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

2.29m readers reached, with a circulation of 587,582 copies per week

Source: 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
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

Educational attainment
- 69% University entrance qualification or degree

*Net monthly household income

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.

Sources: AWA 2021, Survey DIE ZEIT job markets 2021

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

“The first port of call for job hunting – offers a great service!”

“Features job offers that I can’t find anywhere else.”

“All-round information medium.”

“The no. 1 in Germany for jobs in the academic sector!”
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

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.

Source: 2020 user survey with 4,413 respondents.
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.”

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

“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.”

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

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

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

Source: DIE ZEIT job markets user survey, July 2021
Your ad in the print job market in DIE ZEIT

Ads shown collectively

<table>
<thead>
<tr>
<th>Millimetre price</th>
<th>€14.50</th>
</tr>
</thead>
</table>

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 |
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 × 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

<table>
<thead>
<tr>
<th>Product</th>
<th>Site</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Custom design</td>
<td>jobs.zeit.de + academics.de</td>
<td>€295</td>
</tr>
<tr>
<td>Custom design package (12 months)</td>
<td>jobs.zeit.de + academics.de</td>
<td>€2,200</td>
</tr>
</tbody>
</table>

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”

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</thead>
<tbody>
<tr>
<td>Premium placement*</td>
<td>jobs.zeit.de + academics</td>
<td>4 weeks</td>
<td>€295 (per post)</td>
</tr>
<tr>
<td>Custom design and premium placement*</td>
<td>jobs.zeit.de + academics</td>
<td>4 weeks</td>
<td>€495 (per post)</td>
</tr>
</tbody>
</table>

* 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

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</tr>
</thead>
<tbody>
<tr>
<td>Online-Refresh</td>
<td>Day 1 to 6</td>
<td>€395</td>
</tr>
<tr>
<td></td>
<td>Day 7 to 28</td>
<td>€695</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Format</th>
<th>W x H</th>
<th>Number of characters</th>
<th>Media</th>
<th>Production*</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOP employer</td>
<td>4 columns x 280 mm</td>
<td>See the example shown on the right</td>
<td>15,335 €</td>
<td>660 €</td>
<td>€15,995</td>
</tr>
<tr>
<td>TOP job</td>
<td>4 columns x 280 mm</td>
<td>Custom-made ad</td>
<td>15,995 €</td>
<td>--</td>
<td>€15,995</td>
</tr>
</tbody>
</table>

* 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.
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.

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<th>Number of characters</th>
<th>Media</th>
<th>Production*</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>per module</td>
<td>70.5 × 86 mm</td>
<td>See the examples shown on the right</td>
<td>€1,345</td>
<td>€150</td>
<td>€1,495</td>
</tr>
</tbody>
</table>

* No further discount or agency commission

Copy and print materials deadline: Mondays, two weeks prior to publication.
# 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).

### STAND-ALONE ADs

<table>
<thead>
<tr>
<th>Format</th>
<th>Type area in mm (W × H)</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOP job</td>
<td>4 columns x 280 mm</td>
<td>€15,995</td>
</tr>
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<td>TOP employer</td>
<td>4 columns x 280 mm</td>
<td>€15,995</td>
</tr>
<tr>
<td>TOP employer</td>
<td>220,5 x 220 mm</td>
<td>€15,995</td>
</tr>
<tr>
<td>Leaderboard advertorial</td>
<td>70,5 x 86 mm</td>
<td>€1,495</td>
</tr>
</tbody>
</table>

### Additional formats on jobs.zeit.de/academics*

<table>
<thead>
<tr>
<th>Format</th>
<th>Runtime</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Custom design</td>
<td>4 weeks</td>
<td>€295</td>
</tr>
<tr>
<td>Premium placement</td>
<td>4 weeks</td>
<td>€295</td>
</tr>
<tr>
<td>Custom design and premium placement*</td>
<td>4 weeks</td>
<td>€495</td>
</tr>
<tr>
<td>Refresh function**</td>
<td>Day 1 to 6</td>
<td>€395</td>
</tr>
<tr>
<td></td>
<td>Day 7 to 28</td>
<td>€695</td>
</tr>
</tbody>
</table>

* Can only be booked in combination with an online job advertisement
** Extension of the regular runtime

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.

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

academics.com

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

Newsletter
272,645 Subscribers

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

Newsletter
75,721 Subscribers

Target groups

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

Audit: media.zeit.de
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*.

* 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

“The first port of call for job hunting – offers a great service!”

“All-round information medium.”

“Features job offers that I can’t find anywhere else.”

Ready for a new job
Actively searching and/or ready for a new job within the next two years:

- 41% men
- 59% women
- 90.5% yes
- 9.5% no

Doctorate or habilitation
- 51.5% yes
- 48.5% no

Gender
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

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*

Source: 2020 user survey with 4,413 respondents.

* Multiple answers possible.
Academic disciplines

jobs.zeit.de and academics

- Natural sciences, life sciences, the environment: 12%
- Medicine, health, psychology: 8%
- Engineering, IT, technology, mathematics: 9%
- Administration, management, economics, law: 15%
- Education, social science, educational studies, social policy: 32%
- Art and culture: 10%
- Media and communications: 6%
- International cooperation: 4%
- Other: 4%

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.

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

* 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.
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”

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<td>jobs.zeit.de + academics</td>
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<tr>
<td>Custom design and premium placement*</td>
<td>jobs.zeit.de + academics</td>
<td>4 weeks</td>
<td>€495</td>
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* 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

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<td>Online-Refresh</td>
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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 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.

**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

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

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</thead>
<tbody>
<tr>
<td>Employer profile, full year</td>
<td>jobs.zeit.de + academics.de + academics.com</td>
<td>12 months</td>
<td>€3,295</td>
</tr>
<tr>
<td>Employer profile, half-year</td>
<td>jobs.zeit.de + academics.de + academics.com</td>
<td>6 months</td>
<td>€1,995</td>
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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.

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**

<table>
<thead>
<tr>
<th>Position</th>
<th>Runtime</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homepage</td>
<td>2 weeks</td>
<td>€1,295</td>
</tr>
<tr>
<td>Portal rotation</td>
<td>20.000</td>
<td>€1,295</td>
</tr>
<tr>
<td></td>
<td>35.000</td>
<td>€1,575</td>
</tr>
<tr>
<td></td>
<td>50.000</td>
<td>€1,995</td>
</tr>
</tbody>
</table>

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.

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

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

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

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

Users from some 90 countries

Bachelor’s degree
Master’s degree
PhD
Other
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

Source: publisher’s information

media.zeit.de
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.

Source: academics.com user survey, August 2020
### Disciplines and Areas of Work

#### Disciplines

<table>
<thead>
<tr>
<th>Disciplines</th>
<th>Percentage</th>
<th>Industry</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Natural sciences / life sciences / the environment</td>
<td>50%*</td>
<td>Engineering/IT/technology/mathematics</td>
<td>53% of users currently work for higher education institutions.</td>
</tr>
<tr>
<td>Engineering/IT/technology/mathematics</td>
<td>40%*</td>
<td>Economics/administration/management/law</td>
<td>32% of users currently work for research institutes.</td>
</tr>
<tr>
<td>Economics/administration/management/law</td>
<td>21%*</td>
<td></td>
<td>18% of users currently hold a professorship.</td>
</tr>
</tbody>
</table>

#### Areas of Work

<table>
<thead>
<tr>
<th>Areas of Work</th>
<th>Percentage</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>of academics.com users currently work as researchers.</td>
<td>34%</td>
<td>15% of users are doctoral candidates.</td>
</tr>
<tr>
<td>of users work as lecturers / teaching staff / associate lecturers.</td>
<td>18%</td>
<td>17% of users are postdocs.</td>
</tr>
<tr>
<td>of users currently hold a professorship.</td>
<td>18%</td>
<td></td>
</tr>
<tr>
<td>of users are postdocs.</td>
<td>17%</td>
<td></td>
</tr>
</tbody>
</table>

Source: academics.com user survey, August 2020
academics.com

Top 5

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

Top five advertised positions on academics.com*

<table>
<thead>
<tr>
<th>Position</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professor</td>
<td>19.5%</td>
</tr>
<tr>
<td>Doctoral candidate</td>
<td>18.8%</td>
</tr>
<tr>
<td>Postdoc</td>
<td>18.7%</td>
</tr>
<tr>
<td>Research assistant</td>
<td>13.8%</td>
</tr>
<tr>
<td>Advertisements for scholarships, prizes, funding programmes</td>
<td>12.1%</td>
</tr>
</tbody>
</table>

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*

<table>
<thead>
<tr>
<th>Discipline</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computer science</td>
<td>6.6%</td>
</tr>
<tr>
<td>Biology</td>
<td>6.4%</td>
</tr>
<tr>
<td>Physics</td>
<td>5.7%</td>
</tr>
<tr>
<td>Chemistry</td>
<td>5.1%</td>
</tr>
<tr>
<td>Economics, management, administration</td>
<td>4.9%</td>
</tr>
</tbody>
</table>

* 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.”

“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.”

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

“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.”

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

“Helpful, useful, supportive.”

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

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 homepage, 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**

<table>
<thead>
<tr>
<th>Format</th>
<th>Site</th>
<th>Runtime</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online job advertisement</td>
<td>academics.com</td>
<td>8 weeks, incl. custom design</td>
<td>€595 (per item)</td>
</tr>
<tr>
<td>Online premium placement</td>
<td>academics.com</td>
<td>8 weeks</td>
<td>€295 (per item)</td>
</tr>
<tr>
<td>Online refresh</td>
<td>academics.com</td>
<td>until the application deadline</td>
<td>€195 (per item)</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>FORMAT AND PRICES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Format</strong></td>
</tr>
<tr>
<td>3-ad package***</td>
</tr>
<tr>
<td>5-ad package***</td>
</tr>
<tr>
<td>10-ad package***</td>
</tr>
<tr>
<td>Site combination*</td>
</tr>
<tr>
<td>Site combination*</td>
</tr>
<tr>
<td>Site combination</td>
</tr>
<tr>
<td>Site combination</td>
</tr>
</tbody>
</table>

* 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

<table>
<thead>
<tr>
<th>Product</th>
<th>Site</th>
<th>Runtime</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employer profile, full year</td>
<td>jobs.zeit.de + academics + academics.com</td>
<td>12 months</td>
<td>€3,295</td>
</tr>
<tr>
<td>Employer profile, half-year</td>
<td>jobs.zeit.de + academics + academics.com</td>
<td>6 months</td>
<td>€1,995</td>
</tr>
</tbody>
</table>

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

Publication date
Every Monday
Copy deadline
Three working days prior to dispatch

PRODUCTS AND PRICES

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

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.

TECHNICAL SPECIFICATIONS

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

High OPEN RATE
14.7%
Source: publisher’s information; average for 2020.
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

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

* 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

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<tbody>
<tr>
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<td>jobs.zeit.de + academics.de + academics.com</td>
<td>12 months</td>
<td>€3,295</td>
</tr>
<tr>
<td>Employer profile, half-year</td>
<td>jobs.zeit.de + academics.de + academics.com</td>
<td>6 months</td>
<td>€1,995</td>
</tr>
</tbody>
</table>

#### Newsletter jobs.zeit.de/academics.de

<table>
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<td>1 image (600 px × 174 px) as .png or .jpg, max. 60 KB + URL</td>
<td></td>
</tr>
</tbody>
</table>
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 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

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.

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)

<table>
<thead>
<tr>
<th>Product</th>
<th>Services included</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic</td>
<td>Logo inclusion in correspondence and presentation</td>
<td>€1,995</td>
</tr>
<tr>
<td>Standard</td>
<td>Sponsorship by multiple clients; logo inclusion as per “Basic” package, each client has their own breakout sessions</td>
<td>€4,995</td>
</tr>
<tr>
<td>Premium</td>
<td>Exclusive sponsorship by a single client; logo inclusion as per “Basic” package, interview format or similar</td>
<td>€9,995</td>
</tr>
</tbody>
</table>
Contact
We will be happy to advise you

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Team Wissenschafts- und Hochschulmarkt
Buceriusstr., Eingang Speersort 1
20095 Hamburg

hochschulmarketing@zeit.de