



# Rates 2019








Be Seen:  
[derStandard.at/advertising](http://derStandard.at/advertising)

Valid from 1<sup>st</sup> January 2019  
STD 09

DERSTANDARD

### Fixed Ad Placements on the Homepage

Your ad will be visible for 24 hours on our homepage derStandard.at (desktop and mobile). This guarantee includes all Als of the homepage within 24 hours. Potentially missing Als based on the given guarantee will be supplemented dynamically ROS with FC4 either on the same or the following days.

	<b>Sitebar</b> Min. 300 x 600 pixels, scalable, sticky		<b>Understitial</b> 300 x 600 pixels, scalable	<b>Desktop</b> 400,000 Ad Impressions	<b>Desktop and mobile</b> 600,000 Ad Impressions
				€14,000.- (35 CPM)	€19,200.- (32 CPM)
	<b>Medium Rectangle</b> 420 x 240 pixels (HD, left side only), 300 x 250 pixels		<b>Medium Rectangle</b> 300 x 250 pixels	Left €8,000.- (20 CPM) Right €6,000.- (15 CPM)	Left €10,200.- (17 CPM) Right €7,800.- (13 CPM)
	<b>Sitelink, Promotion-Teaser</b> Image (200 x 133 pixels) + 200 characters (incl. headlines and spaces)		<b>Sitelink, Promotion-Teaser</b> Image (200 x 133 pixels, static) + 200 characters (incl. headlines and spaces)	Left €8,000.- (20 CPM) Middle €7,000.- (17,5 CPM) Right €6,000.- (15 CPM)	Left €10,200.- (17 CPM) Middle €9,000.- (15 CPM) Right €7,800.- (13 CPM)
	<b>Scroll area</b> Medium Rectangle (left), Sitelink, Promotion-Teaser (left and middle)	Your ad is displayed from 12 a.m. until the guaranteed 100,000 Ad Impressions have been delivered.		100,000 Ad Impressions Left €1,500.- (15 CPM) Middle €1,500.- (15 CPM)	

All left/middle/right positions of our homepage are also bookable on **channel front pages**. Rates upon request.

### Dynamic Ad Placements







#### A Great Match: Your Ad on Desktops 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) is possible at ROS-rates. Please note that your website should be optimized for all optional devices.

	<b>Sitebar</b> Min. 300 x 600 pixels, scalable, sticky		<b>Understitial</b> 300 x 600 pixels, scalable	Run-of-Site Targeting	€40.- CPM €50.- CPM
	<b>Medium Rectangle</b> 300 x 250 pixels		<b>Medium Rectangle</b> 300 x 250 pixels	Run-of-Site Targeting	€25.- CPM €30.- CPM
	<b>In-Read-Video in Article</b> 16:9, HD, max. 2 MB, max. 30 sec., 400 x 225 pixels, MP4/MOV/FLV, no ad substitutions possible		<b>In-Read-Video</b> 300 x 169 pixels	Run-of-Site Targeting	€50.- CPM €60.- CPM
	<b>Sitelink, Promotion-Teaser</b> Image (200 x 133 pixels, static) + 200 characters (incl. headline and spaces)		<b>Sitelink, Promotion-Teaser</b> Image (200 x 133 pixels, 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

	<b>Billboard</b> Max. 970 x 250 pixels		<b>Leaderboard</b> 960 x 100 pixels or 728 x 90 pixels	Run-of-Site Targeting	€40.- CPM €50.- CPM		<b>Halfpage Ad, Skyscraper</b> Max. 300 x 600 pixels (left)	Run-of-Site Targeting	€25.- CPM €30.- CPM
	24 h homepage €14,000.- (35 CPM)								
	<b>Skyscraper next to forum</b> 160 x 600 pixels		<b>Forum Banner</b> 519 x 120 pixels, static	Run-of-Site Targeting	€10.- CPM €15.- CPM		<b>Button</b> 300 x 125 pixels, static	1 week on page or channel / Als upon request	€20.- CPM

We offer two pricing options for each product:

- a) **Run-of-Site (ROS):** Your ad is distributed among all pages of our website (incl. FC4/week and AT-targeting).
- b) **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.

**Special Formats**

**Make Your Mark**



**Mutation Full Homepage**

In consultation with our expert team, we exclusively customize our homepage for one day based on your requirements and wishes. e.g. special formats, background colour

24 h homepage / 400,000 Als guaranteed\* **€ 50,000.-**



**Mutation Light Homepage**

Wallpaper/Wallpaper XL/Sitebar/Billboard, Medium Rectangle left, background colour of your choice behind the wallpaper and behind the STANDARD logo.

24 h homepage / 400,000 Als guaranteed\* **€ 30,000.-**



**Mutation Channel**

Wallpaper (or Wallpaper XL), Medium Rectangle left on front pages respectively Medium Rectangle in articles, background colour of your choice behind the wallpaper and behind the STANDARD logo.

24 h channel / Als upon request **€ 100.- CPM**



**Mobile Mutation Homepage**

Change of background and font colour, background image, up to 4 ad spaces available: Understitial, Mobile Medium Rectangle, Mobile Sitelink, Mobile Promotion-Teaser

24 h homepage / 300,000 Als guaranteed\* **€ 30,000.-**  
Mobile Mutation Channel upon request



**Article Page Exclusive**

Brand our article pages with your ad format of choice: Wallpaper/ Wallpaper XL/Sitebar/Billboard, Medium Rectangle

Run-of-Site **€ 55.- CPM**  
Targeting **€ 70.- CPM**



**Mobile Page Exclusive**

Up to 2 ad spaces available: Understitial, Mobile Medium Rectangle, Mobile Sitelink or Promotion-Teaser

Run-of-Site **€ 55.- CPM**  
Targeting **€ 70.- CPM**



**Live Ticker**

Seize the high involvement of users in this environment for your ideal ad placement. Attention: The sitebar will be displayed in all elements of the booked channel, including all other Live Tickers and articles (this format cannot be delivered on mobile devices).

Medium Rectangle **€ 30.- CPM**  
Sitebar **€ 50.- CPM**

\* This guarantee exclusively applies to the main format of the Mutation (Wallpaper/Wallpaper XL, Billboard or Sitebar)/Mobile Mutation (Understitial, Mobile Medium Rectangle). It includes all Als of the homepage within 24 hours, potentially missing Als based on the given guarantee will be supplemented dynamically ROS with FC4 either the same or the following days.

For best practice examples please visit [derStandard.at/SpecialOffersOnline](http://derStandard.at/SpecialOffersOnline).

**Brand Safe with High Quality and Security Standards / Information**



**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 (= Als = Ad Impressions) of your advertisement.
- The CPM does not include the streaming and hosting of your ad. Services available upon request.

**Performance- and Affiliate-Marketing**



We offer various billing models for your performance campaigns in conjunction with a guaranteed annual budget.

**CPC** (Cost per Click), **CPL** (Cost per Lead), **CPO** (Cost per Order), **Affiliate/Revenue-Share**

We put special emphasis on joint optimization and further development of your performance campaigns (A/B testing, Landing page optimization, etc.) and derive appropriate result targets.

For further information please find our sales contact at [derStandard.at/CPX](http://derStandard.at/CPX) or via e-mail: [cpx@derStandard.at](mailto:cpx@derStandard.at).

**Programmatic Advertising**



These ad formats are also bookable programmatically on [derStandard.at/derStandard.de](http://derStandard.at/derStandard.de):

**Austrian traffic:** 300 x 250, 160 x 600, 728 x 90, 300 x 600 or Sitebar / mobile: 300 x 250  
**International traffic:** 300 x 250, 160 x 600, 728 x 90, 300 x 600, 468 x 60 / mobile: 300 x 250

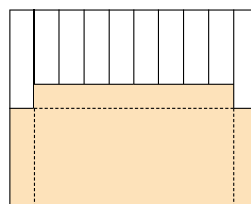
We offer the same high-quality traffic as in classic media sales. By setting up Private Deals with our programmatic inventory you will benefit from brand safety as you can protect yourself from Ad Fraud. Floor prices available upon request. The access to our programmatic inventory has to be compliant with the GDPR.

For further information please find our sales contact at [derStandard.at/Programmatic](http://derStandard.at/Programmatic) or via e-mail: [programmatic@derStandard.at](mailto:programmatic@derStandard.at).

Formats and Rates



**2/1 Spread Page**  
566 x 420 mm  
Mon-Fri €35,700.-  
Sat €45,900.-

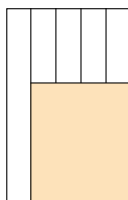


**Spread Page**  
**Junior Page, 1/2 Page**  
458 x 260 mm, 566 x 208 mm  
Mon-Fri €24,500.-  
Sat €33,050.-

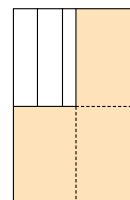
Other spread formats upon request.



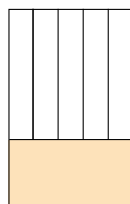
**1/1 Page**  
266 x 420 mm  
Mon-Fri €19,700.-  
Sat €26,200.-



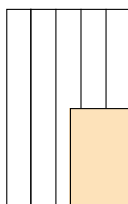
**Junior Page**  
212 x 260 mm  
Mon-Fri €12,250.-  
Sat €16,500.-



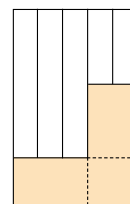
**1/2 Page**  
v: 131 x 420 mm; h: 266 x 208 mm  
Mon-Fri €12,250.-  
Sat €16,500.-



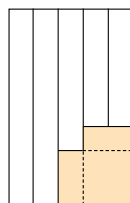
**1/3 Page**  
5 columns 266 x 138 mm  
Mon-Fri €9,250.-  
Sat €12,100.-



**1/4 Page**  
Box 131 x 208 mm  
Mon-Fri €7,100.-  
Sat €9,200.-



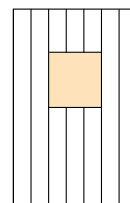
**1/4 Page**  
2 columns 104 x 260 mm  
5 columns 266 x 103 mm  
Mon-Fri €7,100.-  
Sat €9,200.-



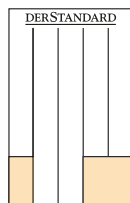
**1/6 Page**  
2 columns 104 x 174 mm  
3 columns 158 x 116 mm  
Mon-Fri €4,800.-  
Sat €6,100.-



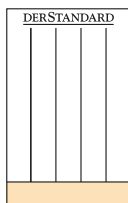
**1/8 Page**  
2 columns 104 x 130 mm  
3 columns 158 x 87 mm  
Mon-Fri €3,600.-  
Sat €4,600.-



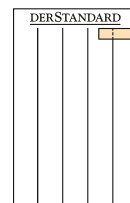
**Island Ad (funds section)**  
112 x 117 mm  
Tue-Fri €3,150.-  
Sat €4,100.-



**Front Page**  
1 column 50 x 104 mm  
Mon-Fri €3,700.-  
Sat €4,850.-



**Front Page Strip**  
266 x 50 mm  
Mon-Fri €8,400.-  
Sat €10,700.-



**Skyline Front Page**  
85 x 25 mm  
Mon-Fri €2,050.-  
Sat €2,550.-

2 columns 104 x 104 mm  
Mon-Fri €7,300.-  
Sat €9,600.-

**Section Front Pages**  
50 x 25 mm  
Mon-Fri €1,050.-  
Sat €1,550.-

Details

<b>SCMM 5 columns</b>	per column	Mon-Fri	€13.90	Sat	€17.80 (minimum height: 50 mm)
<b>Prime Positioning</b>	25 % surcharge applies to all section front pages and pages 3 & 5 of the first section (min. 1/4 page)				
<b>Specified Positioning</b>	15 % surcharge (min. 1/4 page) or at least € 750.-				
<b>Solus Positioning</b>	from 1/3 page up guaranteed				
<b>Paper Dimensions</b>	300 mm wide x 450 mm high; type area 266 mm wide x 420 mm high				
<b>Column Widths</b>	<b>1 column</b>	<b>2 columns</b>	<b>3 columns</b>	<b>4 columns</b>	<b>5 columns</b>
	50 mm	104 mm	158 mm	212 mm	266 mm

When there is an Austrian public holiday on Saturday, the weekend-issue will be published on Friday. Because of the higher print run, weekend rates apply. Advertisements within regularly issued sections will also appear in DER STANDARD-Kompakt (Mon-Fri), see [derStandard.at/formats](http://derStandard.at/formats) for corresponding ad sizes. Subject to change due to current news coverage.

Loose Inserts

Rates*	up to 40 g/k		up to 100 g/k		up to 200 g/k		* A: Retail, home delivery, newsvendors, newsstands (self-service, Sat/Sun), bulk subscriptions B: postal delivery incl. postage (bookable only in combination with A) ** For publications on Monday or the day after a public holiday, higher rates apply due to higher production costs.
	A	B	A	B	A	B	
Tue-Sat	€100.-	€200.-	€150.-	€350.-	€195.-	€400.-	
Mon/Bank Holiday**	€140.-	€240.-	€190.-	€390.-	€235.-	€440.-	

Heavy brochures, unusual formats and possible partial geographical cover available upon request (higher rates may apply). If you enclose less than 10,000 inserts, a handling fee of €400.- will be charged. The scale of the discount does not apply to inserts. Inserts are distributed within the booked distribution area, excluding DER STANDARD-Kompakt. Booking deadline is ten working days prior to the publication date. Inserts containing third party ads are only accepted if agreed upon in advance and for an extra charge: Per ad a surcharge of 10 % will be added and no discounts will be granted. For further details visit [derStandard.at/inserts](http://derStandard.at/inserts).

## RONDO and Other Supplements

Supplement dimensions	Publication title	Ad formats
Large format: 285 x 440 mm	<b>RONDO, RONDomobil, RUNDUM-Magazines, Uhren &amp; Schmuck</b>	2/1 Spread Page, 1/1 Page, Magazine, 1/2 vertical, 1/2 horizontal, 1/3 vertical, 1/3 horizontal, 1/4 vertical, 1/4 horizontal, 1/4 Box, 1/9 Page
Oversize: 240 x 325 mm	<b>Portfolio, RONDO Open Haus, FORSCHUNG*</b>	2/1 Spread Page, 1/1 Page, 1/2 vertical, 1/2 horizontal, 1/3 horizontal
	<b>RONDO Exklusiv*, CURE</b>	2/1 Spread Page, 1/1 Page



### 2/1 Spread Page

Large **€25,500.-**  
T: 538 x 384 mm, B: 570 x 440 mm

Oversize **€25,500.-**  
T: 452 x 279 mm, B: 480 x 325 mm

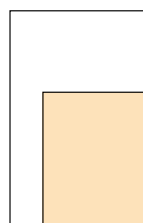
All other spread formats upon request.



### 1/1 Page

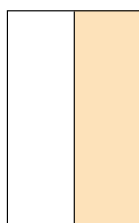
Large **€14,000.-**  
T: 253 x 384 mm, B: 285 x 440 mm

Oversize **€14,000.-**  
T: 204 x 279 mm, B: 240 x 325 mm



### Magazine

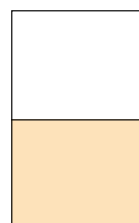
Large **€11,000.-**  
T: 189 x 242 mm, B: 205 x 273 mm



### 1/2 Page vertical

Large **€9,200.-**  
T: 125 x 384 mm, B: 141 x 440 mm

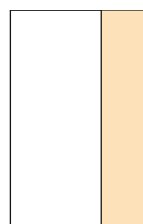
Oversize **€9,200.-**  
T: 100 x 279 mm, B: 114 x 325 mm



### 1/2 Page horizontal

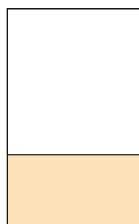
Large **€9,200.-**  
T: 253 x 190 mm, B: 285 x 221 mm

Oversize **€9,200.-**  
T: 204 x 138 mm, B: 240 x 162 mm



### 1/3 Page vertical

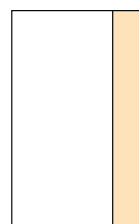
Large **€7,150.-**  
T: 81 x 384 mm, B: 97 x 440 mm



### 1/3 Page horizontal

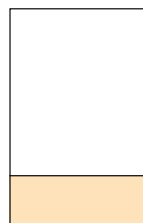
Large **€7,150.-**  
T: 253 x 125 mm, B: 285 x 156 mm

Oversize **€7,150.-**  
T: 204 x 86 mm, B: 240 x 110 mm



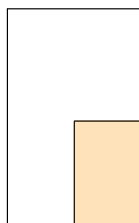
### 1/4 Page vertical

Large **€5,600.-**  
T: 61 x 384 mm, B: 77 x 440 mm



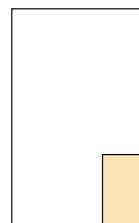
### 1/4 Page horizontal

Large **€5,600.-**  
T: 253 x 93 mm, B: 285 x 124 mm



### 1/4 Page Box

Large **€5,600.-**  
T: 125 x 190 mm, B: 141 x 221 mm



### 1/9 Page

Large **€2,600.-**  
T: 81 x 125 mm, B: 97 x 156 mm

T = type area; B = bleed size (+ 3 mm bleed for trimming on all edges)

**25 % surcharge** for prime positions on IFC and OBC. **15 % surcharge** for specified positions (or at least **€750.-**).

Solus positioning from 1/3 page guaranteed.

Our supplements are distributed within the booked distribution area, excluding DER STANDARD-Kompakt.

\* RONDO Exklusiv and FORSCHUNG are distributed as supplements in DER STANDARD or can be purchased at selected retailers.

## Special Formats

### Stand out from the Crowd – Creative Ads in DER STANDARD and Its Supplements



DER STANDARD not only provides the perfect editorial environment for your advertising campaign, but also the creative expertise to find the right type of advertising to meet your communication goals. Many of those once tailor-made ad projects are now well-established ad formats – but maybe the best is yet to come?

**Here are a few examples of our Special Formats:** Front Page Cover, DER STANDARD-Kompakt distribution campaign, Memostick, Scentseal, Sachets, Tip-on Cards, Gate Cover, Split Cover, Bound-in Inserts, Super panorama ads, Branding of self-service newsstands and many more.

Get inspired: Browse through our special formats at [derStandard.at/BWFPrint](http://derStandard.at/BWFPrint).

## Native Advertising

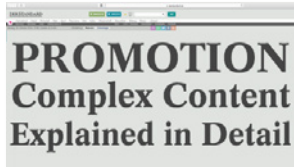
Native Advertising is characterized by paid ads that are cohesive with the page content and very well assimilated into its design. This way you create awareness and involvement for your specific concern. **Your advantage:** Campaigns in high quality journalistic environments enjoy a higher credibility and advertising acceptance.

### # 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.

### Promotion – Complex Content Explained in Detail



Promotions offer the possibility to extensively present your USP or other complex corporate content in an attractive manner to a large audience. This way the reader benefits from the additional information that exceeds classic product advertising. Your benefits:

- STANDARD look & feel
- The main focus lies on the content
- Room for explanations
- Integration of social media and multimedia content

### Feature – A Special Format for Special Contents



This attractive long-read invites the users to delve into enthralling articles. In the form of a promotion it offers the ideal platform to communicate your contents extensively and in a special way.

An article in the feature format is characterized by a particularly creative combination of text, images, videos and interactive infographics.

### SPEZIALS – The Perfect Environment for Your Target Audience



Our editorial SPEZIALS focus on various topics and industries such as ecology, transportation & logistics, and many more. The range of topics thus created offers a highly effective advertising environment for your products and services.

### Agenda Setting – Your Topic, Our Independent Editorial Content



Your topic of choice is published as a special topic section in the paper. Published articles will be of high journalistic quality – independently researched and edited by our editors. Prior editorial consent on content is mandatory. Theme proposals and rates available upon request.

Labelling: "The topic is paid advertising in the form of a cooperation with the customer. Der STANDARD is responsible for all editorial content."

### Promotional Spread – Adequate Space for Complex Topics



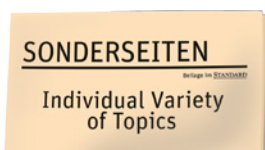
Seize the STANDARD as an information platform for your cause and introduce our readers to your agenda or USP. Your contents will be adapted to our look & feel. Texts and pictures will be published as provided. Alternatively, we can commission a copy-writer who will compose your articles.

### Corporate Publishing – Your Magazine, Our Style



We design and produce your magazine, including content, photography, layout (in the look & feel of our magazine RONDO), production, and logistics.

### Special Pages – Individual Variety of Topics



The Special Pages open up a whole new perspective for cooperation. Together with the customer we develop topic ideas that not only provide an ideal environment for a classic advertising presence but also enable "sponsored content".

"Special Pages" is a product from our in-house corporate publishing agency and will be enclosed in DER STANDARD (excl. STANDARD-Kompakt). Our in-house corporate publishing agency is responsible for all editorial content.

We are happy to help you find the perfect product that matches your communication strategy. All print products are also available on [derStandard.at](http://derStandard.at).

## Online

<b>Deadline Ad Delivery</b>	buchungen@derStandard.at, tel.: +43 1 53 170-713 <b>3 working days prior to campaign start</b> For special ads and campaigns: longer lead times as agreed upon.
<b>Ad Dimensions and File Size</b>	Please find the exact dimensions for your ad on this rate card. Maximum file size: <ul style="list-style-type: none"> <li>• In general 80 KB (kilobyte)</li> <li>• Mobile ads 40 KB</li> <li>• Teaser images (Promotions/Sitelinks) 10 KB</li> <li>• We follow the standards of IAB Austria for HTML 5 ads.</li> </ul>
<b>Ad Production</b>	Upon request we can commission an agency to produce your ad for an extra charge.
<b>File Formats</b>	We support all established formats: <ul style="list-style-type: none"> <li>• Classic images, e.g. .jpg, .gif</li> <li>• HTML5 and SVG</li> </ul> <p>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).</p> <ul style="list-style-type: none"> <li>• Images for Promotion-Teasers and Sitelinks have to be delivered as static images.</li> <li>• Costs for hosting and streaming are not included in the presented rates.</li> </ul>
<b>Tag-in-Tag and Tracking Pixel</b>	Tag-in-tag bookings can be incorporated as JavaScript or iframe. Please note our conditions on the processing of user data on page 8. We ask for a protocol-relative delivery of your Tag-in-Tag/Tracking pixel ad URLs. For further information please visit: <b>derStandard.at/Umstellung-https</b> .
<b>Close Button</b>	The Sitebar can be equipped with a close button, calling the JavaScript function iab_hide() or IABclose(). All other ad formats cannot include a close button.
<b>Linking and Clickthrough</b>	In accordance with the IAB guidelines, HTML5 ads need to support a clickthrough in the form of a clicktag variable. Should any questions arise, please contact us before delivering your material.
<b>Animation</b>	An animation in the advertising material may loop up to a max. of three times.
<b>Sound</b>	Sound ads must provide one of these options as no autoplay function is permitted: <ul style="list-style-type: none"> <li>• MouseOver: Sound is only active when a user moves the cursor over the ad and must stop as soon as the cursor moves away.</li> <li>• Play Button: Sound is only active when user intentionally clicks on the ad's sound button.</li> </ul>
<b>Contact</b>	If the advertising material is to communicate with other content on the page or if there are any other questions please contact us directly: Martin Altersberger: buchungen@derStandard.at, tel.: +43 1 53 170-773

## Print

<b>Delivery to</b>	E-Mail: produktion@derStandard.at FTP: ftp.derStandard.at, user: anzeigen, password: anz2stan Proofs/data carriers: to our postal address, F.A.O. Ad Production
<b>DER STANDARD (Newspaper)</b>	Newspaper offset printing ISO 12647-3, Salmon-pink paper colour, 45 g/m <sup>2</sup> , Colour profile: ISOnewspaper26v4, images should be at least 200 dpi at the used size <b>Booking deadline = copy deadline; 10 a.m. one working day prior to the publication date</b>
<b>RONDO/Magazines</b>	For information on booking/copy deadlines and details on paper and colour profiles of each magazine see respective factsheets at <b>derStandard.at/magazines</b> . Images should be at least 300 dpi at the used size, bleed formats: please add 3mm bleed on each side.
<b>File Formats</b>	PDF 1.3 preferred (X-1a or X-3) output-intent
<b>Distillers, Colour Profiles</b>	For details visit <b>derStandard.at/printdelivery</b>
<b>Printing Material</b>	Digital printing material only
<b>Contact</b>	Wolfgang Frühauf/Hermann Mifeck produktion@derStandard.at, tel.: +43 1 53 170-388 or -431, fax: +43 1 53 170-341  Modification information for ad placements in DER STANDARD-Kompakt: <b>derStandard.at/formats</b> Requirements for inserts: <b>derStandard.at/inserts</b>

For further details visit **derStandard.at/datadelivery**.

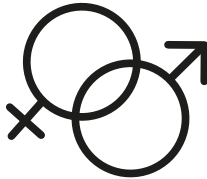
**Media Data**

<b>Print</b>	<b>Ø Mon-Sat 525,000 readers/issue (7.0%)</b> Ø Mon-Sat 49,000 (14.5%), Sat 97,000 decision-makers/issue Ø Mon-Sat 71,300 copies, Sat 108,000 copies (total circulation)	NRS ~ MA 17/18 BMRS ~ LAE 2017 ABC ~ OeAK 1 <sup>st</sup> half 2018
<b>Online (total)</b>	<b>2.5 million unique users/month (33.8%)</b> 5.3 million unique clients, 27.2 million visits, 136.9 million page impressions	OeWA Plus 2018-I OeWA Basic 10/2018
<b>Mobile</b>	<b>1.4 million unique users/month (19.3%)</b> 3.3 million unique clients, 74.7 million page impressions	OeWA Plus 2018-I OeWA Basic 10/2018
<b>Crossmedia</b>	<b>Ø Mon-Sun 79,000 decision-makers/day (23.5%)</b>	BMRS ~ LAE 2017

**Audience**

**Gender**

Print: 42 %  
Online: 48 %



Print: 58 %  
Online: 52 %

**Age**

**20-39 yrs**  
Print: 38 %  
Online: 41 %



**under 20 yrs**  
Print: 7 %  
Online: 9 %

**14-49 yrs**  
Print: 62 %  
Online: 69 %

**40-59 yrs**  
Print: 35 %  
Online: 35 %

**60 yrs and older**  
Print: 20 %  
Online: 15 %

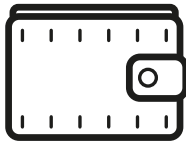
**A-levels/Academics**

Print: 62 %  
Online: 39 %



**Household Income (net)**

Print (> €2,550.-): 68 %  
Online (> € 2,500.-): 56 %



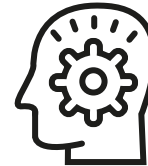
**Interest In Economics**

Print: 65 %  
Online: 54 %



**Decision-makers**

(self-employed, leading position)  
Print: 46 %  
Online: 20 %



Source: MA 17/18 (July 2017 – June 2018) respectively OeWA Plus 2018-I, multiple domains (online) – structural analysis

For regularly updated media data as well as further details on our readership visit [derStandard.at/Mediadaten](http://derStandard.at/Mediadaten).

**Extract from Our Business Conditions**

**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.

**Crossmedia:** Online cancellation terms apply.

**Processing of User Data**

When advertising on [derStandard.at](http://derStandard.at), it is explicitly forbidden to use technical instruments that enable you to identify and trace any user on other websites. This does not apply to collecting anonymous data in order to analyse specific campaigns on [derStandard.at](http://derStandard.at) itself. The use of personal information is only permitted with the users' informed consent.

Please note that if you submit advertising materials with scripts then a signed declaration is required for handling campaigns on [derStandard.at](http://derStandard.at). The declaration can be found at: [derStandard.at/Erklaerung-Digitaladvertising](http://derStandard.at/Erklaerung-Digitaladvertising). We would be happy to set up a framework contract for all further online advertisements. This contract is available at: [derStandard.at/Rahmenvertrag-Digitaladvertising](http://derStandard.at/Rahmenvertrag-Digitaladvertising).

**General Information**

**Contact**

**Team Advertising**

Tel.: +43 1 53 170-707  
Fax: +43 1 53 170-485  
[anzeige@derStandard.at](mailto:anzeige@derStandard.at)

[derStandard.at/advertising](http://derStandard.at/advertising)

**Further Information**

For further important information please visit:

[derStandard.at/datadelivery](http://derStandard.at/datadelivery)  
[derStandard.at/GTCs](http://derStandard.at/GTCs)

The general terms and conditions of STANDARD Verlagsgesellschaft m.b.H. apply and can be viewed on [derStandard.at/GTCs](http://derStandard.at/GTCs). 20 % VAT applies to all current rates. 5 % advertising tax applies to print media. Subject to alterations. Typing and printing errors reserved. For classified ad rates (recruitment, real estate) please visit [derStandard.at/Sales](http://derStandard.at/Sales).