

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 2017 ~ NRS*	480.000	500.000
National Reach MA 2017 ~ NRS*	6,5 %	6,7 %
Decisionmakers LAE 2017 ~ BMRS	14,5 %	28,9 %

Circulation	Monday–Saturday	Saturday
ÖAK 2017-II ~ ABC		
Number of copies printed	73.000	109.000
Number of copies distributed	72.000	100.000
Number of copies sold	58.000	69.000
Subscriptions	52.000	62.000

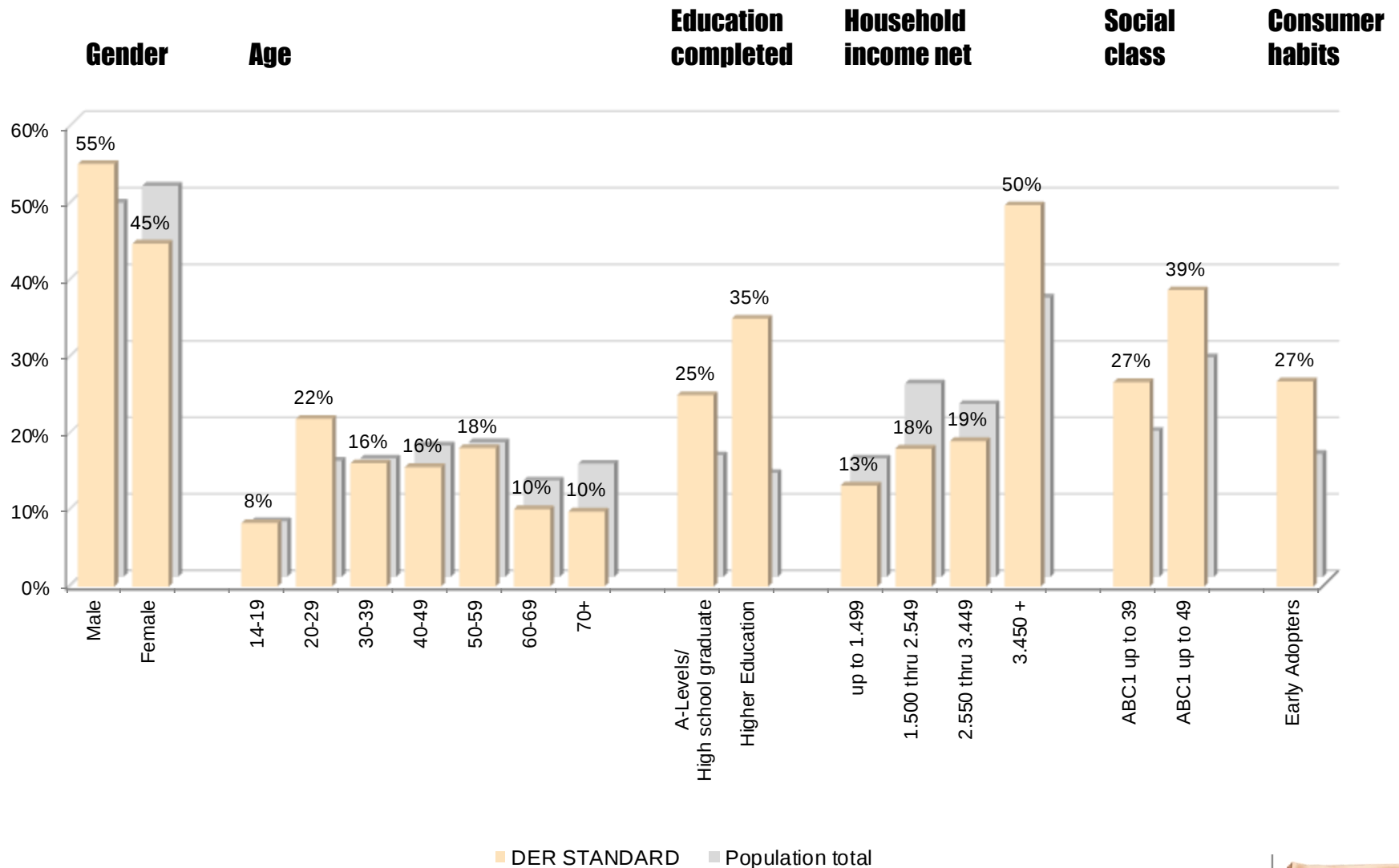
* Survey: January – December 2017



derStandard.at



DER STANDARD: Readership



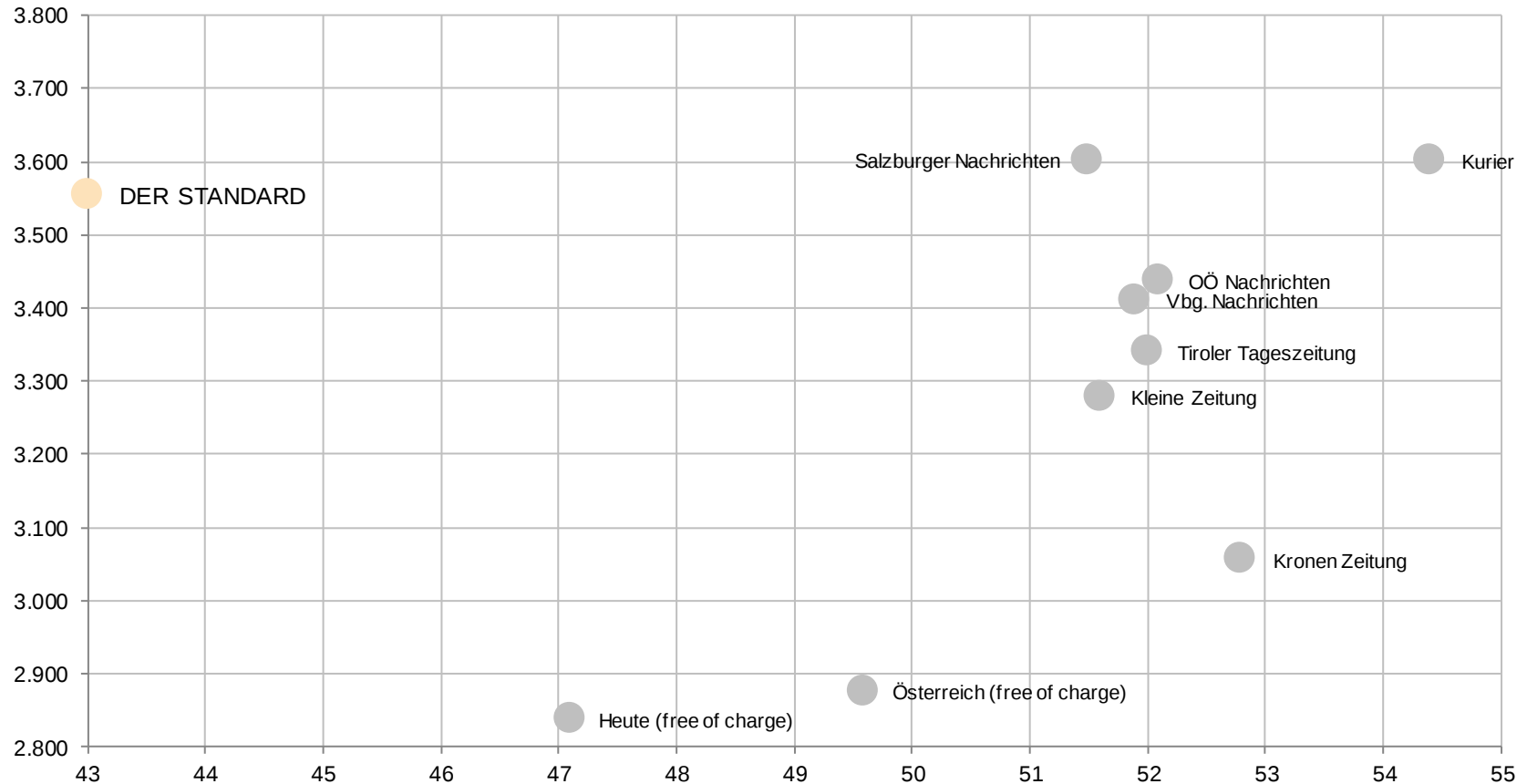
Reference: MA 2017 ~ NRS, Survey: January – December 2017; readership structure in %

derStandard.at



Readership by age and income

Newspaper readers by average age and net household income.



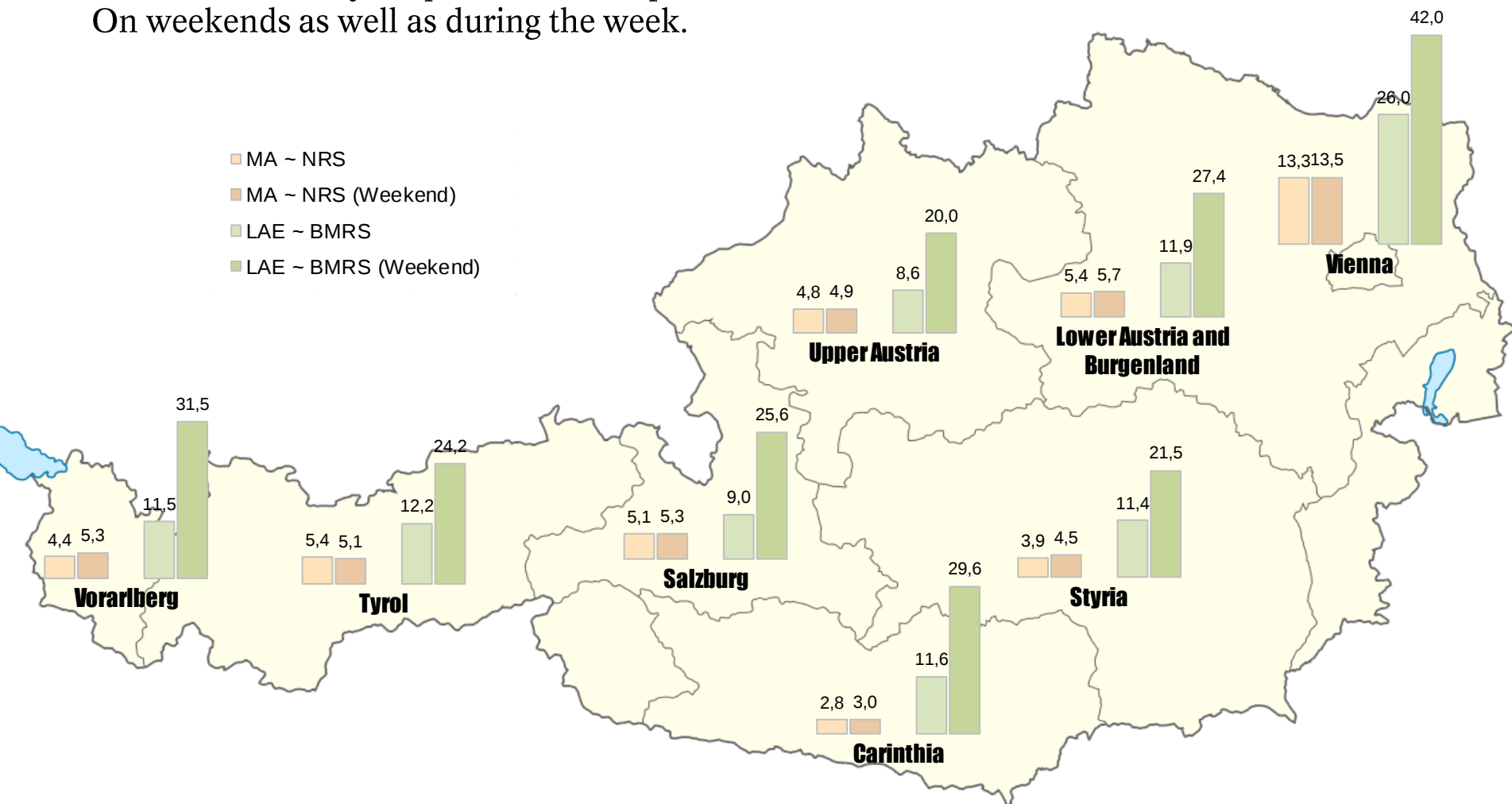
Reference: MA 2017 ~ NRS, Survey: January – December 2017 (mean value for Austrian new papers)

derStandard.at



Reach in federal states

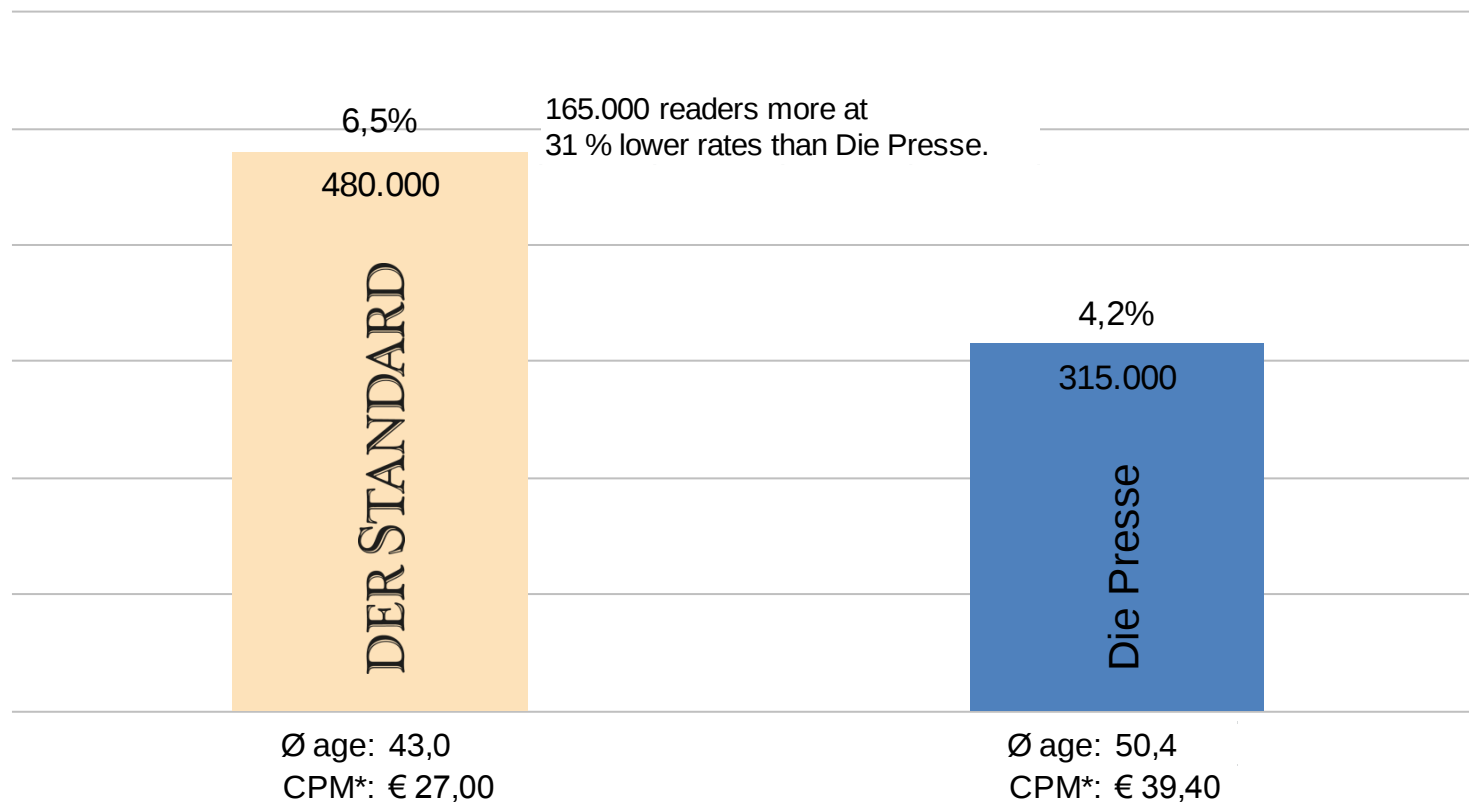
Across the country: A question of competence.
On weekends as well as during the week.



References: MA 2017 ~ NRS (Survey: January – December 2017), LAE 2017 ~ BMRS; reach per federal state in %

More is more

Comparing the reach of DER STANDARD and Die Presse.



* Cost per mille

Reference: MA 2017 ~ NRS (Survey: January – December 2017), rate example: JP 4c, valid October 2017; weekly average

derStandard.at



Overlapping readerships – other newspapers

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



DER STANDARD
Exclusive
readership 63,5 %

63,5 % of DER STANDARD
readers do not read either
Kurier, Die Presse or
Kronen Zeitung.

Kurier 15,9 %

Only 15,9 % also look into Kurier,
15,1 % also read Die Presse and
16,3 % read Kronen Zeitung.

Die Presse 15,1 %

Kronen Zeitung 16,3 %

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.



75,7 % of DER STANDARD readers do not read either Trend, Gewinn, News or Profil.

Only 4,5 % also look into Trend, 7,1 % read Gewinn, 6,8 % News and 13,1 % 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 readership

89,9 %

89,9 % of DER STANDARD readers do not read either Diva, Wienerin or Woman.

Diva

1,4 %

Wienerin

4,8 %

Woman

5,5 %

Only 1,4 % also look into Diva, 4,8 % read Wienerin and 5,5 % read Woman.

Reference: MA 2017 ~ NRS, Survey: January – December 2017

derStandard.at



10

Special ad formats in DER STANDARD

More creative freedom. More flexibility. More attention.

Click here
for further
special
ad formats

Cover



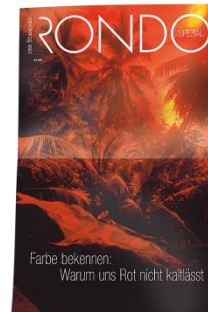
Inside Out



RONDO Tip-On



RONDO Special



RONDO Stencil



Vertical STANDARD



Different paper color



Cover bar



Sustainability report



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

derStandard.at

DER STANDARD

11

About derStandard.at

derStandard.at/total

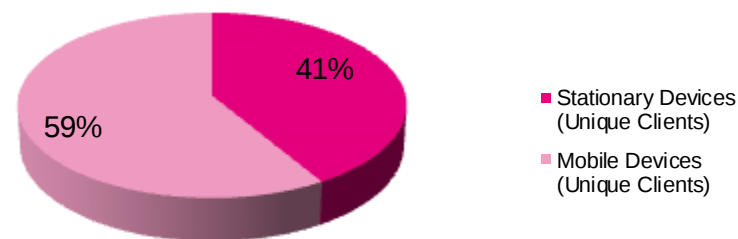
Unique Users*	2.392.000	per month
14+ years, national		
Reach*	31,90%	per month
14+ years, national		
Unique Users*	1.216.000	per week
14+ years, national		
Unique Clients**	5.534.000	per month
Visits**	27.363.000	per month
Page Impressions**	121.446.000	per month
Length of stay per Visit**	06:59	in minutes
Usetime per page**	01:35	in minutes (PI)

derStandard.at/mobile

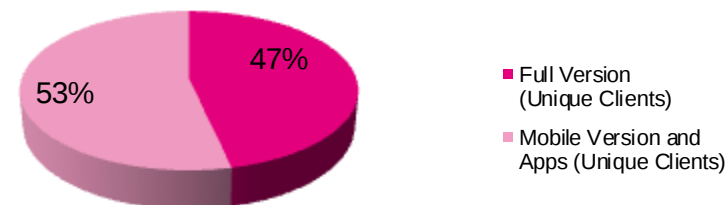
Mobile Unique Users*	1.414.000	per month
Mobile Unique Clients**	3.666.000	per month
Mobile Page Impressions**	66.334.000	per month

Ratio stationary/mobile devices***

Devices used to visit derStandard.at



Version of derStandard.at used



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

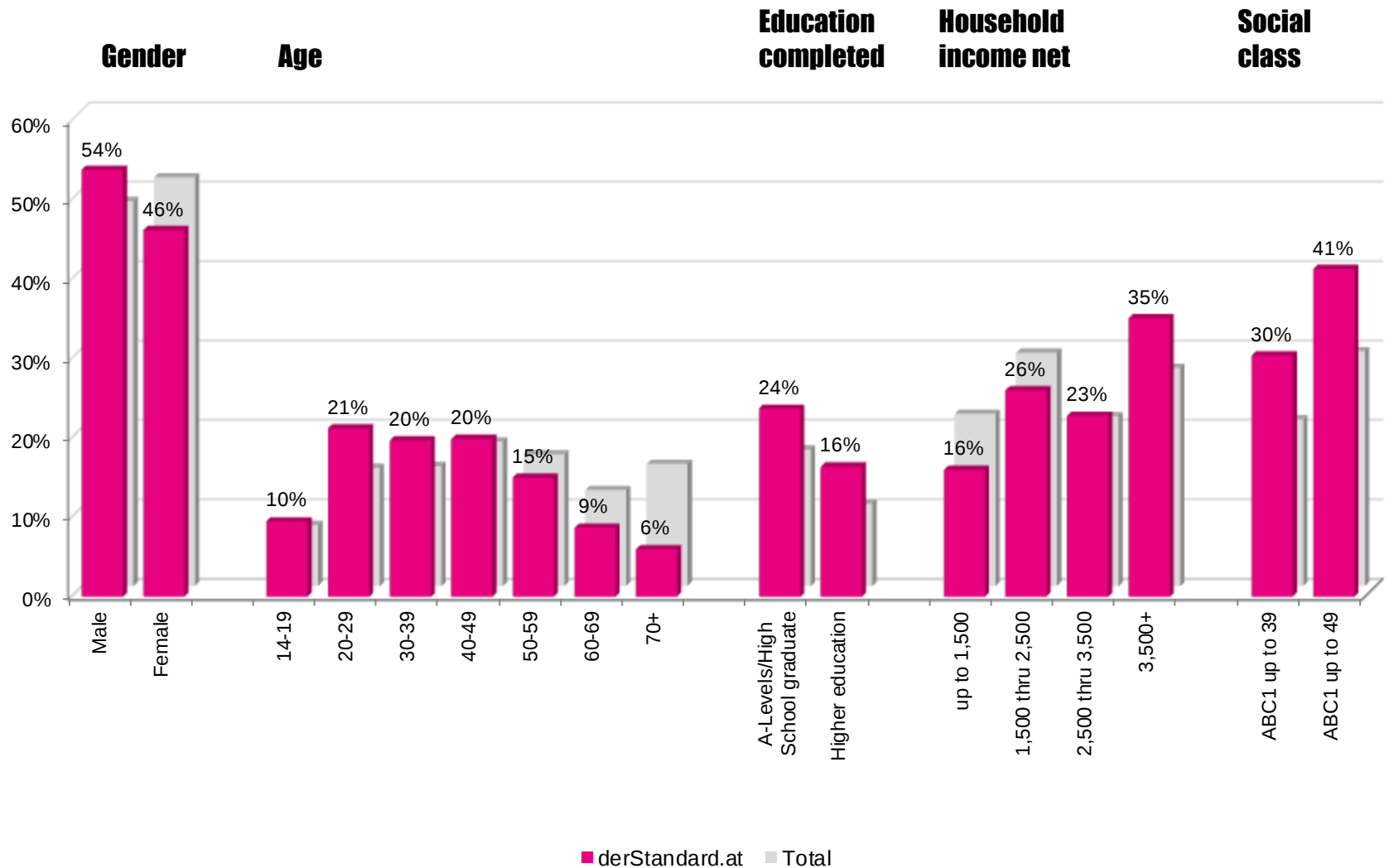
Sources: * ÖWA Plus 2017-IV, multi domain; ** ÖWA 4/2018, multi domain;

*** internal measurement 4/2018 (usage of mobile and stationary – desktop pcs and notebooks – devices)

derStandard.at



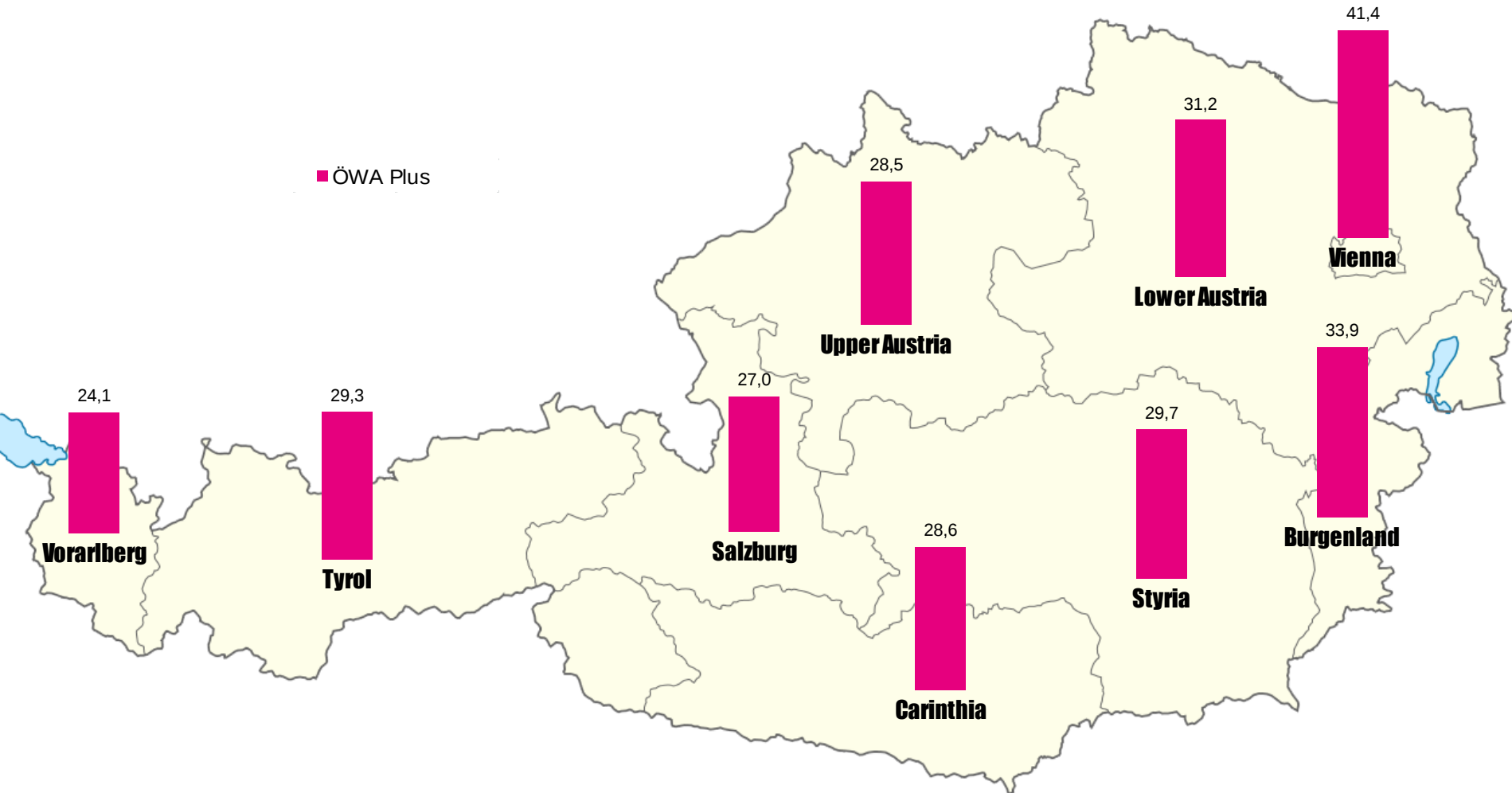
derStandard.at readership



Reference: ÖWA Plus 2017-IV, multi domain; readership structure in %

Reach in federal states

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



Reference: ÖWA Plus 2017-IV, multi domain; reach per federal state in %

derStandard.at



15

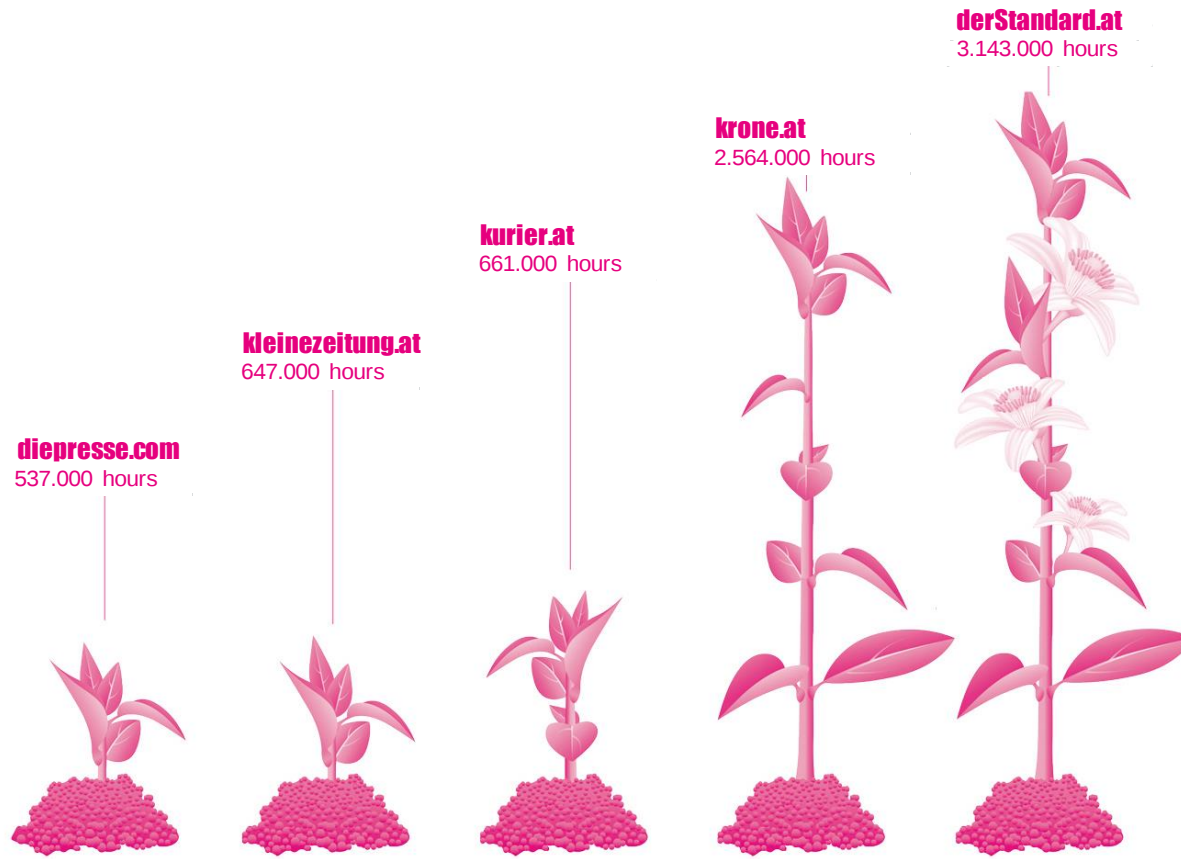
derStandard.at mobile platforms

	mobile access/month*					
	text.derStandard.at mobil.derStandard.at	iPhone App	iPad App	Android App	Desktop Version	Total
iPhone	17.017.000	7.305.000			618.000	24.944.000
iPad	164.000		2.055.000		6.392.000	8.611.000
Android	38.866.000			7.238.000	2.834.000	48.937.000
other OS	827.000				62.000	889.000
Total PI	56.874.000	7.305.000	2.055.000	7.238.000	9.906.000	83.381.000
Total UC	3.395.000	67.000	14.000	45.000	508.000	3.971.000

Reference: * internal measurement 4/2018 (access to the according product via mobile device)

derStandard.at invites to linger

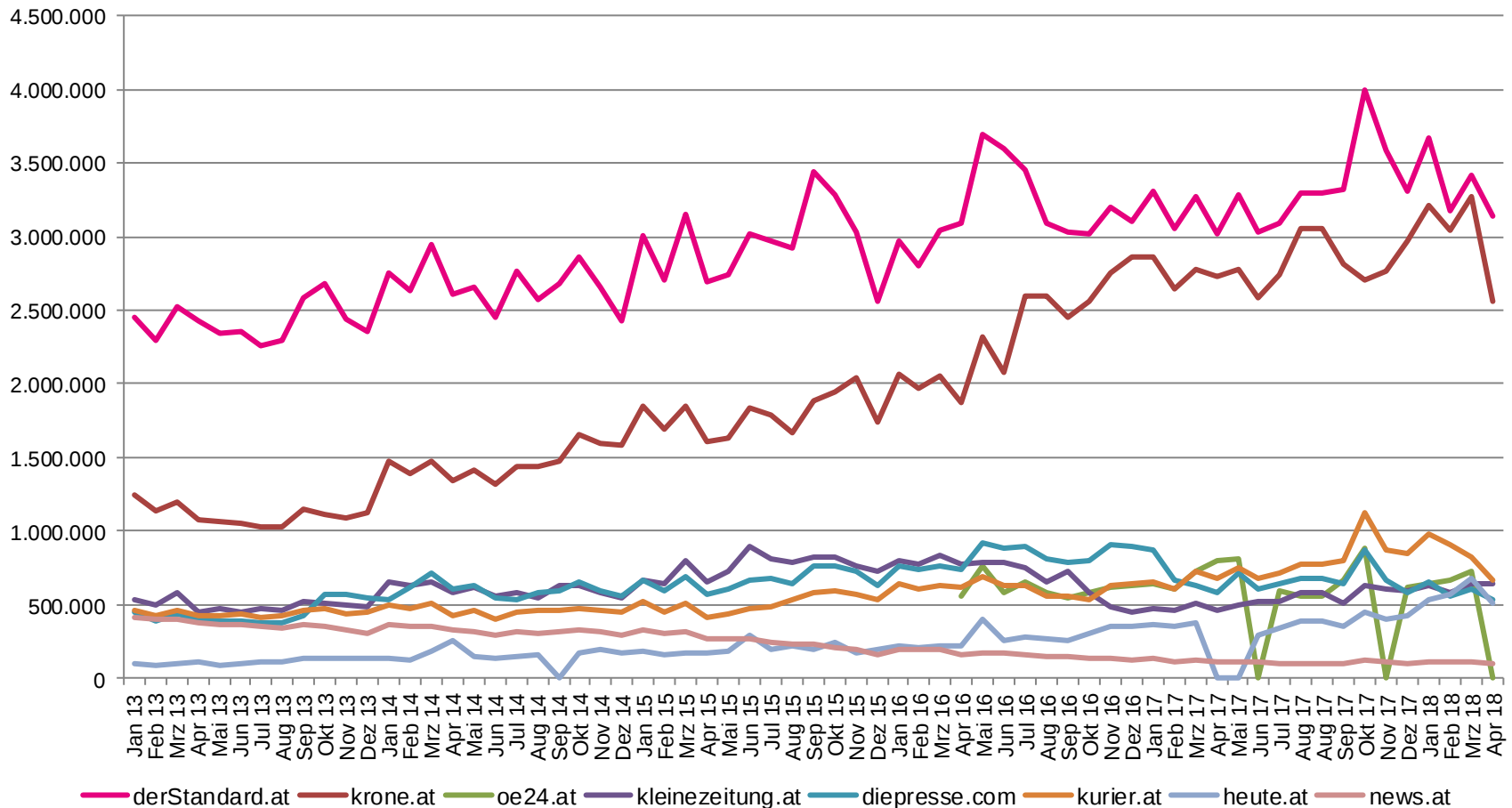
derStandard.at ist Austria's #1 among newspapers concerning the length of stay online.



References: ÖWA 4/2018, single domains/month. Total length of stay = (Number of visits) x (average length of stay per visit).

derStandard.at invites to linger

derStandard.at reaches the longest average time on site in comparison with other Austrian websites by newspaper publishers.

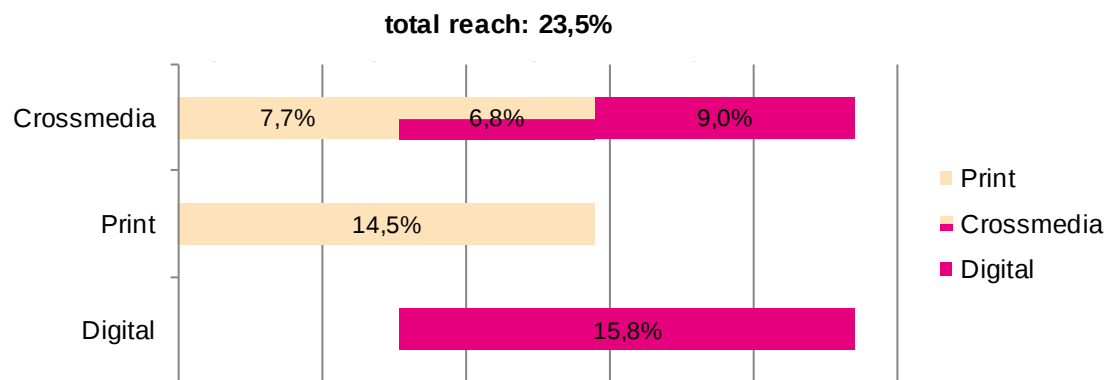
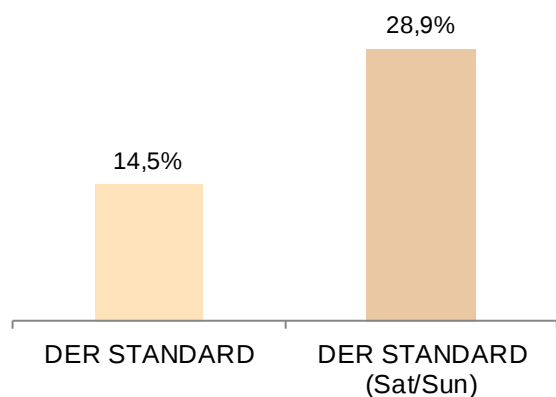


Reference: ÖWA 4/2018, single domains; average time on site in hours per month and site
Average time on site = time users have spent on a site across all visits

Decision-makers choose DER STANDARD...

... in print, online or both.

Print	Reach (absolute)	Reach in %	Academics	PNI*
Monday–Saturday	49.000	14,5 %	58,5 %	€ 4.502
Saturday	97.000	28,9 %	54,8 %	€ 4.417
Digital	Reach (absolute)	Reach in %	Academics	PNI*
Monday–Sunday	53.000	22,3 %	61,5 %	€ 4.408
Crossmedial	Reach (absolute)	Reach in %	Academics	PNI*
Monday–Sunday	79.000	23,5 %	61,9 %	€ 4.435



Reference: LAE 2017 ~ BMRS (Print: readers per issue; Digital: users per day; Crossmedial: cross-media-reach per day)

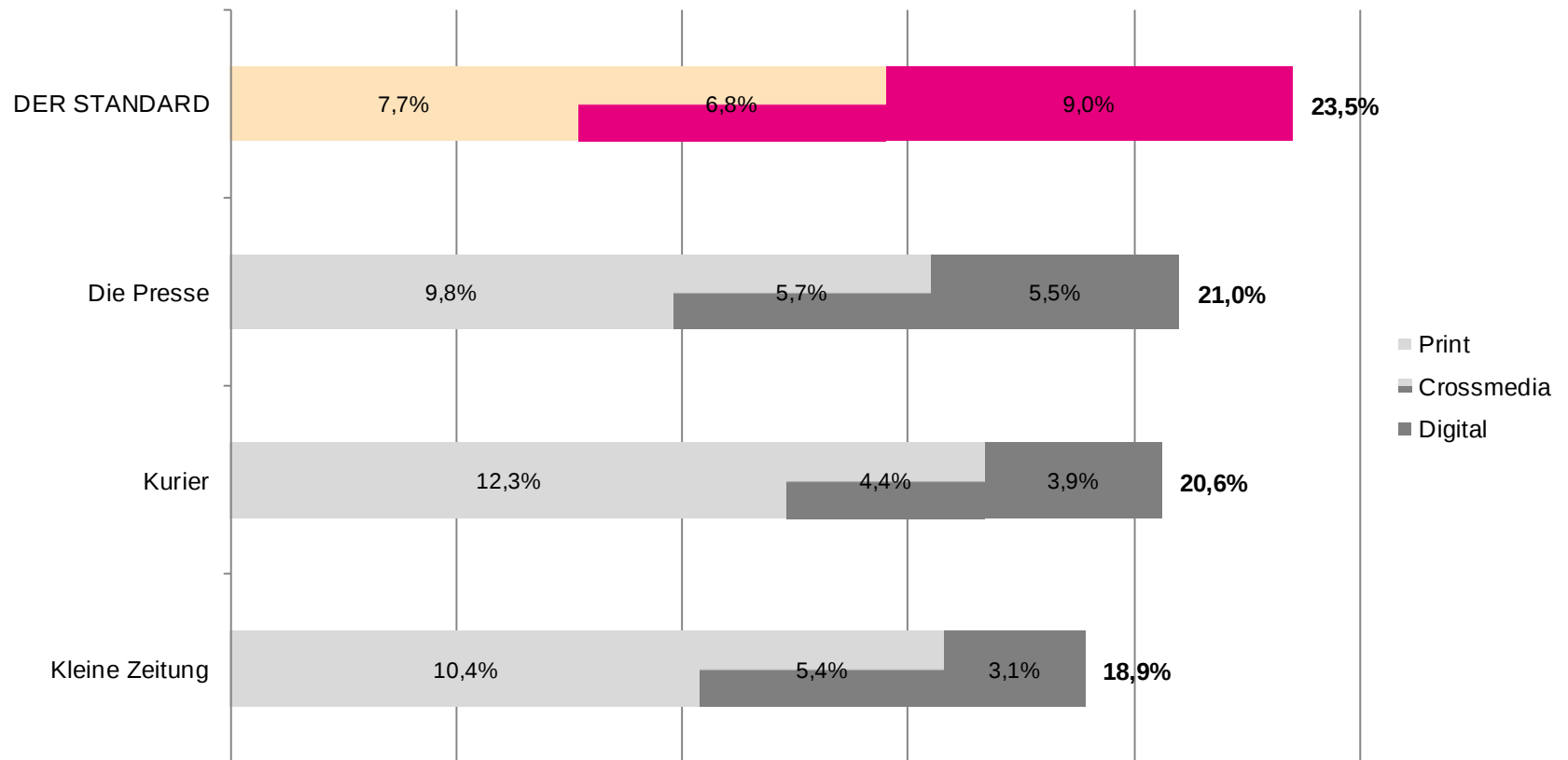
* Personal Net Income

derStandard.at



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 executive roles.



Reference: LAE 2017 ~ BMRS (Print: readers per issue; Digital: users per day; Crossmedial: cross-media-reach per day)

[derStandard.at](https://www.derstandard.at)



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.



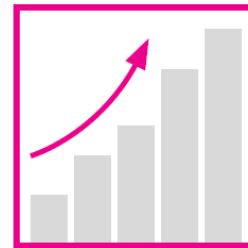
First, we show your ad to all users.



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 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





Thank you for your interest!

We are looking forward to hearing from you.

