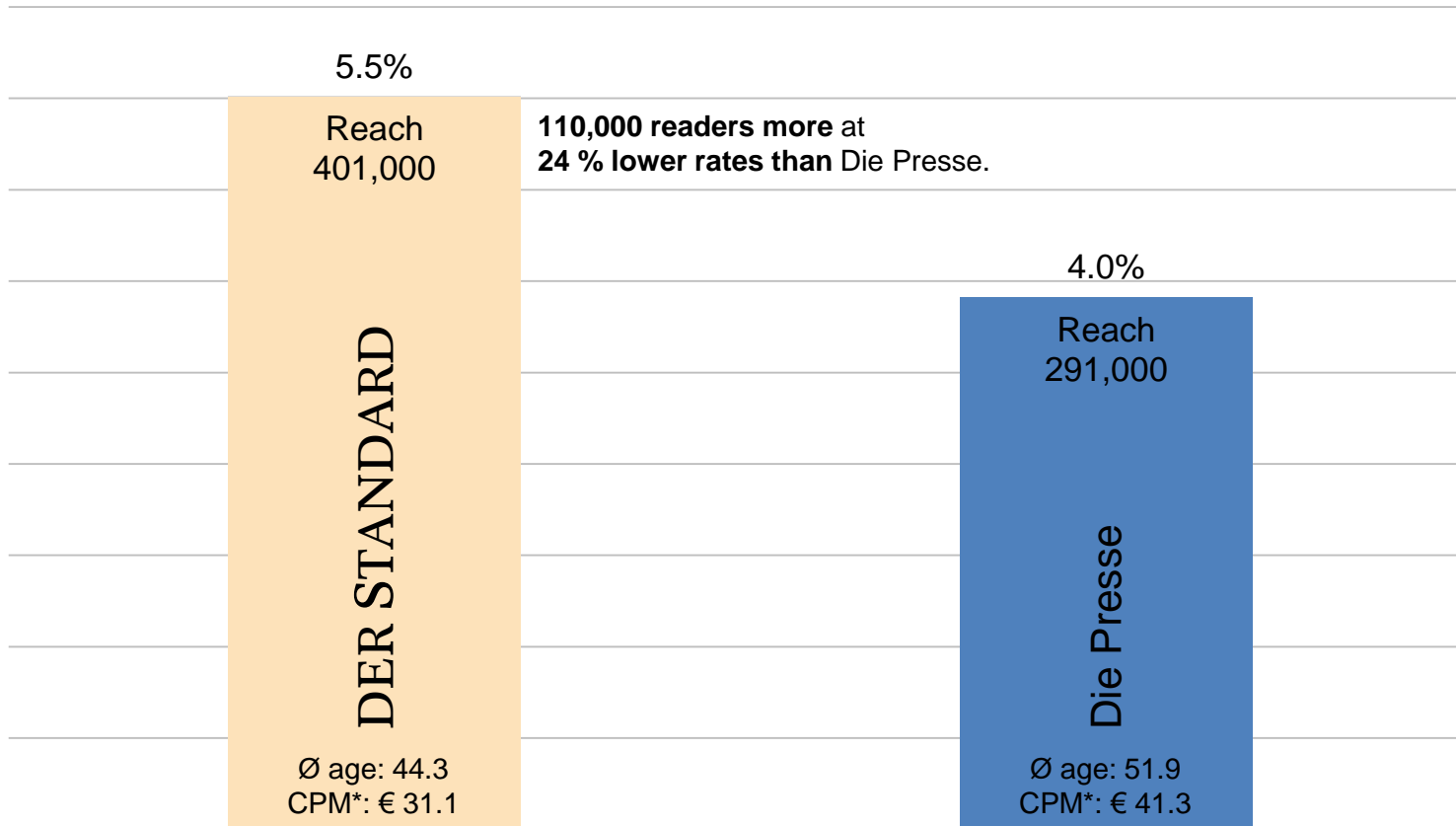
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Reference: MA 14/15 ~ NRS, LAE 2013 ~ BMRS; reach per federal state in %

More is more

Comparing the reach of DER STANDARD and Die Presse.



* Cost per mille

Reference: MA 14/15 ~ NRS; rate example: JP 4c, valid October 2015; weekly average

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Overlapping readerships – other newspapers

Readers who will only read DER STANDARD – and those who read other newspapers, as well.



DER STANDARD
Exclusive
readership 63.9 %

63.9 % of DER STANDARD readers do not read either Die Presse, Kurier or Kronen Zeitung.

Die Presse 16 %

Overlapping readerships:
Only 16 % also look into Die Presse. 17.1 % also read Kronen Zeitung and 17.8 % read Kurier.

Kronen Zeitung 17.1 %

Kronen Zeitung 17.8 %

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Overlapping readerships – other magazines

Readers, who are interested in politics and economics, who will only read DER STANDARD – and those who read other business magazines, as well.



DER STANDARD
Exclusive
readership 65.1 %

65.1 % of DER STANDARD readers do not read either Format, Trend, Gewinn, News or Profil.

Format	7 %
Trend	9.6 %
Gewinn	9.7 %
News	14.2 %
Profil	19.6 %

Overlapping readerships:
Only 7 % also look into Format,
9.6 % also read Trend, 9.7 %
Gewinn, 14.2 % News and
17.8 % read Profil.

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Overlapping readerships – lifestyle magazines

Readers, who are interested in lifestyle topics, who will only read DER STANDARD – and those who read other lifestyle magazines, as well.



DER STANDARD
Exclusive
readership 83.9 %

83.9 % of DER STANDARD readers do not read either Diva, Seitenblicke, Wiener, Wienerin or Woman.

Overlapping readerships:
Only 1.2 % also look into Diva,
3.9 % also read Seitenblicke,
4.4 % Wiener, 4.5 % Wienerin
and 9.2 % read Woman.

Diva	1.2 %
Seitenblicke	3.9 %
Wiener	4.4 %
Wienerin	4.5 %
Woman	9.2 %

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Special ad formats in DER STANDARD

More creative freedom. More flexibility. More attention.

Click here
for further
special
ad formats

Cover



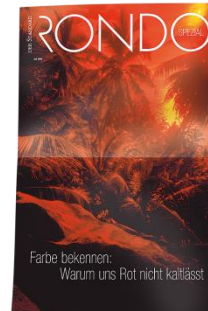
Inside Out



RONDO Tip-On



RONDO Special



RONDO Stencil



Vertical STANDARD



Different paper color



Cover bar



Sustainability report



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The presented ad formats are only a selection of opportunities. Please, find out more about our special ad formats on derStandard.at/Sales.

About derStandard.at

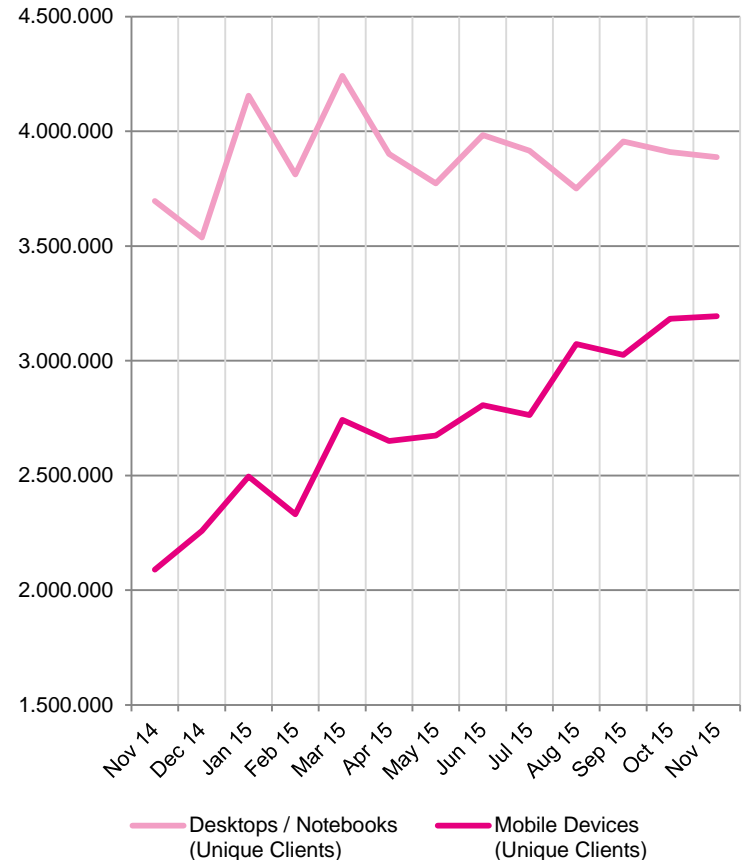
derStandard.at/total

Unique Users* 14+ years, national	1,826,000	per month
Unique Users* 14+ years, national	285,000	per day (Mon–Fri)
Unique Clients**	4,924,000	per month
Visits**	23,624,000	per month
Page Impressions**	97,834,000	per month
Length of stay**	07:50	entire website (min.)
Usetime per page** = time, user is exposed to ads	01:55	per page (min.)

derStandard.at/mobile

Mobile Unique Users*	918,000	per month
Mobile Page Impressions***	43,553,000	per month
Mobile Unique Clients***	3,186,000	per month

Development of reach****



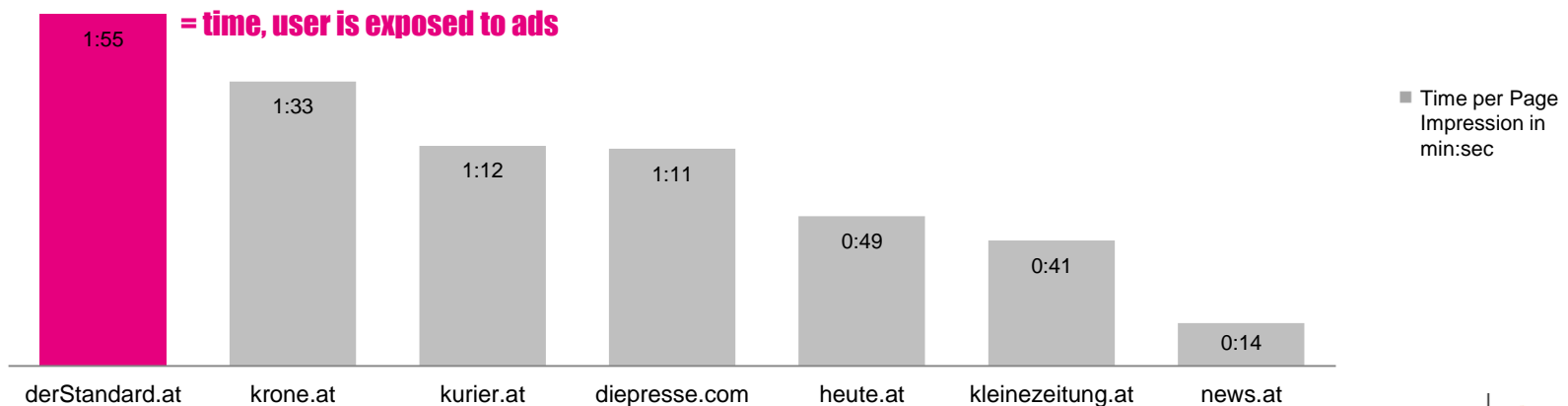
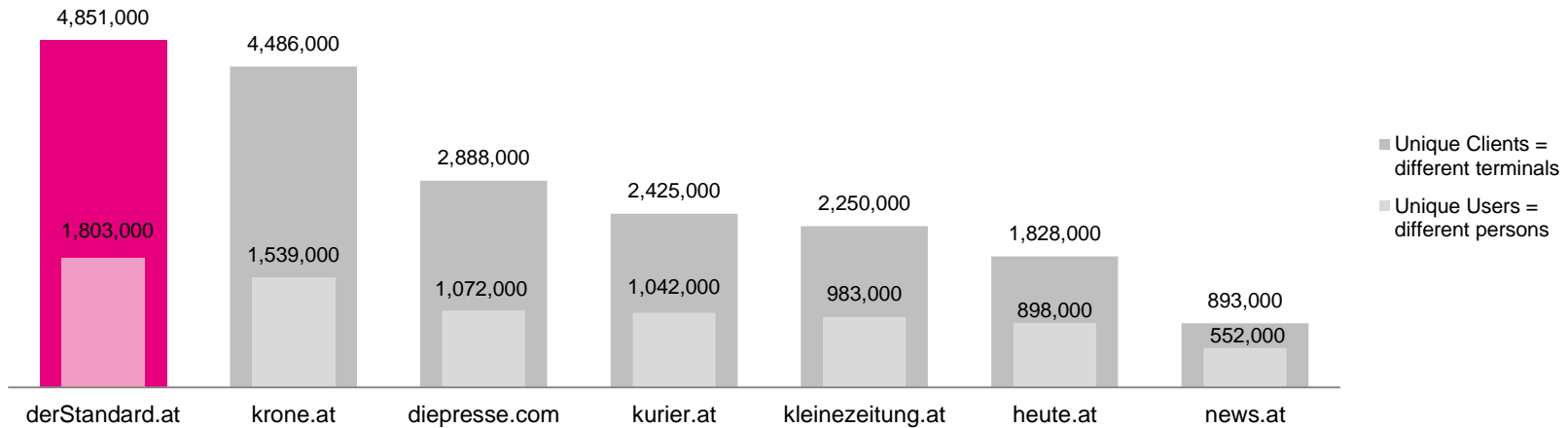
Reference: * ÖWA Plus 2015-II, ** ÖWA 11/2015, Dachangebot (combined domains), *** internal measurement 11/2015, **** internal measurement (11/2014 - 11/2015)

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The Austrian online market

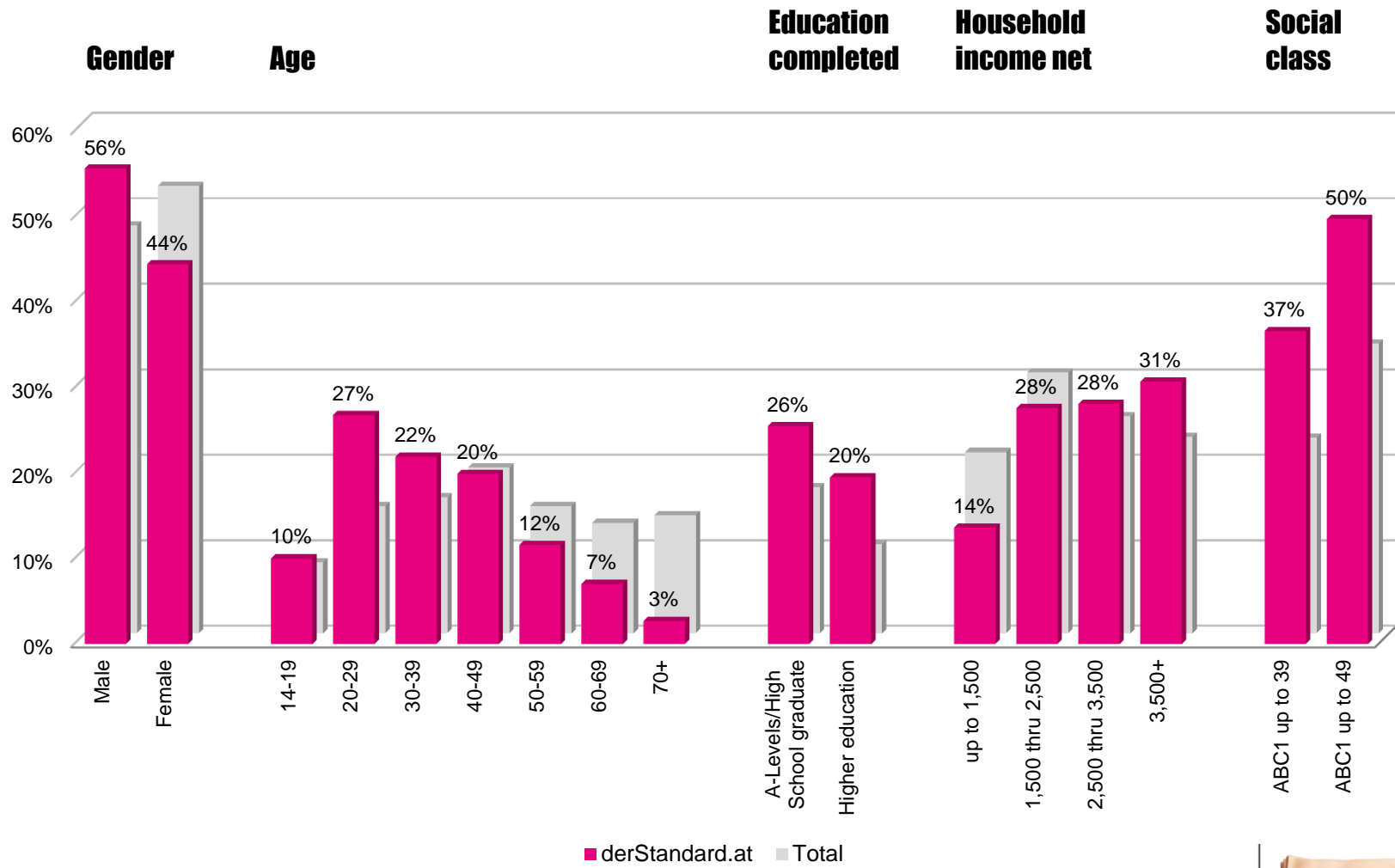
Extract from the Austrian range of newspapers and magazines.



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derStandard.at readership



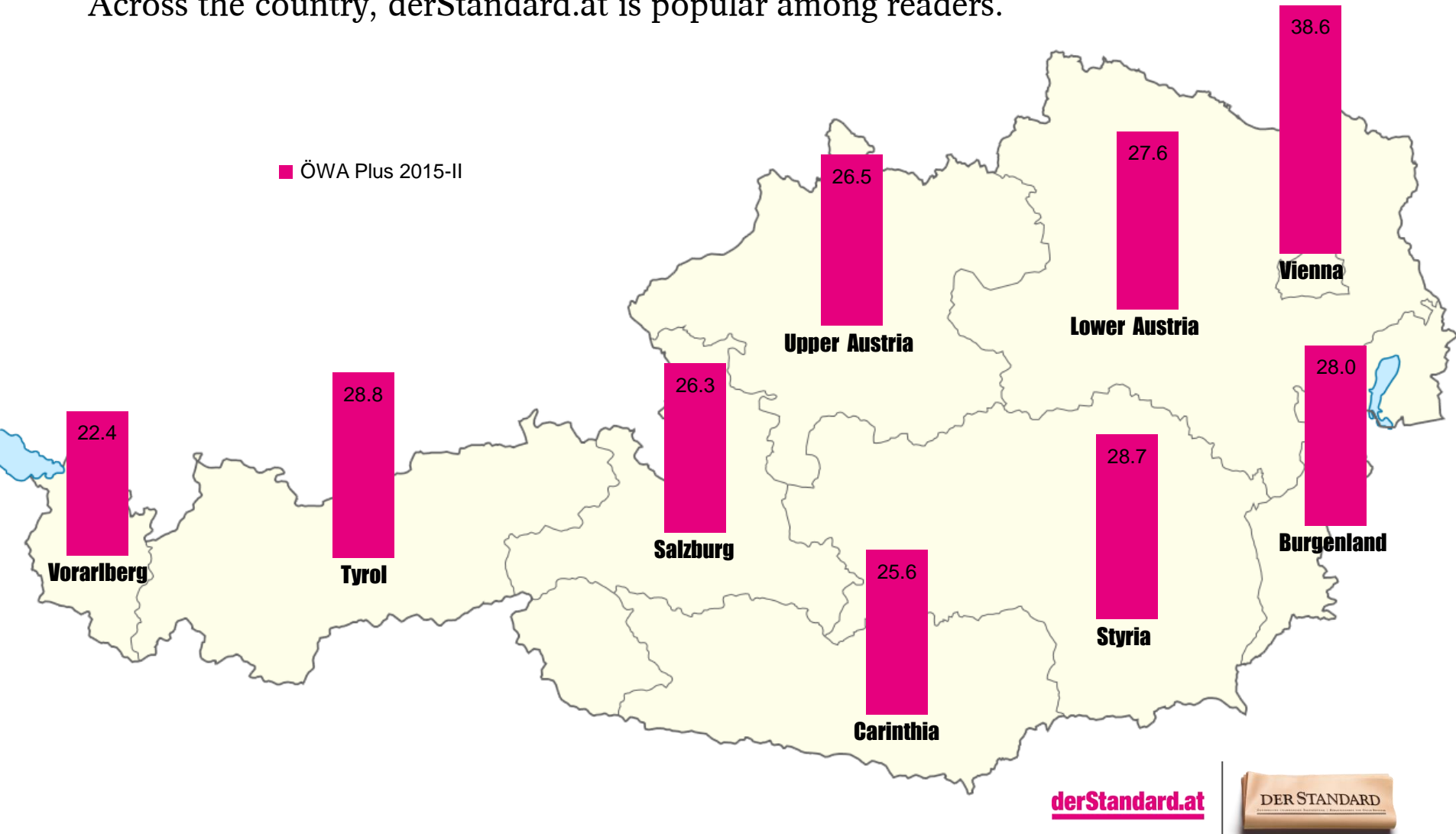
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Reference: ÖWA Plus 2015-II – readership structure in %; Total = Austrian Internet Users age 14+

Reach in federal states

Across the country, derStandard.at is popular among readers.



Reference: ÖWA Plus 2015-II; reach per federal state in %

derStandard.at mobile platforms

	Mobile access / month *					
	text.derStandard.at mobil.derStandard.at	iPhone App	iPad App	Android App	Desktop Version	Total
iPhone	6.502.000	3.642.000			490.000	10.634.000
iPad	86.000		2.373.000		5.634.000	8.093.000
Android	17.857.000			3.004.000	2.387.000	23.248.000
other OS	1.417.000				161.000	1.578.000
Total PI	25.862.000	3.642.000	2.373.000	3.004.000	8.672.000	43.553.000
Total UC	2.605.000	54.000	18.000	42.000	553.000	3.186.000

Official ÖWA Statistics:** PI 32.906.000 | UC 2.297.000

Visits of the desktop version of derstandard.at on mobile devices do not count as mobile usage in the Austrian Web Analysis (ÖWA).
 This accounts for the differences in „Total PI“ and „Total UC“ between the in-house data and the official ÖWA data.
 The remaining discrepancies result from technical measuring differences.

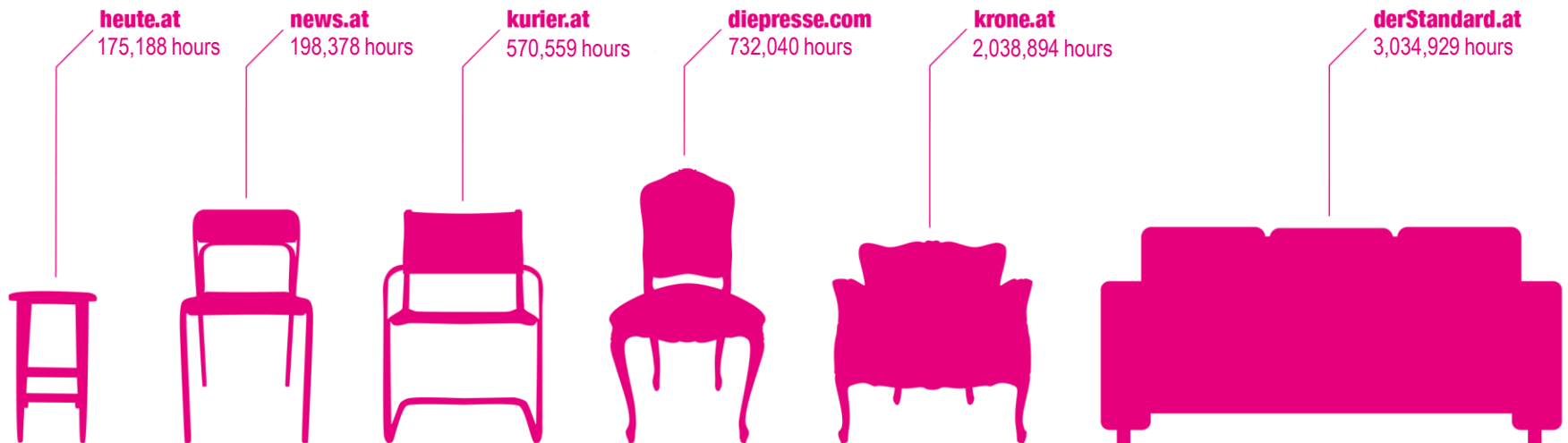
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* In-house measurement 11/2015, access to the according product via mobile device
 ** ÖWA 11/2015 - Mobile measurement, ÖWA does not include all available mobile products

derStandard.at invites to linger

3,034,929 hours is the monthly total of time spent on our website. That makes derStandard.at Austria's #1 among newspapers concerning the length of stay online.



* ÖWA 11/2015, single domains/month. Total length of stay = (Number of visits) x (average length of stay per visit).

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Visibility guarantee



Following the recommendation of the VOeZ (Austrian Newspaper Association) the ad visibility guarantee 60/1-30 applies to all ads on derStandard.at.

An ad is considered delivered when at least 60% of its pixels are in view for at least one second.

After 30 seconds the depicted ad may change.

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Optimize your campaign

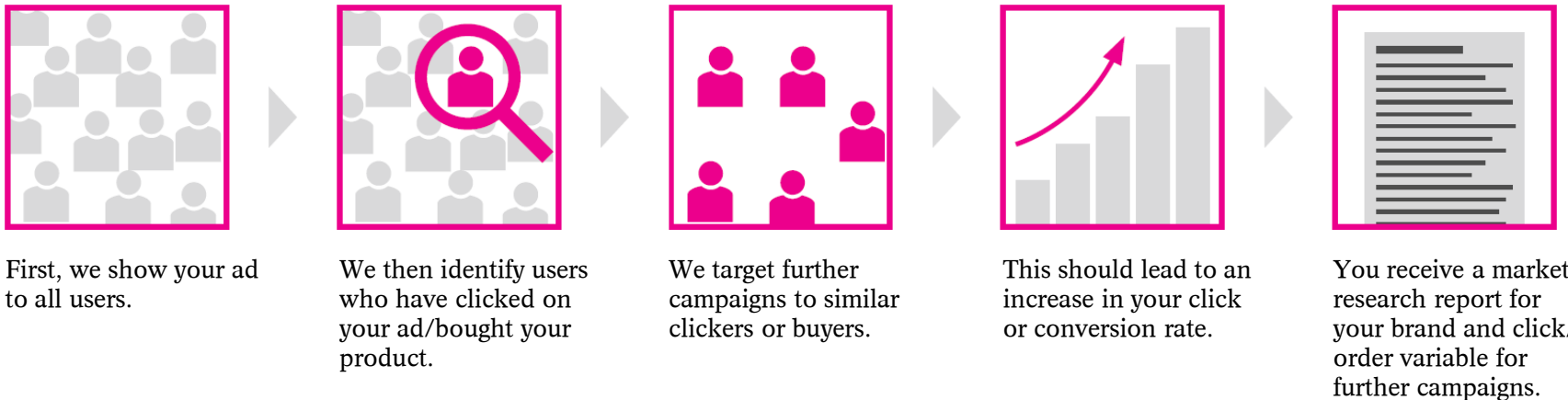
Targeting, click and conversion optimizing help your campaign to achieve better advertising results.

Pinpoint your online ads with targeting

By placing your ad in a corresponding environment (e.g. concert tickets in arts & cultures) or by delivering it to your special target audience (e.g. LoHaS in Vienna) you offer the reader extra value and thus increase the relevance of your message.

Self-learning Performance-Campaigns

Reach your specific campaign goals by using our click or conversion optimization.



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Native Advertising

is characterized by paid ads that are cohesive with the page content and very well assimilated into the design. It offers relevant content in an environment of interest to the reader. This way you create awareness for and involvement with your specific concern.

Your advantage: Campaigns in high quality journalistic environments enjoy a higher perception, credibility and advertising acceptance, they will be better remembered and will finally lead to higher brand sympathy.

Feature



Promotion



Promotion with user interaction

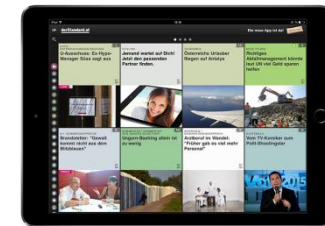
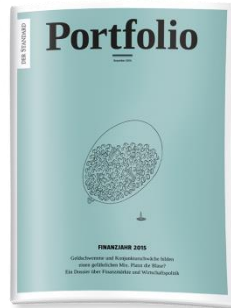
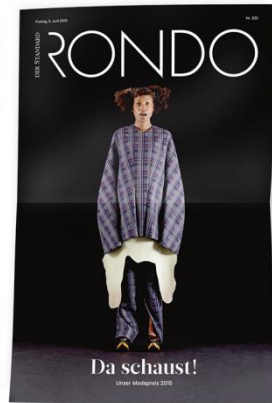


Live Ticker



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Sales

Phone +43 1 53 170-615
Fax +43 1 53 170-485
anzeige@derStandard.at

Classifieds: Career

Phone +43 1 53 170-717
Fax +43 1 53 170-9717
inserate@derStandard.at

Classifieds: Real estate

Phone +43 1 53 170-727
Fax +43 1 53 170-9727
immo@derStandard.at

derStandard.at/Sales

derStandard.at

