

CAREER RATES 2018

Successful advertising.



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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 2.1 million unique users/month – ÖWA Plus 2017-II) your campaign will not only reach actively searching but also receptive job seekers.

Single job post



Single job post
Extension

€650.–
€350.–

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
15 posts

€1,860.–
€3,000.–
€5,700.–
€8,100.–

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



1 slot
3 slots
5 slots
10 slots

€2,990.–
€7,600.–
€11,900.–
€19,900.–

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	✗	✗	✓	–
Call for more attention: Your job post will be published in our Baseline Ad and Job-Tinder ad ROS* on desktop and mobile devices	✓	✓	✓	✓

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

Reply Box



Reply box rate

€9.–

Incoming applications are forwarded by our team immediately to the customer.

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.

Additional Online-Formats



Medium Rectangle on derStandard.at/Karriere (Top-Job)

300 x 250 pixel

Runtime:

1 week (Sat-Fri)

Exclusive placement: **€ 870.-**

Alternate placement: **€ 430.-**

The Top-Job combines the presentation of vacancies of 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

We will gladly assist you with the production of advertising material if required.



Medium Rectangle in the search results (Job of the Week)

300 x 250 pixel

Runtime:

1 week (Sat-Fri)

€ 300.-

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

The advertising material is produced by DER STANDARD.



Top-Ranking in the search results (Top-Listing)

Runtime:

1 week (Sat-Fri)

€ 200.-

Top-Listings 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 3 Top-Listings in each career field.

Position: Career search results, 1st - 3rd post



Skyscraper in editorial environment (Job-Sky)

Runtime:

1 week (Sat-Fri)

€ 200.-

Your vacancy is displayed for one week ROS* on derStandard.at (desktop via Skyscraper and mobile via Medium Rectangle) for additional ad impressions.

Position: ROS* desktop and mobile

The advertising material is produced by DER STANDARD.

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

Additional Packages

SPECIAL

Benefit from booking multiple products within a package!

– 10 % when booking 2 products / – 15 % when booking 3 products / – 20 % when booking 4 products

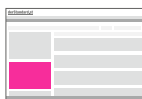
1) Highlighting-Package – Reach actively searching job seekers

If you want to push and highlight your vacancy for a faster recruitment, create your own tailored package and choose from the following products:



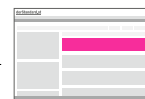
Medium Rectangle on derStandard.at/Karriere

Top-Job



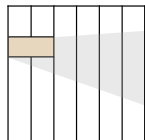
Medium Rectangle in the search results

Job of the Week



Top-Ranking in the search results

Top-Listing



Jobteaser

Teaser print with QR code and link

Package prices between **€ 450.-** and **€ 1,000.-**

2) Usertargeting-Package – Reach receptive job seekers

Seize the wide reach of derStandard.at for addressing receptive job seekers and thereby strengthen your image as an employer. Create your own tailored package and choose from the following products:



Skyscraper in editorial environment

Job-Sky



Medium Rectangle on derStandard.at/Karriere

Top-Job



Super Banner / Medium Rectangle

exclusive online ad format as required (30,000 AIs incl. targeting)

Package prices between **€ 567.-** and **€ 1,301.-**

Media Partnerships

Media Partnerships

Gain extra reach to find the best quality candidates: By advertising in combination with us and one of our regional media partners you can extend your presence to Western Austria and Southern Germany.



Super-Combo

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

Combo price **€1,539.-**
Upgrade price* **€790.-**



Southern Germany-Combo

derStandard.at/Karriere
+ sueddeutsche.de

Combo price **€1,190.-**
Upgrade price* **€595.-**



Western Austria-Combo

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

Combo price **€999.-**
Upgrade price* **€520.-**



Tyrol-Combo

derStandard.at/Karriere
+ jobs.tt.com

Combo price **€829.-**
Upgrade price* **€259.-**



Vorarlberg-Combo

derStandard.at/Karriere
+ laendlejob.at

Combo price **€819.-**
Upgrade price* **€249.-**

Industry Partnerships

By booking our med partnership you will reach a large group of qualified healthcare personnel.

If you want to aim your vacancies at experienced graduates of technological and natural sciences you may profit from our tech partnership.



Healthcare-Combo

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

Combo price **€850.-**
Upgrade price* **€250.-**



Tech-Combo

derStandard.at/Karriere
+ tucareer.com

Combo price **€760.-**
Upgrade price* **€160.-**

* For customers with a current package/slot.

Runtimes:

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

Larger volumes available upon request.

Social Media Add-on

Raise awareness for your vacancy or your company profile via Facebook ad: Additional reach on desktop and mobile as well as appropriate targeting – that's how you can benefit from a Social Media combination.



Facebook Add-on

Runtime: 2 weeks

Single	€390.-
3 posts	€1,170.- 1,130.-
5 posts	€1,950.- 1,850.-
10 posts	€3,900.- 3,510.-
15 posts	€5,850.- 4,970.-

The advertising material is produced by DER STANDARD.

Recruitment Ads Print

	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.-		Jobteaser* 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 **Jobteaser** 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 Jobteaser: 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.

Rates Print

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		€14.50
Reply box			€9.-
Column width	1 column: 41 mm	2 columns: 86 mm	3 columns: 131 mm
		4 columns: 176 mm	5 columns: 221 mm
			6 columns: 266 mm

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	€ 12,250.-	€2,400.-	1/4 Page Box/horizontal	€ 6,950.-	€1,360.-
1/2 Page vertical/horizontal	€ 12,250.-	€2,400.-	1/6 Page vertical/horizontal	€ 4,700.-	€920.-
1/3 Page vertical/horizontal	€ 9,050.-	€1,770.-	1/8 Page vertical/horizontal	€ 3,500.-	€690.-

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**









Ad Delivery Print

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.

derStandard.at/KarriereSales







Introduce Yourself as an Attractive Employer: 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 (incl. headline and spaces)		Sitelink, Promotion-Teaser Image (133 x 89 pixel, static) + 200 characters (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.

Exclusive formats – desktop only

	Billboard 970 x 250 pixel		Leaderboard 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
24 h homepage €14,000.- (35 CPM)					
	Skyscraper next to forum 160 x 600 pixel		Forum Banner 519 x 120 pixel, static image		Button 300 x 125 pixel, static image
Run-of-Site Targeting	€10.- CPM €15.- CPM	Run-of-Site Targeting	€40.- CPM €50.- CPM	1 week on page or channel / AIs upon request	€20.- 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:** 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, socio-demographic criteria (e.g. age, salary), buyer's interest (e.g. mobile phones, cars). A combination of up to three criteria is possible.

Brand Safe with High Quality and Security Standards / Informations



Visibility Guarantee 60/1-30

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. Visibility measurements on mobile devices are not available.



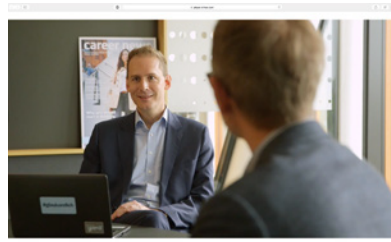
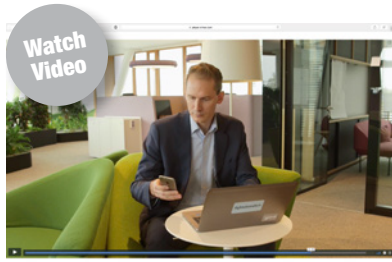
Security

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.

Career Image Video Production

Moving insights into your company: Introduce yourself as an attractive employer with our career image videos. We portray your employees and give an authentic insight in their daily working routine. Rights of use and exploitation without further costs (excl. TV). Watch an example on derStandard.at/KI



Rates

1 video		€ 2,500.-
3 videos	€ 7,500.-	€ 6,000.-
5 videos	€ 12,500.-	€ 8,500.-
10 videos	€ 25,000.-	€ 15,000.-

Career Insights

Give emotional insights into the daily working routine of your staff with a multimedia employee portrait: We produce your image video in HD and place it prominently on our website with a Medium Rectangle and a Sitebar. Additionally we advertise your Career Insights campaign in the newspaper with a 1/4 page box in the career section. The video will further be implemented in our Youtube-channel and also advertised with a Google-Adwords-campaign. Watch an example on derStandard.at/KE



Rates

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

Medium rectangle on desktop and mobile Sitebar next to search results

1/4 page box in
KARRIERENSTANDARD

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.

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

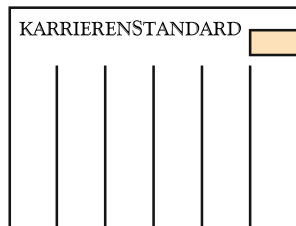
- “Plus” Package
- + An ad format of your choice in our career section (up to 2/1 Spread Page)

€ 17,200.-

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

Employer Branding Print

Career-Skyline



Career-Skyline

50 x 25 mm

€1,500.-

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 Career-Skyline available per issue.

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

CareerReport



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.

The CareerReport is designed by STANDARD. The content is delivered by the customer, we can assist you if required.

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: 11th October 2018

mein Job. mein Leben. – STANDARD for the career start



Great decisions at a young age - a new stage of life begins and this ought to work out. For young people. For parents. For companies. Adolescents and students set out on a search for the right career path while parents want to support their children on their way through the jungle of options.

Publication date: 19th May 2018

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 Sciences Upper Austria) – Career Guides for Campus Wels, Hagenberg and Steyr
- Karrieretage – Career Fair for Healthcare Jobs
- Franchisemesse – Fair for self-employment

Further informations and rates upon request.

Here you can find a complete overview of our special subjects and magazines:

derStandard.at/KarriereSales

Employer Branding / Native Advertising

Career Special – 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.

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.

Standpunkte – Your Panel Discussion in cooperation with DER STANDARD



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

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."

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.

Digital Publishing – High quality online realisation of your magazine



For a high quality online realisation of your magazine, which is also optimized for mobile usage, send us your ready InDesign file. After 1-2 weeks you will receive the final link to your online magazine. The link is provided according to the runtime chosen.

User Generated Content – Interact with our community



derStandard.at hosts the biggest and most active community of all Austrian online media. UGC-projects allow you to 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 in-house UGC-team in order to secure a user-friendly implementation of an engaging topic that sparks the interest of our users.

Further informations and rates upon request.

Here you can find a complete overview of our special subjects and magazines:

derStandard.at/KarriereSales

Online

Deadline Ad Delivery	stellenmarkt.anzeigen@derStandard.at, Tel.: +43 1 53 170-717 Classic ads: 3 working days prior to campaign start Recruitment ads: on publication day until 2 p.m. For special ads and campaigns: longer lead times as agreed upon.
Ad Dimensions and File Size	Please find the exact dimensions for your ad on this rate card. Maximum file size: <ul style="list-style-type: none"> • In general 80 KB (Kilobyte) • Mobile Ads 40 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: <ul style="list-style-type: none"> • 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). <ul style="list-style-type: none"> • 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 11.
Close Button	The Sitebar can be equipped with a close button, calling the JavaScript function iab_hide() or IABclose(). 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): <ul style="list-style-type: none"> • 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.

Print

Delivery to	stellenmarkt.anzeigen@derStandard.at, Tel.: +43 1 53 170-717 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 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**.

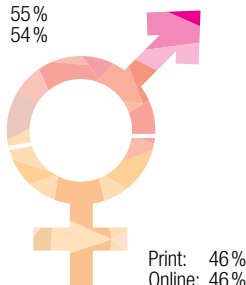
Media Data

Print	Ø Mon-Sat 444,000 readers/issue (6.0 %), Sat 488,000 readers/issue (6.6 %) Ø Mon-Sat 52,000 (15.5 %), Sat 100,000 decision-makers/issue Ø Mon-Sat 77,000 copies, Sat 113,000 copies (total circulation)	NRS ~ MA 16/17 BMRS ~ LAE 2015 ABC ~ OeAK 1 st half 2017
Online (total)	2.13 million unique users/month (28.7 %) 5.91 million unique clients, 33.92 million visits, 144.39 million page impressions	OeWA Plus 2017-II OeWA Basic 10/2017
Mobile	1.07 million unique users/month (14.4 %) 3.71 million unique clients, 74.34 million page impressions	OeWA Plus 2017-II OeWA Basic 10/2017
Crossmedial	Ø Mon-Sun 79,000 decision-makers/day (23.6 %)	BMRS ~ LAE 2015

Audience

Gender

Print: 55 %
Online: 54 %



Age 20–39 yrs.

Print: 37 %
Online: 43 %

under 20 yrs.

Print: 9 %
Online: 9 %

40–59 yrs.

Print: 33 %
Online: 35 %

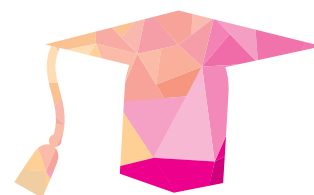
60 yrs. and older

Print: 22 %
Online: 14 %



A-levels/Academics

Print: 59 %
Online: 43 %



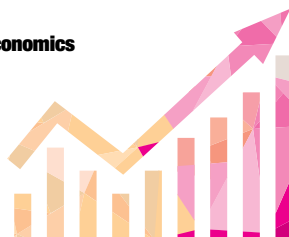
Household Income (net)

Print (> €2,550.–): 68 %
Online (> €2,500.–): 57 %



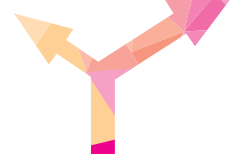
Interest in Economics

Print: 65 %
Online: 53 %



Decision-makers (self-employed, leading position)

Print: 41 %
Online: 21 %



Source: MA 16/17 (Print) respectively OeWA Plus 2017-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.

Crossmedial: 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 Career

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