Successful advertising.

„Crossgenial“.

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.
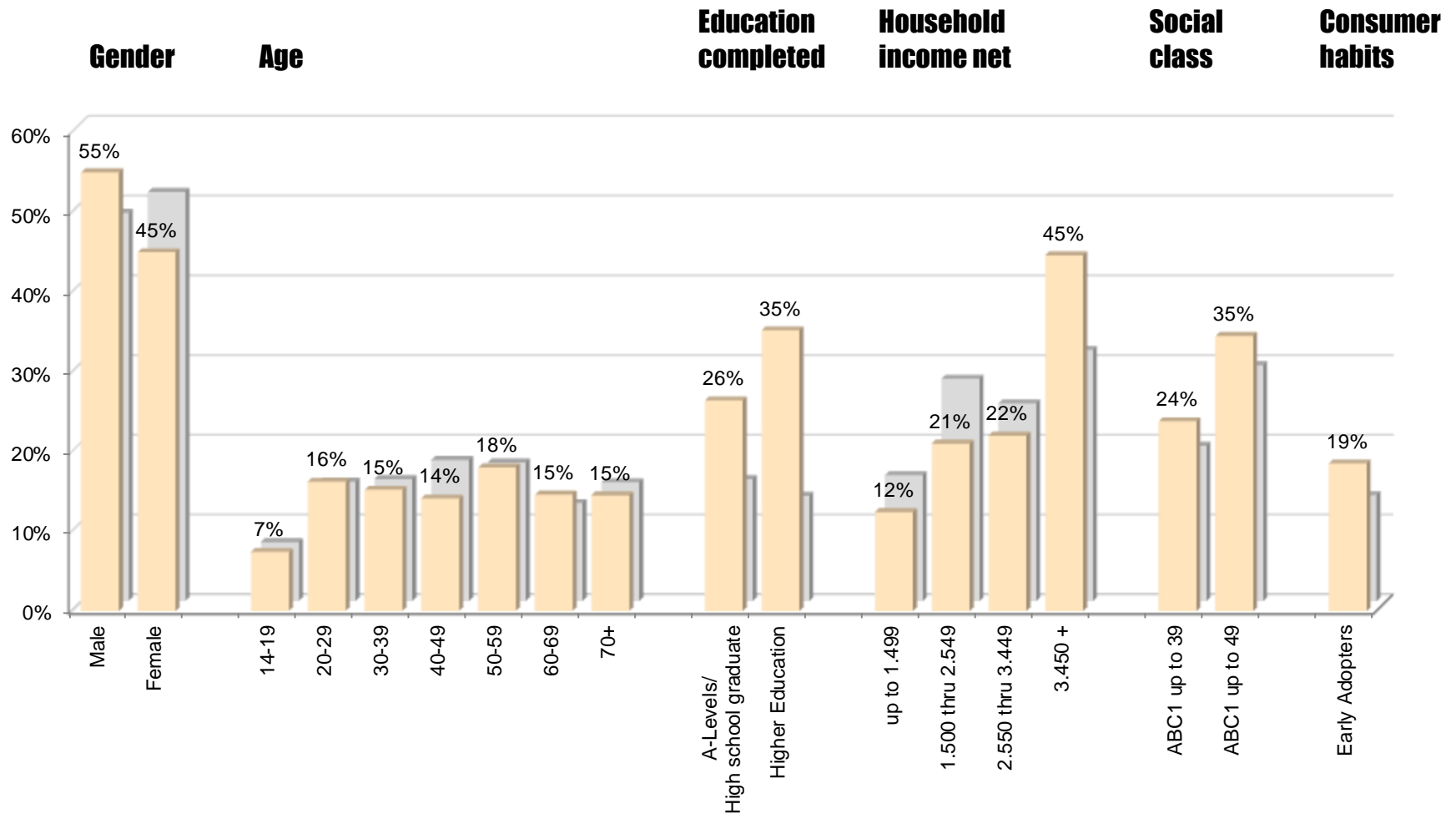
DER STANDARD: Reach and circulation

Reach	Monday–Saturday	Saturday
Readers MA 15/16 ~ NRS	395,000	477,000
National Reach MA 15/16 ~ NRS	5.4 %	6.5 %
Decisionmakers LAE 2015 ~ BMRS	15.5 %	30.0 %

Circulation ÖAK 2016-I ~ ABC	Monday–Saturday	Saturday
Number of copies printed	86,000	132,000
Number of copies distributed	79,000	115,000
Number of copies sold	62,000	76,000
Subscriptions	53,000	63,000

DER STANDARD: Readership

Gender · Age · Education completed · Household income net · Social class · Consumer habits

Gender: Male 55%, Female 45%

Age: 14-19 7%, 20-29 16%, 30-39 15%, 40-49 14%, 50-59 18%, 60-69 15%, 70+ 15%

Education completed: A-Levels/High school graduate 26%, Higher Education 35%

Household income net: up to 1.499 12%, 1.500 thru 2.549 21%, 2.550 thru 3.449 22%, 3.450 + 45%

Social class: ABC1 up to 39 24%, ABC1 up to 49 35%

Consumer habits: Early Adopters 19%

Legend: ■ DER STANDARD ■ Population total
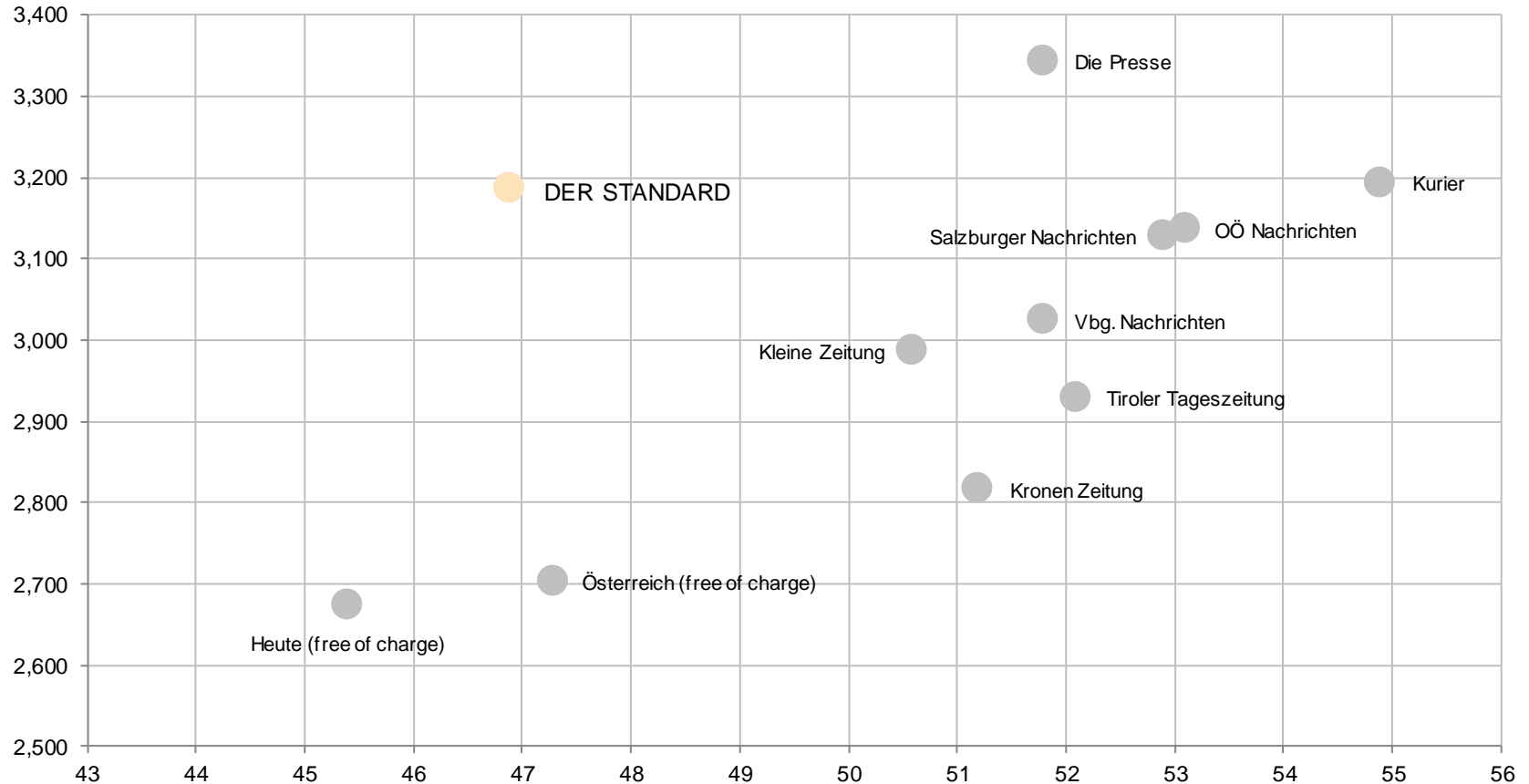
Reference: MA 15/16 ~ NRS (readership structure in %)
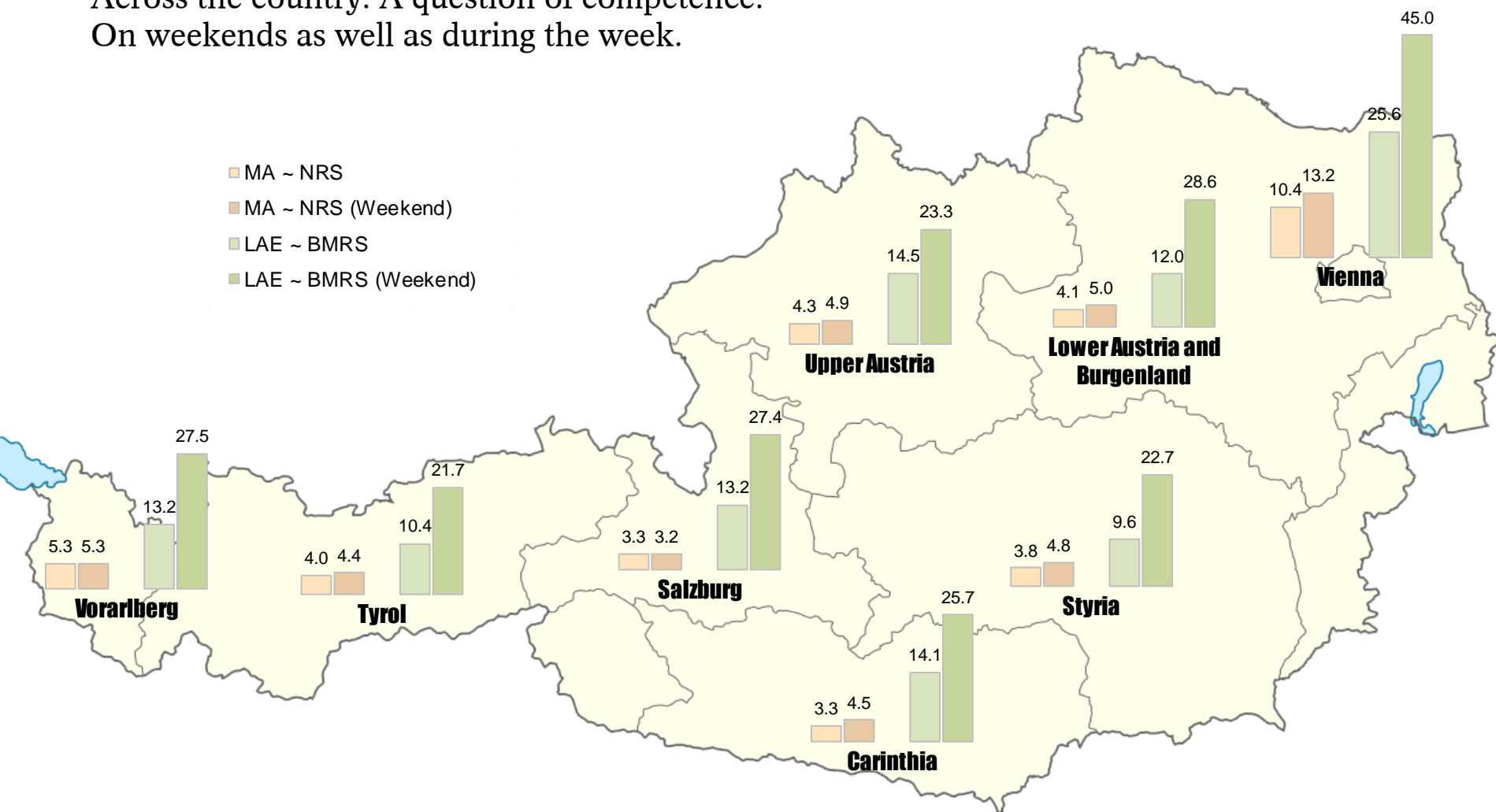
derStandard.at   DER STANDARD   4

Readership by age and income

Newspaper readers by average age and net household income.

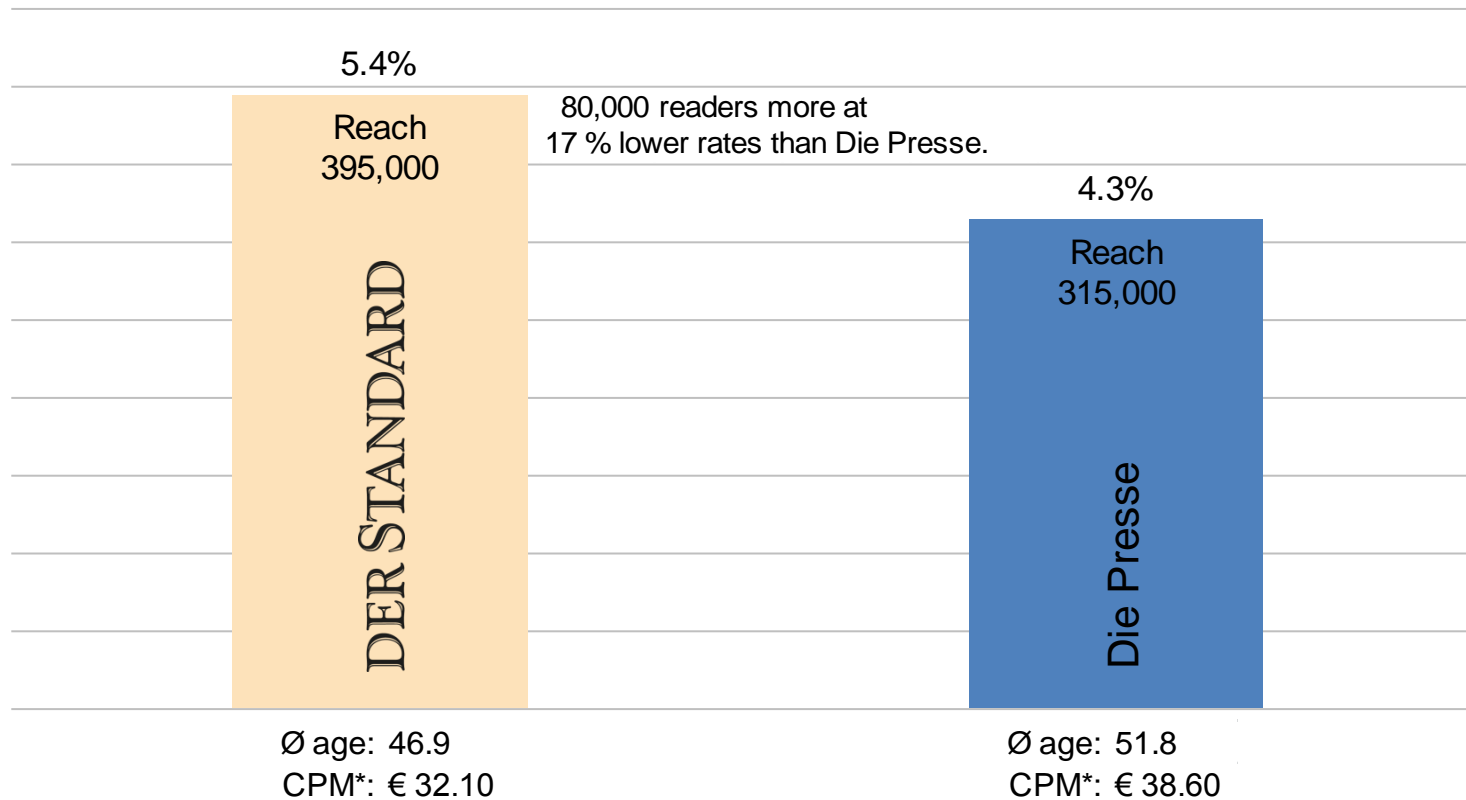Reference: MA 15/16 ~ NRS (mean value for Austrian newspapers)

Facts and Figures / Last update: 31.01.2017

Reach in federal states

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

Legend:
- MA ~ NRS
- MA ~ NRS (Weekend)
- LAE ~ BMRS
- LAE ~ BMRS (Weekend)

Vienna: 10.4, 13.2, 25.6, 45.0

Upper Austria: 4.3, 4.9, 14.5, 23.3

Lower Austria and Burgenland: 4.1, 5.0, 12.0, 28.6

Vorarlberg: 5.3, 5.3, 13.2, 27.5

Tyrol: 4.0, 4.4, 10.4, 21.7

Salzburg: 3.3, 3.2, 13.2, 27.4

Styria: 3.8, 4.8, 9.6, 22.7

Carinthia: 3.3, 4.5, 14.1, 25.7

More is more

Comparing the reach of DER STANDARD and Die Presse.

5.4%

Reach
395,000

80,000 readers more at
17 % lower rates than Die Presse.

4.3%

Reach
315,000

DER STANDARD

Die Presse

Ø age: 46.9
CPM*: € 32.10

Ø age: 51.8
CPM*: € 38.60

derStandard.at   DER STANDARD

Overlapping readerships – other newspapers

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

DER STANDARD Exclusive reasership	54.7 %	54.7 % of DER STANDARD readers do not read either Kronen Zeitung, Kurier or Die Presse.
Kronen Zeitung	20.2 %	Only 20.2 % also look into Kronen Zeitung. 20.6 % also read Kurier and 22.2 % read Die Presse.
Kurier	20.6 %	
Die Presse	22.2 %	

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 reasership	67.2 %

67.2 % of DER STANDARD readers do not read either Gewinn, Trend, News or Profil.

Gewinn	8.5 %
Trend	9.3 %
News	10.8 %
Profil	20.9 %

Only 8.5 % also look into Gewinn. 9.3 % read Trend, 10.8 % News and 20.9 % read Profil.

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
reasership   82.6 %

82.6 % of DER STANDARD
readers do not read either Diva,
Seitenblicke, Wiener, Wienerin or
Woman.

Diva	1.7 %
Seitenblicke	3.7 %
Wiener	4.4 %
Wienerin	7.2 %
Woman	8.1 %

Only 1.7 % also look into Diva.
3.7 % read Seitenblicke, 4.4 %
Wiener and 7.2 % read Wienerin.

Special ad formats in DER STANDARD

More creative freedom. More flexibility. More attention.
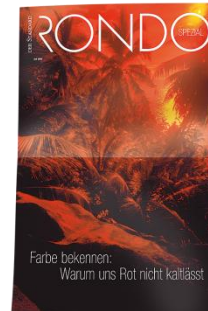
Click here for further special ad formats

Cover

Inside Out

RONDO Tip-On

RONDO Special

RONDO Stencil

Vertical STANDARD

Different paper color

Cover bar

Sustainability report

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

derStandard.at | DER STANDARD

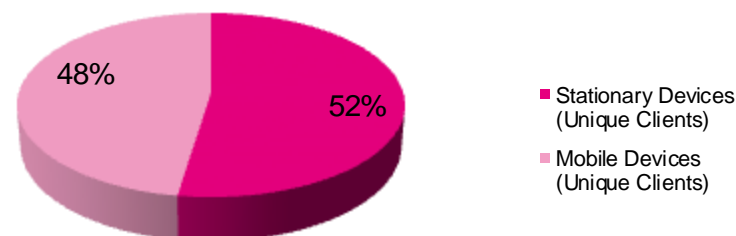# About derStandard.at

derStandard.at/total

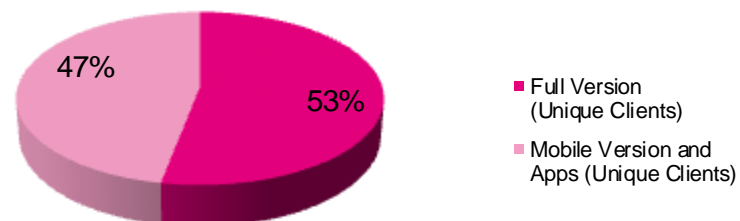|		
Unique Users* 14+ years, national	1,991,000	per month
Unique Users* 14+ years, national	968,000	per week
Unique Clients**	4,777,000	per month
Visits**	25,742,000	per month
Page Impressions**	106,141,000	per month
Length of stay**	07:17	entire website (min.)
Usetime per page** = time, user is exposed to ads	01:47	per page (min.)

derStandard.at/mobile

Mobile Unique Users*	1.031.000	per month
Mobile Unique Clients**	2.781.000	per month
Mobile Page Impressions**	49.305.000	per month

Ratio stationary/mobile devices***

Devices used to visit derStandard.at

48% 52%

- Stationary Devices (Unique Clients)
- Mobile Devices (Unique Clients)

Version of derStandard.at used

47% 53%

- Full Version (Unique Clients)
- Mobile Version and Apps (Unique Clients)

The difference in numbers between "devices used" and "version used" occurs due to users visiting the full version on mobile devices (mainly tablets).

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Facts and Figures / Last update: 31.01.2017

The Austrian online market

Extract from the Austrian range of newspapers.

Unique Clients = different terminals

Unique User = different persons

	derStandard.at	krone.at	diepresse.com	oe24.at	kurier.at	kleinezeitung.at
Unique Clients	4.746.000	4.404.000	3.041.000	2.998.000	2.606.000	1.667.000
Unique User	1.977.000	1.954.000	1.176.000	1.362.000	1.296.000	1.007.000

= time, user is exposed to ads

Time per Page Impression in min:sec

derStandard.at	krone.at	kurier.at	diepresse.com	kleinezeitung.at	oe24.at
1:47	1:23	1:14	1:08	0:56	0:51

derStandard.at DER STANDARD

derStandard.at readership

Gender | Age | Education completed | Household income net | Social class

- **Gender:** Male 56%, Female 44%
- **Age:** 14-19 9%, 20-29 25%, 30-39 20%, 40-49 19%, 50-59 15%, 60-69 8%, 70+ 4%
- **Education completed:** A-Levels/High School graduate 29%, Higher education 20%
- **Household income net:** up to 1,500 15%, 1,500 thru 2,500 25%, 2,500 thru 3,500 24%, 3,500+ 37%
- **Social class:** ABC1 up to 39 33%, ABC1 up to 49 44%

■ derStandard.at ■ Total
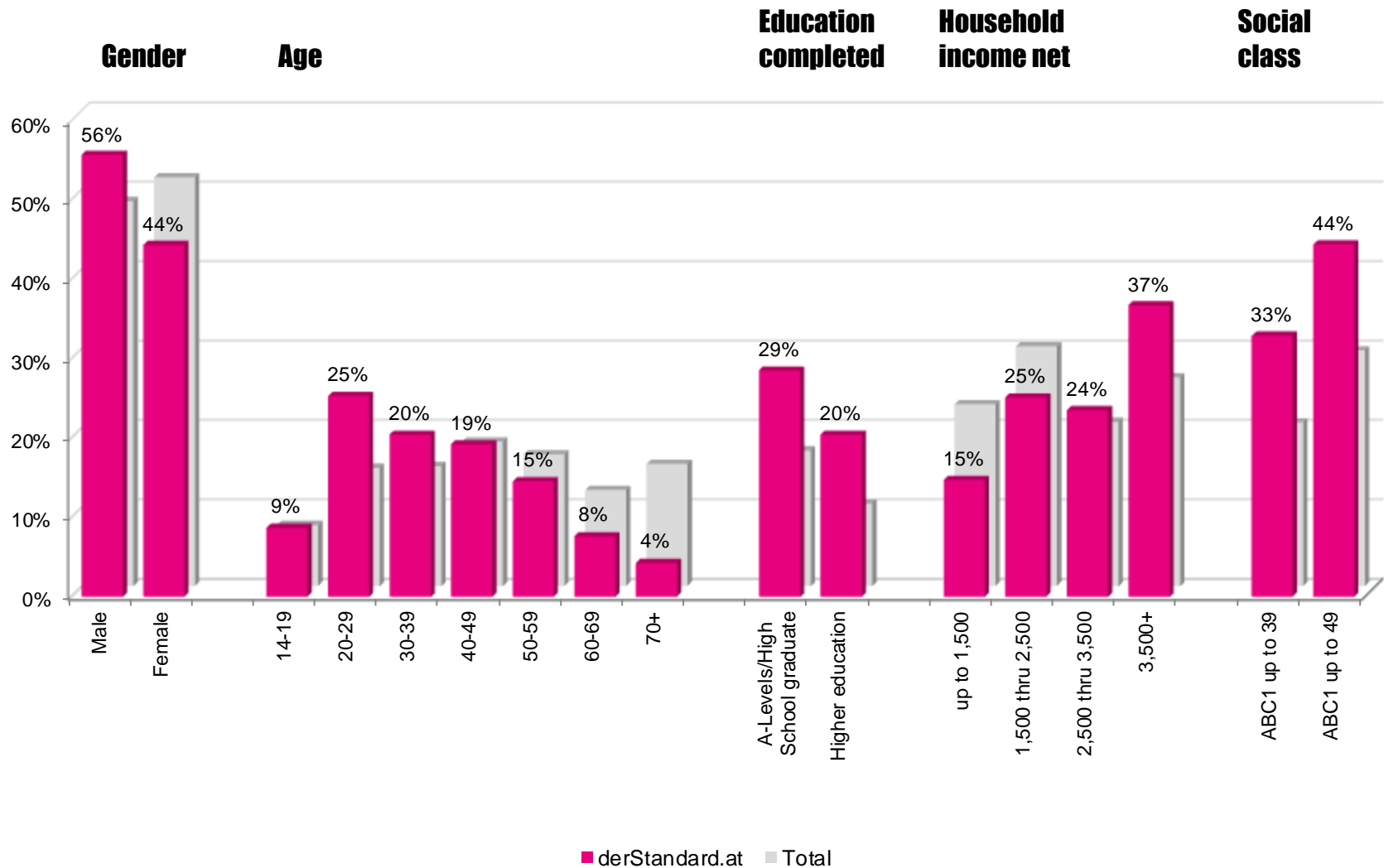
Reference: ÖWA Plus 2016-III, multi domain; readership structure in %

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Reach in federal states

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

■ ÖWA Plus

Vorarlberg 19.9

Tyrol 25.9

Salzburg 22.3

Upper Austria 23.4

Lower Austria 27.2

Vienna 37.3

Burgenland 22.5

Styria 23.9

Carinthia 21.7
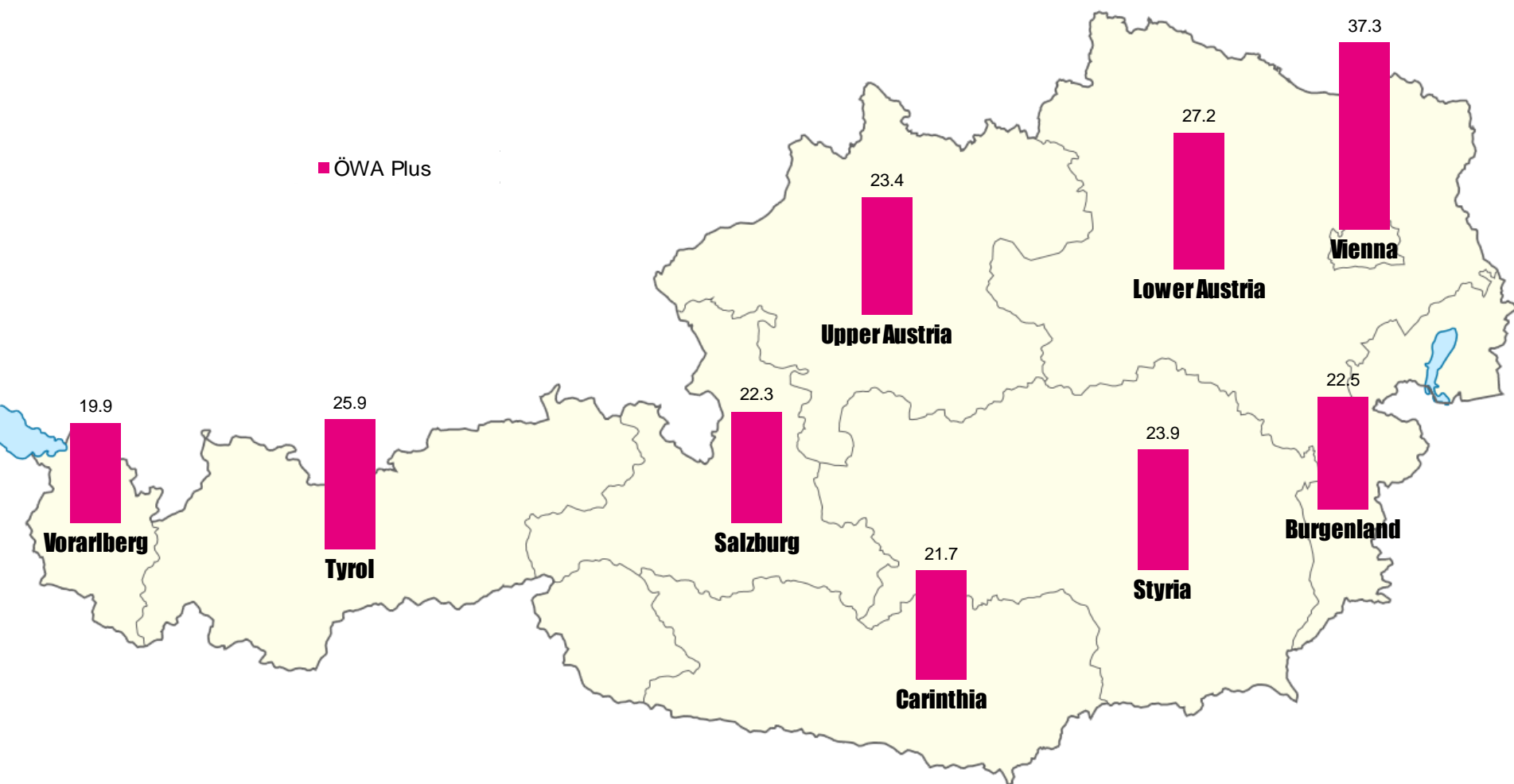
Reference: ÖWA Plus 2016-III, multi domain; reach per federal state in %

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derStandard.at mobile platforms

	mobile access/month*					
	text.derStandard.at mobil.derStandard.at	iPhone App	iPad App	Android App	Desktop Version	Total
iPhone	11.222.000	4.299.000			463.000	16.026.000
iPad	141.000		1.969.000		5.502.000	7.611.000
Android	26.065.000			4.219.000	2.642.000	32.926.000
other OS	1.497.000				141.000	1.638.000
Total PI	38.925.000	4.299.000	1.969.000	4.219.000	8.749.000	58.201.000
Total UC	3.084.000	62.000	15.000	47.000	583.000	3.722.000

Reference: * internal measurement 12/2016 (access to the according product via mobile device)

derStandard.at invites to linger

derStandard.at ist Austria's #1 among newspapers concerning the length of stay online.

kleinezeitung.at
446,000 hours

oe24.at
631,000 hours

kurier.at
640,000 hours

diepresse.com
896,000 hours

krone.at
2,866,000 hours

derStandard.at
3,103,000 hours
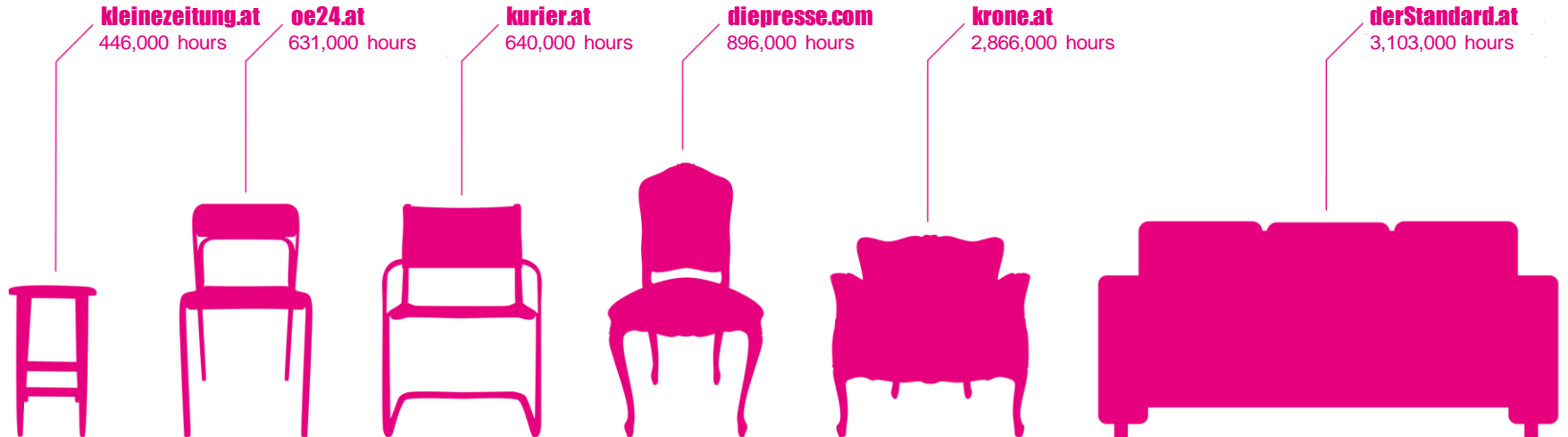
References: ÖWA 12/2016, single domains/month. Total length of stay = (Number of visits) x (average lenth of stay per visit).
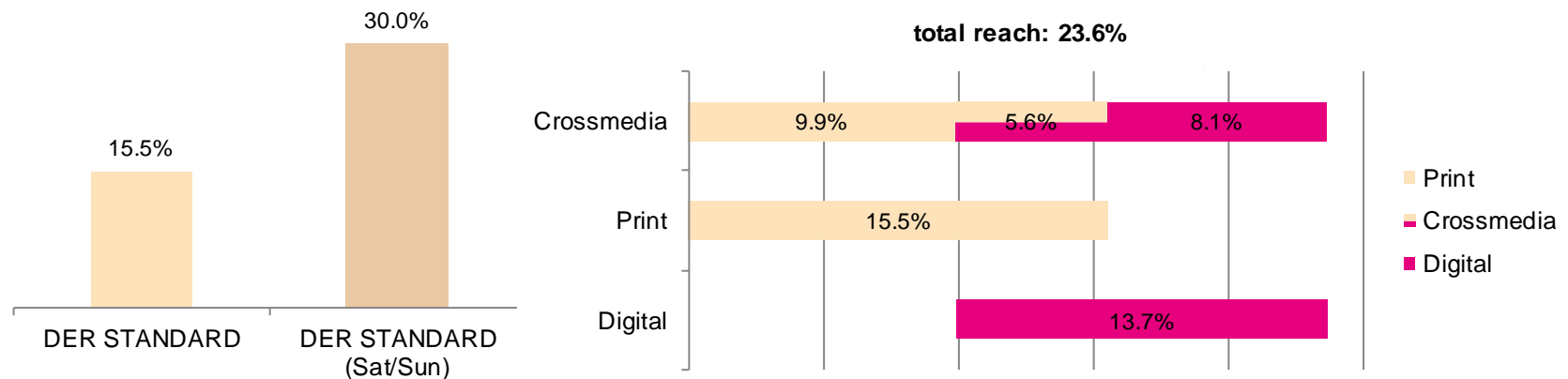
Decision-makers choose DER STANDARD…

… in print, online or both.

Print	Reach (absolute)	Reach in %	Academics	PNI*
Monday–Saturday	52,000	15.5 %	56.0 %	€ 4,237
Saturday	100,000	30.0 %	51.0 %	€ 4,137

Digital	Reach (absolute)	Reach in %	Academics	PNI*
Monday–Sunday	46,000	13.7 %	57.5 %	€ 4,317

Crossmedial	Reach (absolute)	Reach in %	Academics	PNI*
Monday–Sunday	79,000	23.6 %	55.9 %	€ 4,277

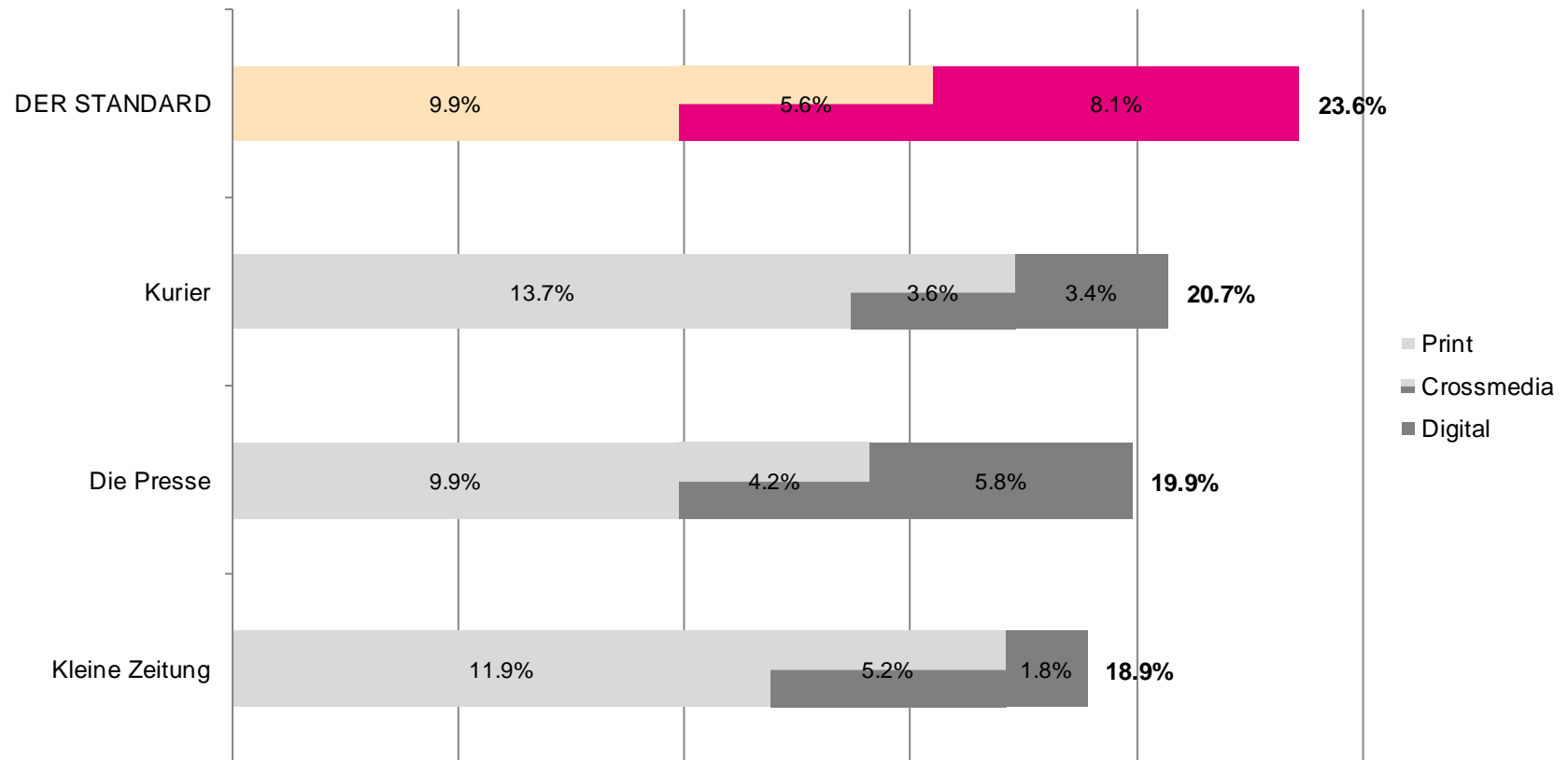Reference: LAE 2015 ~ BMRS (Print: readers per issue; Digital: users per day; Crossmedial: cross-media-reach per day)

* Personal Net Income

Decision-makers choose DER STANDARD...

Not only the newspaper performs well in reaching decision-makers, also derStandard.at is Austria's best-performing online-platform when it comes to readers in executicve roles.

	Print	Crossmedia	Digital	Total
DER STANDARD	9.9%	5.6%	8.1%	**23.6%**
Kurier	13.7%	3.6%	3.4%	**20.7%**
Die Presse	9.9%	4.2%	5.8%	**19.9%**
Kleine Zeitung	11.9%	5.2%	1.8%	**18.9%**

derStandard.at | DER STANDARD

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.

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

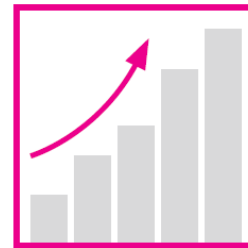Reach your specific campaign goals by using our click or conversion optimization.
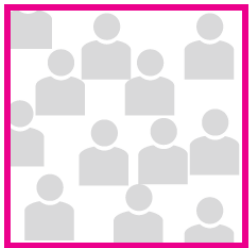
| First, we show your ad to all users. | We then identify users who have clicked on your ad/bought your product. | We target further campaigns to similar clickers or buyers. | This should lead to an increase in your click or conversion rate. | You receive a market research report for your brand and click/ order variable for further campaigns. |

Native Advertising

- is characterized by paid ads that are cohesive with the page content and very well assimiliated 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

395,000 readers per issue*

1,031,000 mobile unique users per month**

1,991,000 unique users per month**

79,000 cross media decission makers per day***

Successful advertising.

Sales
anzeige@derStandard.at
Phone: +43 1 53 170-615 | Fax: DDI 485

Classifieds: Career
stellenmarkt.anzeigen@derStandard.at
Phone: +43 1 53 170-291 | Fax: DDI 327

Classifieds: Real Estate
immo@derStandard.at
Phone: +43 1 53 170-727 | Fax: DDI 9727

derStandard.at/Sales

derStandard.at | DER STANDARD