

2022

ZEIT job markets

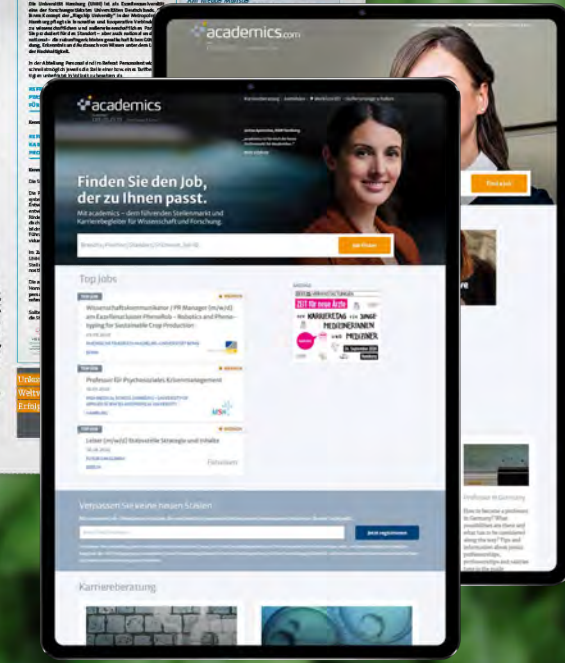
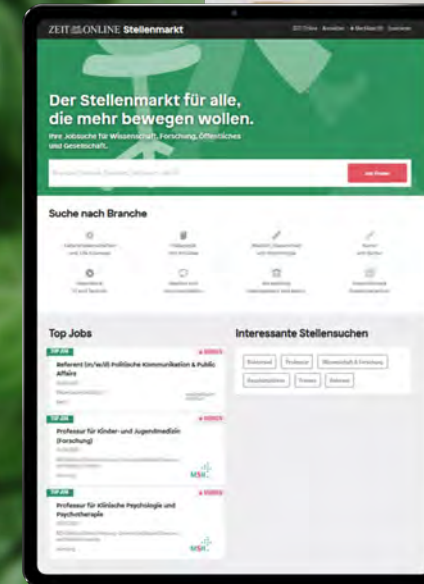
**Print,
digital &
events**

DIE ZEIT offers access to highly qualified personnel

The ZEIT job markets provide you with a whole host of different ways to communicate your strengths as an employer, whether in traditional form in DIE ZEIT, on the ZEIT ONLINE news website or on the academic careers platforms academics.de/academics.com and in their newsletters.

On the following pages, we will outline the various editorial settings and the formats available in each one.

We will also be happy to advise you personally on which components can be combined to suit your needs, enabling you to recruit your ideal candidates quickly and successfully.



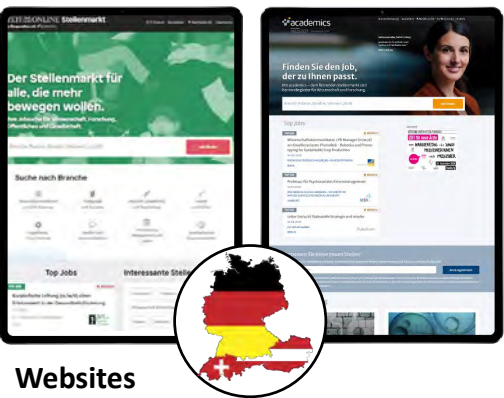
Job markets in the ZEIT portfolio

At a glance



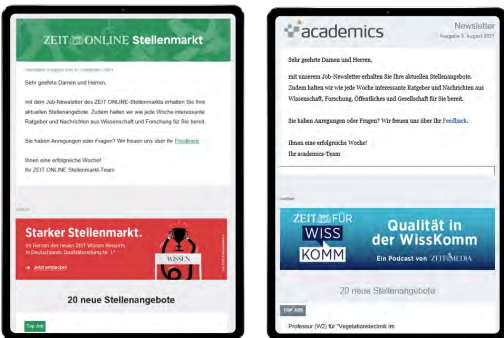
jobs.zeit.de / academics.de

academics.com



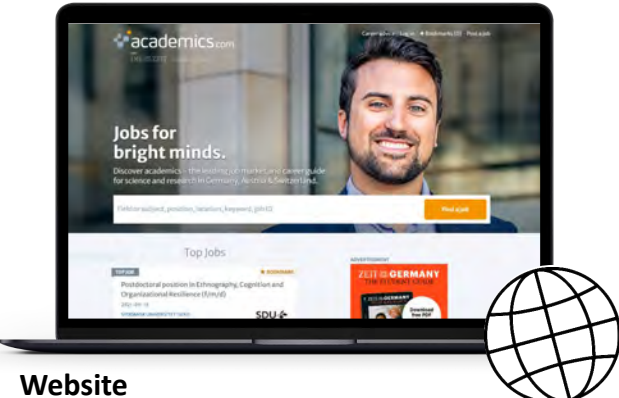
Websites

- › Page impressions: 2.99m
- › Visits: 1.16m
- › Visitors: 917,000



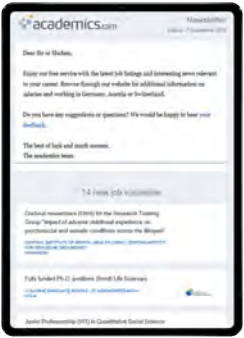
Newsletter

272.645 Subscribers



Website

- › Page impressions: 256,000
- › Visits: 104,000
- › Visitors: 93,000



Newsletter

75.721 Subscribers

Sources: AWA 2021 & IVW 2. quartal 2021; MAPP, monthly average H1/2021

Always the right format for your need.

Available formats at a glance.

CROSSMEDIAL (PRINT + ONLINE)

- › Print-online ad (standard)
- › Cross-medial rollout
- › Custom design
- › Premium placement
- › Refresh function (online)
- › TOP employer / TOP job
- › Leaderboard advertorials

DIGITAL (ONLY)

- › Online-only job advertisements
- › Premium placement
- › Refresh function
- › Employer profile
- › Newsletter
- › Individual campaign



ZEIT job markets

Cross-media

DIE ZEIT
jobs.zeit.de
academics.de

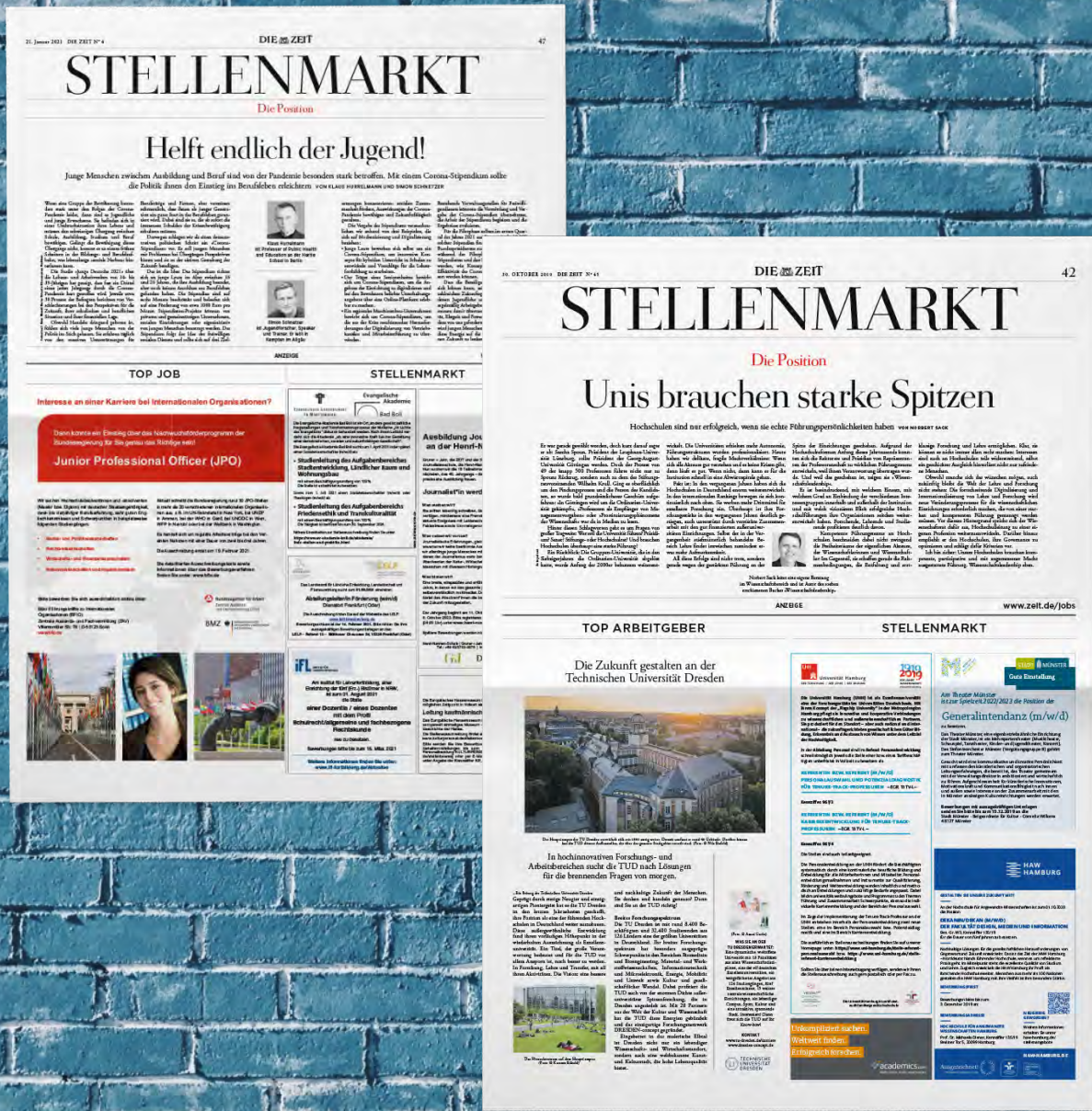
The print job market in DIE ZEIT

The optimal setting for your employer brand.

The job market is editorially embedded in a central position within the “ZEIT Wissen” section.

As such, active job hunters benefit from a central and reliable focal point at all times. Thanks to its prominent position in the publication, the job market is also sure to catch the eye of all those readers who are passively searching for a new career challenge.

By virtue of its inclusion in a sophisticated and up-to-date editorial setting, the job market boasts superb visibility and enjoys a high degree of acceptance and approval amongst the readership and clients alike.



DIE ZEIT

Reach, readership data

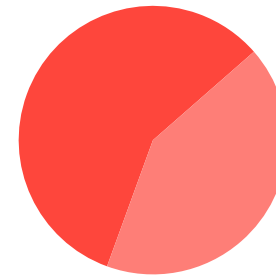


ZEIT Wissen readers
2.29m people read
DIE ZEIT every week
(AWA 2021)

Circulation
578,253 copies per week
(IVW, Q1 2021)

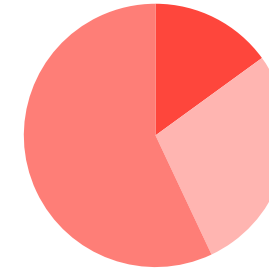
**Copy and print materials
deadline for print/online ads**
Monday of the week of
publication, 2 p.m.

Gender



■ 58 % Men
■ 42 % Women

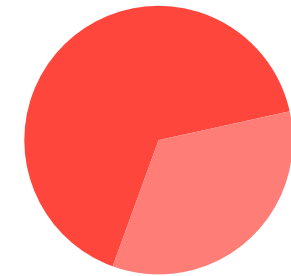
Average NMHI*



■ Less than 2,000
■ €2.000 € to €3.500
■ More than €3,500

*Net monthly household income

Educational attainment



■ 69 % University
entrance qualification
or degree

Source: AWA 2021

DIE ZEIT

Key characteristics of the readership.

VALUES AND TYPOLOGIES

Inquisitive

66%

Learning new things is important and desirable for 1.51m readers.

Strong-minded

53%

of readers (1.2m) are strong-minded multipliers.

Ambitious

54%

of readers (1.24m) regard a successful career as important and desirable.

Innovative

21%

(480,000) are innovators.

READERS' INTEREST IN INFORMATION

Research

84%

of readers (1.92m) are interested in science and research.

Economics

72%

of readers (1.66m) are interested in economic issues/questions.

Development

62%

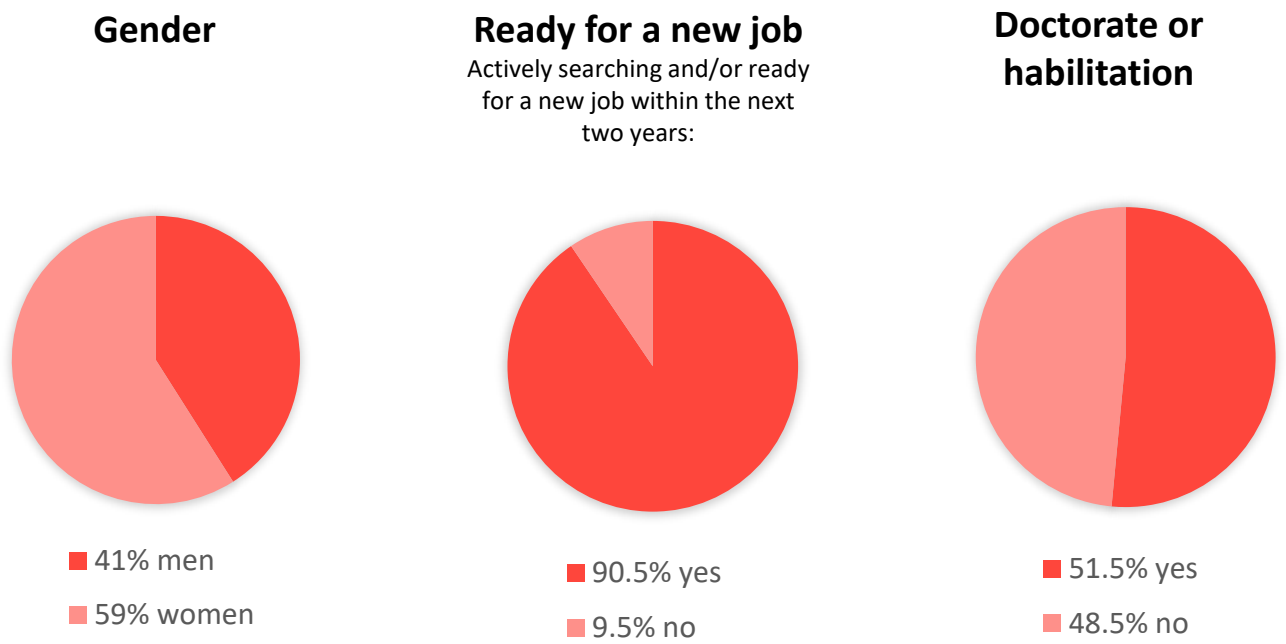
of readers (1.43m) are interested in professional training and development.

"The ZEIT job market is the number one for researchers and academics. We use it on account of its reach."

Sources: AWA 2021, Survey DIE ZEIT job markets 2021

Attractive user base

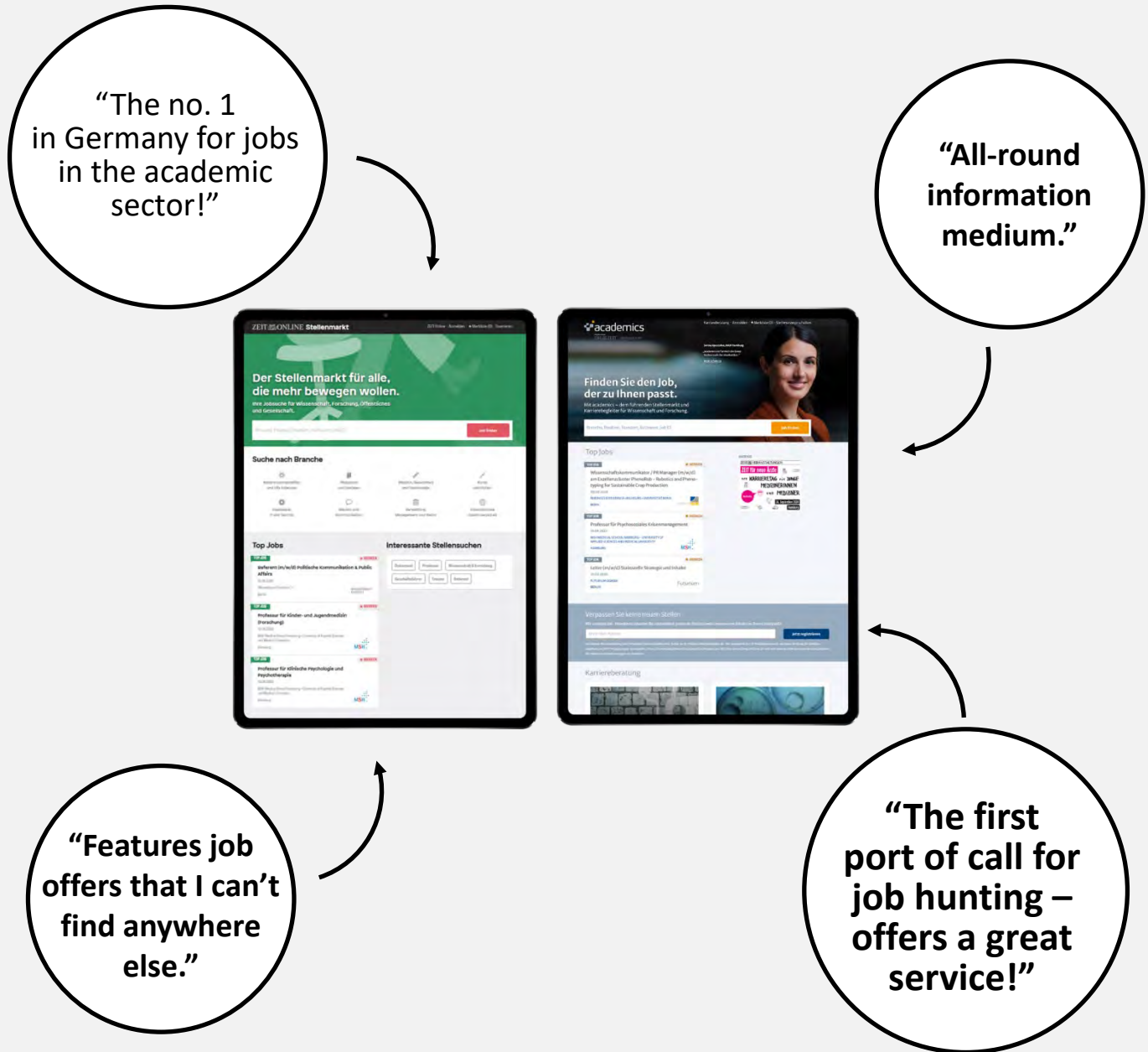
jobs.zeit.de and academics.de



- Users' decision-making criteria for changing jobs**
- 1. Clear sense of my role (71%)
 - 2. Identification with the role (70%)
 - 3. Location (59%)
 - 4. Work-life balance (57%)
 - 5. Clear sense of teamwork (53%)

Source: 2020 user survey with 4,413 respondents.

QUOTES FROM THE 2020 USER SURVEY



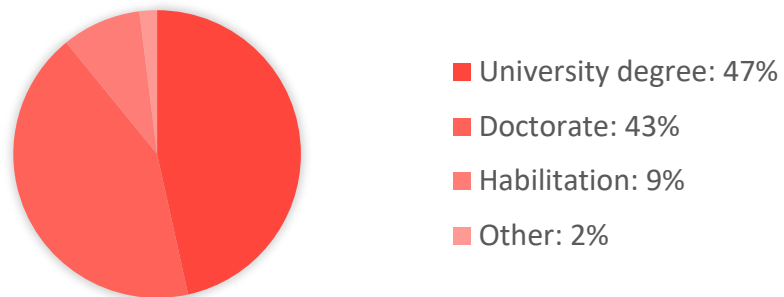
User base

jobs.zeit.de and “academics”

Characteristics / areas of work of the users

- › 38% are between 20 and 39 years old.
- › 36% have between six and 15 years of professional experience – and are therefore perfectly placed for new challenges and a new direction.
- › 55% have already worked abroad or are currently based abroad.
- › 45% currently work for a higher education institution.
- › 14% are doctoral candidates or postdocs.
- › 13% currently hold a professorship.
- › 16% currently work as lecturers / teaching staff.
- › 38% hold a senior position.

Highest educational qualification

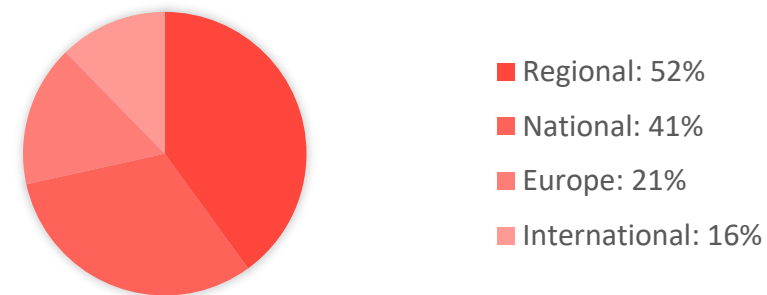


Source: 2020 user survey with 4,413 respondents.

What users are looking for

- › 76% are (very) interested in working at a higher education institution.
- › 59% are (very) interested in working at a non-university research institute.
- › 52% can imagine a change of jobs within the next two years, with 39% actively searching for a new job.
- › The preferred future employer of 73% of respondents is a higher education institution, and a research institute for 51% of respondents.

Geographic focus of the job search*



* Multiple answers possible.

What do you value about ZEIT job markets?

“The ZEIT job market is the number one for researchers and academics. We use it on account of its reach.”

“The reach – both regionally and nationally – the broad diversity of the readership, high-quality journalism. After all, DIE ZEIT is an established and respected publication.”

“Attractive quotas, excellent value for money, long-standing partnership, optimum reach.”

“Outstanding findability, rapid posting, excellent customer service.”

“We post ads in DIE ZEIT due to its reach and high profile, as well as the option of linking print and online.”

“I value the fact that we have found strong candidates in a targeted manner through ZEIT job markets and that even our highly specialised divisions have found candidates.”

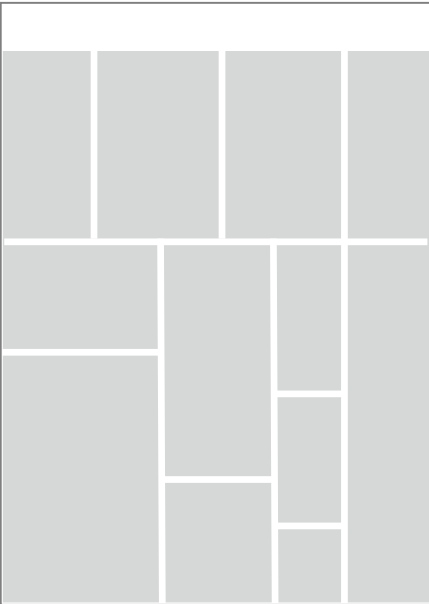
“The leading job search platform in the scientific field.”

Source: DIE ZEIT job markets user survey, July 2021

Your ad in the print job market in DIE ZEIT

Ads shown collectively

Millimetre price	€14.50
Calculating the price of an advertisement: no. of columns x height (in mm) x millimetre price	
1 column	45 mm
2 columns	91,5 mm
3 columns	138 mm
4 columns	184,5 mm
5 columns	231 mm
6 columns	277,5 mm
7 columns	324 mm
8 columns	371 mm



Cross-medial rollout

Each ad from the print job market will also run online.

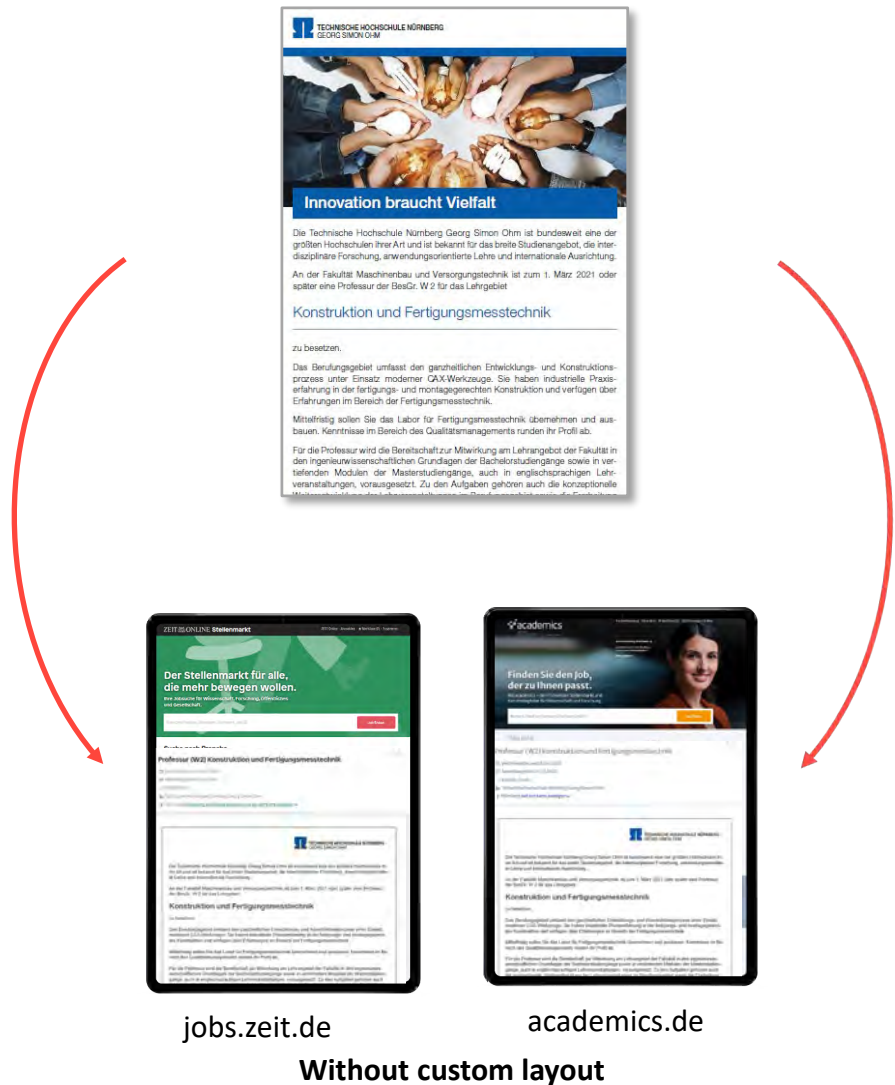
All job ads* will simultaneously appear in the ZEIT print job market and run for four weeks at jobs.zeit.de and on the careers site “academics”. Thanks to the cross-media combination and the low level of overlap between the print and online readerships, you will benefit from maximum reach amongst your target groups.

Print ads will be published online using our basic layout.

- Target group
- Skilled and managerial personnel
- Students, graduates, young professionals
- Multipliers

- Publication date
- Thursdays

- Copy deadline
- Monday of the week of publication, 2 p.m.



* Please note: only print ads with a total size of at least 100 mm (no. of columns x column height) will appear as online job ads.

Custom design

Boost visibility through customized design.

If your ad contains design elements or if you wish to include more than one logo, we recommend that you book the optional “Custom design” service. Thanks to custom design, your online ad will appear in your corporate design, just like the print version. What’s more, the package includes custom design for all ads for a 12-month period.

Our strengths:

- › A uniform design for your job ads
- › Consistent communication of the employer brand
- › Additional logo placement in the search results and the jobs newsletter
- › If you book the custom design package, you will receive an additional €200 discount for each online ad

Product	Site	Price
Custom design	jobs.zeit.de + academics.de	€295
Custom design package (12 months)	jobs.zeit.de + academics.de	€2,200

All prices are exclusive of German VAT and valid from 1/10/2021 onwards.
Our Terms and Conditions apply, see media.zeit.de/agb.pdf and <https://www.academics.com/info/general-terms-and-conditions-gtc-employer>.



Premium placement

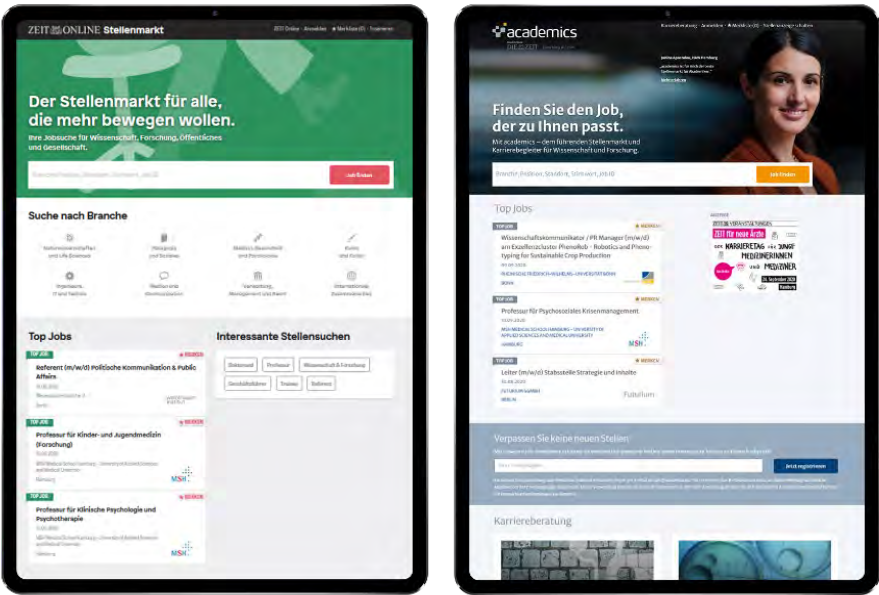
Prominent and eye-catching – if you want something more.

Placing your advertisement in prominent, eye-catching positions on jobs.zeit.de and “academics” ensures that your online job advertisement is seen more quickly and opened more frequently. This is clearly illustrated by high usage figures and high click-through rates (seven-times more than standard bookings).

Your ad will be featured on the ZEIT ONLINE home page and will be highlighted as a “TOP JOB” at the top of the search results, and it will be positioned at the start of the jobs newsletter.

Our strengths:

- › Links to the positions on ZEIT ONLINE further boost visibility within the entire online setting
- › Your ad appears in a top position (with logo) in the search results and the jobs newsletter of jobs.zeit.de and “academics”



Product	Site	Runtime	Price
Premium placement*	jobs.zeit.de + academics	4 weeks	€295 (per post)
Custom design and premium placement*	jobs.zeit.de + academics	4 weeks	€495 (per post)

* Can only be booked in combination with an online job advertisement
All prices are exclusive of German VAT and valid from 1/10/2021 onwards. Our Terms and Conditions apply, see media.zeit.de/agb.pdf and <https://www.academics.com/info/general-terms-and-conditions-gtc-employer>.

Refresh function

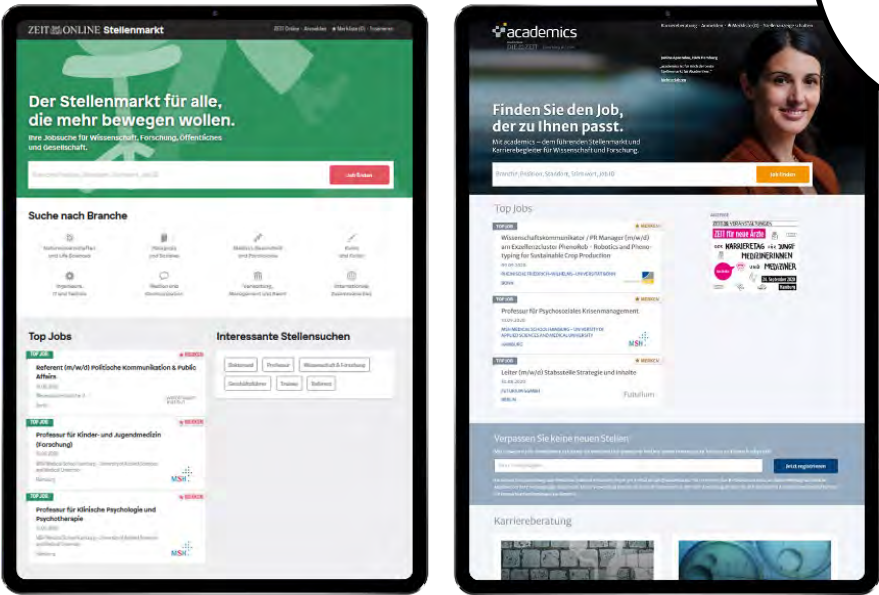
Extend the runtime of your ad.

Thanks to the “online refresh” feature, it is possible to extend the runtime of an existing online job advertisement until the application deadline. As the publication date is updated, the advert will once again appear high up in the list of search results. What’s more, the ad will once again feature in the jobs newsletter of jobs.zeit.de and “academics”.

Strengths:

- › More awareness amongst potential candidates thanks to a longer runtime: the online job advertisement runs until the application deadline (or for 8 weeks)
- › We will handle processing, meaning that the ad goes back online without you needing to do anything else
- › The ad will be positioned prominently in the upper section of the job sites and newsletter

Longer runtime
=
even more awareness



Product	Runtime	Price
Online-Refresh	Day 1 to 6	€395
	Day 7 to 28	€695

All prices are exclusive of German VAT and valid from 1/10/2021 onwards.
Our Terms and Conditions apply, see media.zeit.de/agb.pdf and <https://www.academics.com/info/general-terms-and-conditions-gtc-employer>.

TOP employer / TOP job

Maximal visibility due to premium placement

Present yourself as a “**TOP employer**” or advertise your “**TOP job**” on the lead page of the job market section and secure the biggest reach possible for your organisation and advertisement.

Both placements are assigned exclusively for every issue.

The advantage of the “TOP employer” piece is that it allows employer branding and recruitment to be combined within a single product. It comprises images, copy and address details; support with creation and coordination is provided by Tempus Corporate, our corporate publishing partner.

The “TOP job” piece consists of an advertisement / job posting provided by you.

Format	W x H	Number of characters	Media	Production*	Total
TOP employer	4 columns × 280 mm or 220.5 × 220 mm	See the example shown on the right	15.335 €	660 €	€15,995
TOP job	4 columns x 280 mm	Custom-made ad	15.995 €	--	€15,995

* No further discount or agency commission

Copy and print materials deadline:

TOP employer: Mondays, three weeks prior to publication.

TOP job: Friday of the week before publication.

For the “TOP job” layout, we recommend that you provide your ad without a frame.

TOP ARBEITGEBER

Forschen, Lehren und Lernen
im Herzen der Alpen



Die Universität Innsbruck im Westen Österreichs
ist Arbeits-, Forschungs- und Studienplatz für über
30.000 Menschen.

– Ein Beitrag der Universität Innsbruck
Mit 16 Fakultäten und über 125 Studien
ist die Universität Innsbruck die größte
Hochschule in Westösterreich. Mehr als
27.000 Studierende und über 5.000 Mitar-
beiterinnen und Mitarbeiter aus insgesamt
rund 100 Ländern gehen hier täglich ein
und aus. Rund 3.500 Menschen arbeiten
in der Wissenschaft – von Klimaforschung
und Quantenphysik bis zur Geschichte des
Alpinen Raums und der Forschung mit
und an Hochleistungsrechnern arbeiten
sie an vielfältigen Fragen und in unter-
schiedlichsten Disziplinen.



Die Universität Innsbruck prägt
mit ihren vier großen Standorten das Bild
der Universitätsstadt Innsbruck

Ausgezeichnete Arbeitgeberin

»Gerade die große Vielfalt an Berufen, an
Persönlichkeiten und ihre Internationalität
zeichnen die Universität Innsbruck aus.
Jede Mitarbeiterin und jeder Mitarbeiter
leistet ihren bzw. seinen individuellen
Beitrag zum Erfolg der Universität und
damit auch zum gesellschaftlichen Fort-
schritt. Das macht uns als Arbeitgeber aus«,
sagt Wolfgang Meixner, Vizerektor für
Personal der Universität. 90 Prozent der
Mitarbeiter/-innen empfehlen die Universität
Innsbruck auf der Arbeitgeber-Bewertungs-
plattform kununu weiter, weil sie hier
Raum für Kreativität, abwechslungsreiche
Aufgaben, Familienfreundlichkeit und
Diversität erleben.

Nicht umsonst hat das Wirtschafts-
magazin »trend« die Universität Innsbruck
bereits zum dritten Mal in Folge als
»Top-Arbeitgeberin« ausgezeichnet. Für
ihre Inklusionsarbeit wurde die Universität
Innsbruck vergangenen Dezember vom
Bundesministerium für Bildung, Wissen-
schaft und Forschung mit dem Diversitäts-
managementpreis »Diversitas« ausgezeichnet.
Dieses Jahr feiert die Universität Innsbruck
außerdem mit einem vielfältigen Programm
ihr 350-jähriges Bestehen.

KURZ VORGESTELLT

Die Universität Innsbruck
wurde 1669 gegründet
und ist heute mit über
27.000 Studierenden, rund
5.000 Mitarbeiter(inne)n,
16 Fakultäten und sechs
Forschungsschwerpunkten
die größte und wichtigste
Forschungs- und
Bildungseinrichtung
in Westösterreich.

FORSCHUNGS- SCHWERPUNKTE

Alpiner Raum, Digital
Science Center, Kulturelle
Begegnungen – Kulturelle
Konflikte, Molekulare
Biowissenschaften, Physik,
Scientific Computing

KONTAKT

Innrain 52
A-6020 Innsbruck
Tel.: +43 (0)512 507-0
www.uibk.ac.at/karriere

 universität
innsbruck

Leaderboard advertorial

This prominent placement kicks off a new page.

Leaderboard advertorials have a prominent position above the job ads in DIE ZEIT. The modular design comprises a total of five individual modules that can be combined and consolidated subject to requirements and availability.

They offer a compact way of sharing knowledge with society (“Third mission”), showcasing start-ups or previewing special innovations. The format can also be used to introduce individuals and brilliant minds, or to draw attention to publications.

The advertorial comprises image and text material created and coordinated together with Tempus Corporate, our corporate publishing partner.



WISSEN FÜR DIE GESELLSCHAFT



**Voltaire-Preis
für Toleranz, Verständigung
und Respekt vor Differenz**

Die Universität Potsdam lobt den Voltaire-Preis 2020 aus. Mit dem Preis wird jedes Jahr eine jüngere Wissenschaftlerin oder ein jüngerer Wissenschaftler geehrt, der beziehungsweise der einen wichtigen Beitrag zum gesellschaftlichen Dialog zu diesem Thema geleistet hat. Ebenso soll Engagement für die Freiheit von Forschung oder für das Recht der freien Meinungsäußerung gewürdigt werden. Der Preis ist mit 5000 Euro dotiert und wird von der Friede Springer Stiftung finanziert. Bewerbungen für den Voltaire-Preis müssen von dritten Personen oder Organisationen eingereicht werden. Selbsteinominierungen sind nicht möglich. Die Vorschläge sind in deutscher oder englischer Sprache bis zum 13. Oktober 2019 einzureichen.

Weitere Informationen:
uni-potsdam.de/de/voltaire-preis

Idealismus Willkommen!



Wen frustriert das nicht: Massenuniversität, Klausurrelevanz, Indikatorenlogik, Verwaltungslast! Muss das so sein? Die Leuphana versteht sich als Ort der Freiheit: Erkenntnisdrang ausleben und begeistern – eben als Universität.

Mehr Informationen:
www.leuphana.de/idealismus

Internationale Talentschmiede startet

Über 540 Bewerbungen aus der ganzen Welt sind für die von Bundesforschungsministerin Johanna Wanka 2017 angekündigten Max Planck Schools eingegangen. Die neuen Graduiertenschulen sollen die deutschlandweit verteilte Exzellenz in einem innovativen Forschungsfeld bündeln und damit für ausländische Talente sichtbarer machen. 140 Fellows aus verschiedenen Universitäten und Forschungseinrichtungen unterstützen die Ausbildung in den drei Schools. Die Initiative geht auf eine Idee von Max-Planck-Präsident Martin Stratmann zurück. Großes Interesse aus dem asiatischen Raum gab es für die Max Planck School of Photonics: 42 Prozent der Bewerbungen kamen u.a. aus Indien, dem Iran und China. Europäische Studierende waren mit einem Anteil von 57 Prozent besonders an der Max Planck School of Cognition interessiert. Hier gab es auch die größte disziplinäre Vielfalt. In einem mehrstufigen Auswahlprozess wurden insgesamt 73 junge Nachwuchstalente ausgewählt, die nun ihr Promotionsstudium aufnehmen; 40 und damit die meisten Studierenden gehen an die Max Planck School Matter to Life. Am 11. September 2019 werden die Max Planck Schools im Harnack-Haus in Berlin im Rahmen eines Symposiums eröffnet, an dem von Seiten der Bundesregierung der Chef des Bundeskanzleramtes, Helge Braun, teilnehmen wird.

Max Planck Schools – a joint initiative between German universities and the German research organisations

Format	W x H	Number of characters	Media	Production*	Total
per module	70.5 × 86 mm	See the examples shown on the right	€1,345	€150	€1,495

* No further discount or agency commission
Copy and print materials deadline: Mondays, two weeks prior to publication.

WAS TUN?!

60 Zeichen Schule trifft Digitalbranche: »Digital Summit« Headline

70 Z. Bei Input von digitalen App Camps »nach der Schule« vorbereiten kann:

1180 Z. Input von digitalen Bildungspartnern, Beispielen bei Hamburger Digitalunternehmen und gemeinsamen Workshops und Gesprächen erleben und diskutieren: 200 Lehrerinnen und Lehrer beim nächsten »Digital Summit«, einer Kooperation von App Camps und Kiebitz-Stiftung, beispielsweise vom Besuch: Eine Erkenntnis vom Besuch Kinder und erleben, umgeben, wenn sie selbst damit.

120 Z. Weitere Informationen finden Sie unter dem Hashtag #DigitalSummit19 bei Twitter oder auf der Seite www.kiebitz-stiftung.de/digitalsummit19



© J. Kiebitz

20 Z. Veranstaltung

Mit Roland S. Kämzelak, Jo Lendke

500 Z. Veranstaltung über das Lesen im digitalen Zeitalter. Wer liest online und wie lesen wir online? Lesen wir langsam und linear oder flüchtig und kuratiert? Nurten wir Links oder verlesen wir uns auf unser Wissen englischer Sprache. Links oder verlesen wir uns auf unser Wissen und die bleibe Auge insidit doktor. Links oder verlesen wir uns auf unser bleibe Auge? Eine Veranstaltung in englisch

120 Z. Uhrzeit: 19:30 Uhr Ort: Deutsches Literaturarchiv Marbach, Humboldt-Saal Schülerhöhe 8-10, 71672 Marbach

35 Z. Veranstaltung Humboldt Forum



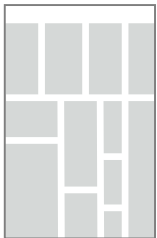
240 Z. Roland S. Kämzelak, Jo Lendke: Eine Veranstaltung über das Lesen im digitalen Zeitalter. Wer liest online und wie lesen wir online? Lesen wir langsam und linear oder flüchtig und kuratiert? Nurten wir Links oder verlesen wir uns auf unser Wissen englischer Sprache. Links oder verlesen wir uns auf unser Wissen und die bleibe Auge insidit doktor. Links oder verlesen wir uns auf unser bleibe Auge? Eine Veranstaltung in englisch

120 Z. Uhrzeit: 19:30 Uhr Ort: Deutsches Literaturarchiv Marbach, Humboldt-Saal Schülerhöhe 8-10, 71672 Marbach

ZEIT job markets: formats & prices

Summary

Ads shown collectively



Each print/online job advertisement appears in an attractive basic online layout.

Maximum height: 528 mm.
Minimum format: 100 total millimetres (no. of columns × column height).

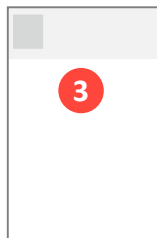
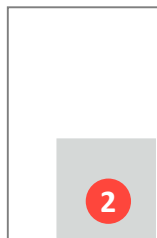
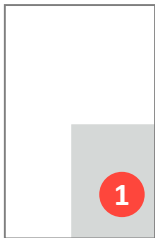
Millimetre price €14.50

Calculating the price of an advertisement:
no. of columns × height (in mm) × millimetre price

1 column	45 mm
2 columns	91,5 mm
3 columns	138 mm
4 columns	184,5 mm
5 columns	231 mm
6 columns	277,5 mm
7 columns	324 mm
8 columns	371 mm

Copy and
print materials
deadline:
Monday before
publication
date, 2 p.m.

STAND-ALONE ADS



Format	Type area in mm (W × H)	Price
1 TOP job	4 columns x 280 mm	€15,995
1 TOP employer	4 columns x 280 mm	€15,995
2 TOP employer	220,5 x 220 mm	€15,995
3 Leaderboard advertorial	70,5 x 86 mm	€1,495

Ad formats available on the job market lead page: TOP employer (also available as a corner ad), TOP job

Additional formats on jobs.zeit.de/academics*

Format	Runtime	Price
Custom design	4 weeks	€295 (per post)
Premium placement	4 weeks	€295 (per post)
Custom design and premium placement*	4 weeks	€495 (per post)
Refresh function**	Day 1 to 6	€395
	Day 7 to 28	€695

* Can only be booked in combination with an online job advertisement

** Extension of the regular runtime

All prices are exclusive of German VAT and valid from 1/10/2021 onwards.



ZEIT job markets

Digital

jobs.zeit.de
academics.de
academics.com

Digital ZEIT job markets

Targeted and convincing communication

Your vacancies are communicated to potential applicants via three channels. The online job market **jobs.zeit.de** is affiliated with the ZEIT ONLINE news portal. All vacancies from DIE ZEIT can be found here, besides additional online job advertisements, career tips and everything that people need to know about the world of work.

Users also receive advice on careers-related questions – with a focus on teaching, research, society and the public sector – on the specialist “**academics**” career portal. “**academics**” is aimed at users in the DACH region, whereas **academics.com** targets scholars around the world who wish to work in German-speaking countries.

16.55m

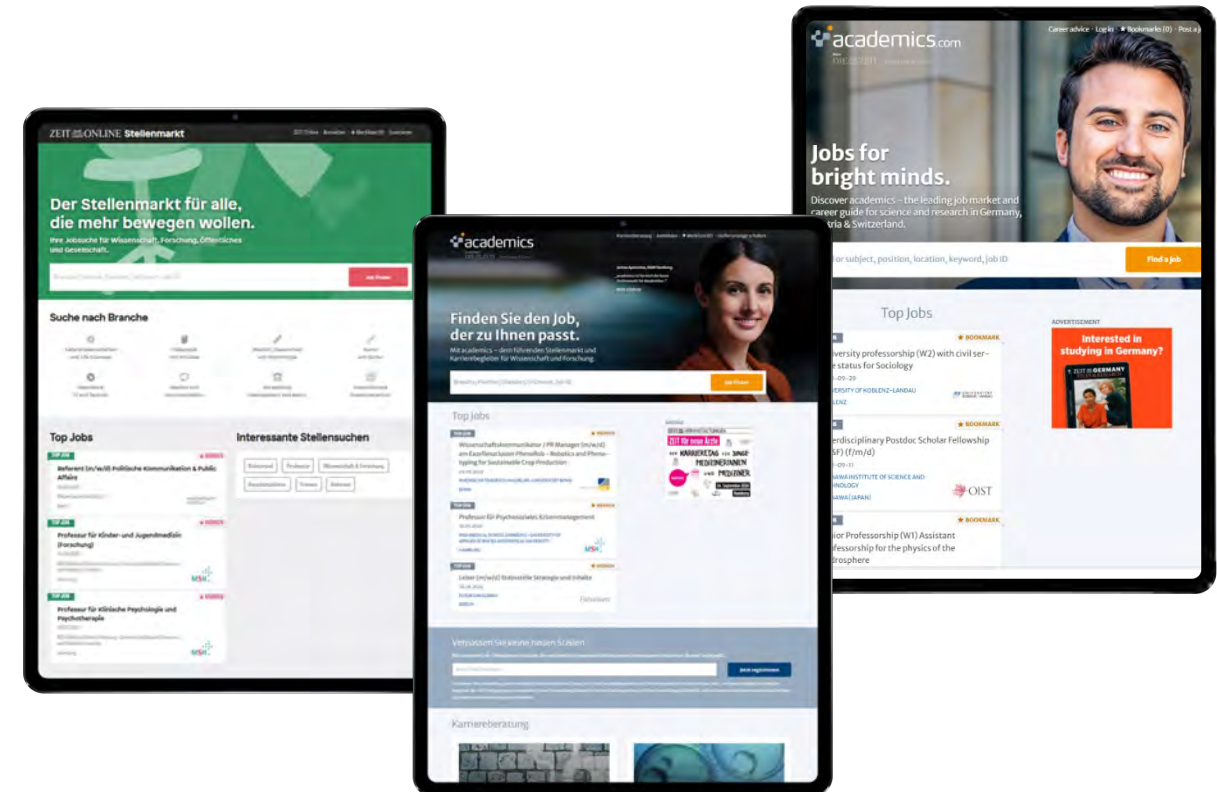
unique users visit ZEIT ONLINE per month on average

917.198

unique users per month visit jobs.zeit.de and academics.de on average

92.785

unique users per month visit academics.com on average



Sources: AGOF monthly average. Ø 2020 und MAPP monthly. Ø 1. H 2021

Digital ZEIT job markets

At a glance

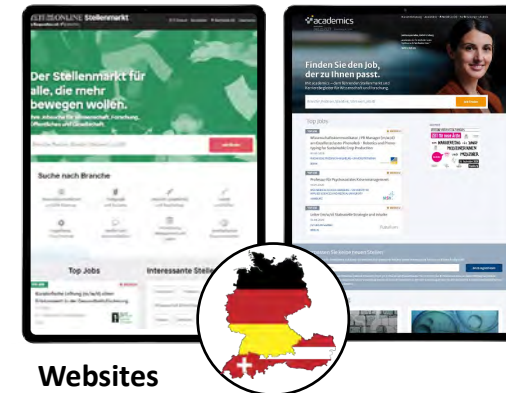
Our strengths

- › No waste coverage: suitable, high-quality candidates rather than a flood of applications
- › Extensive social media connections and strong cooperation partners ensure targeted circulation
- › Embedded within careers-related topics
- › Jobs are advertised online for four weeks and can be extended to the application deadline for an additional charge (no additional charge for advertisements on academics.com)

Target groups

- › Graduates
- › Doctoral candidates
- › Postdocs and professors
- › Highly qualified applicants from Germany and abroad

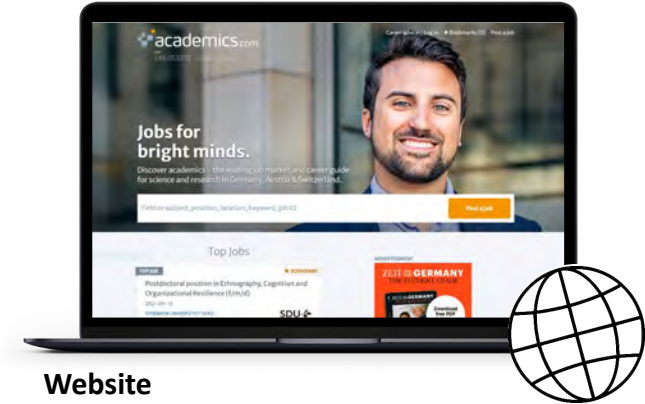
jobs.zeit.de / academics.de



Websites

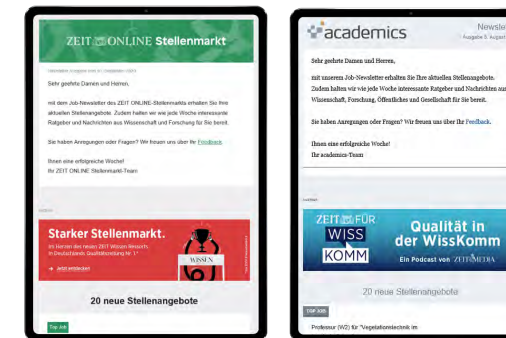
- › Page impressions: 2.99m
- › Visits: 1.16m
- › Visitors: 917,000

academics.com



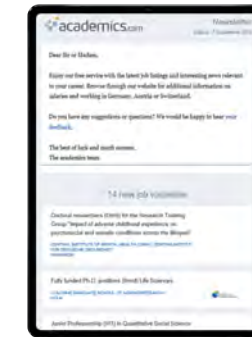
Website

- › Page impressions: 256,000
- › Visits: 104,000
- › Visitors: 93,000



Newsletter

272.645 Subscribers



Newsletter

75.721 Subscribers

jobs.zeit.de & academics.de

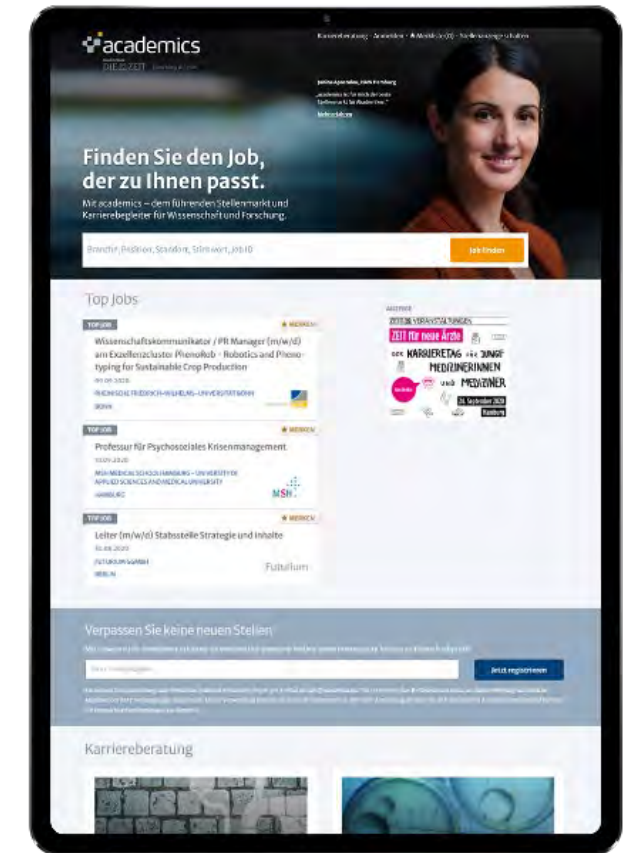
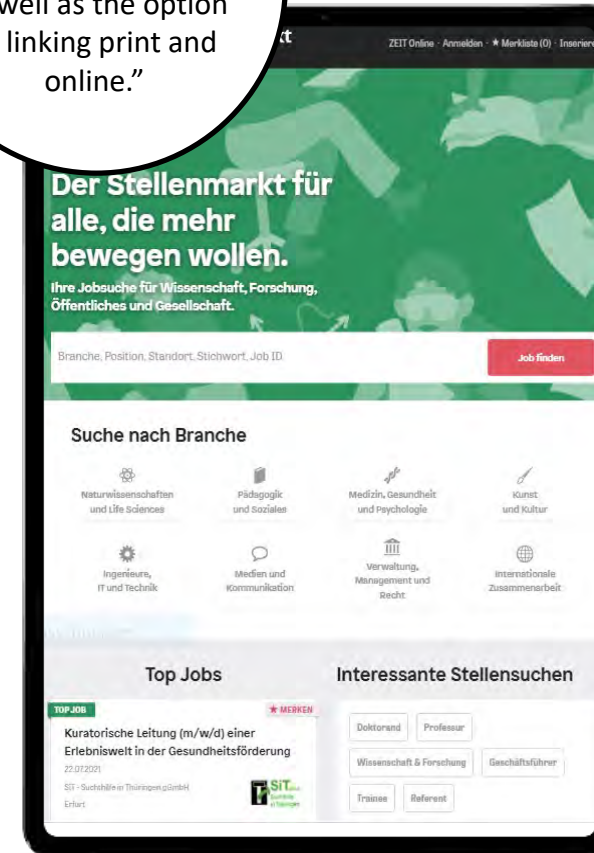
Benefit from double the reach!

All job ads will simultaneously appear in the ZEIT print job market and run for four weeks at jobs.zeit.de and on the careers site “academics”.

This allows you to not only target users who see your ad on the news site ZEIT ONLINE, but also users who are searching specifically for academic vacancies on academics.de.

Job postings on academics.de are also shared in a precise way via a strong network of partners*.

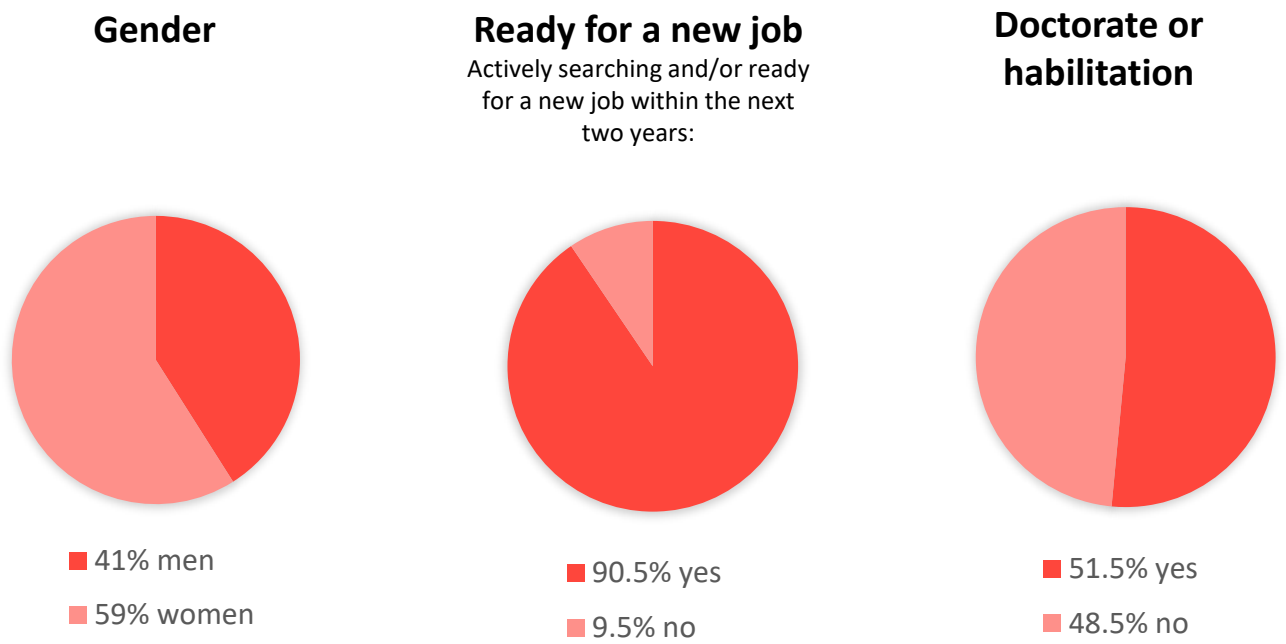
“We post ads in DIE ZEIT due to its reach and high profile, as well as the option of linking print and online.”



* Partners include, for example, forschung-und-lehre.de, joblift.de and goodjobs.eu
Source of the quote: DIE ZEIT job markets user survey, 2021

Attractive user base

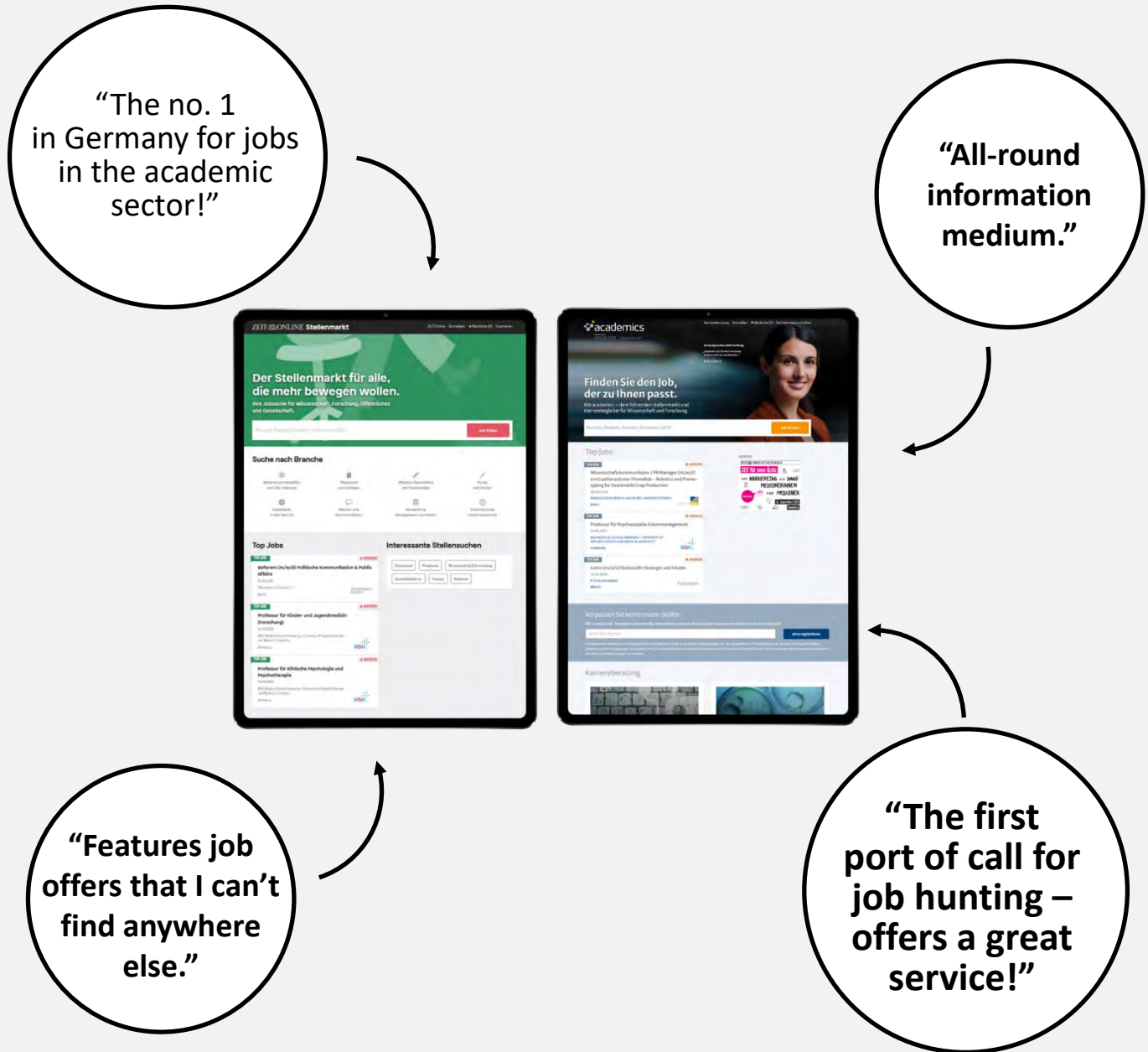
jobs.zeit.de and academics.de



- Users' decision-making criteria for changing jobs**
- 1. Clear sense of my role (71%)
 - 2. Identification with the role (70%)
 - 3. Location (59%)
 - 4. Work-life balance (57%)
 - 5. Clear sense of teamwork (53%)

Source: 2020 user survey with 4,413 respondents.

QUOTES FROM THE 2020 USER SURVEY



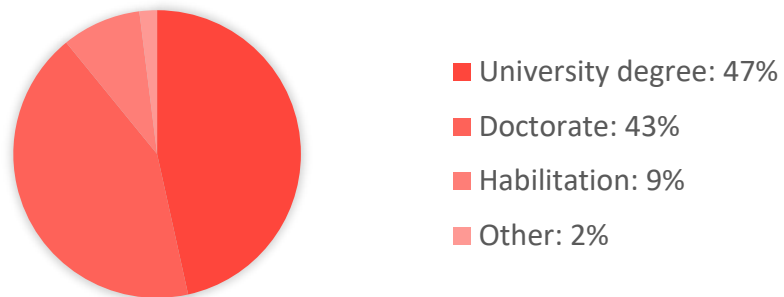
User base

jobs.zeit.de and “academics”

Characteristics / areas of work of the users

- › 38% are between 20 and 39 years old.
- › 36% have between six and 15 years of professional experience – and are therefore perfectly placed for new challenges and a new direction.
- › 55% have already worked abroad or are currently based abroad.
- › 45% currently work for a higher education institution.
- › 14% are doctoral candidates or postdocs.
- › 13% currently hold a professorship.
- › 16% currently work as lecturers / teaching staff.
- › 38% hold a senior position.

Highest educational qualification

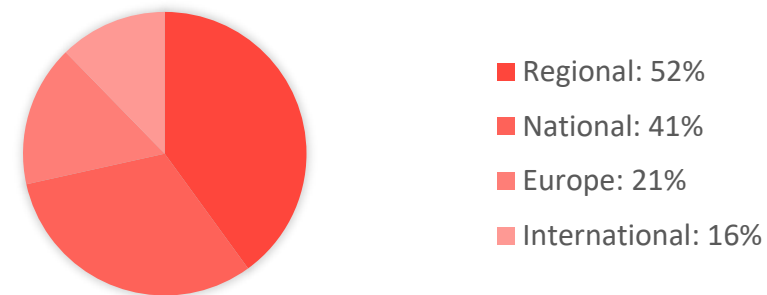


Source: 2020 user survey with 4,413 respondents.

What users are looking for

- › 76% are (very) interested in working at a higher education institution.
- › 59% are (very) interested in working at a non-university research institute.
- › 52% can imagine a change of jobs within the next two years, with 39% actively searching for a new job.
- › The preferred future employer of 73% of respondents is a higher education institution, and a research institute for 51% of respondents.

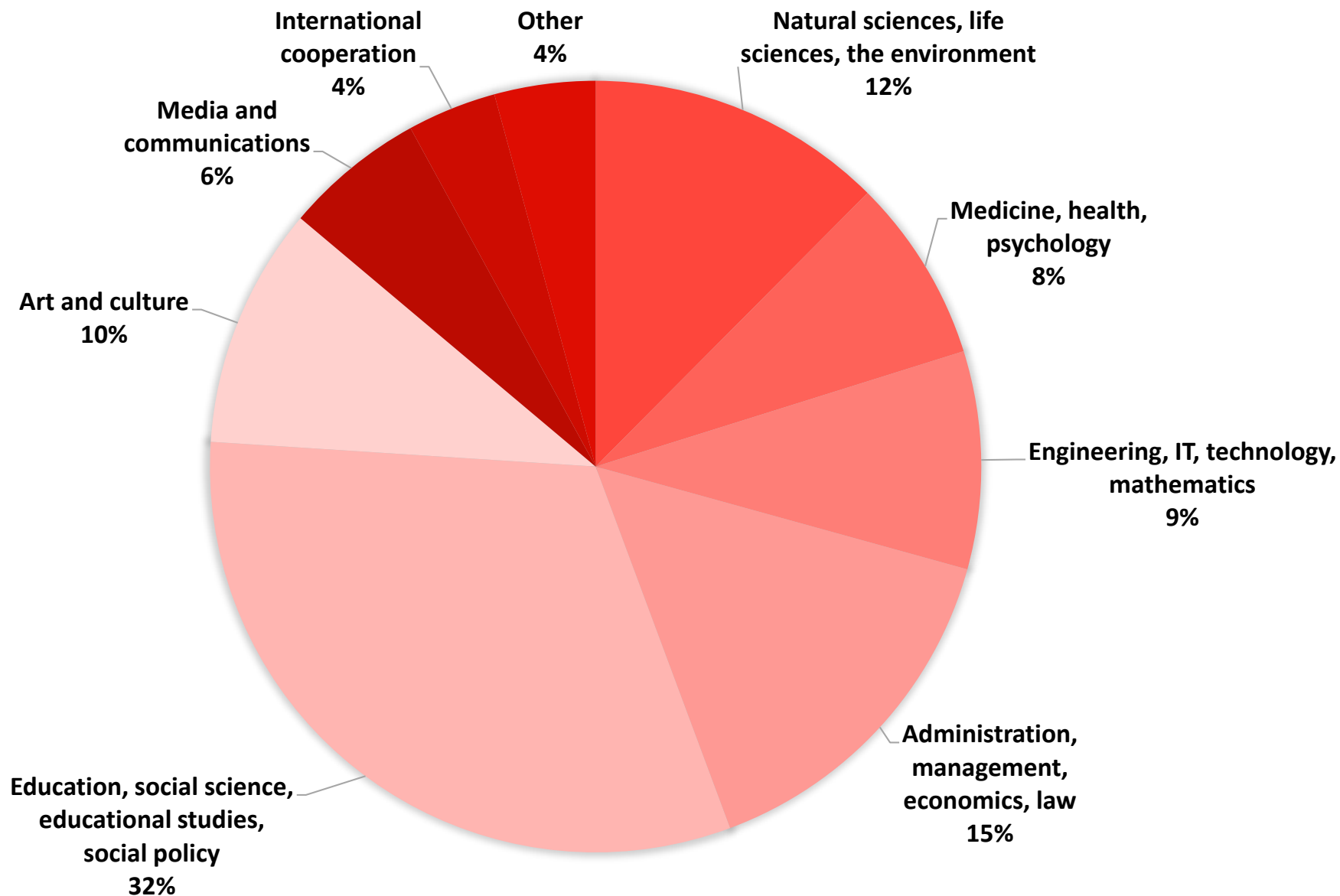
Geographic focus of the job search*



* Multiple answers possible.

Academic disciplines

jobs.zeit.de and academics



Source: 2020 user survey with 4,413 respondents.

Online-only job advertisement

Formats and prices, 2021/2022

Purely digital advertisement of your vacancies on “academics” and jobs.zeit.de in order to target candidates from Germany, Austria and Switzerland – additional advertisement on academics.com in order to attract potential candidates worldwide.

Format	Site	Runtime	Preis
Online job advertisement*	jobs.zeit.de + academics.de	4 weeks	€1,595 (per item)
3-ad package*+**	jobs.zeit.de + academics.de	4 weeks	€4,185 (€1,395 per item)
5-ad package*+**	jobs.zeit.de + academics.de	4 weeks	€5,975 (€1,195 per item)
10-ad package*+**	jobs.zeit.de + academics.de	4 weeks	€10,950 (€1,095 per item)

* Advert design included in the price

** The term of the package is 12 months. Billing in full at the start of the package term. Further packages available on request.

Premium placement

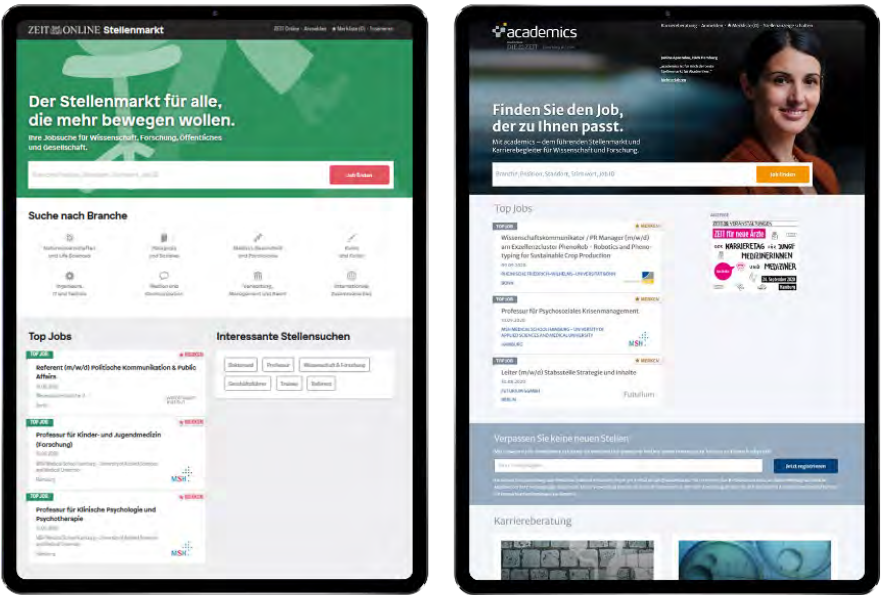
Prominent and eye-catching – if you want something more.

Placing your advertisement in prominent, eye-catching positions on jobs.zeit.de and “academics” ensures that your online job advertisement is seen more quickly and opened more frequently. This is clearly illustrated by high usage figures and high click-through rates (seven-times more than standard bookings).

Your ad will be featured on the ZEIT ONLINE home page and will be highlighted as a “TOP JOB” at the top of the search results, and it will be positioned at the start of the jobs newsletter.

Your benefits

- › Links to the positions on ZEIT ONLINE further boost visibility within the entire online setting
- › Your ad appears in a top position (with logo) in the search results and the jobs newsletter of jobs.zeit.de and “academics”



Product	Site	Runtime	Price
Premium placement*	jobs.zeit.de + academics	4 weeks	€295 (per post)
Custom design and premium placement*	jobs.zeit.de + academics	4 weeks	€495 (per post)

* Can only be booked in combination with an online job advertisement
All prices are exclusive of German VAT and valid from 1/10/2021 onwards. Our Terms and Conditions apply, see media.zeit.de/agb.pdf and <https://www.academics.com/info/general-terms-and-conditions-gtc-employer>.

Refresh function

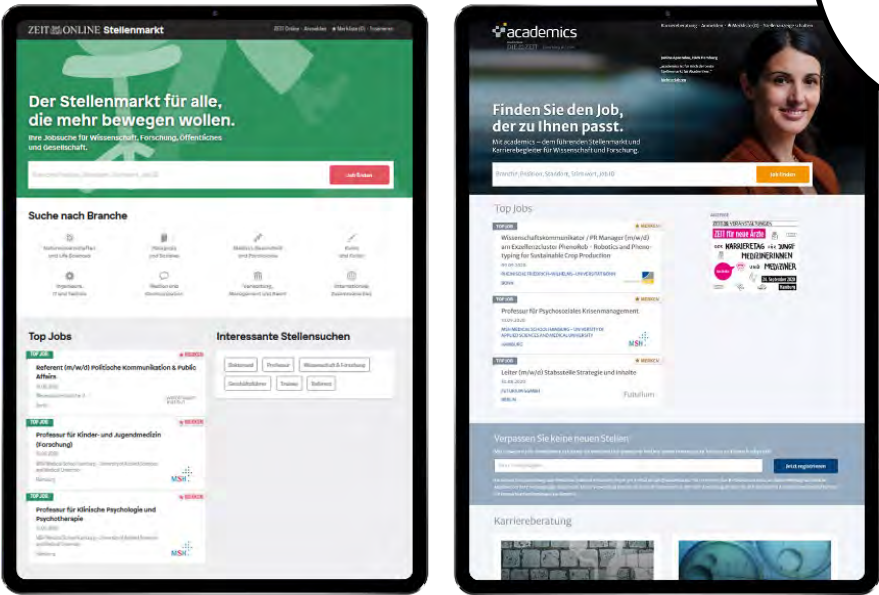
Extend the runtime of your ad.

Thanks to the “online refresh” feature, it is possible to extend the runtime of an existing online job advertisement until the application deadline. As the publication date is updated, the advert will once again appear high up in the list of search results. What’s more, the ad will once again feature in the jobs newsletter of jobs.zeit.de and “academics”.

Your benefits

- › More awareness amongst potential candidates thanks to a longer runtime: the online job advertisement runs until the application deadline (or for 8 weeks)
- › We will handle processing, meaning that the ad goes back online without you needing to do anything else
- › The ad will be positioned prominently in the upper section of the job sites and newsletter

Longer runtime
=
even more awareness



Product	Runtime	Price
Online-Refresh	Day 1 to 6	€395
	Day 7 to 28	€695

All prices are exclusive of German VAT and valid from 1/10/2021 onwards.
Our Terms and Conditions apply, see media.zeit.de/agb.pdf and <https://www.academics.com/info/general-terms-and-conditions-gtc-employer>.

Employer profile

jobs.zeit.de and academics

Employer profiles allow you to showcase your organisation in a more detailed, more clearly structured and more multifaceted way. Using copy, images and videos, you can position yourself as an attractive employer whilst providing potential applicants with all the information they need. You will enjoy international visibility on “academics”, academics.com and jobs.zeit.de.

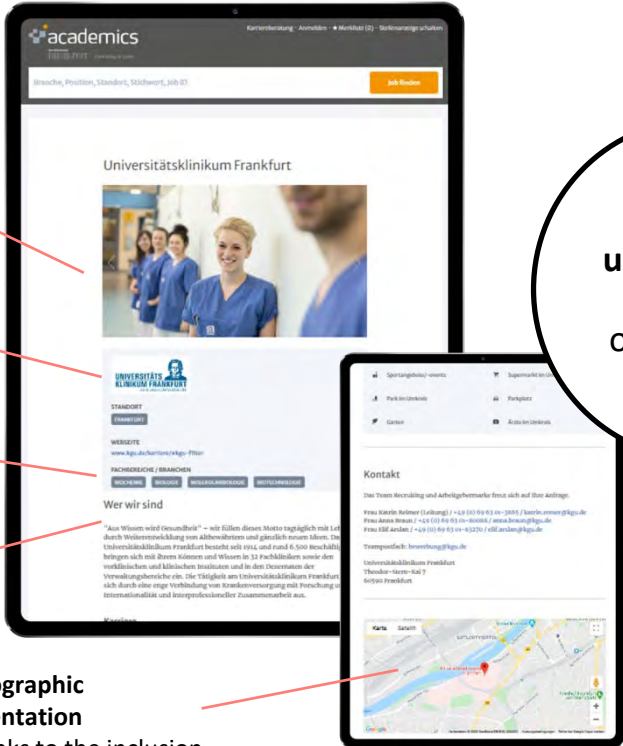
Engaging
thanks to the inclusion of images and videos

Recognisability
thanks to logo inclusion

Clearly structured
thanks to the highlighting of specialist areas

Personalised
thanks to a profile of the organisation

Geographic orientation
thanks to the inclusion of Google Maps



1.03m
unique users
per month
on average*

* Source: Webtrekk monthly average, H2 2020

Our strengths

- › Attractive target group
- › A suitable setting; active and passive job hunters who are researching career-related topics and career paths
- › Visibility on all three online ZEIT job markets, as well as in the “academics” jobs newsletter
- › Links to current job advertisements

Your benefits

- › High level of reach amongst the right target group
- › Communication of your employer brand
- › Harnessing of synergies between employer branding and recruitment
- › Inform candidates about your strengths and benefits – and pique their curiosity

Product	Site	Runtime	Price
Employer profile, full year	jobs.zeit.de + academics.de + academics.com	12 months	€3,295
Employer profile, half-year	jobs.zeit.de + academics.de + academics.com	6 months	€1,995

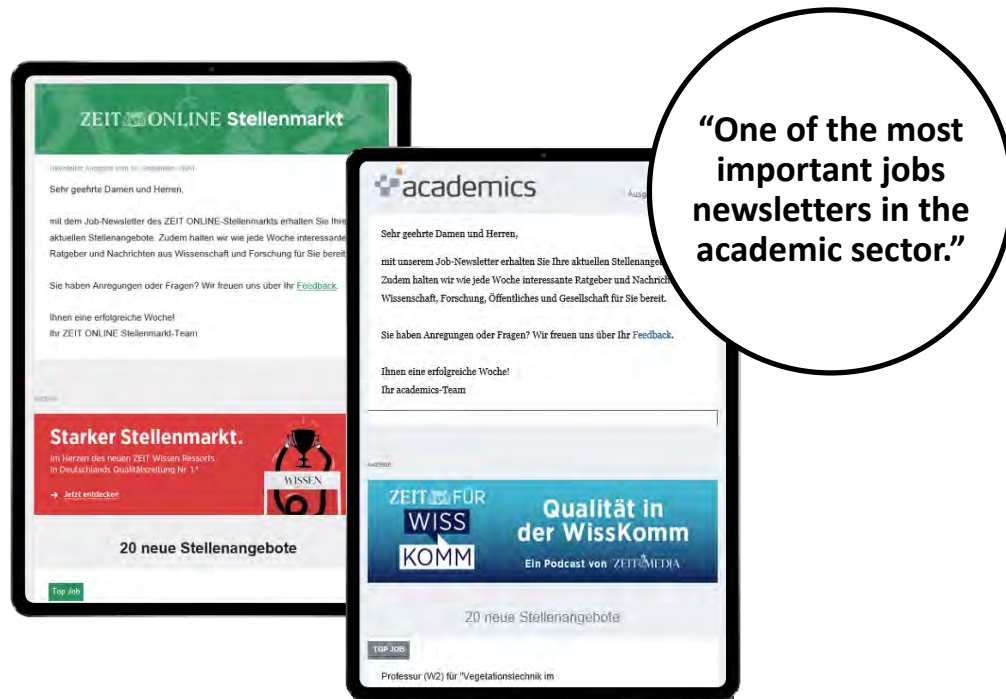
All prices are exclusive of German VAT and valid from 1/10/2021 onwards. Our Terms and Conditions apply, see media.zeit.de/agb.pdf and <https://www.academics.com/info/general-terms-and-conditions-gtc-employer>.

Newsletter

jobs.zeit.de and academics.de

This newsletter features current and customised search results from the ZEIT ONLINE job market for teaching and research, as well as from the “academics” job market. As such, it’s the perfect place to present your vacancies.

Two advertising spots are available in each newsletter.



Source: *riginal quote from the 2020 user survey

Subscribers

272,500 users have subscribed to the ZEIT ONLINE jobs newsletter / “academics” newsletter.

Target group

- › Students
- › Young professionals
- › Professionals

Publication frequency: weekly, Thursdays

Copy deadline: three working days prior to dispatch

Advertising medium: strip ad

Required format: 1 image (600 px × 174 px) as .png or .jpg, max. 60 KB + URL

Price: €1,495 per issue

Offer subject to change. All prices are exclusive of German VAT and valid from 1/10/2021 onwards. Our Terms and Conditions apply, see media.zeit.de/agb.pdf and <https://www.academics.com/info/general-terms-and-conditions-gtc-employer>.

* The newsletter is sent to two separate sets of subscribers, i.e. via the “academics” mailing list and via the ZEIT ONLINE job market mailing list. Your advert appears in an equivalent way in both newsletters.

Individual campaign

How to boost reach and performance.

Use the display services of ZEIT ONLINE and “academics” to boost the performance of your job advertisements. With prominent teasers and a link to the job posting, you can also increase awareness amongst passive job hunters, who you can guide towards suitable vacancies in this way. The use of targeting (e.g. geographical) results in efficient, pinpoint communication.

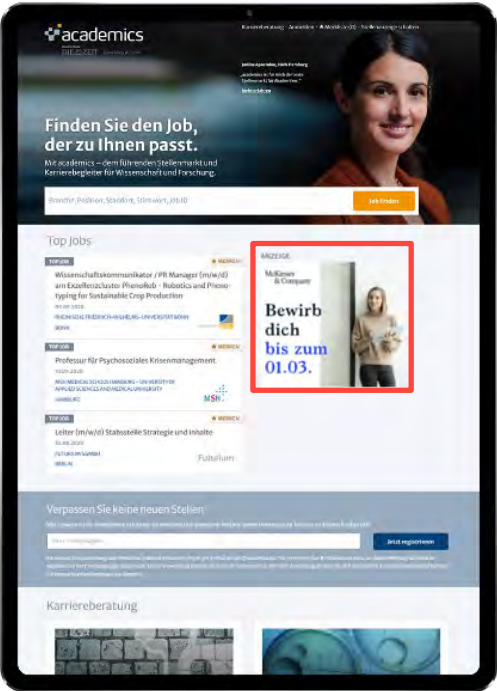
Our strengths

- › Additional reach due to latent job hunters who are browsing the news section or the home page
- › Pinpoint communication and measurability thanks to targeting / site rotation or placement within a themed setting

Your benefits

- › Increased visibility
- › Consistent communication of the employer brand
- › More applicants thanks to greater reach

50% link discount when linking to an ad in the ZEIT job markets



Die farbig umrandete Fläche in der nebenstehenden Abbildung zeigt die Bannerfläche auf der Startseite von academics.de.

Diese ist zu folgenden Konditionen buchbar:

Position	Runtime	Price
Homepage	2 weeks	€1,295
Portal rotation	20.000 AIs	€1,295
	35.000 AIs	€1,575
	50.000 AIs	€1,995

AIs = Ad impressions
 All prices are exclusive of German VAT and valid from 1/10/2021 onwards.
 Our Terms and Conditions apply.

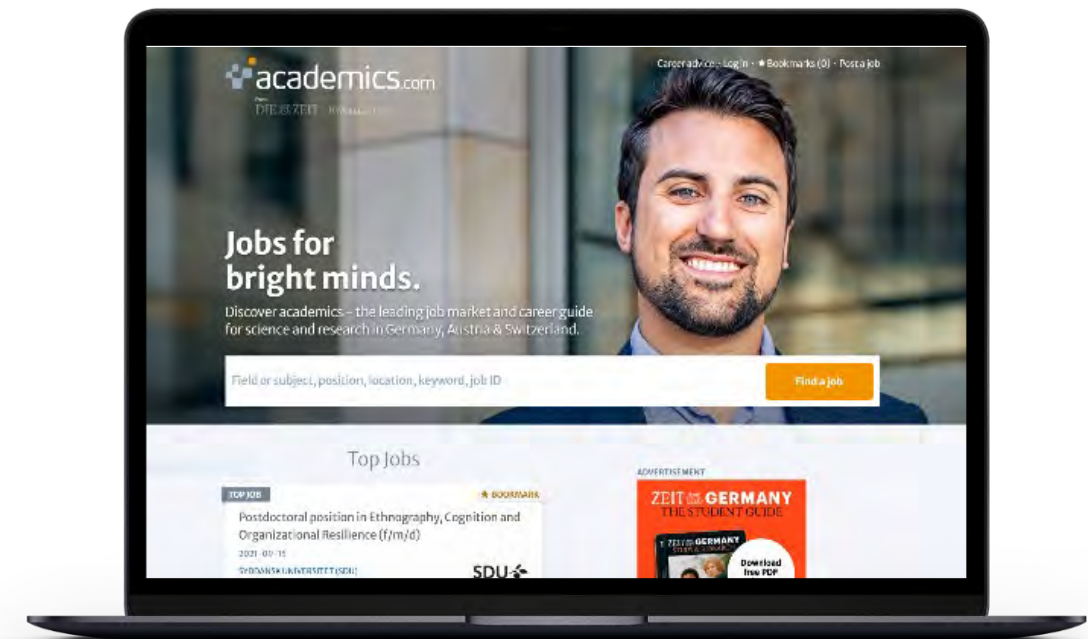
We will be happy to discuss attractive online and print combinations involving other publications in our portfolio. Simply get in touch!

academics.com

The international jobs site for your global search

The international jobs site that helps you find the finest minds for your jobs in science, research and the public sector in Germany, Austria and Switzerland.

academics.com is rounded off by an extensive careers guide with valuable information on living and working in German-speaking countries.



academics.com

At a glance

Reach
255,833
page impressions / page views
per month.

Visits
104,854
visits to academics.com
per month.

Academic disciplines
60
academic disciplines were
advertised on academics.com in
2019.

Source: publisher's information

Users
92,785
unique users visit
academics.com every month.

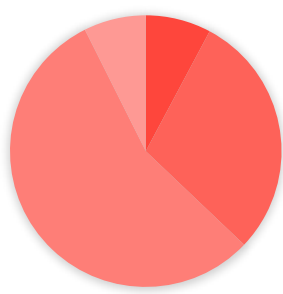
Newsletter
75,720
users have subscribed to the
academics.com newsletter.

Recommendations
93.7%
of users would
recommend academics.com.

USER CHARACTERISTICS

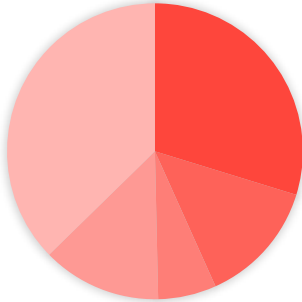
- › 57% of users are male, 42% are female.
- › 57% of users are between 20 and 39 years old.
- › The largest number of trackable visits from outside Germany come from the United States.

Highest educational qualification



- Bachelor's degree
- Master's degree
- PhD
- Other

Users from some 90 countries



- Northern and Central Europe
- Southern Europe
- North America
- Central and South America
- Other regions worldwide

Source: academics.com user survey, August 2020; Webtrekk monthly average, H1 2021

72%

of academics.com users
are looking for a position
in a German-speaking
country.

91%

of users are actively looking
for a new job or could imagine
a change of jobs within the
next two years.

83%

of users would like to work
at a higher education
institute in the future.

81%

of users would like to
work for a research institute
in the future.

80%

have a (very) strong interest in
working at a non-university
research institute.

69%

have a (very) strong interest in
working in the research
department of a company.

academics.com

Disciplines and areas of work

DISCIPLINES

50%*

Natural sciences /
life sciences /
the environment

40%*

Engineering/IT/technology/
mathematics

21%*

Economics/administration/
management/law

AREAS OF WORK

53%

of users currently work for
higher education institutions.

32%

of users currently work
for research institutes.

18%

of users currently hold
a professorship.

34%

of academics.com users
currently work as researchers.

15%

of users are
doctoral candidates.

17%

of users are
postdocs.

18%

of users work as
lecturers / teaching staff /
associate lecturers.

Source: academics.com user survey, August 2020

Professor? Doctoral candidate? Postdoc? academics.com has the most job postings for all of the above.

Top five advertised positions on academics.com*

Professor	19.5%
Doctoral candidate	18.8%
Postdoc	18.7%
Research assistant	13.8%
Advertisements for scholarships, prizes, funding programmes	12.1%

* academics.com user study, 2019

Where academics from a range of disciplines feel at home: the international portal for careers in Germany, Austria and Switzerland.

Top five advertised disciplines on academics.com*

Computer science	6.6%
Biology	6.4%
Physics	5.7%
Chemistry	5.1%
Economics, management, administration	4.9%

* academics.com user study, 2019

Voices of the community

“‘academics’ is a very helpful and relevant site for those who want to explore research, postdoc and PhD study opportunities.”

“‘academics’ has played a huge role in the professional growth and development of every professional, such as updating publications on various research projects. It also provides searches for job opportunities and career path development.”

“Advancement of knowledge and skills. A platform to network and develop relationships.”

“For me, ‘academics’ is a professional window into the European scientific labour market.”

“‘academics’ changed the way I searched for career opportunities. It gave me a lot of options for engaging.”

“It’s a platform that keeps me up to date about several topics. I like to read the highlights and articles. Some of them are useful for me, but most of them contain interesting information about careers and work–life balance. I enjoy them a lot.”

“It is the perfect site on which to search for high-quality job vacancies. It saves me time because it lists the available job vacancies and has frequent updates.”

“Helpful, useful, supportive.”

Source: academics.com user survey, August 2020

academics.com in the ZEIT job markets

An international focus for greater reach: Take advantage of the attractive combination options of the ZEIT job markets.



PRINT/ONLINE JOB AD:

academics.com and DIE ZEIT, jobs.zeit.de and “academics”

A cross-media, English-language job posting in DIE ZEIT and on “academics” and jobs.zeit.de, as well as digitally extended on academics.com.



ONLINE-ONLY JOB ADVERTISEMENT:

academics.com, jobs.zeit.de and “academics”

In addition to academics.com, the English-language advertisement can also be extended in purely digital form on “academics” and jobs.zeit.de. Alongside global promotion of your vacancy, it will then also be on the radar of suitable candidates in Germany, Austria and Switzerland.



INTERNATIONAL-ONLY JOB ADVERTISEMENT:

academics.com

By posting your ad solely on academics.com, you can consciously target international candidates and spark their excitement for suitable positions in Germany, Austria and Switzerland.

Online job advertisement

Premium placement, refresh

Your adverts on academics.com will specifically reach highly qualified potential candidates outside German-speaking countries – including university graduates, career entrants and experienced professionals with an academic background.

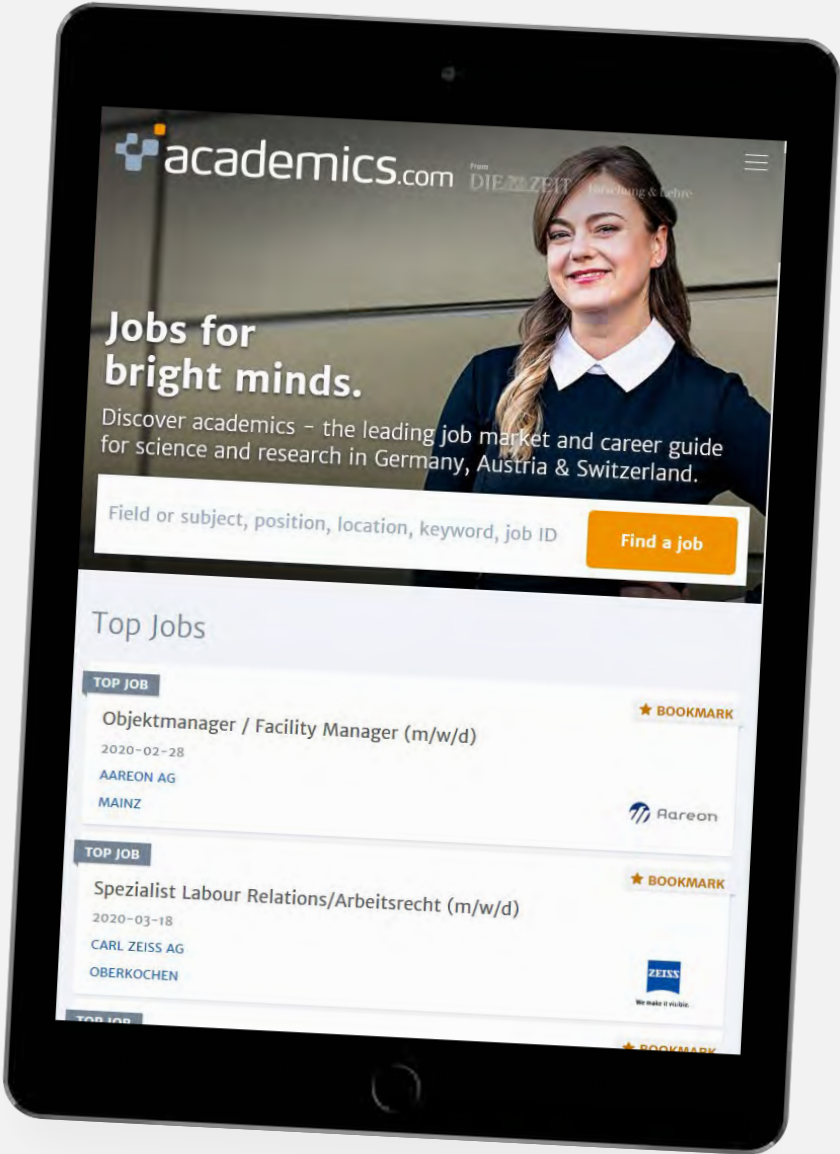
Premium placement: this optional extra allows you to draw users’ attention to your adverts:
They will be featured on the job market ticker, on the ZEIT ONLINE home page, on ZEIT ONLINE Arbeit, on academics.com, at the top of that site’s search results and, generally, in the newsletter.

Online refresh: your clients’ online job adverts will run for eight weeks – and can be extended until the application deadline.

FORMATS AND PRICES

Format	Site	Runtime	Price
Online job advertisement	academics.com	8 weeks, incl. custom design	€595 (per item)
Online premium placement	academics.com	8 weeks	€295 (per item)
Online refresh	academics.com	until the application deadline	€195 (per item)

All prices are exclusive of German VAT and valid from 1/10/2021 onwards. Our Terms and Conditions apply, see <https://www.academics.com/info/general-terms-and-conditions-gtc-employer>.



Online job advertisement

Premium placement, refresh

PACKAGES

Benefit from attractive package prices if you wish to run multiple parallel adverts on academics.com.

SITE COMBINATIONS

Broaden your target group to include applicants from German-speaking countries by posting your online job advertisements simultaneously on “academics” and on jobs.zeit.de.

FORMATS AND PRICES

Format	Site	Runtime	Price
3-ad package*+**	academics.com	8 weeks	€1,650 (€550 per item)
5-ad package*+**	academics.com	8 weeks	€2,475 (€495 per item)
10-ad package*+**	academics.com	8 weeks	€3,950 (€395 per item)
Site combination*	jobs.zeit.de + academics + academics.com	4/8 weeks	€2,095 (per item)
Site combination* 3-ad package*+**	jobs.zeit.de + academics + academics.com	4/8 weeks	€5,835 (€1,945 per item)
Site combination 5-ad package*+**	jobs.zeit.de + academics + academics.com	4/8 weeks	€8,450 (€1,690 per item)
Site combination 10-ad package*+**	jobs.zeit.de + academics + academics.com	4/8 weeks	€14,900 (€1,490 per item)

* Advert design included in the price
** The term of the package is 12 months. Billing in full at the start of the package term. Further packages available on request.
All prices are exclusive of German VAT and valid from 1/10/2020 onwards. Our Terms and Conditions apply, see <https://www.academics.com/info/general-terms-and-conditions-gtc-employer>.

Employer profile

Employer branding and recruitment in a single product

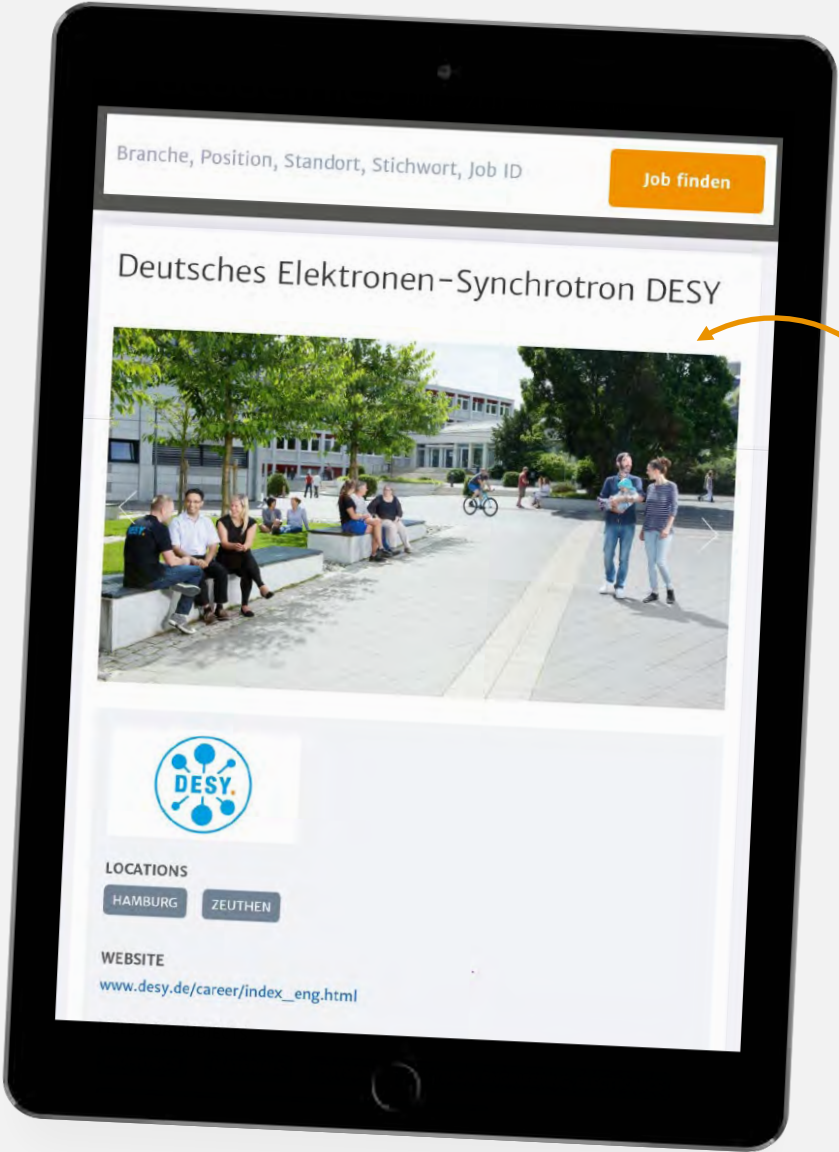
Employer profiles present you in a detailed, multifaceted and clearly structured manner. You enjoy international visibility on academics.com, “academics” and jobs.zeit.de.

With a view to communicating your employer brand, you will – thanks to visibility in the three strong online job markets – reach the attractive target group of active and latent job hunters who are researching career-related topics and career paths. The employer profiles are linked to current job advertisements.

PRODUCTS AND PRICES

Product	Site	Runtime	Price
Employer profile, full year	jobs.zeit.de + academics + academics.com	12 months	€3,295
Employer profile, half-year	jobs.zeit.de + academics + academics.com	6 months	€1,995

All prices are exclusive of German VAT. Terms and Conditions apply, see <https://www.academics.com/info/general-terms-and-conditions-gtc-employer>.



Geographic orientation
thanks to the inclusion
of Google Maps

Clearly structured
thanks to the
highlighting of
specialist areas

Recognisability
thanks to
logo inclusion

Engaging
thanks to the inclusion
of images and videos

Personalised
thanks to a profile of
the organisation

Newsletter

Current and customised

This newsletter contains current and customised search results from the academics.com job market. Two ad slots are available per newsletter.

Subscribers

75,720*

users have subscribed to the academics.com newsletter.

* Monthly average, H2 2020, source: Webtrekk

PRODUCTS AND PRICES

Format	Price
academics.com jobs newsletter	
Strip ad	€995
1 image (600 px × 174 px) as .png or .jpg, max. 60 KB + URL	
academics.com jobs newsletter as an upgrade to the ZEIT print job market or the “.de” newsletters	€395

All prices are exclusive of German VAT and valid from 1/10/2021 onwards. Our Terms and Conditions apply, see <https://www.academics.com/info/general-terms-and-conditions-gtc-employer>.

Publication date

Every Monday

Copy deadline

Three working days prior to dispatch

TECHNICAL SPECIFICATIONS

Advertising medium: strip ad

Required format: 1 image (600 px × 174 px) as .png or .jpg, max. 60 KB + URL



Optimising reach and boosting performance

Use the display services of academics.com and ZEIT ONLINE to boost the performance of your academics.com online job advertisements.

With prominent teasers and a link to your ad, you can also catch the attention of passive job hunters and guide them towards suitable vacancies.

The use of targeting results in efficient, pinpoint communication, with the use of site rotation or placement in a themed setting bringing about the desired increase in reach.

Your benefit:

You receive a 50% link discount when linking to a job advert in the ZEIT job markets.



All online job advertisements at a glance

Formats/prices 2021/2022

Online job advertisements

Format	Portal	Runtime	Price
Online job advertisement*	jobs.zeit.de + academics.de	4 weeks	€1,595 (per item)
3-ad package*+**	jobs.zeit.de + academics.de	4 weeks	€4,185 (€1,395 per item)
5-ad package*+**	jobs.zeit.de + academics.de	4 weeks	€5,975 (€1,195 per item)
10-ad package*+**	jobs.zeit.de + academics.de	4 weeks	€10,950 (€1,095 per item)
Portal combination*	jobs.zeit.de + academics.de + academics.com	4/8 weeks	€2,095 (per post)
Portal combination 3-ad package*+**	jobs.zeit.de + academics.de + academics.com	4/8 weeks	€5,835 (€1,945 per item)
Portal combination 5-ad package*+**	jobs.zeit.de + academics.de + academics.com	4/8 weeks	€8,450 (€1,690 per item)
Portal combination 10-ad package*+**	jobs.zeit.de + academics.de + academics.com	4/8 weeks	€14,900 (€1,490 per item)
Online job ad international*	academics.com	8 weeks	€595 (per item)

* Advert design included in the price

** The term of the package is 12 months. Billing in full at the start of the package term. Further packages available on request.

Employer profile

Format	Portal	Runtime	Price
Employer profile, full year	jobs.zeit.de + academics.de + academics.com	12 months	€3,295
Employer profile, half-year	jobs.zeit.de + academics.de + academics.com	6 months	€1,995

Newsletter jobs.zeit.de/academics.de

Format	Price
Strip ad 1 image (600 px × 174 px) as .png or .jpg, max. 60 KB + URL	€1,495



ZEIT job markets

Event

Sponsored Webinar

Communicate directly with potential candidates.

Seize the opportunity to showcase your employer brand in connection with an online seminar focused on an exciting and relevant topic

The online seminar is aimed specifically at users of academics – i.e. your potential candidates – and can be sponsored by one or more clients.

Examples of possible seminar topics:

- › Professorships at universities of applied sciences
- › Scientists of tomorrow
- › Diversity as a success factor
- › Alternative career paths for academics (e.g. science management, public sector)

How you are incorporated within the online seminar:

- › Logo included in the invitation email and seminar presentation
- › Thematic breakout sessions in which clients are brought together with users (following the seminar presentation)
- › You can also book the format on an exclusive basis for a topic of your choice. Dr Miriam Stehling from academics will then conduct an interview with you, which will be followed by a Q & A.



How you benefit:

- › academics invites the participants (who are drawn from the existing user base or are generated as new participants through targeted marketing measures)
- › academics plans and hosts the online seminar
- › Exclusive access to the target group
- › Communication of your specific content and topics
- › › Networking and communication with the target group

Product	Services included	Price
Basic	Logo inclusion in correspondence and presentation	€1,995
Standard	Sponsorship by multiple clients; logo inclusion as per “Basic” package, each client has their own breakout sessions	€4,995
Premium	Exclusive sponsorship by a single client; logo inclusion as per “Basic” package, interview format or similar	€9,995

Contact

We will be happy to advise you

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