

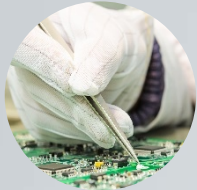
MEDIA PACK 2018/2019

Jobs in Science, Academia and R&D

academics.de
academics.at
academics.ch

First of all:

Why Germany?

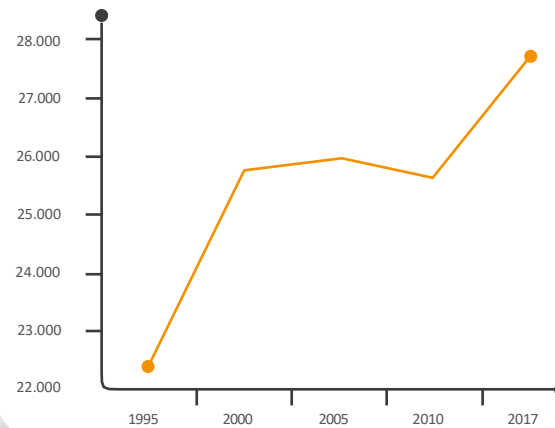


→ Germany has long been synonymous with outstanding scientists and highly qualified professionals. Industries such as engineering, pharmaceuticals, and chemicals, as well as economics, receive particular praise.



→ Relative to its population, Germany has the highest percentage of doctoral candidates in the world, making it an attractive place to recruit scientists.

Doctoral candidates in Germany in numbers*



*Federal Statistical Office – Fachserie 11 Reihe 4.2 – university examinations, various years; data for West Germany up to 1992; data for Germany as a whole as of 1993

Source: „Wissenschaft weltoffen, 2018“



→ It goes without saying that young, up-and-coming German scientists are characterised by a high level of international mobility. But they are not the only ones: German scientists at the top of their game are also especially keen to drive their careers forward on the international stage. Surveys show that one in four German scientists can imagine working abroad.*



→ The German employment market is the perfect place to fill vacancies specifically aimed at doctoral candidates, postdoctoral students, professors, and lecturers.

Why academics?



- Job board for users mainly from Germany, Austria and Switzerland
- For employers from academia and R&D
- Reach of relevant candidates not just many
- 40% of the users have experiences abroad
- Possibility to link job ads with employer Branding products
- 50% of the users have a doctoral degree
98% a university degree

www.academics.de



- International career network for academics, researchers, and scientists
- Popular vacancies* are Computational Science, Programming Languages
Electrical Engineering
- 310.000 monthly visitors. Half of them are from Europe

www.academicpositions.com

* date: December 13 2018



- Jobseekers and registered users from all over the world
- The average user has over 4 years experience
- 70% of the users already have a doctoral degree

www.naturejobs.com

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- 07 What is academics.de?
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Websites

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”

academics enables precise targeting of candidates from both academia and R&D. The career site addresses users from German-speaking countries: Germany, Austria and Switzerland.

What others say...

Your satisfaction is our goal

”

Everything worked out fine. We received enough relevant applications and the communication with DIE ZEIT and the overall experience was really good. I can warmly recommend to announce in DIE ZEIT job markets.

Prof. Dr. Gerhard Weiss

Chair of the Department Data Science and Knowledge Engineering, Maastricht University

”

For many years we have been publishing advertisements internationally and especially towards the German market for our clients in DIE ZEIT, DIE ZEIT ONLINE and academics. We are very satisfied with the professional and quick resolution of all our requests.

Alan Werwick

Advisor, Signatur A/S

”

Our campaign worked quite well and it resulted not only in finding a new junior researcher to our group but a lot of people were visiting our website as well.

Dr. Adam Buraczewski

Postdoc, University of Warsaw

What is academics.de?

Market leader in German-speaking countries



787,000

UNIQUE VISITORS PER MONTH

2,2 m.

PAGE IMPRESSIONS PER MONTH

240,000

REGISTERED USERS

- academics – a joint venture of the biggest German weekly newspaper 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.
- ZEIT ONLINE is the fastest growing website offering high-quality online journalism in Germany. Its readers are well educated, loyal and multi-faceted. Online only advertisements will be published on academics and on the career site of ZEIT ONLINE zeit.de/jobs.
- International institutions will reach users from Germany, Austria and Switzerland.

A BRAND OF
DIE ZEIT  **Forschung & Lehre**

Profile / Strength / Benefits

Market leader in German-speaking countries

Profile

Following the extensive relaunch in a new look: academics is the leading job market and career guide for people from science and research. As a partner of universities, graduate schools and research institutions, the portal offers maximum competence when you search for highly qualified scientists of any discipline and career level – from doctoral candidates through to professors.

Our strengths

- ➔ High reach among graduates, doctoral students, postdocs, professors and research managers
- ➔ Cooperation with partner sites within the career network
- ➔ More than 787,000 unique visitors each month

Your benefits

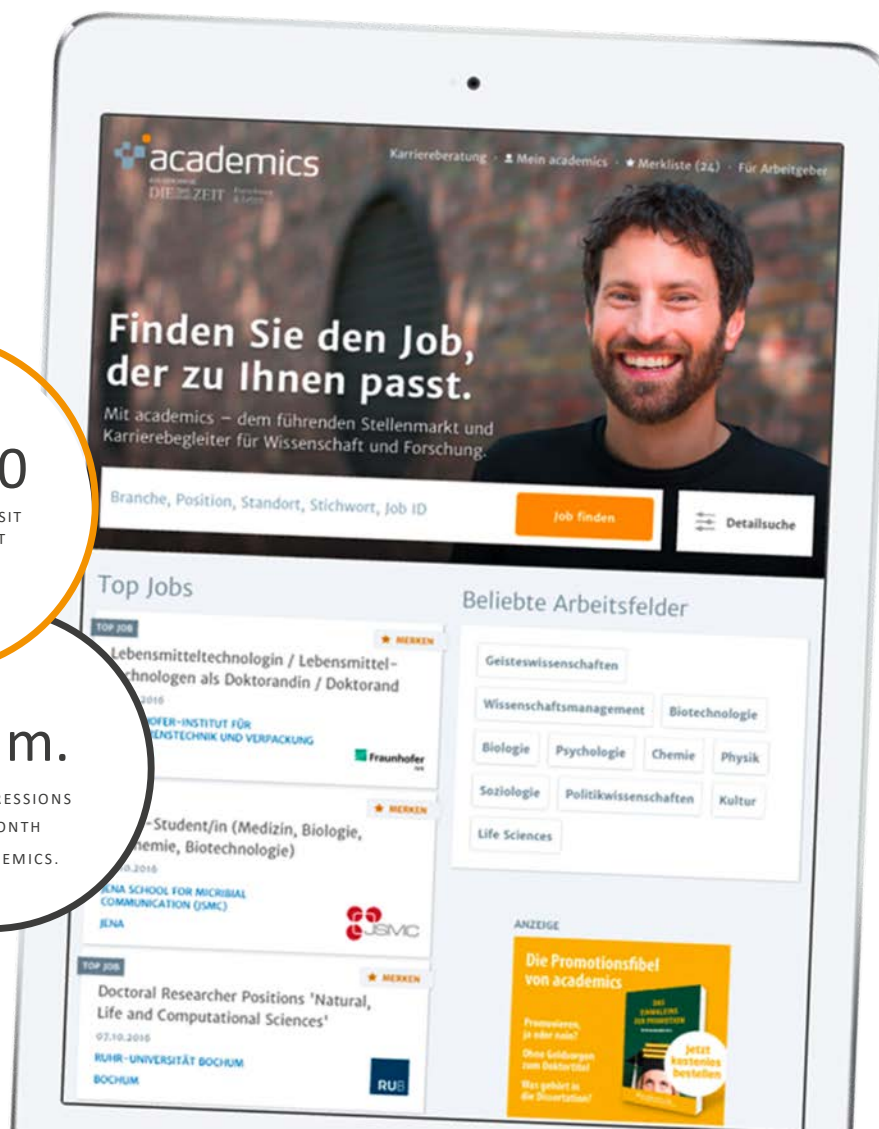
- ➔ As a unique job market for science and research, academics makes it possible for you to target people with zero coverage waste
- ➔ Reach qualified staff of all career levels at home and abroad

787,000

UNIQUE USERS VISIT
THE DIGITAL ZEIT
JOB MARKETS
EVERY MONTH.

2,2 m.

PAGE IMPRESSIONS
PER MONTH
ON ACADEMICS.





”

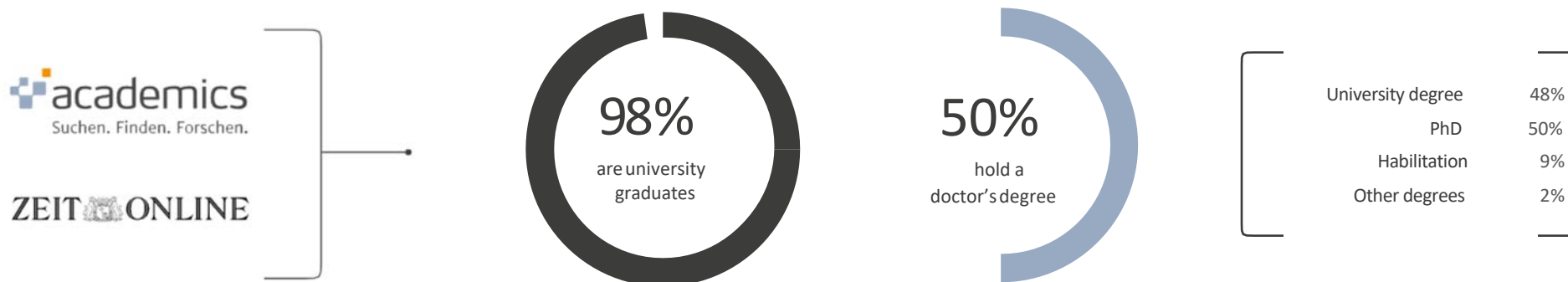
academics' users are educated to the highest levels. This makes academics unique, distinguishing it decisively from generalist online job boards. Only with academics you will reach a diverse audience of highly qualified scientists and researchers representing all disciplines.

USERS

- 10 Education
- 11 Fields
- 12 Professional Position
- 13 Gender and Age

Education

The academic qualifications of our users



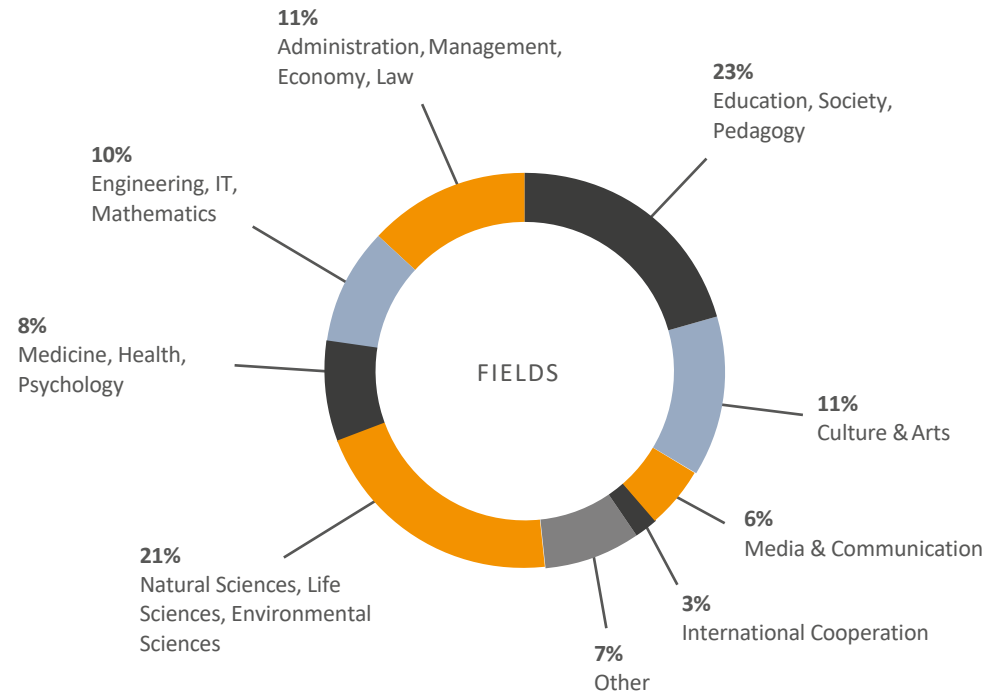
source: academics and zeit.de/jobs user survey 2016

Fields

Our users' areas of specialisation

 academics
Suchen. Finden. Forschen.

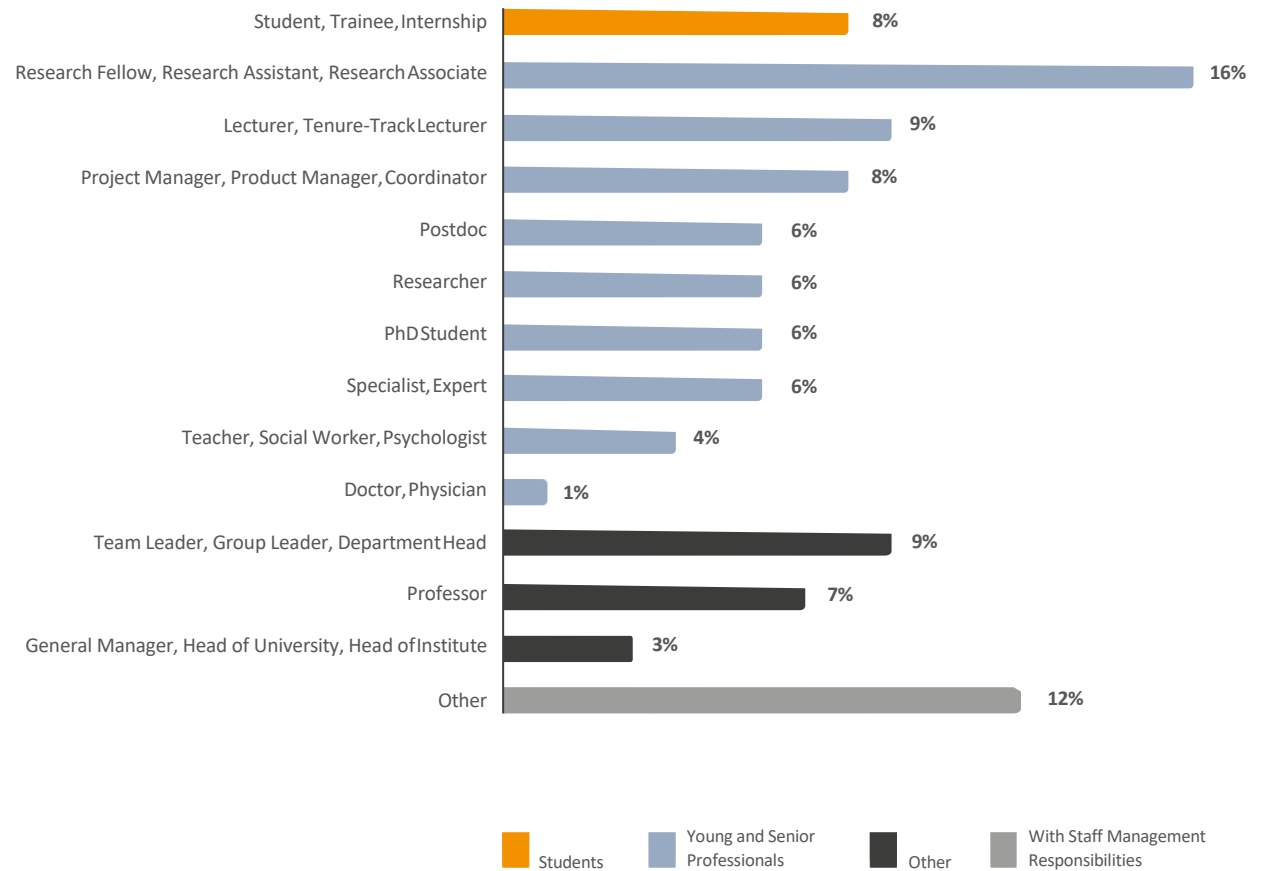
ZEIT  ONLINE



source: academics and zeit.de/jobs user survey 2016

Professional Position

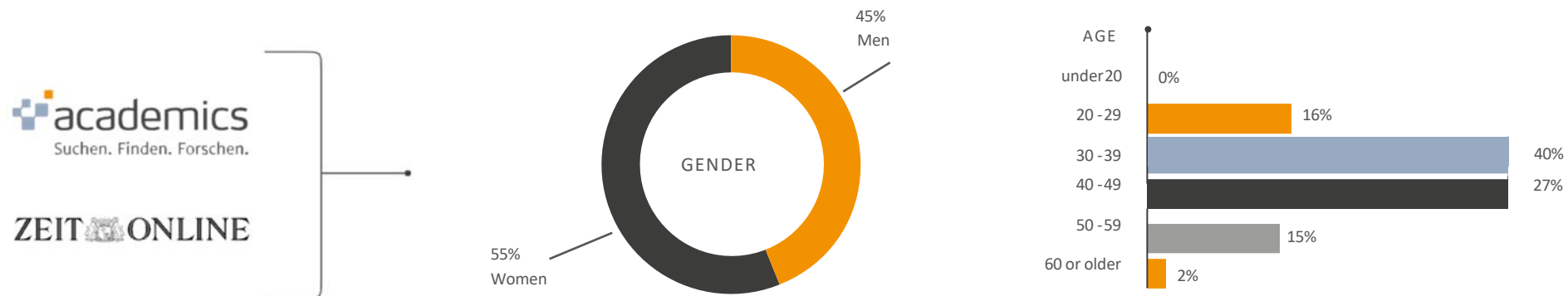
The positions users of academics.de like to have



source: academics and zeit.de/jobs user survey 2016

Gender and Age

Gender and Age of our users



source: academics and zeit.de/jobs user survey 2016

”

With both recruitment advertising and employer branding, academics offers integrated solutions for your recruitment marketing.

PRODUCTS

- 15 Online Job Advertisement and Packages
- 16 Print and Online Job Advertisement
- 17 Boost your Ad
- 18 Employer Profile
- 19 Online Banners
- 20 Newsletter Advertising



Online Job Advertisements

Attracting candidates from German-speaking countries and around the world

In addition to the 240,000 subscribers of the monthly newsletter, academics.de attracts over 787,000 unique visitors each month who are looking for jobs and career advice. academics.de delivers you an audience of highly qualified people:

98% have a university degree and 50% hold a postgraduate degree.

→ High Awareness

Your online ad will appear in a customised design.

→ High Visibility

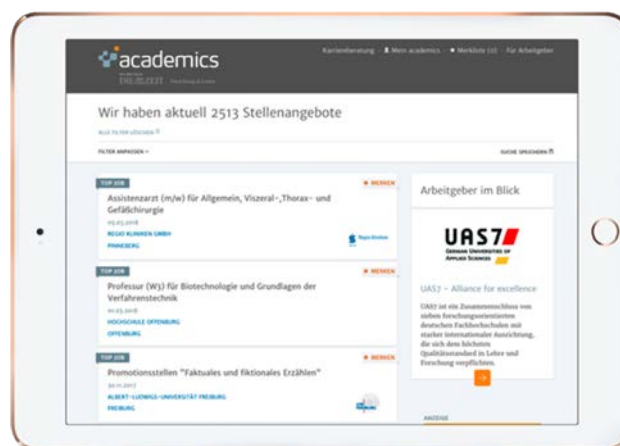
Your corporate logo will appear within the search results listings.

→ Targeted coverage of the scientific community

Your online ad will run for 4 weeks on academics.de, which includes Austria and Switzerland and zeit.de/jobs as well as other partner websites.

→ Price

Please get in touch for further information, also for reductions on packages.



Packages are also available. Please get in touch for further information.

Standard Online Job Advertisement € 795

→ Maximum online coverage

Your online ad will run on academics.de, zeit.de/jobs and on other partner websites.

Premium Online Job Advertisement € 895

All advertising features plus:

→ Strong differentiation

Custom design for your online advertising and premium placement

Price excl. VAT

Print and Online Job Advertisement

Place your recruitment advertising in Germany's market-leading print medium

Widest reach among German quality newspapers

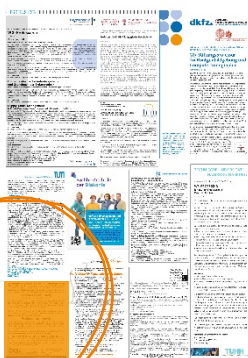
- Your advertisement will appear in print in DIE ZEIT and online on academics.de and zeit.de/jobs in plain-text format at no additional cost
- Gain wider audience coverage: the crossover between online users (academics.de and zeit.de) and readers of the newspaper DIE ZEIT is only 20%
- List several jobs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

Price per millimeter: starting from € 13.20 per mm

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

The publication on the online sites is included in a basicversion.

Height 115 mm
Two columns
€ 3,036.00



Possible Advertisement-sizes (width)

No. of columns	1	2	3	4	5	6	7	8
Size in mm	45	91,5	139	184,5	231	277,5	324	371



Published on Thursdays

Advertising deadline:
Tuesday of the week of publication, 2 p.m.

Price excl. VAT

Boost your Ad

Another way of increasing visibility and asserting your image

Top Job Placement

- Increase of visibility

Design

- The flexibility to integrate your corporate identity
- Consistent exposure of your brand as an employer

Design Plus Premium Placement

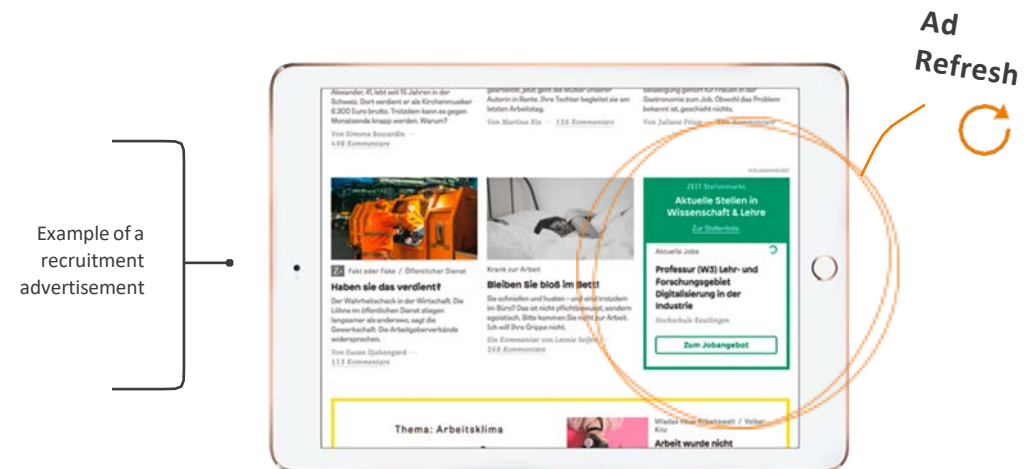
- Stronger together – and even better value

Ad Refresh

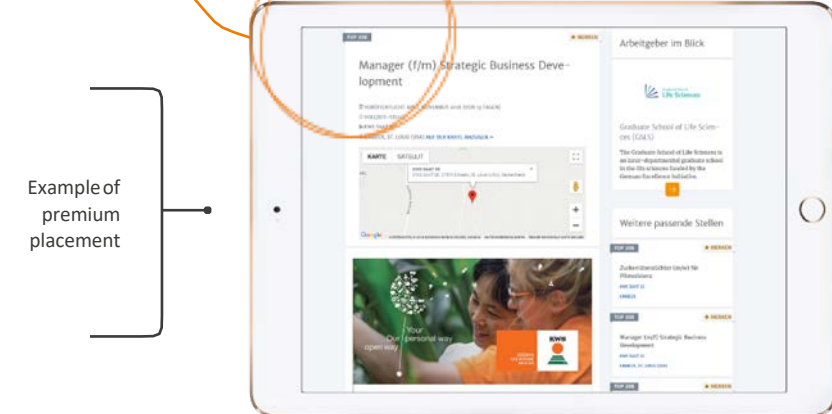
- Extend the duration until application deadline or up to eight weeks
- Mailout in a further edition of the academics newsletter
- Renewal of publication date

Prices: please get in touch for further information.

Example of a recruitment advertisement



Top Job



Employer profile

Another way of increasing visibility and asserting your image

Tell our users and your target group what your institution is all about by incorporating text, logos, images and videos. Present your institution as an attractive employer for up to a year. Interested users will also have access to an overview of all your latest job openings posted with us.

Runtimes: from 6 months onwards

Prices: please get in touch for further information.

NEW

Employer benefits

We will prepare the profile and also update certain elements upon request

NEW

"Ask the employer"

Logos

Option to include several logos (rather than currently just one) in the profile

NEW

"In brief"

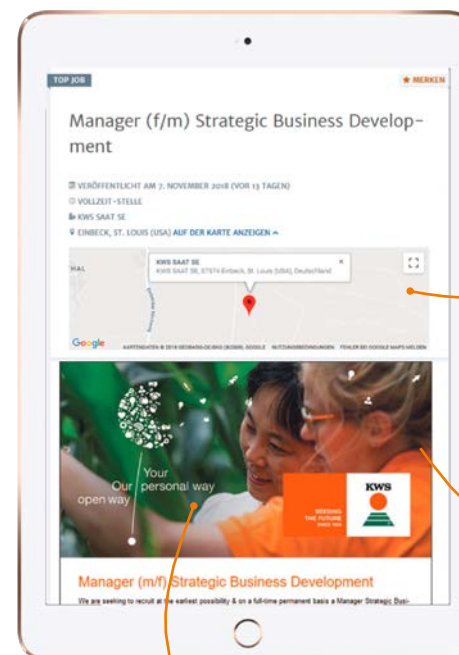
Google Maps location

Multiple locations could be added to the generated Google Map

Picture galleries

Image slider that can be scrolled through on the main profile page; can also be used as an independent element on other pages

Automatically links to current job openings



Online Banners

Another way of increasing visibility and asserting your image

Homepage Banner

- 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)

- 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

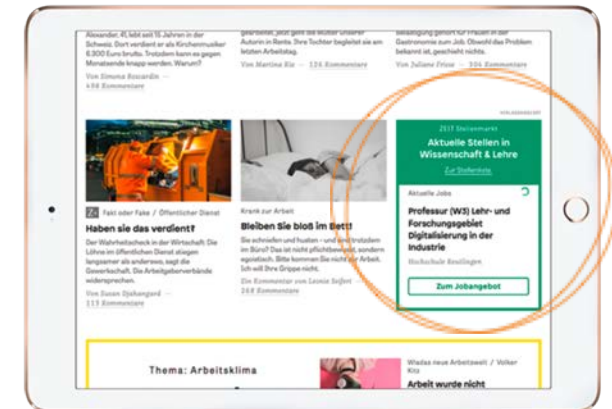
format 300 x 250 pixels (width x height)

Package	Ad Impressions	PRICE
S	20,000	Please get in touch
M	35,000	for further
L	50,000	information

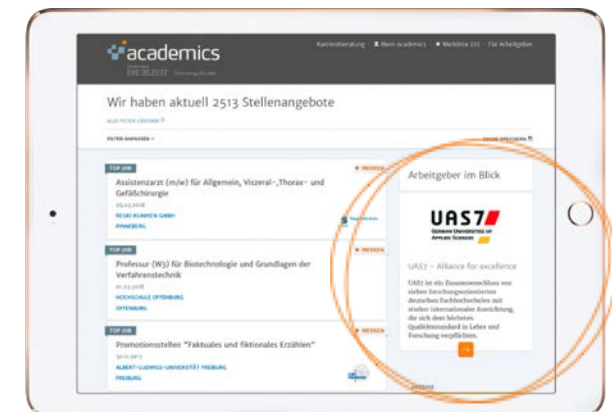
Image Package

- Combination of Homepage Banner and Run-of-Network Banner (Package L)

Example of a
Homepage Banner



Example of
a Banner



Price excl. VAT

Newsletter Advertising

Another way of increasing visibility and asserting your image

Advertise in our job newsletter

- Reach the 240,000 members of the scientific community registered at academics.de and zeit.de/jobs

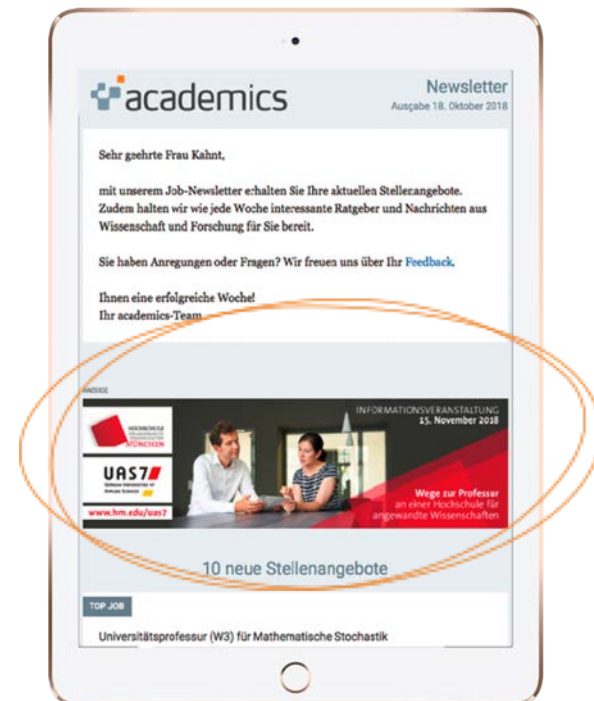
The benefits to you

- 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

Example of Newsletter Advertising



Package	PRICE
Online Only	Please get in touch
Combined with print advertising in Die ZEIT/Forschung & Lehre*	for further information



CONTACT

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twitter.com/academics.de

We look forward to discussing your advertising opportunities and options:

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