2021

ZEIT job markets

Print and digital
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”/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”.

media.zeit.de
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

DIGITAL

2.22m readers reached, with a circulation of 521,927 copies per week\(^1\)

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

15.41m unique users visit ZEIT ONLINE per month on average\(^2\)

Sources: \(^1\) AWA 2020 and IVW II/2020; \(^2\) AGOF monthly average II/2020; \(^3\) Webtrekk H1/2020

media.zeit.de
The job market has occupied an even more prominent place since September 2020: it is editorially embedded in a central position within the “ZEIT Wissen” section. The editorial focus of its lead page is growing with a format entitled “The big questions facing academia / the world of work”, which alternates with the “Die Position” column. The infographic – as the grand finale – provides an impressive backdrop.

The opening page of the job market offers a particularly prominent position for large, attention-grabbing corner ads or the formats “TOP job” and “TOP employer”. Thanks to the leaderboard advertorials, which are available on a modular basis, you can share knowledge with society, showcase start-ups or draw attention to particular innovations, people and publications.
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.

**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.

<table>
<thead>
<tr>
<th>Format</th>
<th>W × H</th>
<th>Number of characters</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOP employer</strong></td>
<td>4 columns × 280 mm</td>
<td>See the example shown on the right</td>
<td>€13,200</td>
</tr>
<tr>
<td></td>
<td>or 220.5 × 220 mm</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOP job</strong></td>
<td>4 columns × 280 mm</td>
<td>Custom-made ad</td>
<td>€19,995</td>
</tr>
</tbody>
</table>

**Format**

- W: Width
- H: Height

**Number of characters**

See the example shown on the right

**Price**

€13,200
€19,995

media.zeit.de
The print job market in DIE ZEIT
Premium placement: leaderboard advertorials

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.

<table>
<thead>
<tr>
<th>Format</th>
<th>W x H</th>
<th>Number of characters</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per module</td>
<td>70.5 x 86 mm</td>
<td>See the examples shown on the right</td>
<td>€2,995</td>
</tr>
</tbody>
</table>

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

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

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

All prices are exclusive of German VAT and valid from 1/10/2020 onwards. Our Terms and Conditions apply, see 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**

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

* 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**

<table>
<thead>
<tr>
<th>Ads shown collectively</th>
<th>Prices by the millimetre</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prices by the millimetre</td>
<td>€13.95</td>
</tr>
<tr>
<td>Calculating the price of an advertisement: no. of columns × height (in mm) × millimetre price</td>
<td></td>
</tr>
<tr>
<td>1 column</td>
<td>45 mm</td>
</tr>
<tr>
<td>2 columns</td>
<td>91.5 mm</td>
</tr>
<tr>
<td>3 columns</td>
<td>138 mm</td>
</tr>
<tr>
<td>4 columns</td>
<td>184.5 mm</td>
</tr>
<tr>
<td>5 columns</td>
<td>231 mm</td>
</tr>
<tr>
<td>6 columns</td>
<td>277.5 mm</td>
</tr>
<tr>
<td>7 columns</td>
<td>324 mm</td>
</tr>
<tr>
<td>8 columns</td>
<td>371 mm</td>
</tr>
</tbody>
</table>

* Prices are exclusive of German VAT. Our Terms and Conditions apply, see 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

Source: AWA 2020

Gender
- Men
- Women

Average NMHI*
- Less than €2,000
- €2,000 to €3,000
- More than €3,000

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

* Net monthly household income
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%**
  - Of readers (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.

Source: AWA 2020
2020/2021

Digital
ZEIT job markets

jobs.zeit.de
academics.de
academics.com
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.

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

15.4m unique users visit ZEIT ONLINE per month on average¹
901,000 unique users per month visit jobs.zeit.de and academics.de on average²
88,000 unique users per month visit academics.com on average²
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
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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

- **Average age:** 43 years
- **Gender:** 41% men, 59% women
- **Ready for a new job:**
  - Actively searching and/or ready for a new job within the next two years: 90.5% yes, 9.5% no
- **Doctorate or habilitation:** 51.5% yes, 48.5% no

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!”

media.zeit.de
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.

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.

Highest educational qualification

- University degree: 47%
- Doctorate: 43%
- Habilitation: 9%
- Other: 2%

Geographic focus of the job search*

- Regional: 52%
- National: 41%
- Europe: 21%
- International: 16%

* Multiple answers possible.

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

<table>
<thead>
<tr>
<th>Product</th>
<th>Site</th>
<th>Runtime</th>
<th>Price</th>
</tr>
</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 1/10/2020 onwards. Our Terms and Conditions apply, see 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

<table>
<thead>
<tr>
<th>Product</th>
<th>Runtime</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online refresh</td>
<td>Day 1 to 6</td>
<td>€430</td>
</tr>
<tr>
<td></td>
<td>Day 7 to 28</td>
<td>€690</td>
</tr>
</tbody>
</table>

Strengths:

All prices are exclusive of German VAT and valid from 1/10/2020 onwards. Our Terms and Conditions apply, see www.zeit.de/mediadaten and https://www.academics.com/info/general-terms-and-conditions-gtc-employer.
**Employer profile**

**jobs.zeit.de and academics**

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

<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>

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

* 988,000 unique users per month*

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

* Source: Webtrekk monthly average, H2 2020
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:**
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 x 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 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

<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>jobs.zeit.de + academics</td>
<td>4 weeks</td>
<td>€1,595 (per item)</td>
</tr>
<tr>
<td>3-ad package*+**</td>
<td>jobs.zeit.de + academics</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</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</td>
<td>4 weeks</td>
<td>€10,950 (€1,095 per item)</td>
</tr>
<tr>
<td>Site combination*</td>
<td>jobs.zeit.de + academics + academics.com</td>
<td>4 + 8 weeks</td>
<td>€2,095 (per item)</td>
</tr>
<tr>
<td>Site combination 3-ad package*+**</td>
<td>jobs.zeit.de + academics + academics.com</td>
<td>4 + 8 weeks</td>
<td>€5,835 (€1,945 per item)</td>
</tr>
<tr>
<td>Site combination 5-ad package*+**</td>
<td>jobs.zeit.de + academics + academics.com</td>
<td>4 + 8 weeks</td>
<td>€8,450 (€1,690 per item)</td>
</tr>
<tr>
<td>Site combination 10-ad package*+**</td>
<td>jobs.zeit.de + academics + 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.

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#### Employer profile

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</table>

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

<table>
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<tbody>
<tr>
<td>Strip ad</td>
<td>€2,800</td>
</tr>
<tr>
<td>1 image (600 px × 174 px) as .png or .jpg, max. 60 KB + URL</td>
<td></td>
</tr>
</tbody>
</table>
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).

Ads shown collectively
Prices by the millimetre €13.95
Calculating the price of an advertisement: no. of columns × height (in mm) × millimetre price

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

* Can only be booked in combination with an online job ad
** Extend the display period of your ad until the application deadline

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

All prices are exclusive of German VAT. Our Terms and Conditions apply, see www.zeit.de/mediadaten.

media.zeit.de
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.
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.

<table>
<thead>
<tr>
<th>CURRENT REACH*</th>
</tr>
</thead>
<tbody>
<tr>
<td>99,000 visits</td>
</tr>
<tr>
<td>226,000 page impressions</td>
</tr>
</tbody>
</table>

* 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.

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*

<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>

* academics.com user study, 2019
Where academics from a range of disciplines feel at home: the international portal for careers in Germany, Austria and Switzerland.

Top five advertised disciplines on academics.com*

<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
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/departamental 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.

**Users**

88,000
unique users visit academics.com every month.

**Newsletter**

70,100
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**

- 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
<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>72%</td>
<td>of academics.com users are looking for a position in a German-speaking country.</td>
</tr>
<tr>
<td>91%</td>
<td>of users are actively looking for a new job or could imagine a change of jobs within the next two years.</td>
</tr>
<tr>
<td>83%</td>
<td>of users would like to work at a higher education institute in the future.</td>
</tr>
<tr>
<td>81%</td>
<td>of users would like to work for a research institute in the future.</td>
</tr>
<tr>
<td>80%</td>
<td>have a (very) strong interest in working at a non-university research institute.</td>
</tr>
<tr>
<td>69%</td>
<td>have a (very) strong interest in working in the research department of a company.</td>
</tr>
</tbody>
</table>

Source: academics.com user survey, August 2020
## Disciplines and areas of work

<table>
<thead>
<tr>
<th>DISCIPLINES</th>
<th>AREAS OF WORK</th>
</tr>
</thead>
<tbody>
<tr>
<td>50%* Natural sciences /</td>
<td>53% of users currently work for higher education institutions.</td>
</tr>
<tr>
<td>life sciences / the</td>
<td></td>
</tr>
<tr>
<td>environment</td>
<td></td>
</tr>
<tr>
<td>40%* Engineering/IT/</td>
<td>32% of users currently work for research institutes.</td>
</tr>
<tr>
<td>technology/mathematics</td>
<td></td>
</tr>
<tr>
<td>21%* Economics/administration/</td>
<td>18% of users currently hold a professorship.</td>
</tr>
<tr>
<td>management/law</td>
<td></td>
</tr>
<tr>
<td>18% of users work as</td>
<td>15% of users are doctoral candidates.</td>
</tr>
<tr>
<td>lecturers / teaching staff /</td>
<td></td>
</tr>
<tr>
<td>associate lecturers.</td>
<td></td>
</tr>
<tr>
<td>17% of users are postdocs.</td>
<td></td>
</tr>
</tbody>
</table>

* 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.”

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

“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.”

“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.”

“Helpful, useful, supportive.”

“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.”

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**

<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</td>
</tr>
<tr>
<td>Online premium placement</td>
<td>academics.com</td>
<td>8 weeks</td>
<td>€295</td>
</tr>
<tr>
<td>Online refresh</td>
<td>academics.com</td>
<td>until the application deadline</td>
<td>€195</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Format</th>
<th>Site</th>
<th>Runtime</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>3-ad package***</td>
<td>academics.com</td>
<td>8 weeks</td>
<td>€1,650</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(€550 per item)</td>
</tr>
<tr>
<td>5-ad package***</td>
<td>academics.com</td>
<td>8 weeks</td>
<td>€2,475</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(€495 per item)</td>
</tr>
<tr>
<td>10-ad package***</td>
<td>academics.com</td>
<td>8 weeks</td>
<td>€3,950</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>(€395 per item)</td>
</tr>
<tr>
<td>Site combination*</td>
<td>jobs.zeit.de + academics +</td>
<td>4/8 weeks</td>
<td>€2,095</td>
</tr>
<tr>
<td></td>
<td>academics.com</td>
<td></td>
<td>(per item)</td>
</tr>
<tr>
<td>Site combination*</td>
<td>jobs.zeit.de + academics +</td>
<td>4/8 weeks</td>
<td>€5,835</td>
</tr>
<tr>
<td>3-ad package***</td>
<td>academics.com</td>
<td></td>
<td>(€1,945 per item)</td>
</tr>
<tr>
<td>Site combination</td>
<td>jobs.zeit.de + academics +</td>
<td>4/8 weeks</td>
<td>€8,450</td>
</tr>
<tr>
<td>5-ad package***</td>
<td>academics.com</td>
<td></td>
<td>(€1,690 per item)</td>
</tr>
<tr>
<td>Site combination</td>
<td>jobs.zeit.de + academics +</td>
<td>4/8 weeks</td>
<td>€14,900</td>
</tr>
<tr>
<td>10-ad package***</td>
<td>academics.com</td>
<td></td>
<td>(€1,490 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.
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
70,100*
users have subscribed to the academics.com newsletter.

* Monthly average, H1 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>€995</td>
</tr>
<tr>
<td>Strip ad</td>
<td></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>

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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.

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

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PRODUCTS AND PRICES

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<td></td>
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<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>

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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

Zeitverlag Gerd Bucerius GmbH & Co. KG
Universities and Research Team
Buceriusstr., Speersort 1 entrance
20095 Hamburg

hochschulmarketing@zeit.de