

ÖKOSTANDARD

Raising awareness for sustainability

The respectful treatment of our planet is one of the most significant issues of our time. As such it is not only taken up in our weekly ecology section (every Thursday), but also in four extensive ecology specials.

Gripping reports from all around the world introduce new concepts of sustainability, many of which can easily be applied to one's own lifestyle. Interviews with pioneers and visionaries in the field of environmental protection and awareness complement this special.

Matters of every day-life like food consumption, green housekeeping, waste prevention, recycling, mobility and transport or energy are being discussed as well as politically burning questions like climate change or the use of natural resources. By advertising here, you will in particular reach people with high affinities towards lifestyles of health and sustainability.

Publication Date 2017	Focus	Deadline
Saturday, 1 st April		Monday, 20 th March
Saturday, 3 rd June	World Environment Day	Friday, 19 th May
Saturday, 16 th September		Monday, 4 th September
Saturday, 4 th November		Thursday, 19 th October

(Subject to change)

Editorial Special Online

The contents of ÖKOSTANDARD are also published on derStandard.at/Oekologie. In order to increase your campaign impact, please use our cross media offers.

The screenshot displays the ÖKOSTANDARD website interface. At the top, there's a header with the title 'ÖKOSTANDARD' and a sub-header 'Stadt der Zukunft mit weniger Autos Seite 2'. Below this, a large article titled 'Das Gift in Rios Olympiabucht: Überleben ist alles' is featured, accompanied by a photo of a person in a boat. To the right, there's a section titled 'MUTTERNATUR' with a sub-header 'Warum bauen Bienen ihre Wabenzellen immer in sechseckiger Form?'. Below the main article, there's a navigation bar with links to 'derStandard.at', 'Panorama', 'Ökologie', and other categories. The main content area is divided into several sections, including 'Ökologie' with a sub-header 'Abfall und Recycling, Erneuerbare Energieträger, Klima und Luftqualität', 'Klimawandel' with a sub-header 'Umweltschutzgruppen fordern klare Klimastrategie', and 'Spanien' with a sub-header 'Mallorca: Die Garnelen sind weg'. There are also smaller articles like 'Erster öffentlicher E-Highway der Welt in Schweden eröffnet' and 'Tiroler Whiskey aus alten Getreidesorten'.