



2021

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# ZEIT job markets

**Print  
and  
digital**



# DIE ZEIT offers access to highly qualified personnel

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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”/academics.com and in their newsletters.

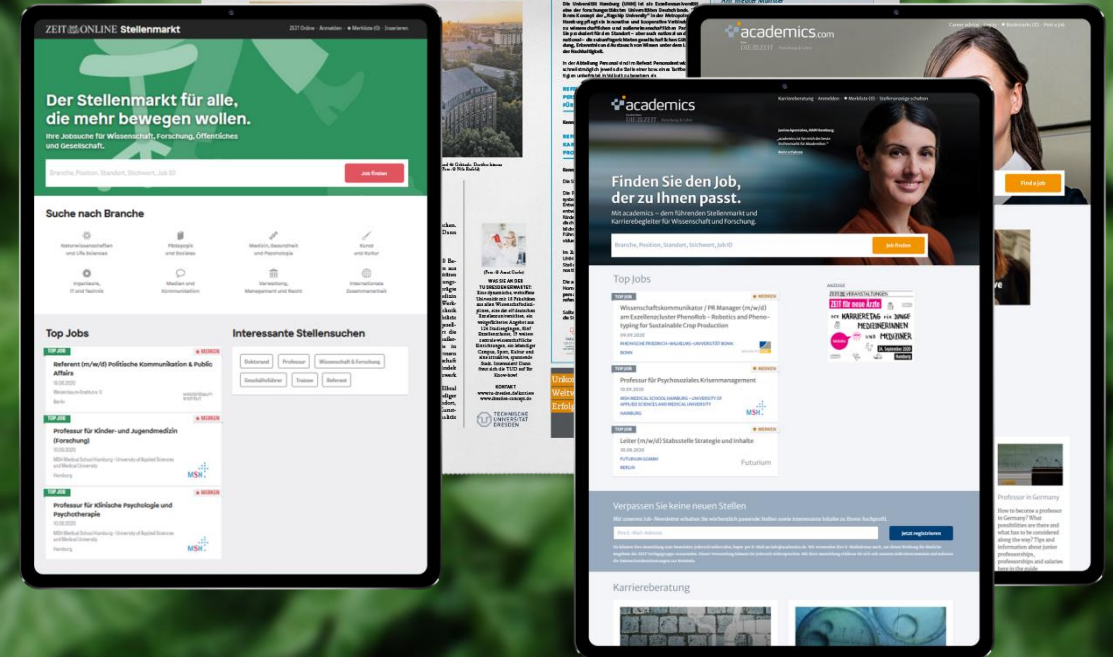
The print job market is at the centre of the newspaper, nestled within the “ZEIT Wissen” section, and is therefore in an extremely prominent position. In addition to traditional, cross-media print/online ads to help you fill your vacancies, this job market also offers appealing editorial contexts and bookable formats. The lead page is ideal for particularly large and attention-grabbing corner ads or the familiar formats “TOP job” and “TOP employer”.





# DIE ZEIT offers access to highly qualified personnel

All print/online ads will appear in the ZEIT print job market and, simultaneously, will run for four weeks on our German-language job sites “academics” and jobs.zeit.de. You can also book various online-only products, packages and site combinations – either focused on German-speaking countries (academics and jobs.zeit.de) or the international arena (academics.com). Simply get in touch – and we will be happy to advise you.



# Job markets in the ZEIT portfolio

At a glance

PRINT

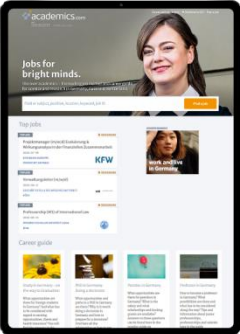
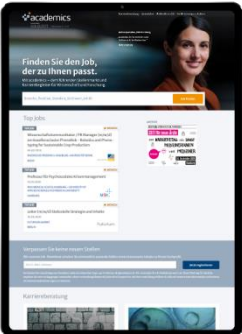
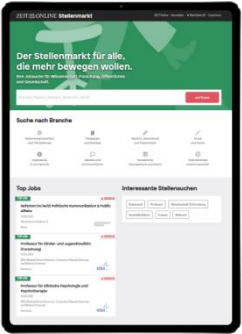


2.22m readers reached, with a circulation of 521,927 copies per week<sup>1</sup>



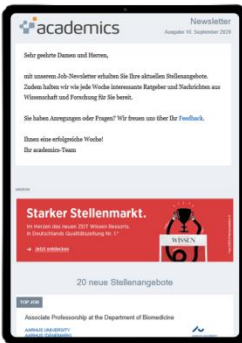
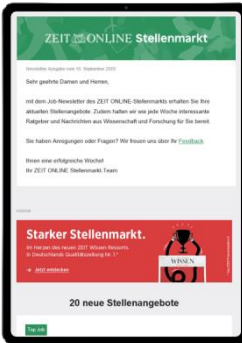
DIGITAL<sup>3</sup>

15.41m unique users visit ZEIT ONLINE per month on average<sup>2</sup>

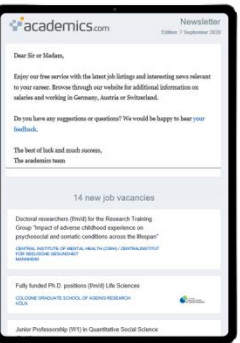


jobs.zeit.de/academics  
› Page impressions: 3m  
› Visits: 1.14m  
› Visitors: 901,000

academics.com  
› Page impressions: 226,000  
› Visits: 99,000  
› Visitors: 88,000



jobs.zeit.de/“academics” newsletters  
› Subscribers: 261,000



academics.com newsletter  
› Subscribers: 70,100

Sources: <sup>1</sup> AWA 2020 and IVW II/2020; <sup>2</sup> AGOF monthly average II/2020; <sup>3</sup> Webtrekk H1/2020







# The print job market in DIE ZEIT

## Premium placement: TOP employer / TOP job

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	Price
TOP employer	4 columns x 280 mm or 220.5 x 220 mm	See the example shown on the right	€13,200
TOP job	4 columns x 280 mm	Custom-made ad	€19,995

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 un-  
terschiedlichsten 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, Vizekanzler 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  
ihre 350-jähriges Bestehen.

KURZ VORGESTELLT  
Die Universität Innsbruck  
wurde 1669 gegründet  
und ist heute mit über  
27.000 Studierenden, rund  
5.000 Mitarbeiter(innen),  
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

media.zeit.de

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ZEITMEDIA


## Premium placement: leaderboard advertorials

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

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

# WISSEN FÜR DIE GESELLSCHAFT

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**Voltaire-Preis  
für Toleranz, Völkerverständigung  
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, die 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. Selbstnominierungen sind nicht möglich. Die Vorschläge sind in deutscher oder englischer Sprache bis zum 13. Oktober 2019 einreichen.

Weitere Informationen:  
[uni-potsdam.de/de/voltaire-preis](http://uni-potsdam.de/de/voltaire-preis)

**Idealismus Willkommen!**



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

Mehr Informationen:  
[www.leuphana.de/idealismus](http://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 sichtbar 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 37 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.

Hier stellen Hochschulen ihre Projekte vor. Buchen Sie unter [stellenmarkt@zeit.de](mailto:stellenmarkt@zeit.de)

**Abb. zeigt fünf einspaltige Module**



## 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, Besuchern bei Hamburger Digitalsummit und gemeinsamen Workshops und Gesprächen erleben und diskutieren 200 Lehrerinnen und Lehrer beim zweiten »Digital Summit«, einer Kooperation von App Camps und Kinder-Stiftung, was Bildung im digitalen Zeitalter braucht – und wie sie auf die Welt »nach der Schule« vorbereiten kann. Eine der »Alfa-Leibeslinien« an diesem Tag: die Lehrerinnen und Lehrer bekommen vom Besuch im ConventioCampus vom belarus Hamburg mitgebracht: Das digitale Arbeiten nicht einfach heißt, bei der Arbeit das Internet und digitale Tools zu nutzen. Im belarus konnten die Teilnehmer erleben, dass ganz neue Formen der Zusammenarbeit möglich sind. Eine Erkenntnis vom Besuch Kinder und Jugendliche sich bewusst und aktiv mit ihren auseinandersetzen, fand z.B. Sofia wie z.B. Alex oder Google Home aufwachen, die Geräte wahrnehmen – und wie viel rationaler und reflektierter sie mit der Technologie umgehen, wenn sie selbst damit experimentieren, einer Kooperation von App Camps und Kinder-Stiftung, Indischhochschule 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 und auf der Seite [www.koerberstiftung.de/digitalsummit19](http://www.koerberstiftung.de/digitalsummit19)



**20 Z. Veranstaltung**

Mit Roland S. Kamzelak, Jo Lendle

500 Z. Veranstaltung über das Lesen im digitalen Zeitalter. Wer liest online und wie lesen wir online? Lesen ist langsam und linear oder flüchtig und kursorisch? Nurten wir Links oder verlesen wir uns auf unser Wissen englischer Sprache. Links oder verlesen wir uns auf unser Wissen und das bloße Auge? Eine Veranstaltung in englischer Sprache oder ist es pe posto moluptas utpat cari si ne quidam magnipios dolores, quin ha. Plura nunc voluptati bonis sit alia, unde linear oder flüchtig und kursorisch?

120 Z. Weitere Informationen finden Sie unter dem Hashtag #englischsprachigewaldorm.de/Name Eine weitere Zeile ist möglich.

**35 Z. Veranstaltung Humboldt Forum**





240 Z. Roland S. Kamzelak, Jo Lendle: Eine Veranstaltung über das Lesen im digitalen Zeitalter. Wer liest online und wie lesen wir online? Lesen ist langsam und linear oder flüchtig und kursorisch? Nurten wir Links oder verlesen wir uns auf unser Wissen englischer Sprache. Links oder verlesen wir uns auf unser Wissen und das bloße Auge? Eine Veranstaltung in englischer Sprache oder ist es pe posto moluptas utpat cari si ne quidam magnipios dolores, quin ha. Plura nunc voluptati bonis sit alia, unde linear oder flüchtig und kursorisch?

120 Z. Uhrzeit: 19.30 Uhr Ort: Deutsches Literaturarchiv Marbach, Hans-von-Saut-Schreibergasse 8-10, 71672 Marbach




Hier stellen Hochschulen ihre Projekte vor. Buchen Sie unter [stellenmarkt@zeit.de](mailto:stellenmarkt@zeit.de)

**Abb. zeigt ein dreispaltiges und zwei einspaltige Module**



## Events calendar

Upcoming events can be announced in as much detail as you like using the ZEIT events calendar; there are three different formats to choose from.

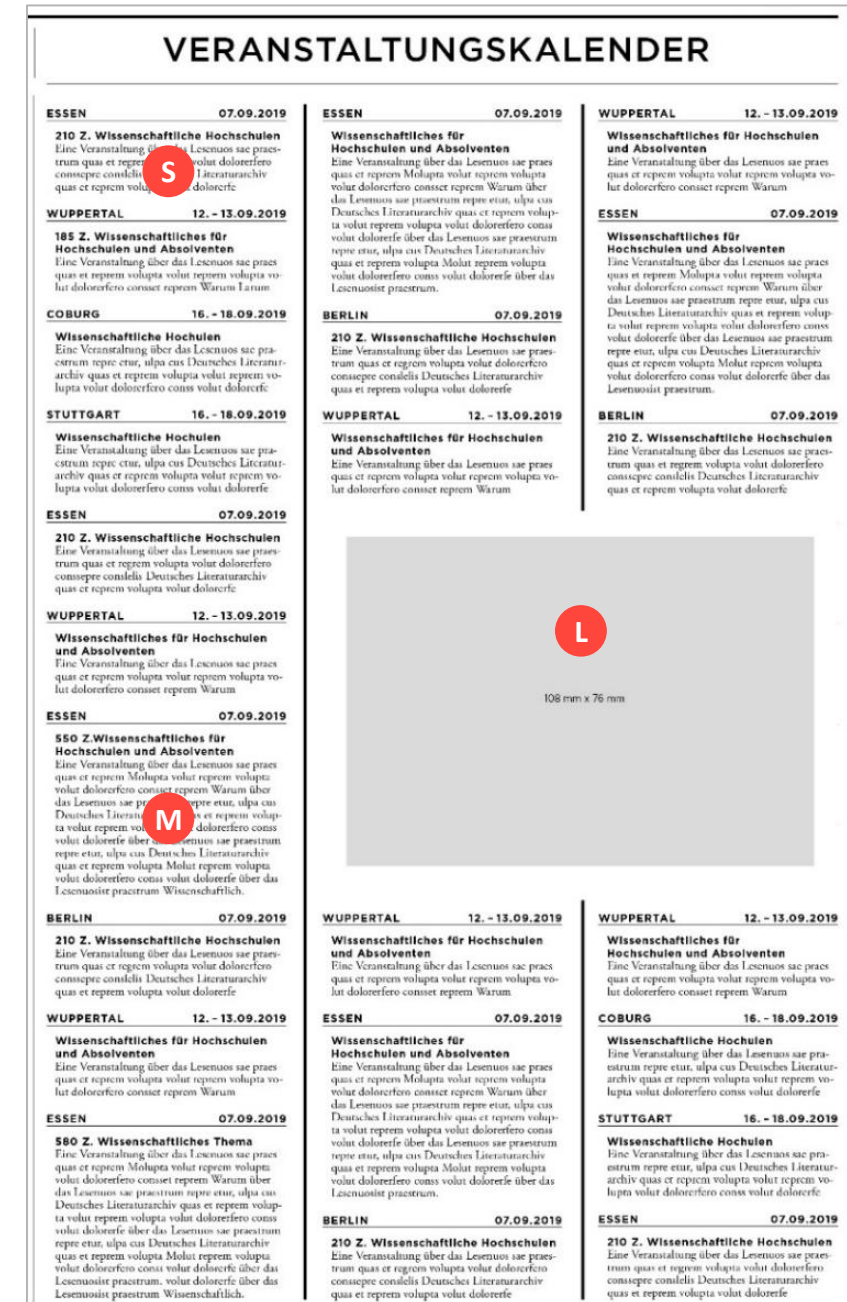
Format	W × H	Number of characters	Price
 S*	57 × 22.5 mm	210 characters / 185 characters (1-/2-line headline)	€795
 M*	57 × 45 mm	580 characters / 550 characters (1-/2-line headline)	€1,495
 L	108 × 78 mm	Custom-made ad	€4,000

Publication date: available on request

Copy and print materials deadline: Monday of the week before publication.

\* Please note: appropriate, final texts are to be provided in the correct length for formats S and M.

Price does not include proofreading.





# Place a print/online job ad across different media

## Standard

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.



# Place a print/online job ad across different media

## Custom 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	€245
Custom design package (12 months)	jobs.zeit.de + academics	€2,200

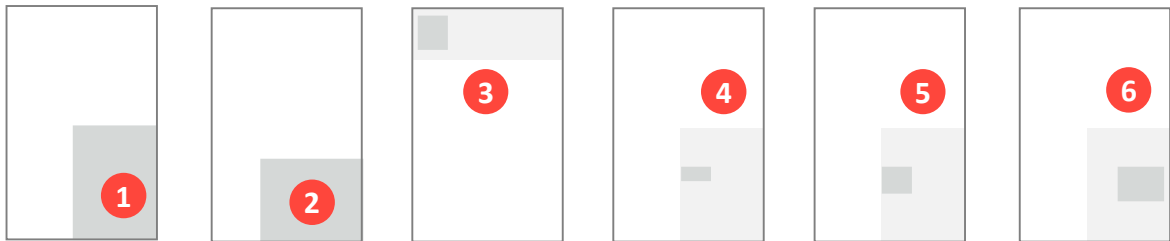
All prices are exclusive of German VAT and valid from 1/10/2020 onwards. Our Terms and Conditions apply, see [www.zeit.de/mediadaten](http://www.zeit.de/mediadaten) and <https://www.academics.com/info/general-terms-and-conditions-gtc-employer>.



# The “Wissen” section – job market

## Formats and prices for 2021

### STAND-ALONE ADS



Format	Type area in mm (W × H)	2021 prices*
1 TOP job	4 columns × 280 mm	€19,995
TOP employer	4 columns × 280 mm	€13,200
2 TOP employer	220.5 × 220 mm	€13,200
3 Leaderboard advertorials, per module	70.5 × 86 mm	€2,995
4 Events calendar (S)	57 × 22.5 mm	€795
5 Events calendar (M)	57 × 45 mm	€1,495
6 Events calendar (L)	108 × 78 mm	€4,000

\* Prices are subject to change.

Ad formats available on the job market lead page:

TOP employer (also available as a corner ad), TOP job, events calendar

### FOR YOUR AD



Ads shown collectively	
Prices by the millimetre	€13.95
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

All prices are exclusive of German VAT. Our Terms and Conditions apply, see [www.zeit.de/mediadaten](http://www.zeit.de/mediadaten).



# ZEIT Wissen incl. job market

Reach, readership data

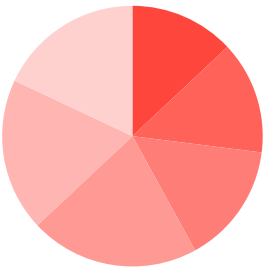


**ZEIT Wissen readers**  
2.22m people read  
DIE ZEIT every week  
(AWA 2020)

**Circulation**  
521,927 copies per week  
(IVW, Q2 2020)

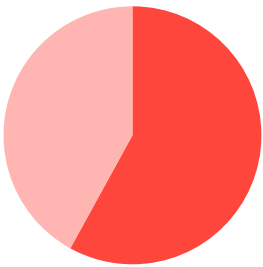
**Copy and print materials  
deadline for print/online ads**  
Monday of the week of  
publication, 2 p.m.

Age structure



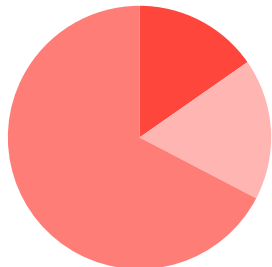
- 14–29
- 30–39
- 40–49
- 50–59
- 60–69
- 70 and above

Gender



- Men
- Women

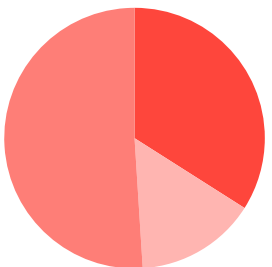
Average NMHI\*



\* Net monthly household  
income

- Less than €2,000
- €2,000 to €3,000
- More than €3,000

Educational  
attainment



- Other
- University entrance  
qualification (but no  
degree)
- A university degree or  
higher (including  
doctorate/habilitation)

Source: AWA 2020



# ZEIT Wissen incl. job market

## Reach, readership data

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### VALUES AND TYPOLOGIES

#### Inquisitive

**66%**

Learning new things is important and desirable for 1.47m readers.

#### Strong-minded

**52%**

of readers (1.15m) are strong-minded multipliers.

#### Ambitious

**56%**

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

#### Innovative

**21%**

(476,000) are innovators.

### READERS' INTEREST IN INFORMATION

**83%**

of readers (1.83m) are interested in science and research.

**71%**

of readers (1.57m) are interested in economic issues/questions.

**64%**

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

2020/2021

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# Digital ZEIT job markets

media.zeit.de

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 and research – 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.

15.4m

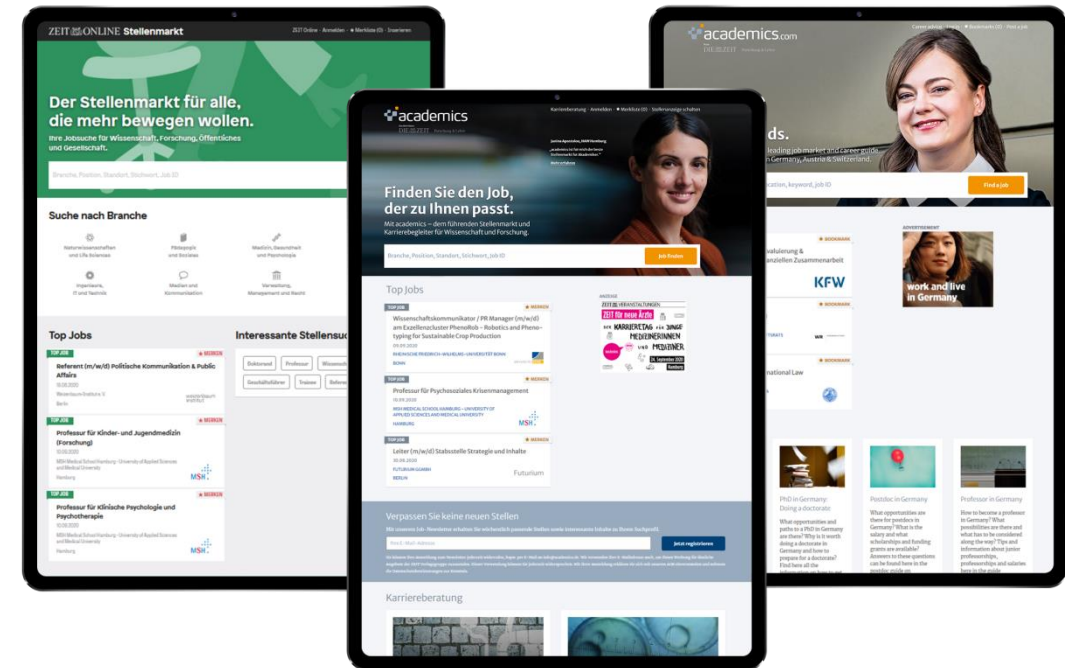
unique users visit ZEIT  
ONLINE per month on  
average<sup>1</sup>

901,000

unique users per  
month visit  
jobs.zeit.de  
and academics.de on  
average<sup>2</sup>

88,000

unique users per  
month visit  
academics.com  
on average<sup>2</sup>



Source: <sup>1</sup> AGOF monthly average II/2020 and <sup>2</sup> Webtrekk monthly average, H1 2020

# Digital ZEIT job markets

## At a glance

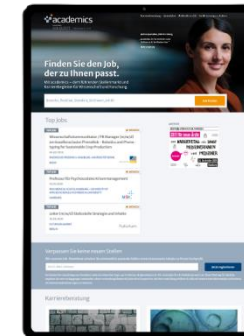
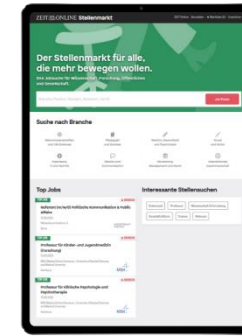
### Strengths

- › 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

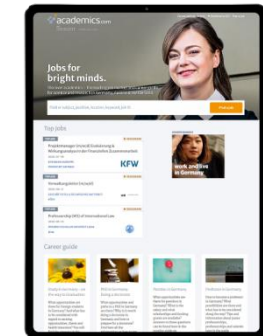
- › Graduates
- › Doctoral candidates
- › Postdocs and professors
- › Highly qualified applicants from Germany and abroad

Source: Webtrekk monthly average, H1 2020



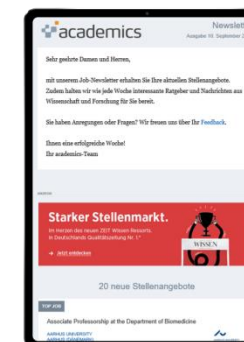
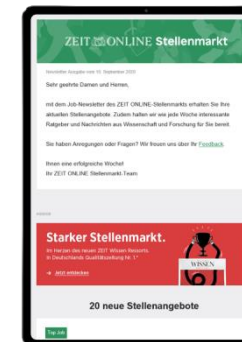
#### jobs.zeit.de/academics

- › Page impressions: 3m
- › Visits: 1.14m
- › Visitors: 901,000



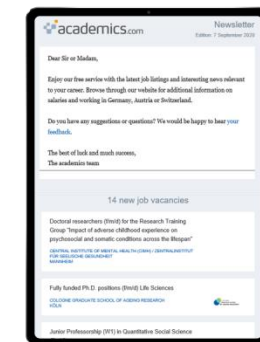
#### academics.com

- › Page impressions: 226,000
- › Visits: 99,000
- › Visitors: 88,000



#### jobs.zeit.de/"academics" newsletters

- › Subscribers: 261,000



#### academics.com newsletter

- › Subscribers: 70,100



# Digital ZEIT job markets – boosting reach

Targeted communication thanks to attractive combination options

## Print/online job advertisement

DIE ZEIT and jobs.zeit.de/academics.de  
and/or academics.com

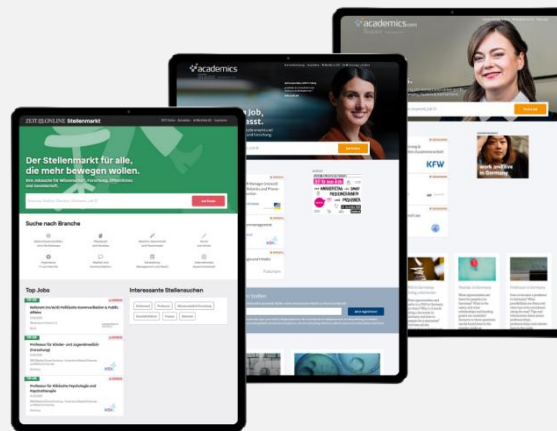
- Cross-media job postings in DIE ZEIT, extended digitally on “academics” and jobs.zeit.de and, in the case of international ads, on academics.com.



## Online-only job advertisement

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

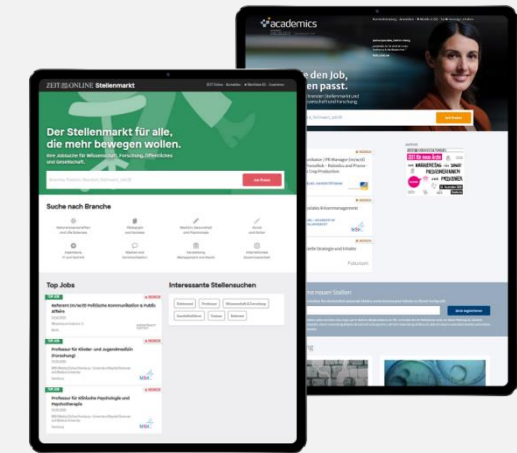
- Purely digital advertisement of your vacancies on “academics” and jobs.zeit.de in order to target candidates from Germany, Austria and Switzerland – additional advertisement on academics.com in order to attract potential candidates worldwide.



## Online-only job ad (DACH region)

jobs.zeit.de and academics.de

- If you wish to focus on the digital targeting of candidates from Germany, Austria and Switzerland, post your vacancies on “academics” and jobs.zeit.de.





jobs.zeit.de and academics.de

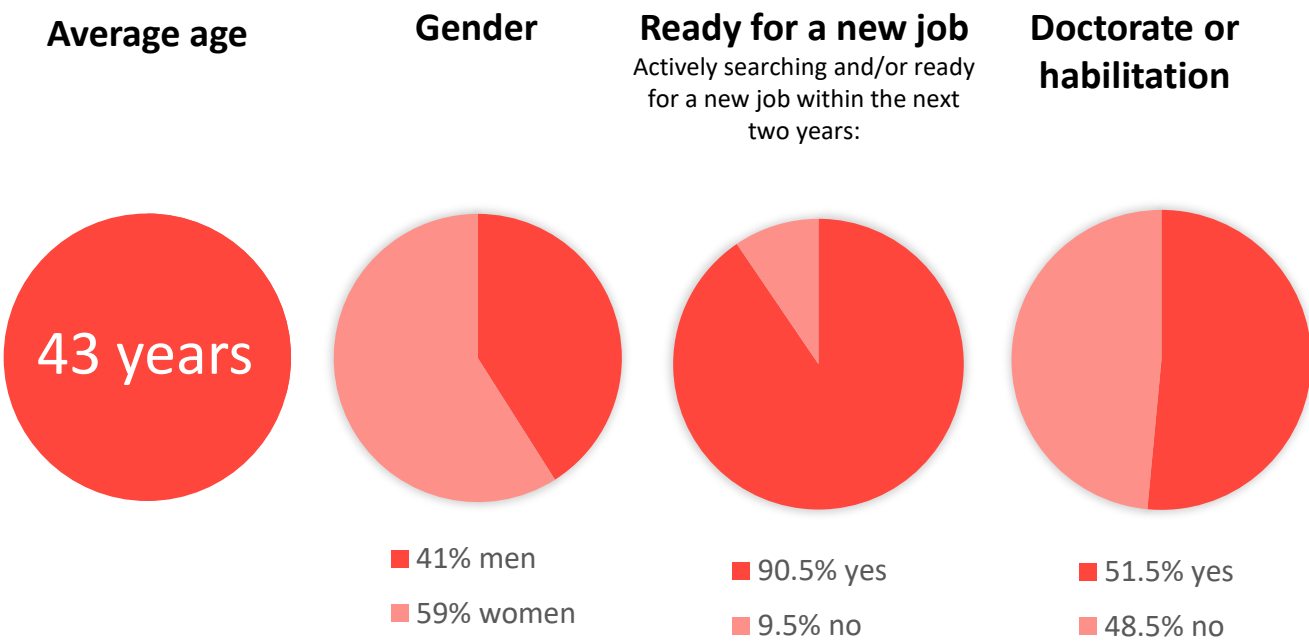
# Digital ZEIT job markets DACH region

Germany  
Austria  
Switzerland



# Attractive user base

jobs.zeit.de and academics.de



## Users' decision-making criteria for changing jobs

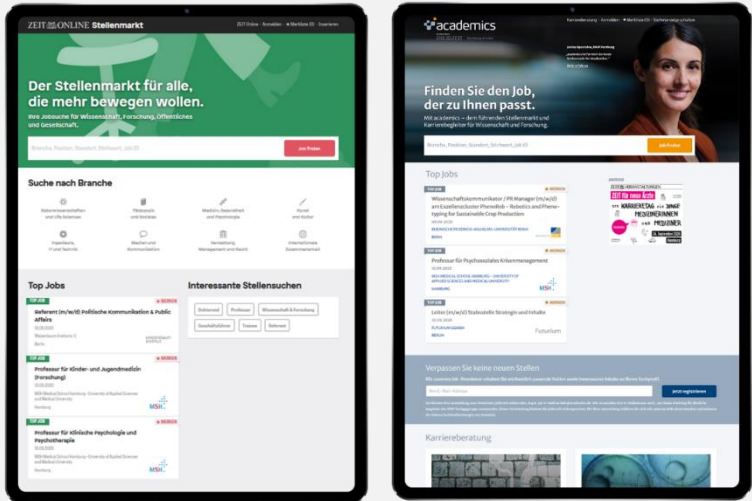
- 1. Clear sense of my role (71%)
- 2. Identification with the role (70%)
- 3. Location (59%)
- 4. Work–life balance (57%)
- 5. Clear sense of teamwork (53%)

Source: 2020 user survey with 4,413 respondents.

## QUOTES FROM THE 2020 USER SURVEY

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

“All-round information medium.”



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

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

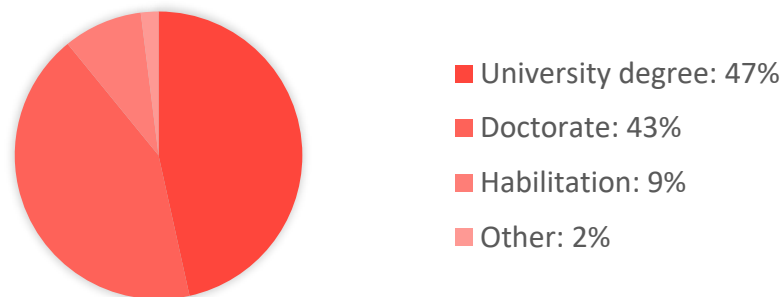
# User base

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

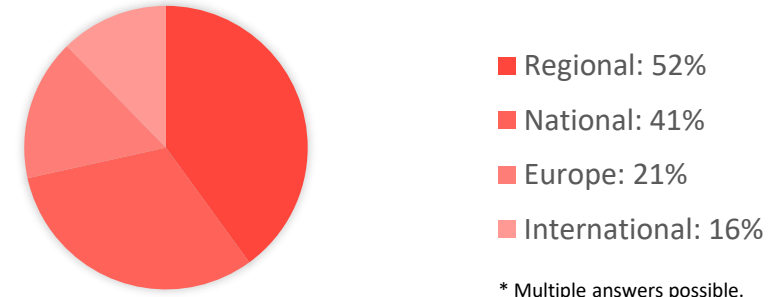


Source: 2020 user survey with 4,413 respondents.

## 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\*

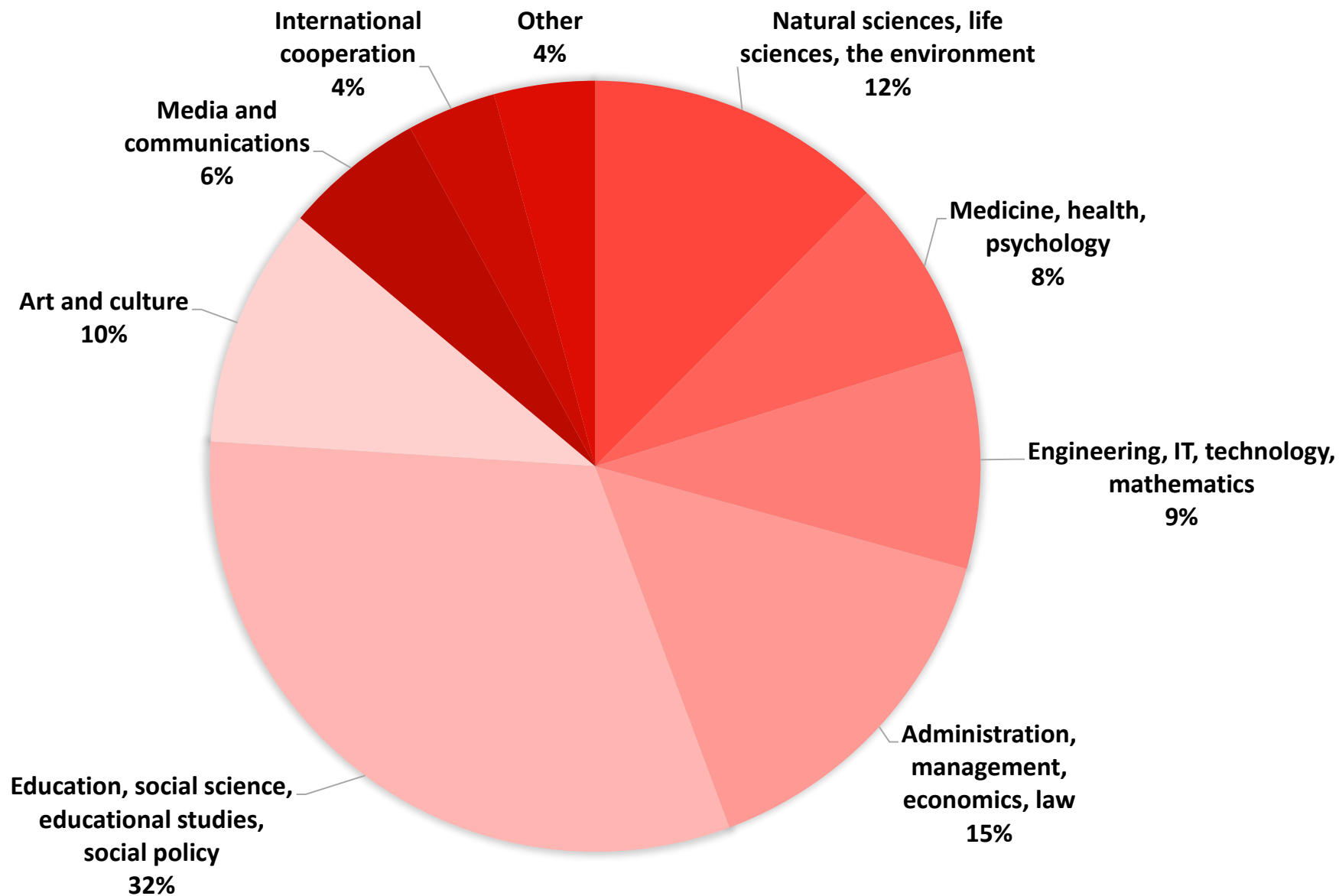


\* Multiple answers possible.



# Academic disciplines

jobs.zeit.de and academics



Source: 2020 user survey with 4,413 respondents.

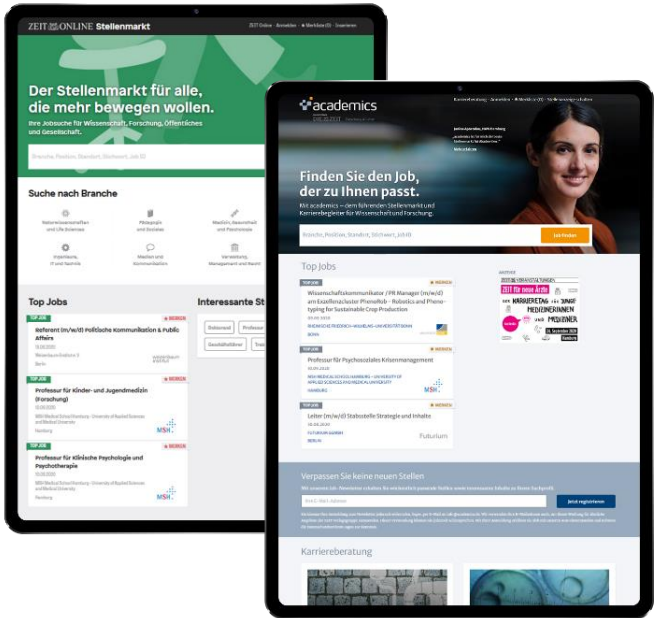
# Online job advertisement: premium placement

jobs.zeit.de and academics

Placing your advertisement in four 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. Your ad will be featured on the ZEIT ONLINE home page, highlighted as a “Position in focus” at the top of the search results, as a “TOP JOB” on “academics” and positioned at the start of the jobs newsletter.

## 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”



Reach active and passive job hunters in equal measure!

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 1/10/2020 onwards. Our Terms and Conditions apply, see [www.zeit.de/mediadaten](http://www.zeit.de/mediadaten) and <https://www.academics.com/info/general-terms-and-conditions-gtc-employer>.



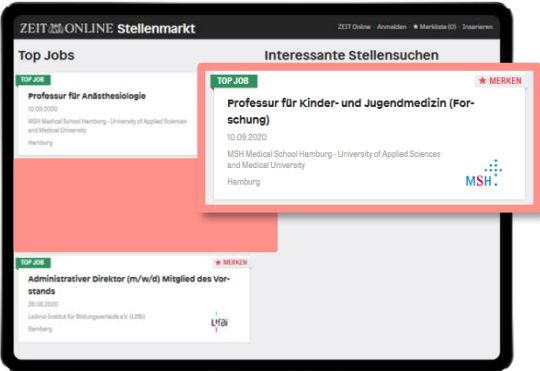
# Online job advertisement: premium placement

## Examples

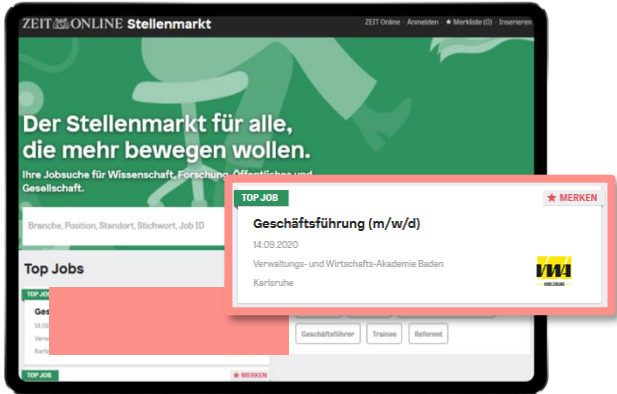
The job market ticker on ZEIT ONLINE and ZEIT ONLINE Arbeit



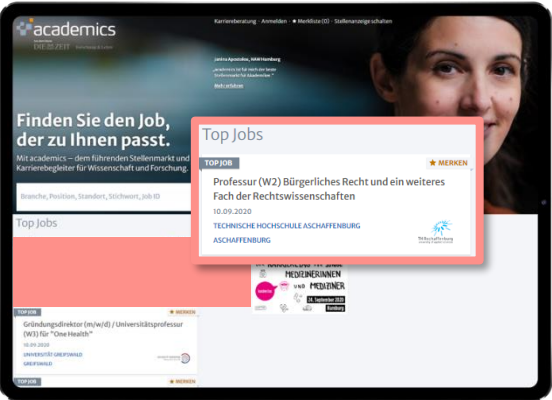
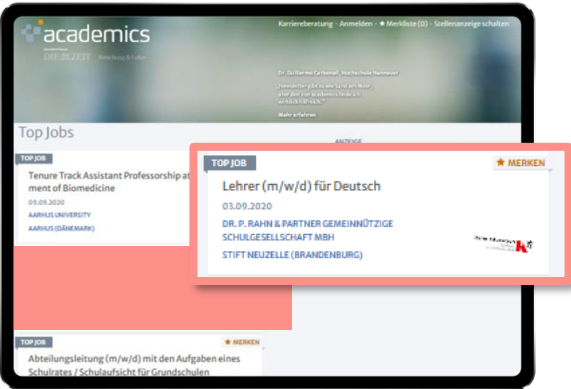
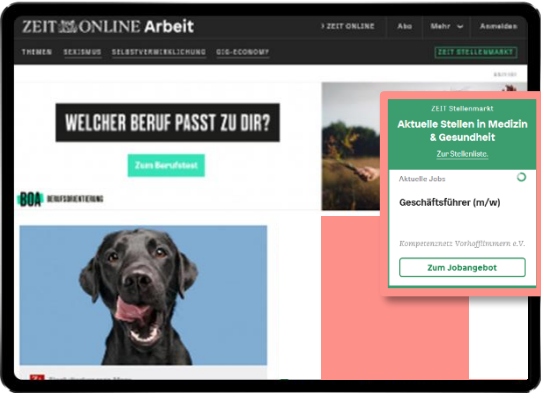
Premium placement in the search results on jobs.zeit.de and “academics”, with logo inclusion and a position amongst the featured results



Premium placement on the home pages of jobs.zeit.de and “academics”



Premium placement in the jobs newsletters of jobs.zeit.de and “academics”



# Online job advertisement: refresh function

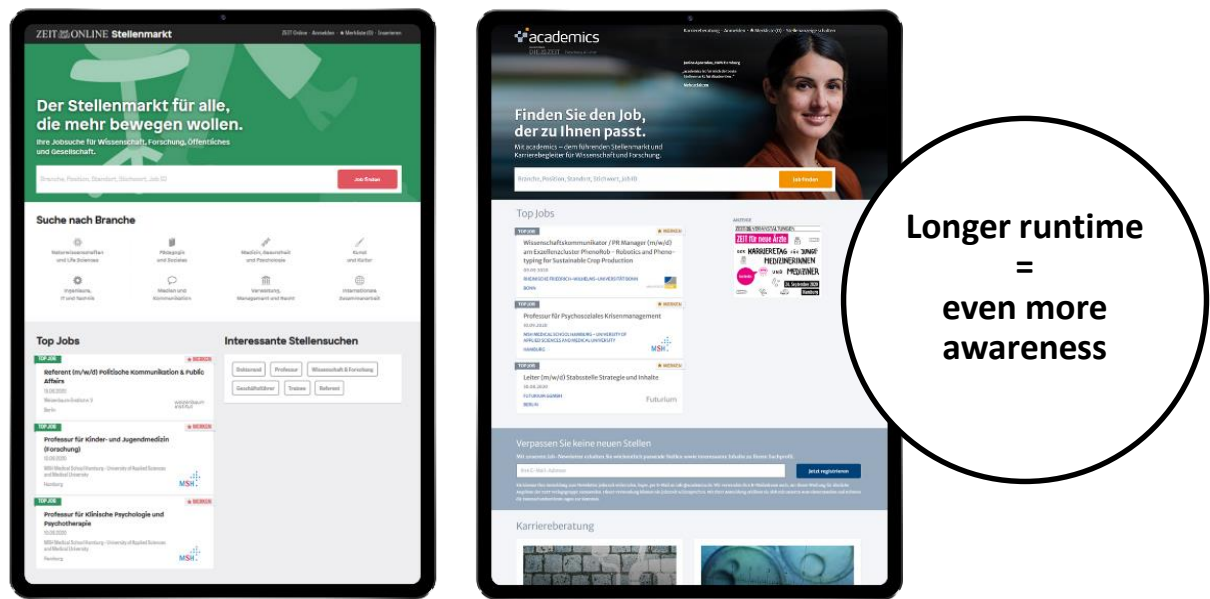
jobs.zeit.de and academics

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



Product	Runtime	Price
Online refresh	Day 1 to 6	€430
	Day 7 to 28	€690



# 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

988,000 unique users per month on average\*

### 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

### 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 and valid from 1/10/2020 onwards. Our Terms and Conditions apply, see [www.zeit.de/mediadaten](http://www.zeit.de/mediadaten) and <https://www.academics.com/info/general-terms-and-conditions-gtc-employer>.

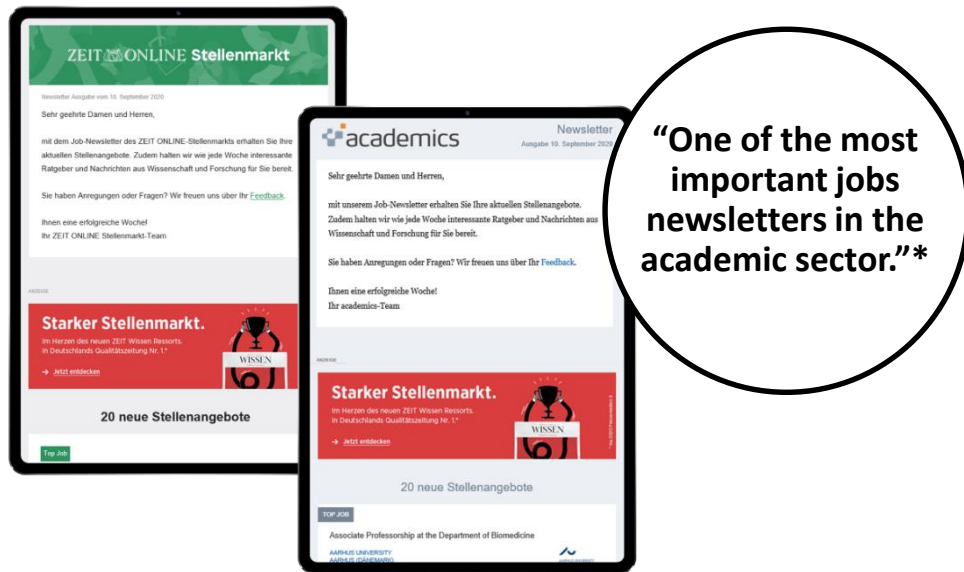
\* Source: Webtrekk monthly average, H2 2020

# 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: \* Original quote from the 2020 user survey

Source: 2020 user survey with 4,413 respondents.

media.zeit.de

## Subscribers:

262,000 users have subscribed to the ZEIT ONLINE jobs newsletter / “academics” newsletter

Source: Webtrekk H1/2020

## 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:** €2,800 per issue

Offer subject to change. All prices are exclusive of German VAT and valid from 1/10/2020 onwards. Our Terms and Conditions apply, see [www.zeit.de/mediadaten](https://www.zeit.de/mediadaten) and <https://www.academics.com/info/general-terms-and-conditions-gtc-employer>.

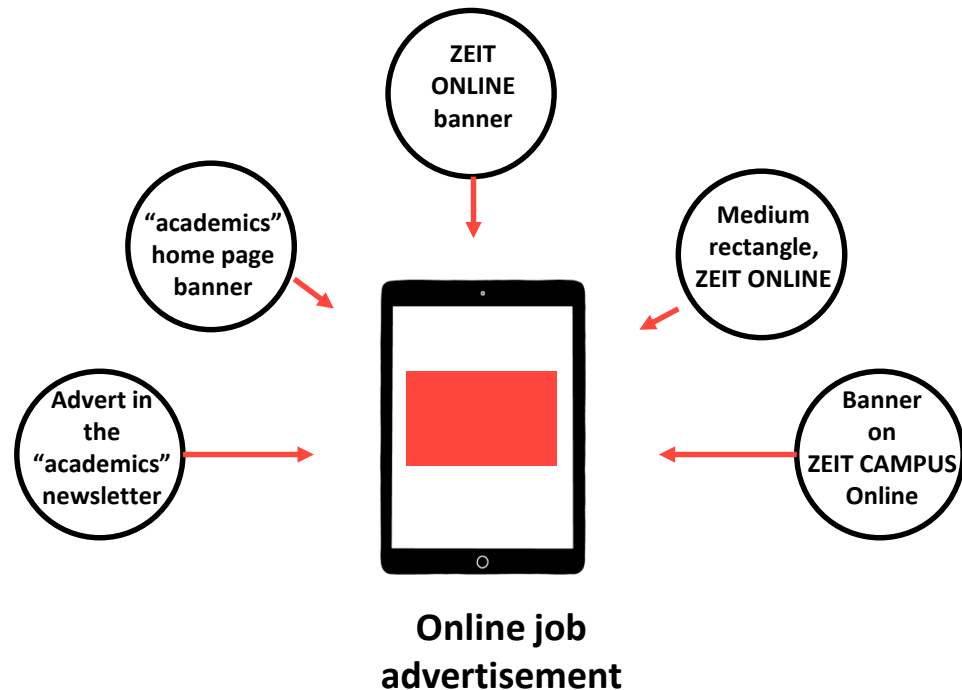
\* The newsletter is sent to two separate sets of subscribers, i.e. via the “academics” mailing list and via the ZEIT ONLINE job market mailing list. Your advert appears in an equivalent way in both newsletters.



# Optimising reach

## and boosting 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**

# Online-only job advertisements

## Formats and prices, 2020/2021

### Online job advertisement

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

### jobs.zeit.de/“academics” newsletter:

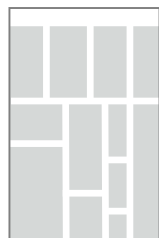
Format	Price
Strip ad 1 image (600 px × 174 px) as .png or .jpg, max. 60 KB + URL	€2,800



# Print/online job advertisements

## Formats and prices, 2020/2021

### Print JOB ADVERT (incl. online extension)



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).

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

#### Ads shown collectively

Prices by the millimetre	€13.95
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

All prices are exclusive of German VAT. Our Terms and Conditions apply, see [www.zeit.de/mediadaten](http://www.zeit.de/mediadaten).

### Additional services on [jobs.zeit.de](http://jobs.zeit.de/)/"academics"\*

Format	Site	Runtime	Price
Custom design	jobs.zeit.de + academics	4 weeks	€245 (per item)
Online premium placement	jobs.zeit.de + academics	4 weeks	€295 (per item)
Custom design and premium placement	jobs.zeit.de + academics	4 weeks	€495 (per item)
Online refresh**	jobs.zeit.de + academics	Day 1 to 6 Day 7 to 28	€430** €690**

\* Can only be booked in combination with an online job ad

\*\* Extend the display period of your ad until the application deadline



 academics.com

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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.



# The finest minds

from science, research and the public sector –  
worldwide

---

academics.com is the jobs site that helps you find the finest minds worldwide for your vacancies 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.





# How to reach the right people

## Quality rather than quantity

Spare yourself the hassle of screening countless applications that do not meet your requirements. With academics.com, you will find just the right minds for your demanding projects.

### CURRENT REACH\*

**99,000**  
visits

**88,000**  
visitors

**226,000**  
page impressions

**70,100**  
newsletter recipients

\* Monthly average, H1 2020, source: Webtrekk

# 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.

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## 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.



# Top positions

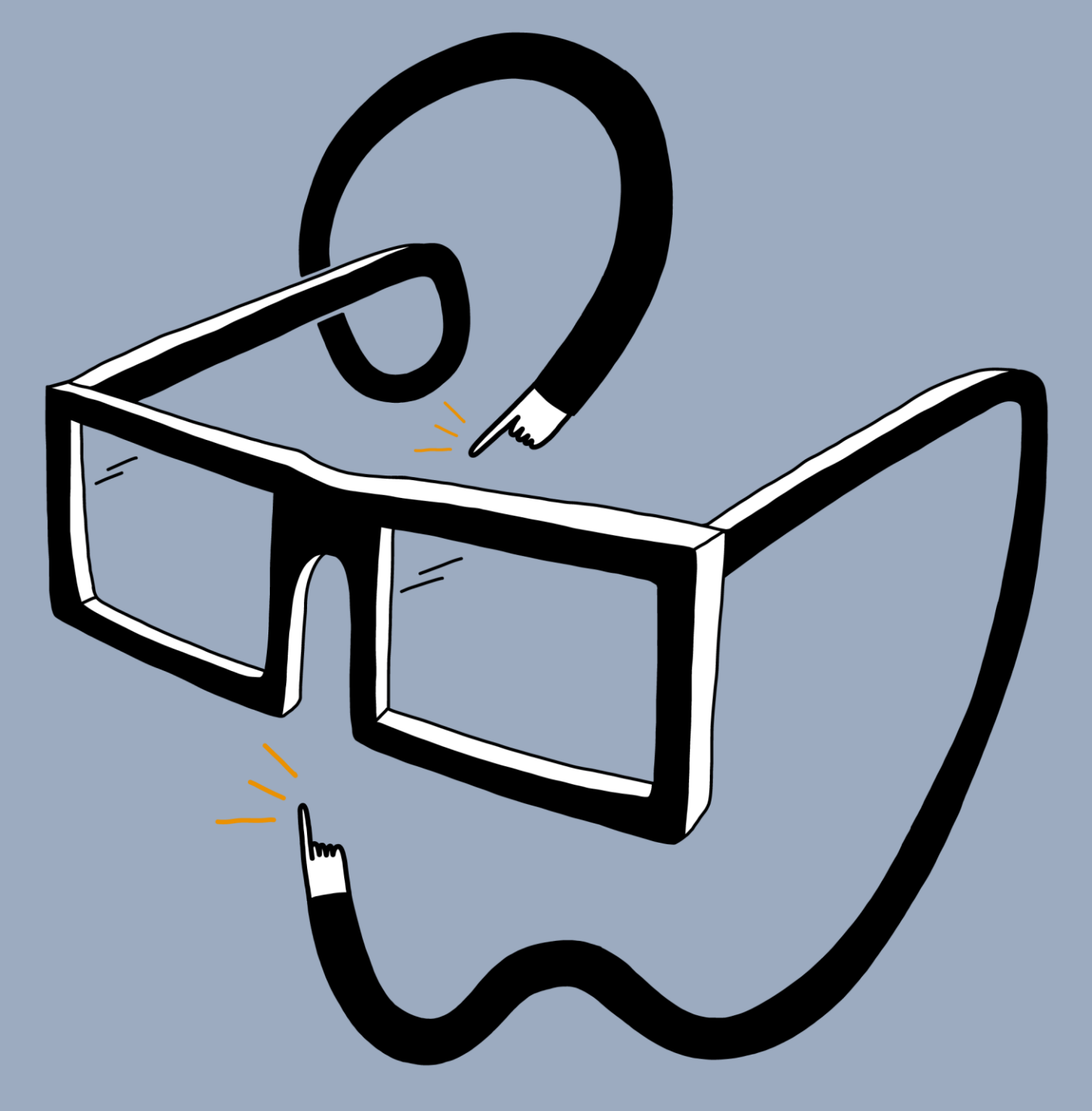
academics.com

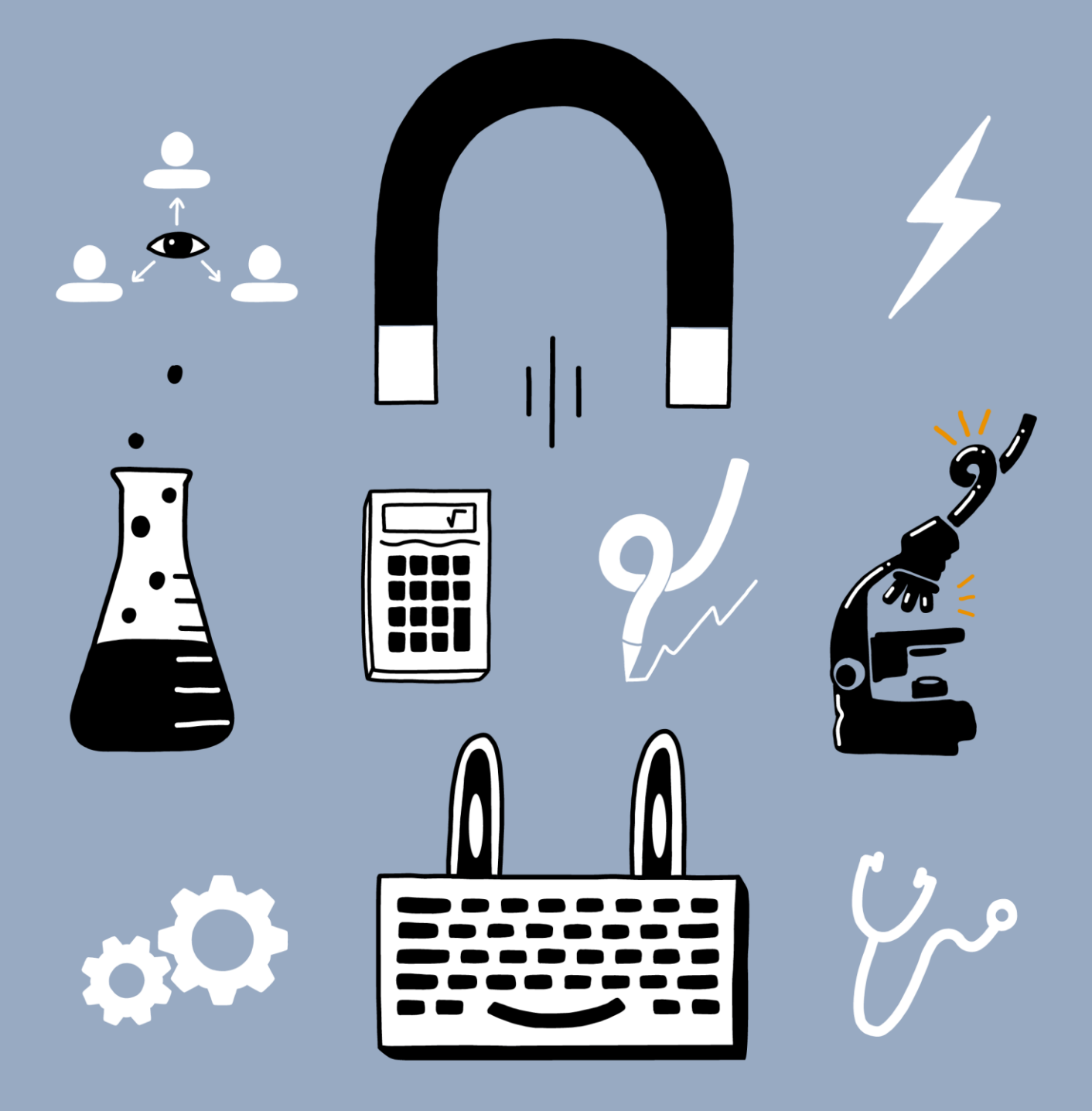
Professor? Doctoral candidate? Postdoc? academics.com has the most job postings for all of the above.

## 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





# Top disciplines

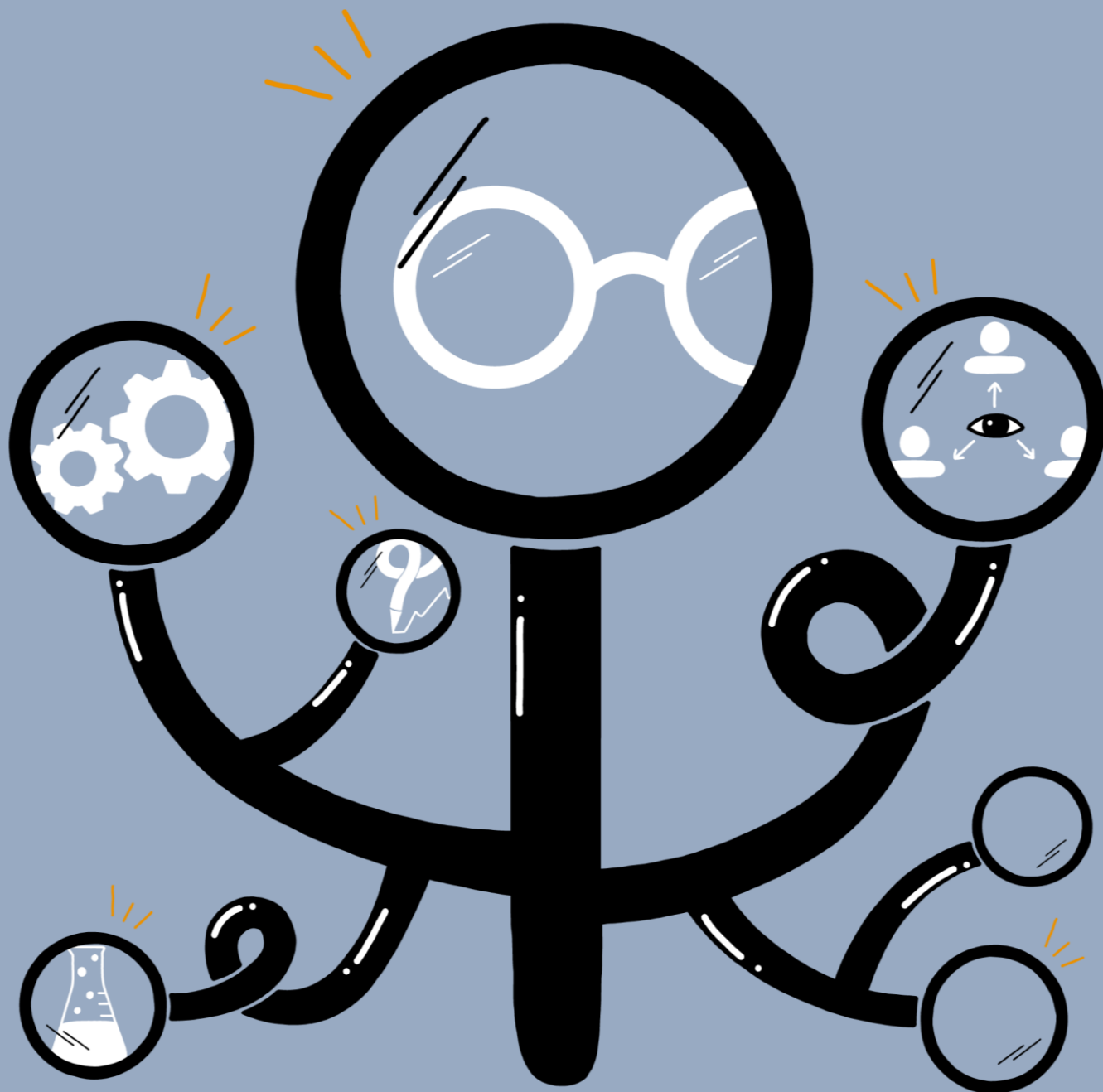
academics.com

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



# What academics.com users are looking for

A variety of career paths

## ALONGSIDE

- › career opportunities for professors,
- › doctoral candidates and
- › postdocs, as well as
- › research assistant posts,

## ACADEMICS.COM USERS ARE ALSO LOOKING FOR CAREER OPPORTUNITIES AS

- › specialist advisers,
- › assistants,
- › researchers,
- › project/product managers,
- › specialists,
- › skilled personnel and
- › group/team/laboratory/departmental managers

Seize the opportunity to generate more awareness of your ads for these kinds of positions.

\* academics.com user study, 2019



# academics.com

at a glance

**Reach**

**226,000**

page impressions / page views per month.

**Visits**

**99,000**

visits to academics.com per month.

**Academic disciplines**

**60**

academic disciplines were advertised on academics.com in 2019.

(Source: publisher’s information)

**Users**

**88,000**

unique users visit academics.com every month.

**Newsletter**

**70,100**

users have subscribed to the academics.com newsletter.

**Recommendations**

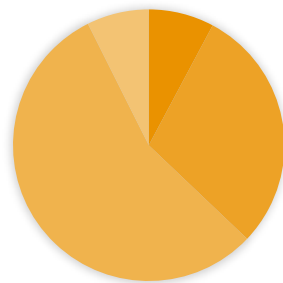
**93.7%**

of users would recommend academics.com.

**USER CHARACTERISTICS**

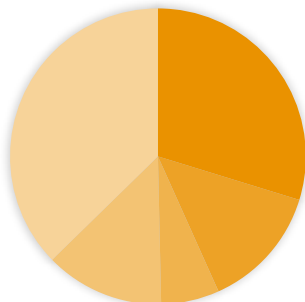
- › 57% of users are male, 42% are female.
- › 57% of users are between 20 and 39 years old.
- › The largest number of trackable visits from outside Germany come from the United States.

**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 2020

# Searches

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

**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.

\* Multiple answers possible  
Source: academics.com user survey, August 2020



# 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

# 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 1/10/2020 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

# 70,100\*

users have subscribed to the academics.com newsletter.

\* Monthly average, H1 2020, source: Webtrekk

### PRODUCTS AND PRICES

Format	Price
academics.com jobs newsletter Strip ad 1 image (600 px × 174 px) as .png or .jpg, max. 60 KB + URL	€995
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 1/10/2020 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

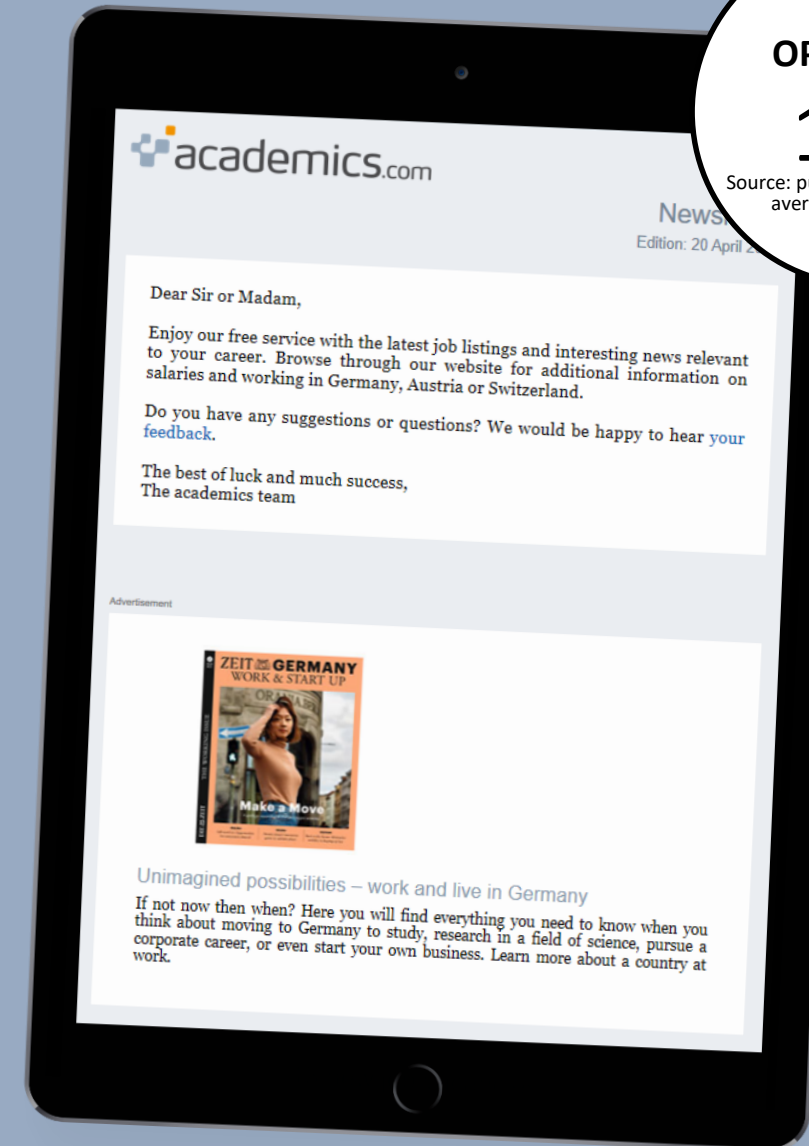
**Advertising medium:** strip ad

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

High  
OPEN RATE

# 14%

Source: publisher's information;  
average for Q1 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.





# Contact

We will be happy to advise you

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