

Facts and Figures

Successful advertising in DER STANDARD.

Book the exceptional.

DERSTANDARD

Philosophy of DER STANDARD

DER STANDARD is a liberal newspaper. It is independent from 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 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 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.



Facts and Figures

Everything about Print

DERSTANDARD

Print in general



DER STANDARD: Reach

Reach	Monday–Saturday
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Readers MA 17/18 ~ NRS*	525.000
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National Reach MA 17/18 ~ NRS*	7,0 %
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Decisionmakers LAE 2017 ~ BMRS	14,5 %
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* Survey: July 2017 – June 2018

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Print in general



DER STANDARD: Readership

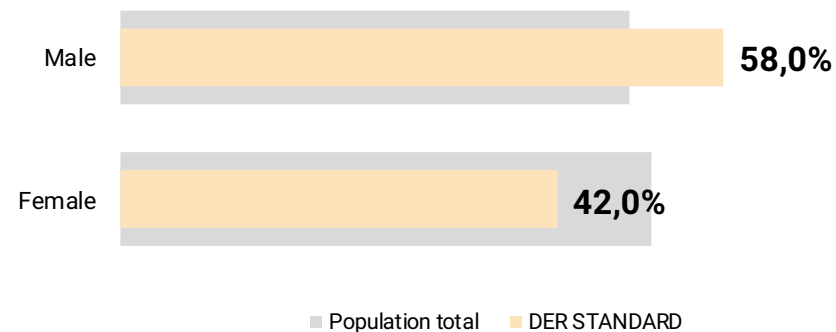
Circulation ÖAK 2018-II ~ ABC	Monday–Saturday	Saturday
Number of copies printed	69.000	103.000
Number of copies sold	55.000	66.000
Subscriptions	50.000	59.000

Print in general

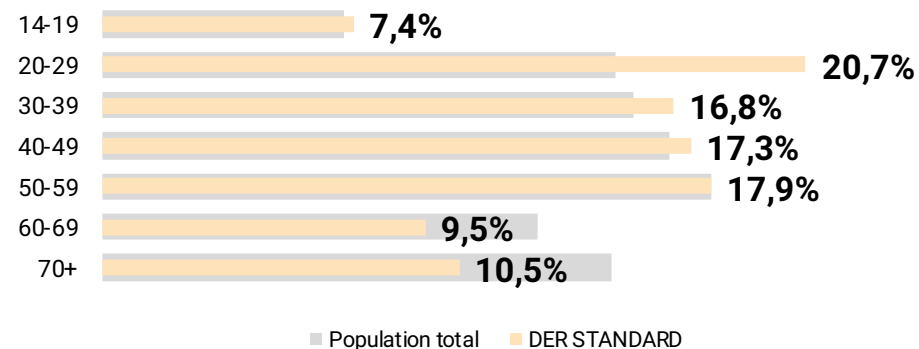


DER STANDARD: Readership

Gender



Age



Reference: MA 17/18 ~ NRS, Survey: July 2017 – June 2018; readership structure

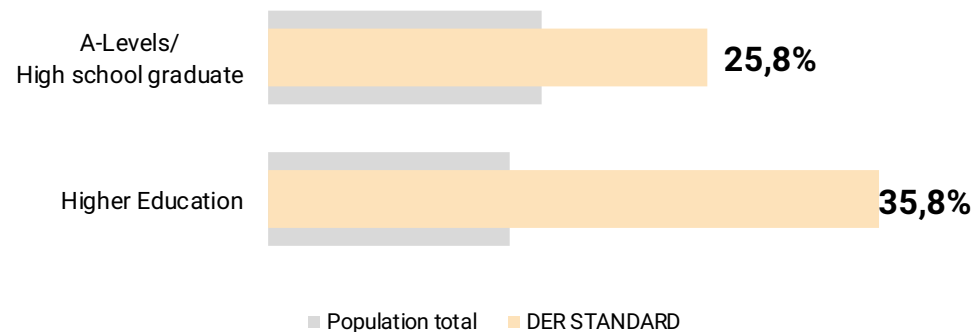
DERSTANDARD

Print in general

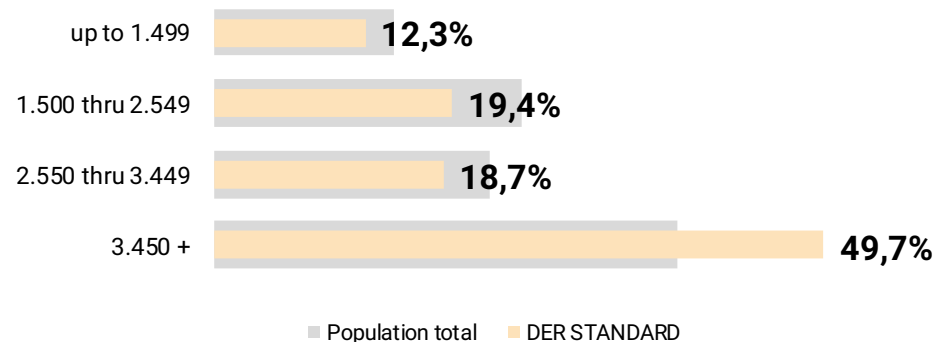


DER STANDARD: Readership

Education completed



Household income net



Reference: MA 17/18 ~ NRS, Survey: July 2017 – June 2018; readership structure

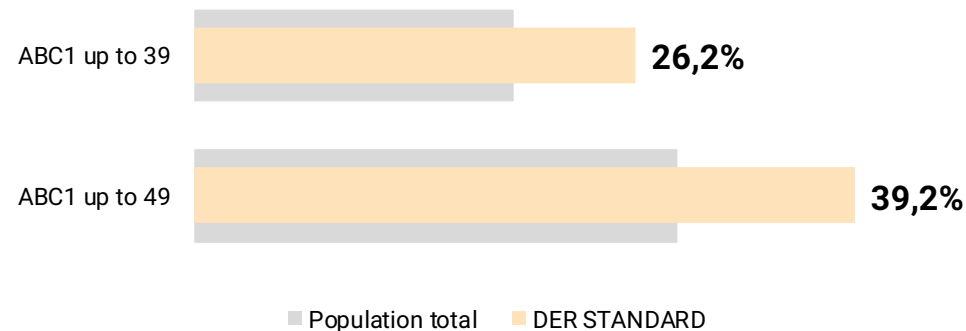
DERSTANDARD

Print in general

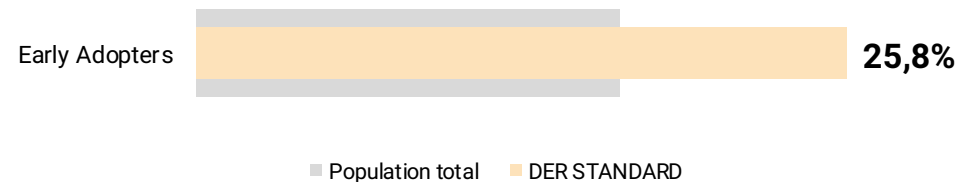


DER STANDARD: Readership

Social class



Consumer habits

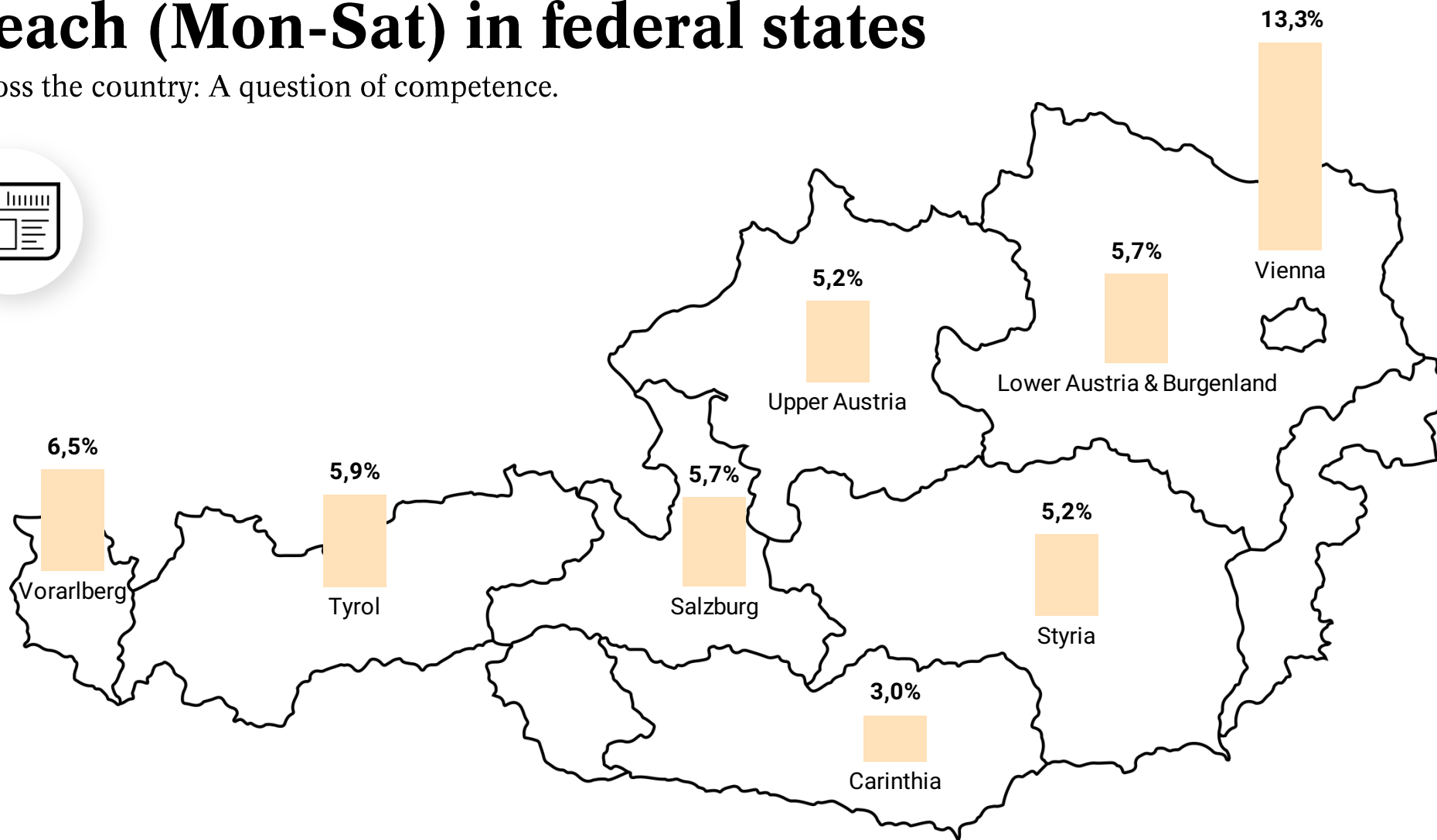


Reference: MA 17/18 ~ NRS, Survey: July 2017 – June 2018; readership structure

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DER STANDARD: Reach (Mon-Sat) in federal states

Across the country: A question of competence.

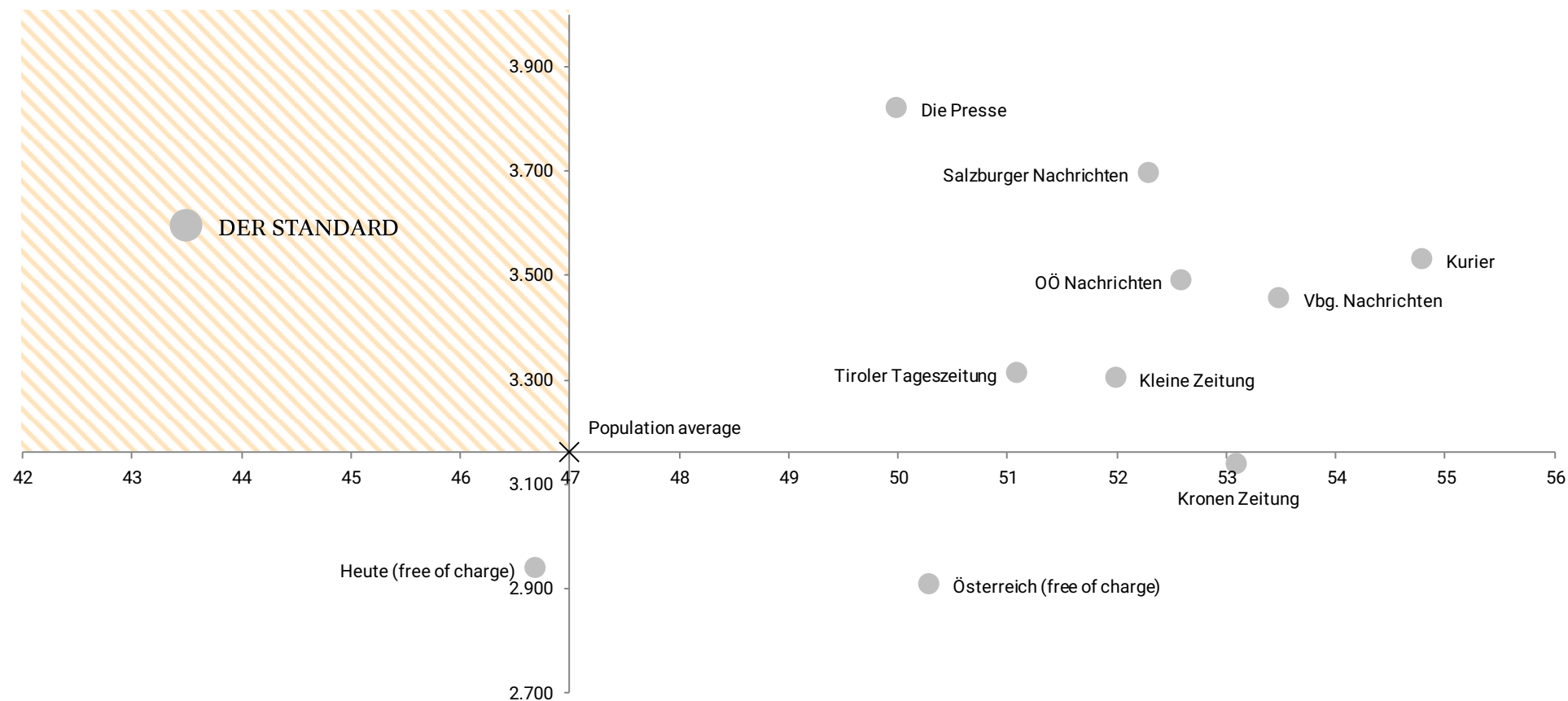


Reference: MA 17/18 ~ NRS, Survey: July 2017 – June 2018

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Readership by age and income

Newspaper readers by average age and net household income.



Reference: MA 17/18 ~ NRS, Survey: July 2017 – June 2018 (mean value for Austrian newspapers)

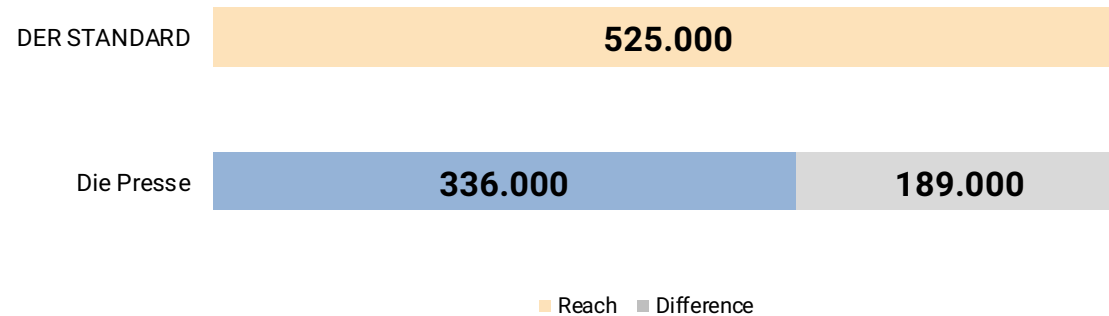
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More is more

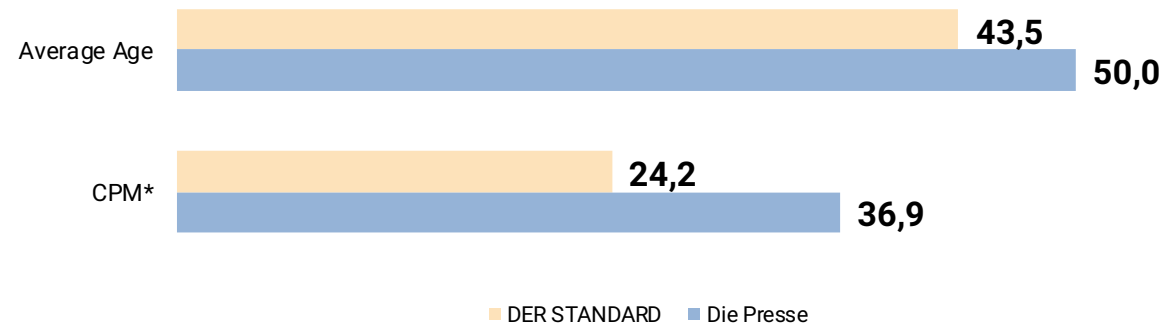
Comparing the reach of DER STANDARD and Die Presse.

Higher reach,
younger readership
and a cheaper CPM.
DER STANDARD
performs better
when compared to
Die Presse.

Reach comparison



Age and cost comparison



* Cost per mille

Reference: MA 17/18 ~ NRS, Survey: July 2017 – June 2018; rate example: JP 4c, valid October 2018; weekly average

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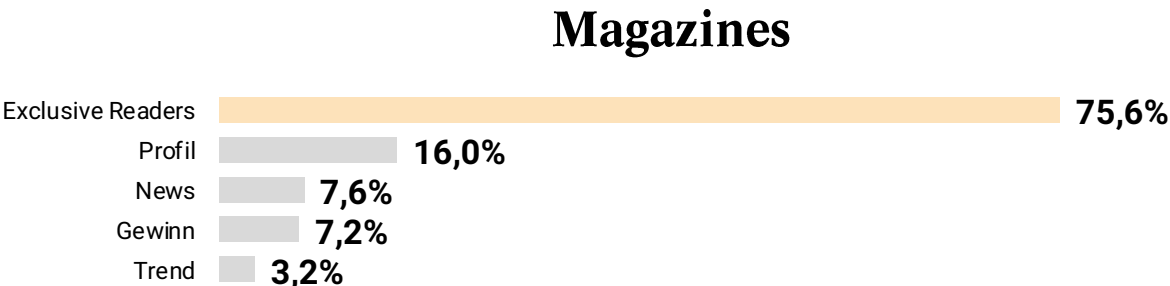
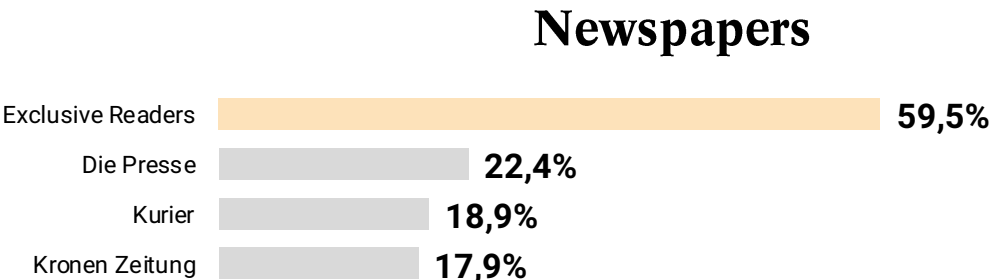
Overlapping readerships – other newspapers

See how many exclusive readers you can reach who are interested in newspapers, magazines and lifestyle-magazines.

Reading aid

Salmon pink bars: These are readers you can reach exclusively with DER STANDARD.

Grey bars: Only this percentage of the DER STANDARD readership reads the other newspapers and magazines mentioned.





Facts and Figures

Everything about Online

Online in general



DER STANDARD: Reach

DER STANDARD total

Unique Users [*] 14+ years, national	2.538.000	per month
reach [*] 14+ years, national	33,8 %	per month
Unique Clients ^{**}	5.975.755	per month
Visits ^{**}	29.329.938	per month
Page Impressions ^{**}	140.675.579	per month
Length of stay per Visit ^{**}	07:11	in minutes
Usetime per page ^{**}	01:30	in minutes (PI)

DER STANDARD mobile

mobile Unique Users [*]	1.450.000	per month
mobile reach [*]	22,2%	per month
mobile Unique Clients ^{**}	3.579.704	per month
mobile Page Impressions ^{**}	77.355.543	per month

References: * ÖWA Plus 2018-I, multi domain, ** ÖWA 01/2019 multi domain

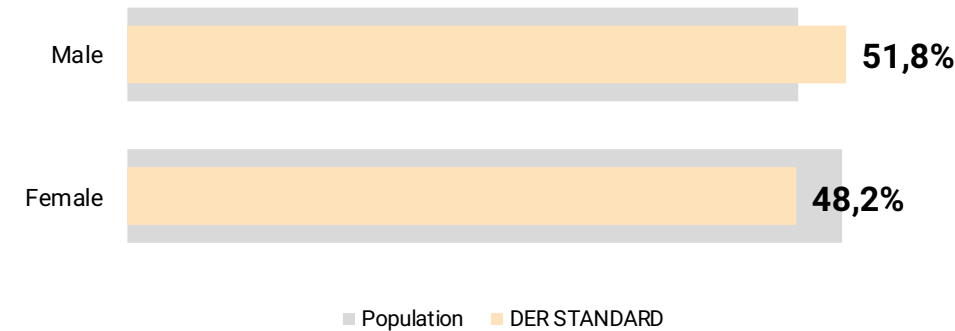
DERSTANDARD



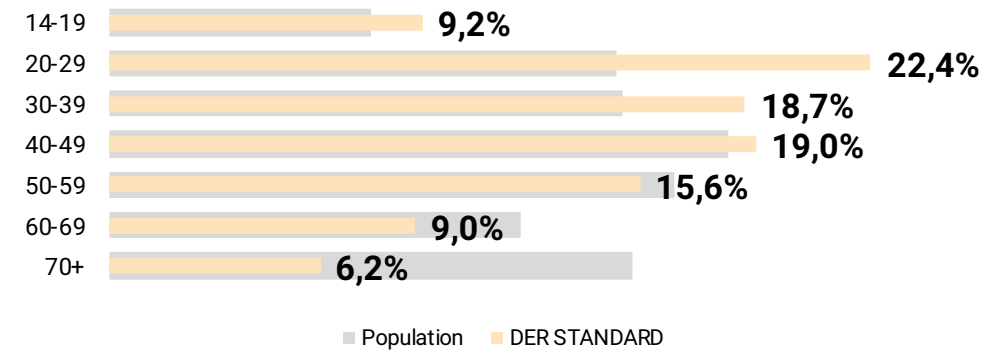
Online in general

DER STANDARD: Readership

Gender



Age



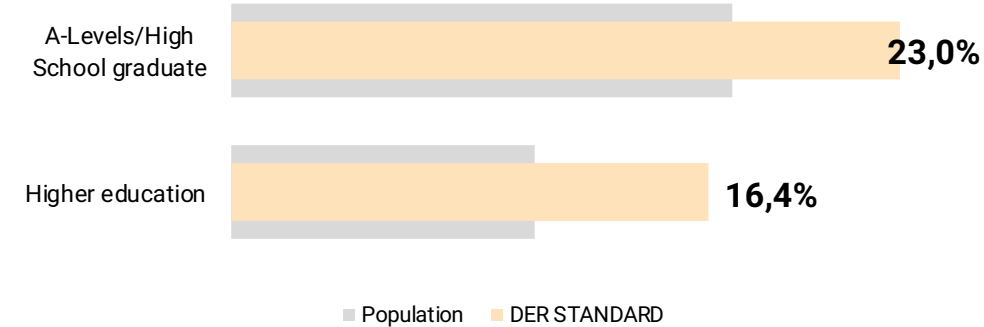
Reference: ÖWA Plus 2018-I, multi domain; readership structure in %



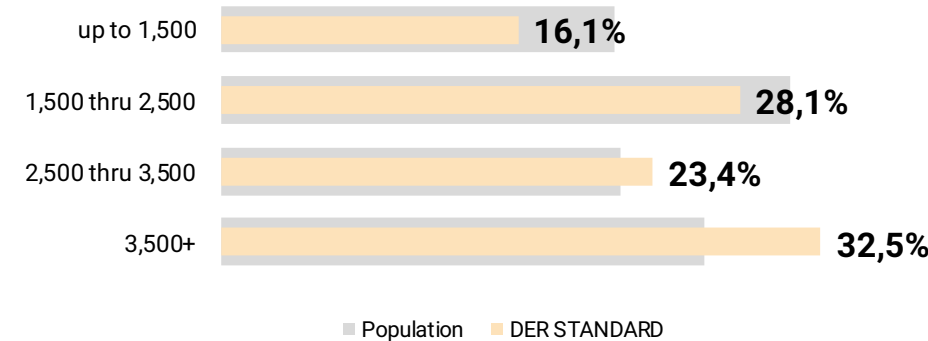
Online in general

DER STANDARD: Readership

Education completed



Household income net



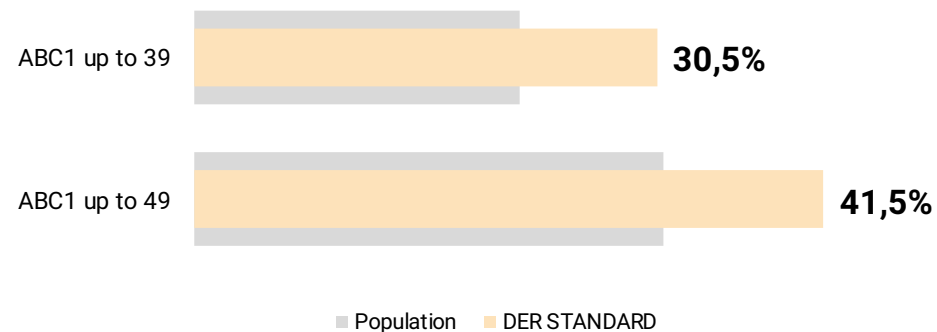
Reference: ÖWA Plus 2018-I, multi domain; readership structure in %

Online in general



DER STANDARD: Readership

Social class



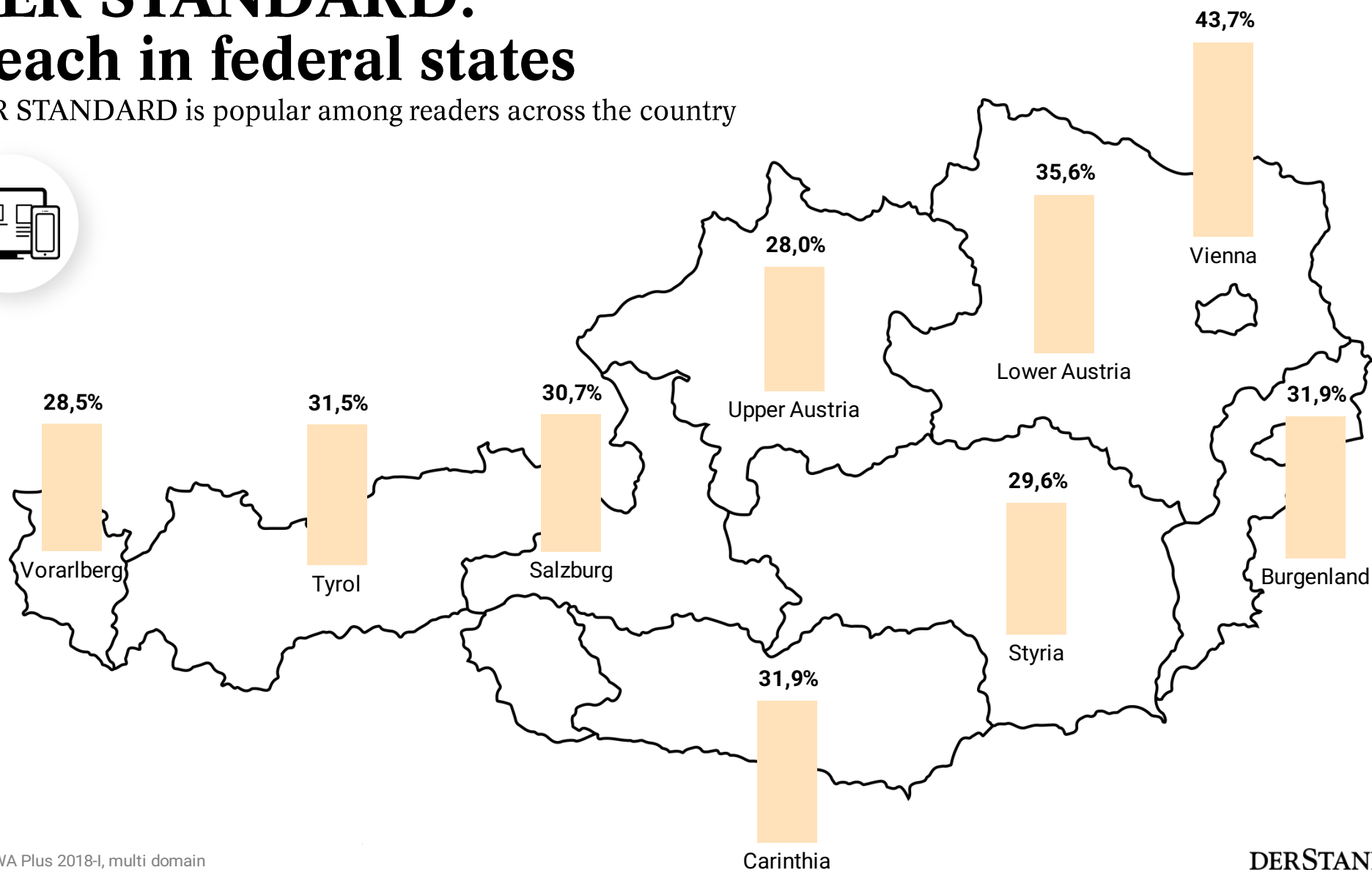
Reference: ÖWA Plus 2018-I, multi domain; readership structure in %

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DER STANDARD:

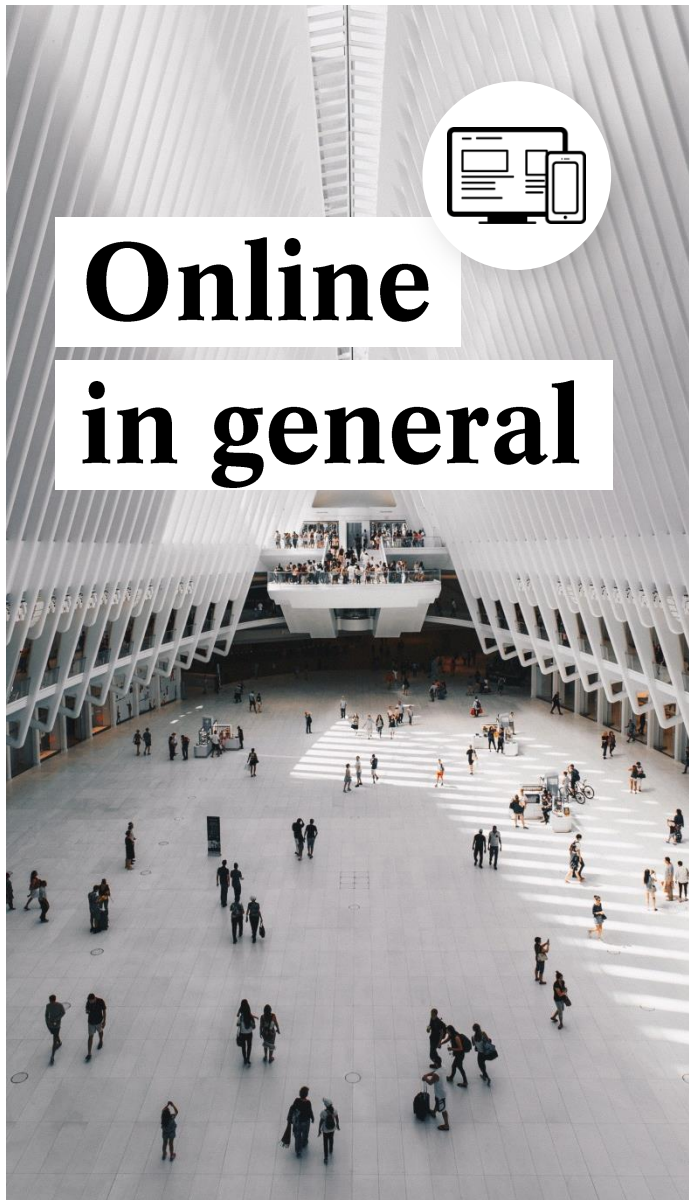
Reach in federal states

DER STANDARD is popular among readers across the country



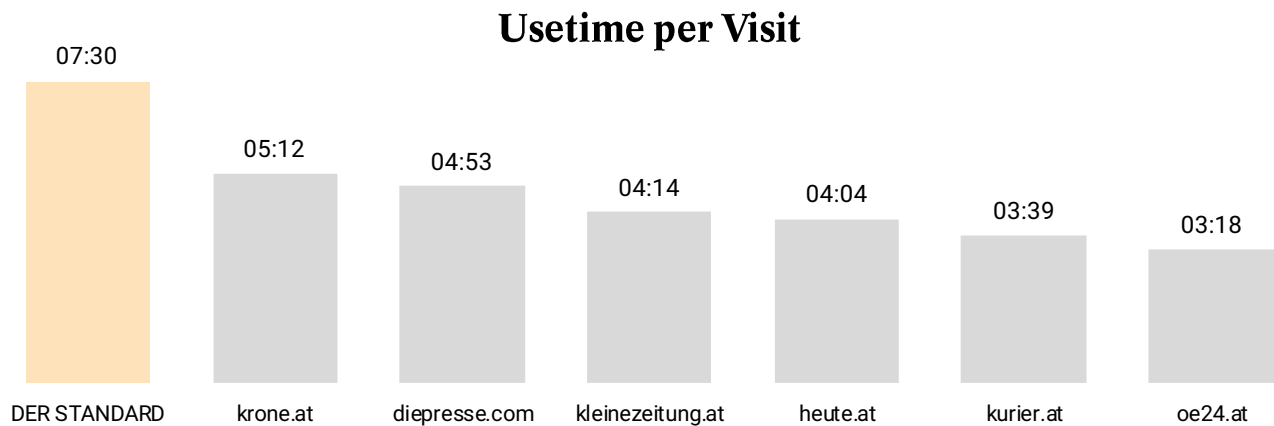
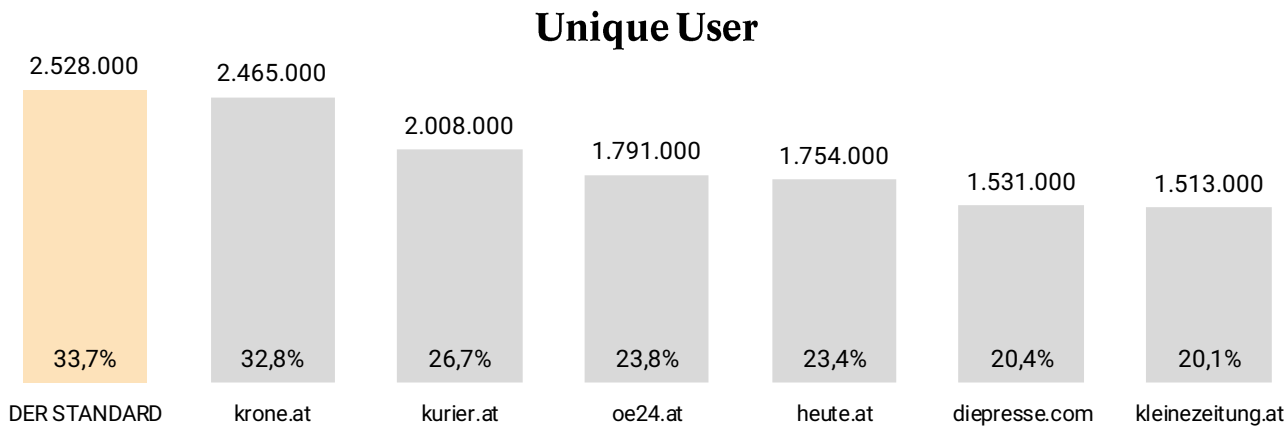
Reference: ÖWA Plus 2018-I, multi domain

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The Austrian online market

Extract from the Austrian range of daily newspapers.



Reference: ÖWA Plus 2018-I, ÖWA 01/2019; single domains

Constantly coming and staying

Relevant enthralling content: DER STANDARD users stay longer.

No other Austrian website by a newspaper publisher has a longer use time per month.



diepresse.com
516.000 hours



heute.at
883.000 hours



kleinezeitung.at
1.057.000 hours



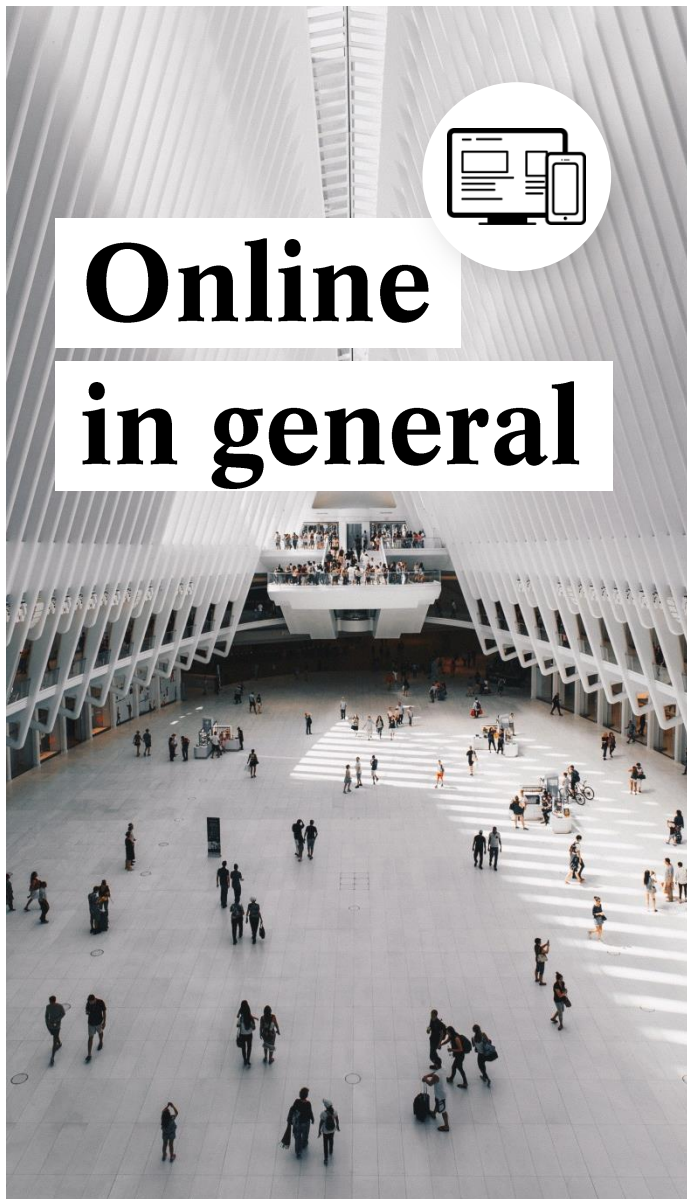
krone.at
3.430.000 hours



derStandard.at
3.471.000 hours

Reference: ÖWA 01/2019, single domains/month. Total length of stay = (Number of visits) x (average length of stay per visit).

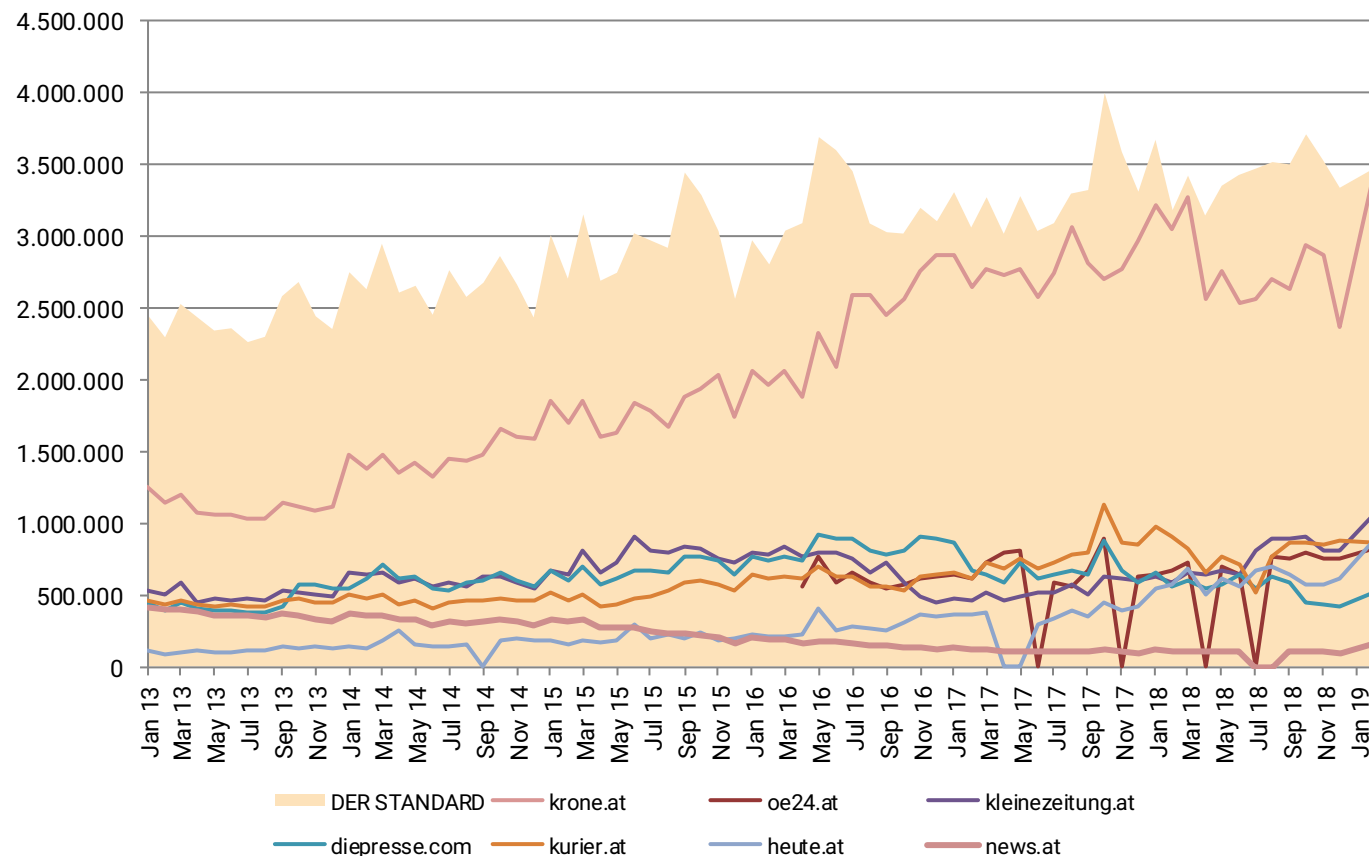
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Online in general

DER STANDARD invites to linger

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



Reference: ÖWA 01/2019, 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

DERSTANDARD



Mobile plaftorms of DER STANDARD

mobile access/ month*	text.dSt.at mobil.dSt.at	iPhone App	iPad App	Android App	Desktop Version	Total	Official ÖWA Statistics**	
iPhone	19.110.000	9.703.000			691.000	29.508.000	Total PI	77.356.000
iPad	213.000		1.522.000		6.848.000	8.583.000	Total UC	3.580.000
Android	44.116.000			9.999.000	3.190.000	57.305.000		
other OS	518.000				33.000	551.000		
Total PI	63.956.000	9.703.000	1.522.000	9.999.000	10.762.000	95.947.000		
Total UC	2.944.000	72.000	277.000	55.000	461.000	3.750.000		

Reference: * internal measurement 01/2019 (access to the according product via mobile device)

** ÖWA 01/2019 (mobile), ÖWA does not include all available mobile products



Facts and Figures

Everything about DER STANDARD

DERSTANDARD



Decision-makers choose DER STANDARD...

... in print, online or both.

Product	Reach (absolute)	Reach (in %)	Ø PNI*
Print (Monday–Saturday)	49.000	14,5 %	€ 4502,–
Print Wochenende (Saturday)	97.000	28,9 %	€ 4417,–
Digital (Monday–Sunday)	53.000	15,8 %	€ 4408,–
Crossmedia (Monday–Sunday)	79.000	23,5 %	€ 4435,–

Reference: LAE 2017 ~ BMRS (Print: Readers per Issue; Digital: Users per Day; Crossmedial: Cross-Media-Reach per Day)

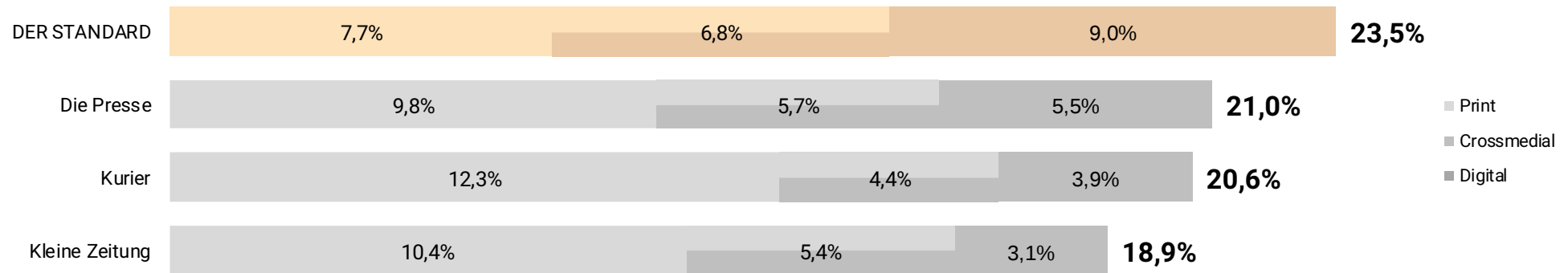
* Personal Net Income

DERSTANDARD



Decision-makers choose DER STANDARD...

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

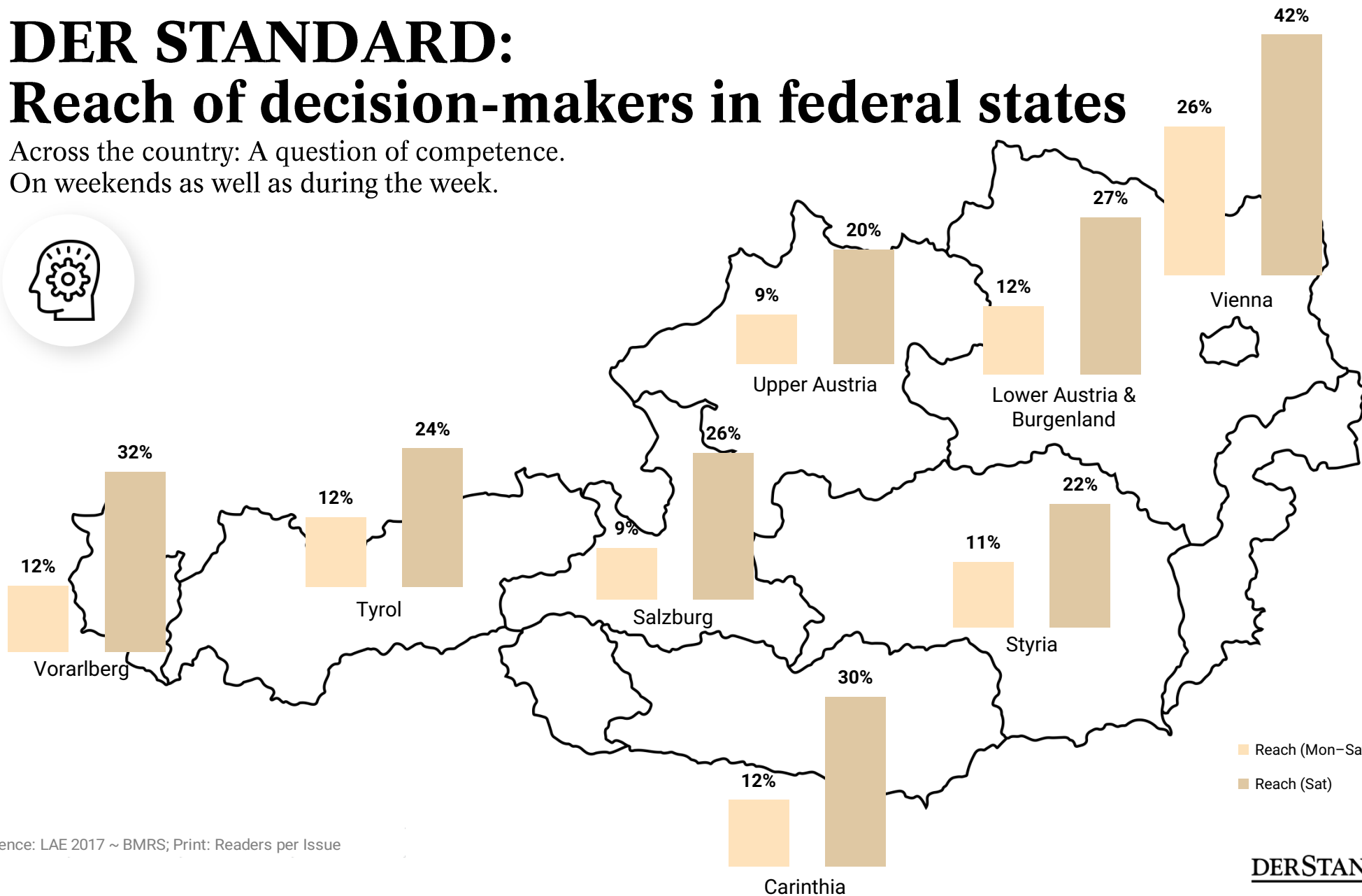


Reference: LAE 2017 ~ BMRS (Print: Readers per Issue; Digital: Users per Day; Crossmedial: Cross-Media-Reach per Day)

DERSTANDARD

DER STANDARD: Reach of decision-makers in federal states

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



Reference: LAE 2017 ~ BMRS; Print: Readers per Issue

DERSTANDARD

More creative freedom. More flexibility. More attention.

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 at derStandard.at/advertising.

DERSTANDARD



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.



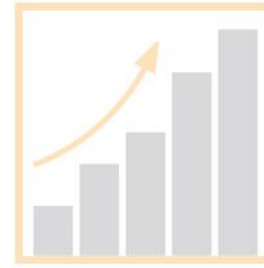
First, we show your ad to all users.



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 will receive a market research report for your brand and click/ order variable for further campaigns.

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.

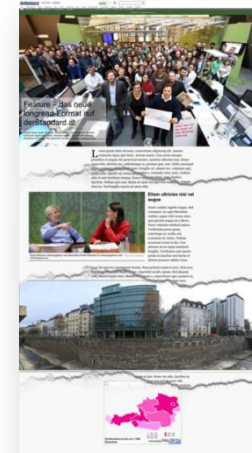


Native Advertising

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 a higher brand sympathy.

Feature



Promotion



Promotion with user integration



DERSTANDARD



Thank you for your interest!

Sales

Phone: +43 1 531 70 – 615 | Fax: DW 485
anzeige@derStandard.at

Career (Classifieds)

Phone: +43 1 531 70 – 717 | Fax: DW 9717
stellenmarkt.anzeigen@derStandard.at

Real Estate (Classifieds)

Tel: +43 1 531 70 – 727 | Fax: DW 9727
immo@derStandard.at

 derStandard.at/Sales

 **STANDARD Verlagsgesellschaft m.b.H.**
Vordere Zollamtsstraße 13, 1030 Wien

