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» academics enables precise targeting of candidates from academia and R&D; academics.de addresses users from German-speaking countries, while academics.com targets users around the world who are interested in working in Germany, Austria or Switzerland.«

WEBSITES

04 academics.de & academics.com
ACADEMICS.DE & ACADEMICS.COM
MARKET LEADER IN GERMAN-SPEAKING COUNTRIES

academics.de – a joint venture of DIE ZEIT and Forschung & Lehre – is the leading online recruitment site for academia, science, and R&D

academics accompanies members of the scientific community – PhD students, researchers and professors – during their professional development

With academics.com you can recruit staff from all over the world to bring international expertise to your institution
» academics’ users are educated to the highest levels. This makes academics unique, distinguishing it decisively from generalist online job boards. Only with academics will you reach a diverse audience of highly qualified scientists and researchers representing all disciplines.«

**USERS**

06 Fields
07 Professional Occupation
08 Age
09 Gender
10 Education
11 Job Location
FIELDS
OUR USERS’ AREAS OF SPECIALISATION

- 21% Natural Sciences, Life Sciences, Environmental Sciences
- 11% Administration, Management, Economy, Law
- 10% Engineering, IT, Mathematics
- 8% Medicine, Health, Psychology
- 23% Education, Society, Pedagogy
- 11% Culture & Arts
- 6% Media & Communication
- 3% International Cooperation
- 7% Other
- 6% Media & Communication

source: academics and zeit.de/jobs unser survey 2016
PROFESSIONAL POSITION
THE POSITIONS USERS OF ACADEMICS.DE LIKE TO HAVE

Student, Trainee, Internship: 8%
Research Fellow, Research Assistant, Research Associate: 16%
Lecturer, Tenure-Track Lecturer: 9%
Project Manager, Product Manager, Coordinator: 8%
Postdoc: 6%
Researcher: 6%
PhD Student: 6%
Specialist, Expert: 6%
Teacher, Social Worker, Psychologist: 4%
Doctor, Physician: 1%
Team Leader, Group Leader, Department Head: 9%
Professor: 7%
General Manager, Head of University, Head of Institute: 3%
Other: 12%

source: academics and zeit.de/jobs unser survey 2016
AGE

AGE OF OUR USERS

- under 20: 0%
- 20 - 29: 16%
- 30 - 39: 40%
- 40 - 49: 27%
- 50 - 59: 15%
- über 60: 2%

source: academics and zeit.de/jobs unser survey 2016
GENDER
RATIO OF MEN TO WOMEN

45% Men
55% Women

source: academics and zeit.de/jobs unser survey 2016
EDUCATION
THE ACADEMIC QUALIFICATIONS OF OUR USERS

98% are university graduates
50% hold a doctorate

- University degree: 48%
- Doctorate: 41%
- Habilitation: 9%
- Other degrees: 2%

Source: academics and zeit.de/jobs unser survey 2016
JOB LOCATION
WHERE OUR USERS ARE LOOKING TO WORK

- In a specific region of Germany: 36%
- In Germany: 31%
- Around Europe: 17%
- Around the world: 16%

source: academics and zeit.de/jobs unser survey 2016
» With both recruitment advertising and employer branding, academics offers integrated solutions for your recruitment marketing.«

PRODUCTS

13 Online Recruitment Advertising
14 Additional Online Recruitment Advertising Options
15 Print Recruitment Advertising in DIE ZEIT
16 Additional Print Recruitment Advertising Options
17 Online Banners
18 Newsletter Advertising
ONLINE RECRUITMENT ADVERTISING
ATTRACTING CANDIDATES FROM GERMAN-SPEAKING COUNTRIES AND AROUND THE WORLD

If you need to target candidates both within German-speaking countries and around the world combining academics.de and academics.com is ideal for you.

ONLINE RECRUITMENT ADVERTISING € 695

» MAXIMUM ONLINE COVERAGE
Your online ad will run on academics.de, zeit.de/jobs and on other partner websites as well as worldwide on academics.com

<table>
<thead>
<tr>
<th>Package*</th>
<th>Duration</th>
<th>Price per Position**</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>4 weeks</td>
<td>€ 595</td>
</tr>
<tr>
<td>10</td>
<td>4 weeks</td>
<td>€ 552.50</td>
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<tr>
<td>20</td>
<td>4 weeks</td>
<td>€ 495</td>
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</table>

*Packages are valid for 12 months and are payable in advance ** Price as shown are net prices, we will require your VAT number. Offer only applicable to higher-education institutions outside German-speaking countries.

PREMIUM ONLINE RECRUITMENT ADVERTISING € 895

All advertising features plus:

» STRONG DIFFERENTIATION
Custom design for your online advertising and premium placement

<table>
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<tr>
<th>Package*</th>
<th>Duration</th>
<th>Price per Position**</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>4 weeks</td>
<td>€ 795</td>
</tr>
<tr>
<td>10</td>
<td>4 weeks</td>
<td>€ 749</td>
</tr>
<tr>
<td>20</td>
<td>4 weeks</td>
<td>€ 695</td>
</tr>
</tbody>
</table>
ADDITIONAL ONLINE RECRUITMENT ADVERTISING OPTIONS
BE VISIBEL FOR LONGER

AD REFRESH € 290
» Extend your online booking until application deadline or up to eight weeks
» Mailout in a further edition of the academics newsletter
» Sustained visibility for the entire lifetime of your ad

AD REFRESH PLUS € 390
» All AD REFRESH features plus:
» Renewal of publication date
« This increases the visibility of your online advertising. Carrying a more recent date, it will appear higher up in the search results

All prices excl. VAT.
PRINT RECRUITMENT ADVERTISING IN DIE ZEIT
PLACE YOUR RECRUITMENT ADVERTISING IN GERMANY’S MARKET-LEADING PRINT MEDIUM
FOR JOBS IN EDUCATION & RESEARCH

WIDEST REACH AMONG GERMAN QUALITY NEWSPAPERS
» Your advertisement will appear in print in DIE ZEIT and online on academics.de and zeit.de/jobs in plain-text format at no additional cost
» Gain wider audience coverage: the crossover between online users (academics.de and zeit.de) and readers of the newspaper DIE ZEIT is only 20%
» List several jobs in a single recruitment ad

Price per millimeter € 12.80
» Cost calculator for recruitment advertising:
  No. of columns x height (mm) x price per millimeter (maximum height = 528 mm)

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

Published on Thursdays
Advertising deadline:
Tuesday of the week of publication, 2 p.m.
ADDITIONAL PRINT RECRUITMENT ADVERTISING OPTIONS
INCREASE VISIBILITY AND ASSERT YOUR IMAGE

DESIGN* € 120
» Economically priced design for your online advertising
» Strong differentiation
» Multiple links from your advertisement to your website
» The flexibility to integrate your corporate identity
» Consistent exposure of your brand as an employer

* recommended for adverts placed in DIE ZEIT that are also placed on academics

PREMIUM PLACEMENT € 120
» High visibility for your online advertising
» Four weeks of prominent placement above the fold on our website and in our weekly newsletter
» Increase your clicks by up to 100%

DESIGN PLUS PREMIUM PLACEMENT € 195
» Stronger together – and even better value

All prices excl. VAT

Example of a recruitment advertisement

Example of premium placement

up to 100% more clicks

Example of additional print recruitment advertising options
ONLINE BANNERS
MAXIMISE THE VISIBILITY OF YOUR ORGANISATION

HOMEPAGE BANNER € 995
» Two-week premium placement on the academics.de homepage
» The banner can be used for brand advertising or to drive traffic to your current recruitment advertising
» Customised corporate design: academics can provide a free design service
   ➔ format 300 x 250 pixels (width x height)

BANNER (RUN OF NETWORK) from € 1.295
» The banner runs top right on the highest-traffic pages, e.g. (in a run-of-network option) on the results page for job searches on academics.de
» Booked on the basis of a specified number of ad impressions
   ➔ format 300 x 250 pixels (width x height)

<table>
<thead>
<tr>
<th>Package</th>
<th>Ad Impressions</th>
<th>Price</th>
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<tbody>
<tr>
<td>S</td>
<td>20,000</td>
<td>€ 1,295</td>
</tr>
<tr>
<td>M</td>
<td>35,000</td>
<td>€ 1,575</td>
</tr>
<tr>
<td>L</td>
<td>50,000</td>
<td>€ 1,995</td>
</tr>
</tbody>
</table>

IMAGE PACKAGE € 2,495
» Combination of Homepage Banner and Run-of-Network Banner (Package L)

All prices excl. VAT
NEWSLETTER ADVERTISING
REACH REGISTERED ACADEMICS USERS

ADVERTISE IN OUR JOB NEWSLETTER
» Reach the 250,000 members of the scientific community registered at academics.de and zeit.de/jobs

THE BENEFITS TO YOU
» Your advertising highlighted in a prominent position
» High reach of appropriately qualified potential candidates
» Use the space for advertising that serves your specific purpose
» High click rate and response rate
» Easy and rapid placement

FREQUENCY
» Our weekly online newsletter appears every Thursday
» Exclusivity: one banner and one advertiser per week

<table>
<thead>
<tr>
<th>Package</th>
<th>Price</th>
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<tbody>
<tr>
<td>Online Only</td>
<td>€ 2,800</td>
</tr>
<tr>
<td>Combined with print advertising in Die ZEIT/Forschung &amp; Lehre*</td>
<td>€ 995</td>
</tr>
</tbody>
</table>

*The price of the print advertisement is not included in the price stated here.
All prices are exclusive of VAT.

SUBMISSION OF AD COPY
» By e-mail to anzeigen@academics.de
» Two formats possible:
  Format A:
  One logo and a text max. 450 characters
  Format B:
  One banner 558 x 180 pixel
» Please supply the URL for the link from your advertisement
We look forward to discussing your advertising opportunities and options:

**Media Consultant »Science and Research»**
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E-Mail: i.groven@academics.de

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