

MEDIA PACK 2020

Jobs in Science, Academia and R&D

academics.de
academics.at
academics.ch



First of all:

Why Germany?

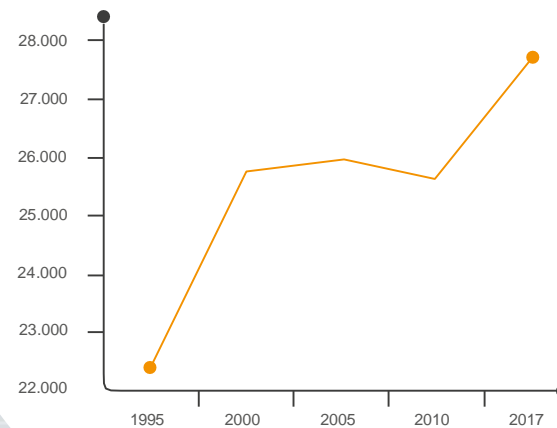


Germany has long been synonymous with outstanding scientists and highly qualified professionals. Industries such as engineering, pharmaceuticals, and chemicals, as well as economics, receive particular praise.



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 characterized 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.

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”

academics enables precise targeting of candidates from both academia and R&D. The careers 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

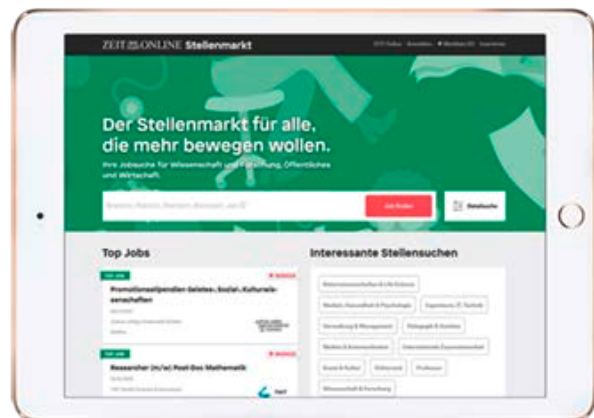
”

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



880,000

UNIQUE VISITORS PER MONTH

2,87 m.

PAGE IMPRESSIONS PER MONTH

250.000

REGISTERED USERS

Source: Webtrekk, #2/2019

- academics – a joint venture of the biggest German weekly newspaper DIE ZEIT and Forschung & Lehre – is the leading online recruitment 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 jobs.zeit.de
- 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 880,000 unique visitors each month

Your benefits

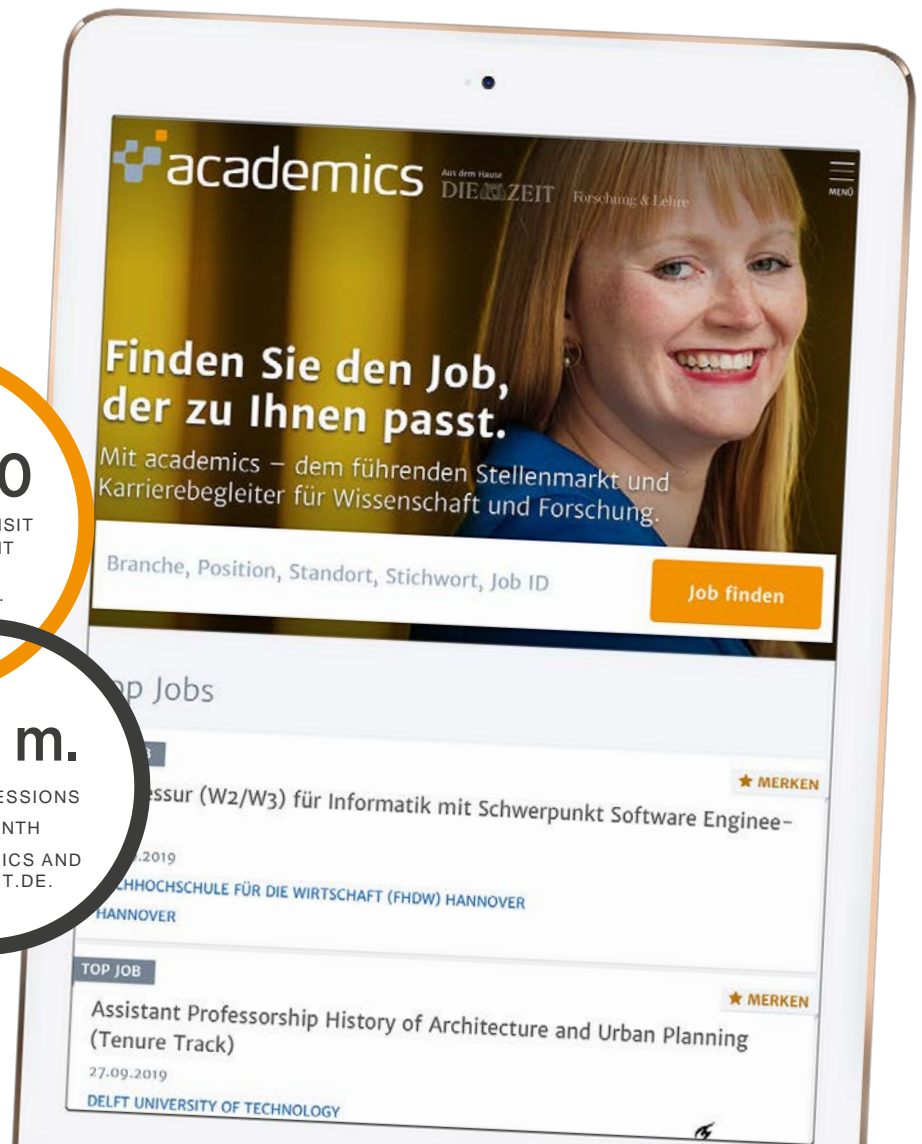
- As a unique job market for science and research, academics makes it possible for you to target people with zero coverage waste
- Reach qualified staff of all career levels at home and abroad

880,000

UNIQUE USERS VISIT
THE DIGITAL ZEIT
JOB MARKETS
EVERY MONTH.

2,87 m.

PAGE IMPRESSIONS
PER MONTH
ON ACADEMICS AND
JOBS.ZEIT.DE.





”

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

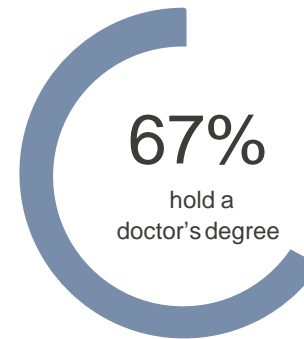
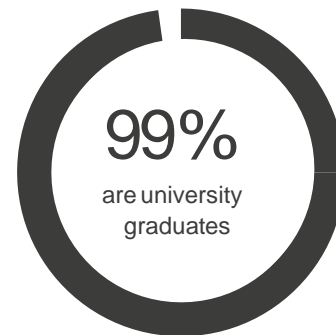
- 10 Education
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Education

The academic qualifications of our users

 academics
Suchen. Finden. Forschen.

ZEIT  ONLINE



University degree	99%
PhD	56%
Habilitation	11%
Other degrees	1%

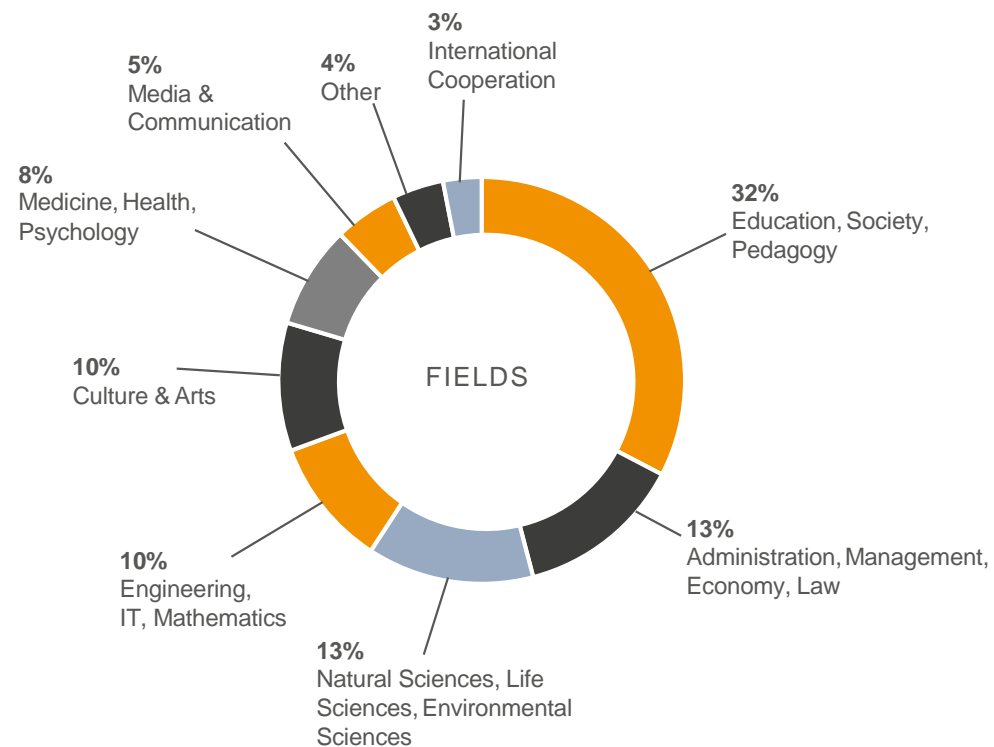
source: academics and jobs.zeit.de unser survey 2019

Fields

Our users' areas of specialisation

 **academics**
Suchen. Finden. Forschen.

ZEIT ONLINE



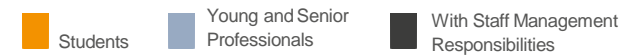
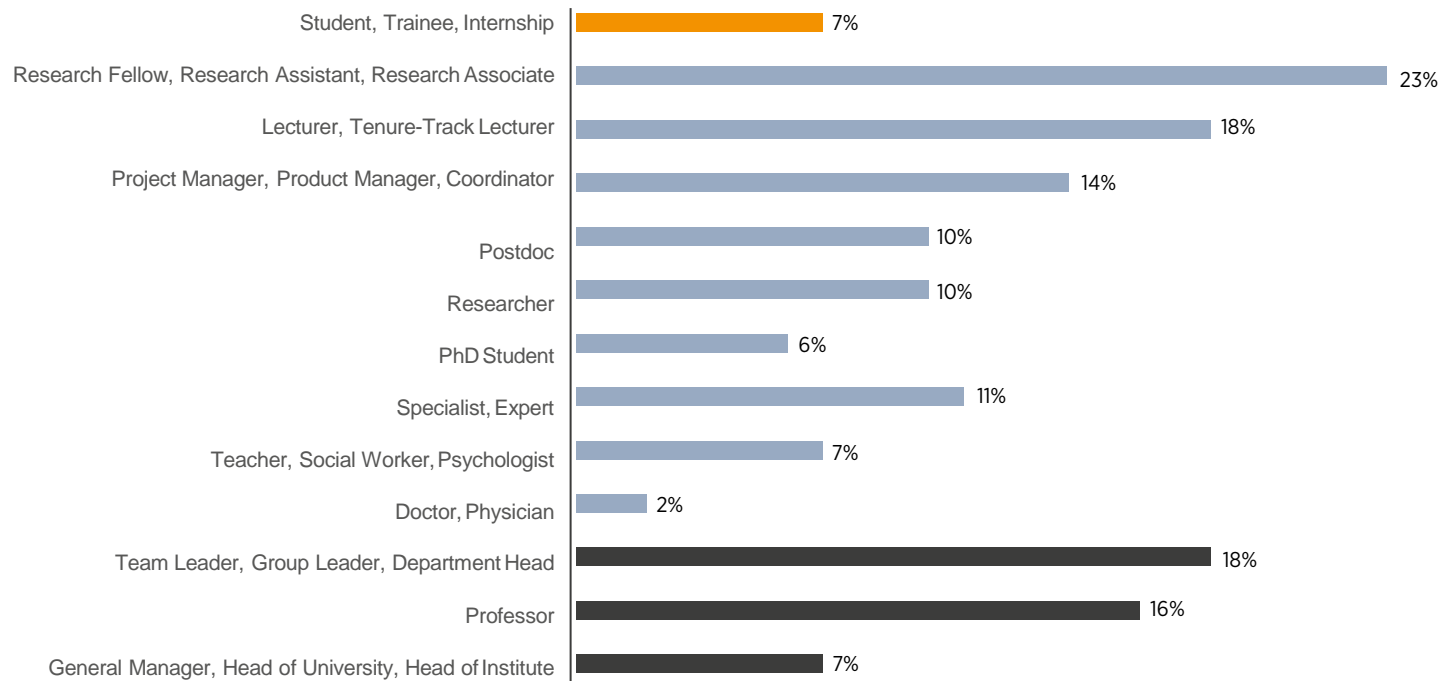
source: academics and jobs.zeit.de unser survey 2019

Professional Position

The positions of academics and jobs.zeit.de users



ZEIT ONLINE



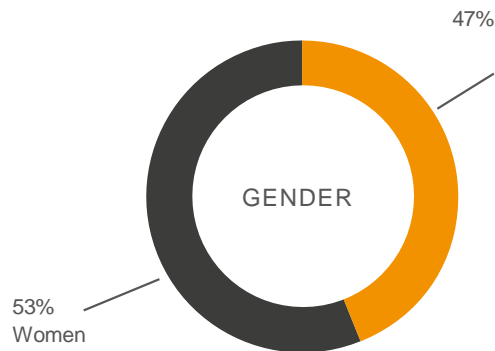
source: academics and jobs.zeit.de unser survey 2019

Gender and Age

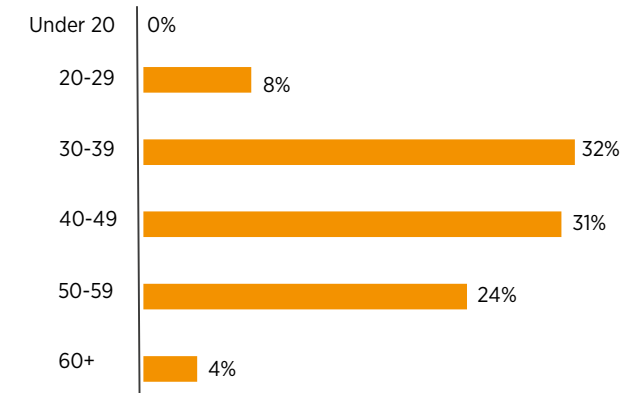
Gender and Age of our users

 academics
Suchen. Finden. Forschen.

ZEIT ONLINE



AGE



source: academics and jobs.zeit.de unser survey 2019



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

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

Online Job Advertisements

Attracting candidates from German-speaking countries and around the world

In addition to the 250,000 subscribers of the monthly academics and jobs.zeit.de newsletter, the two platforms attract over 880,000 unique visitors each month who are looking for jobs and career advice. **academics.de** delivers you an audience of highly qualified people: **99% have a university degree and 52% hold a doctor's degree.**

→ High Awareness

Your online ad will appear in a customised design.

→ High Visibility

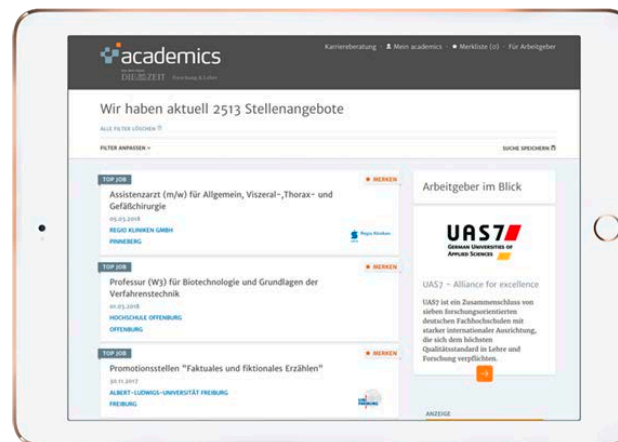
Your corporate logo will appear within the search results listings.

→ Targeted coverage of the scientific community

Your online ad will run for 4 weeks on academics.de, which includes Austria and Switzerland and jobs.zeit.de 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, jobs.zeit.de 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 jobs.zeit.de in plain-text format at no additional cost
- List several jobs in a single recruitment ad

Price per millimeter: starting from € 13.60 per mm

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

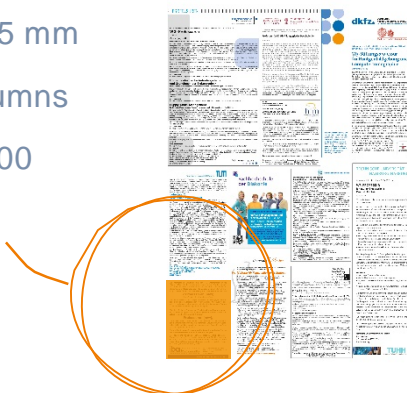
The publication on the online sites is included in a basic version.



Height 115 mm

Two columns

€ 3,128.00



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

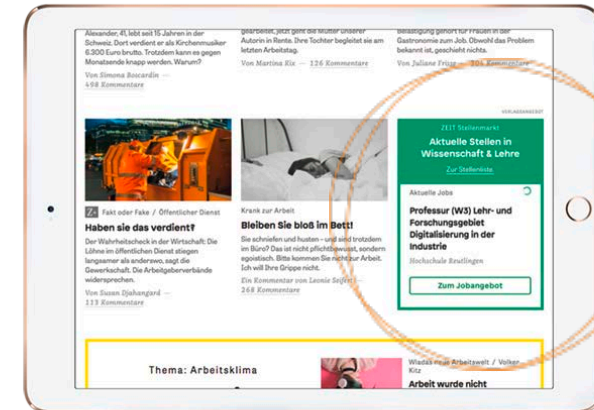
Prices: please get in touch for further information.

Example of a recruitment advertisement

Add Refresh

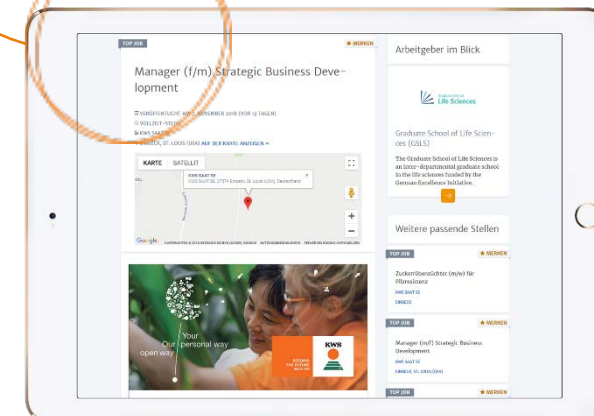


Example of a recruitment advertisement



Top Job

Example of premium placement



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.

Employer benefits

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

NEW
"Ask the employer"

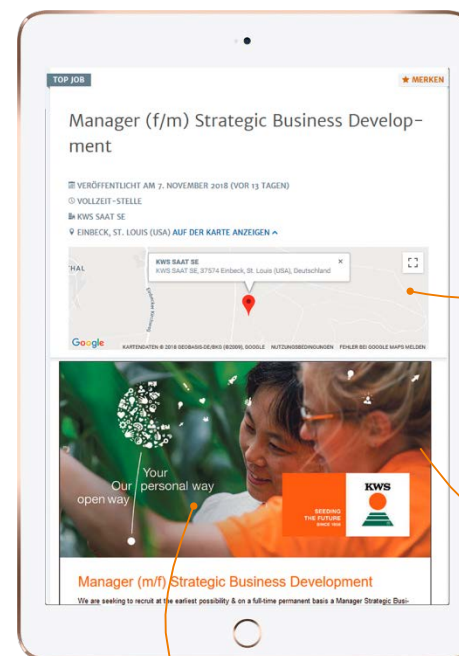
Logos

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

"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 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

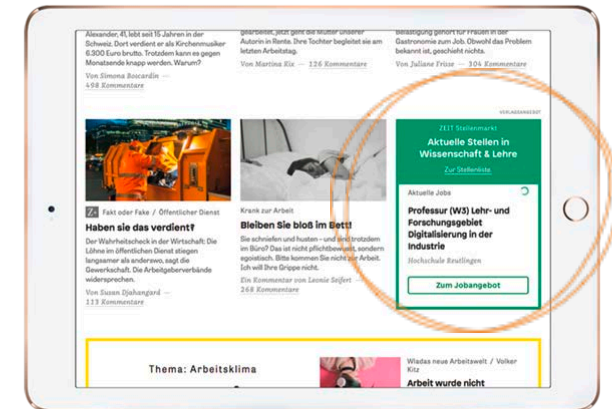
format 300 x 250 pixels (width x height)

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

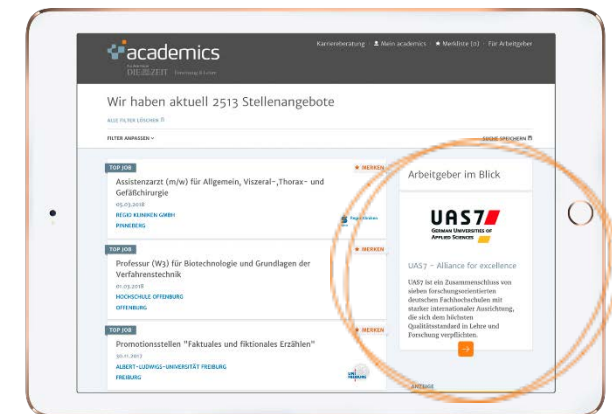
Image Package

- 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 250,000 members of the scientific community registered at academics.de and jobs.zeit.de

The benefits to you

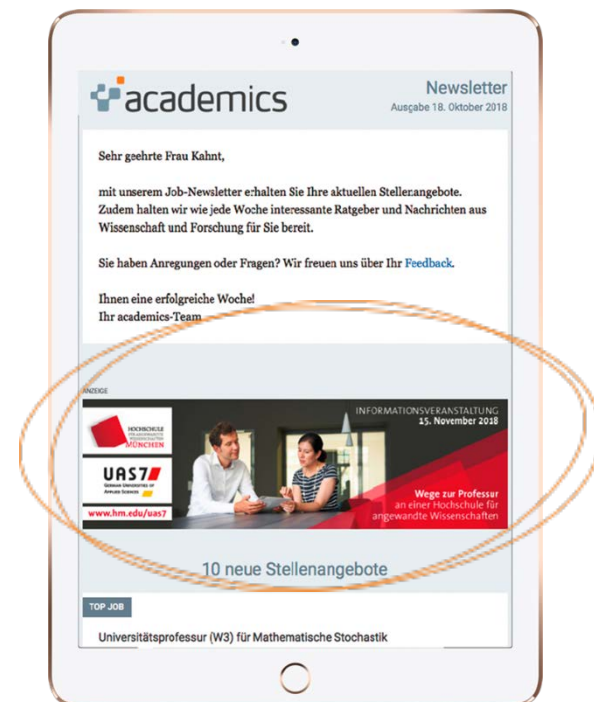
- Your advertising highlighted in a prominent position
- High reach of appropriately qualified potential candidates
- Use the space for advertising that serves your specific purpose
- High click rate and response rate
- Easy and rapid placement

Frequency

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

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

Example of
Newsletter
Advertising





CONTACT

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D-20095 Hamburg
Germany

academics.de
facebook.com/academics.de
twitter.com/academics.de

We look forward to discussing your advertising opportunities and options:

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Business Unit Universities & Research

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