

businessAD

Mehr Wert für Marken

Channel Education & Career

How to reach pupils, students and young potentials



08/2020

Channel Education & Career

How to reach pupils, students, trainees and young professionals

Are you planning an employer branding campaign or want to reach young people in education or studies? You would like to place your company profile and job vacancies on a suitable webpage?

Then you have come to the right place!

The businessAD channel **Education & Career** includes renowned expert portals such as audimax.de for pupils and students, training / job sections of professional portals as well as job marketplaces and vertical job sections as well as vertical knowledge portals such as the Gabler Wirtschaftslexikon. On top of our exclusive portals we can book you in a number of other relevant portals.



Channel Education & Career



All Websites	24+ Portale
Page impressions	12.101.636
Visits	7.452.027
Unique users	4.276.368

Target Groups:

- Pupils
- Trainees
- Students
- Young Professionals

Topics / editorial environments:

Study, school, university, jobs

The Portal for papers and homework for A-level students

Fact Sheet | abipur.de



abipur.de offers pupils and high school leavers in the last classes more than 15,000 homework, papers, projects, presentations and interpretations that they can use to maximise their success in the exams.

Other than the homework data base more than 15,800 poems can be retrieved for free.

The site also has a forum to foster exchange.

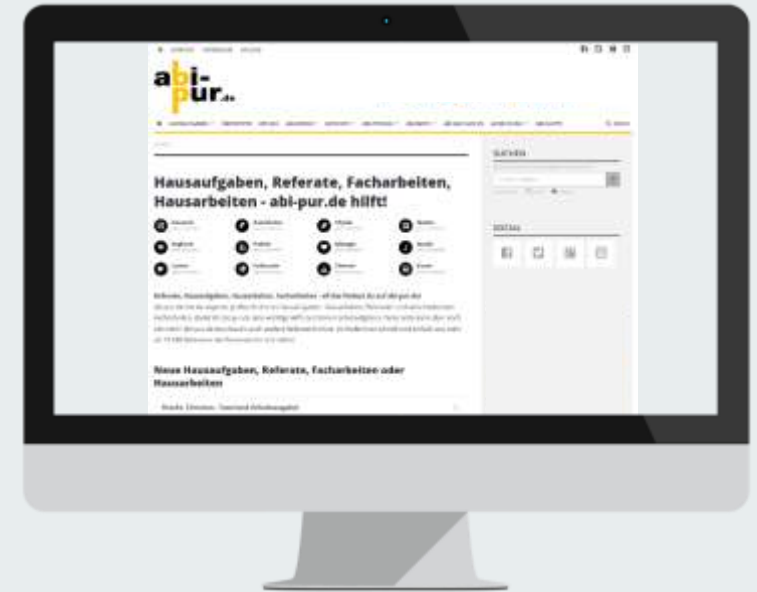
Key data

Target group

- A-level students
- University students to be

Sections and environments

- Hausaufgaben
- Übersetzer
- Abi-Reisen
- Gedichte
- Abi-Zeitung
- Abi-Infos
- Abi Nachholen
- Ausbildung



Traffic

Page Impressions	193.484
Visits	296.352
Uniques	191.885

Online calculator for high school leavers (Abiturienten)

Fact Sheet | abirechner.org

abirechner.org

abirechner.org offers high school leavers the opportunity to calculate their probable average mark for the exams. This average is important for whatever you want to study at university.

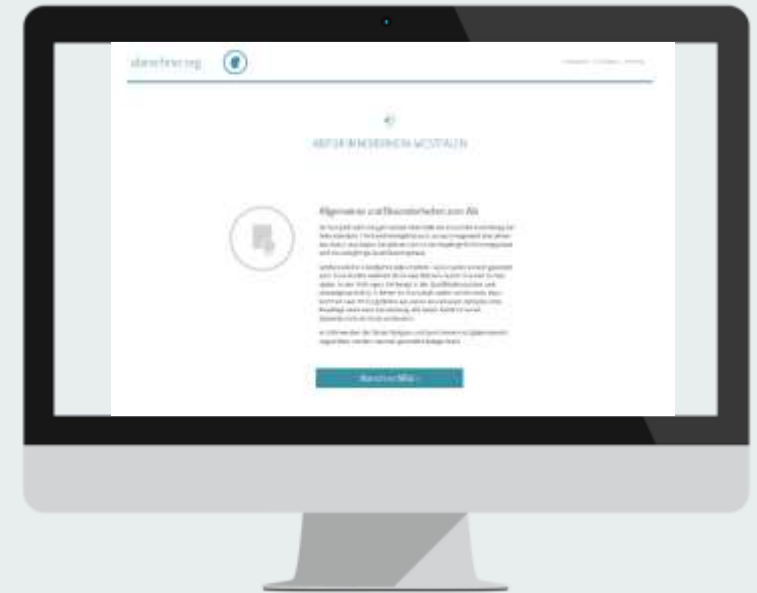
Key data

Target group

- between 15 and 19 years
- Pupils
- High school leavers

Sections and environments

- Abitur



Traffic

Page Impressions	16.901
Visits	22.500
Uniques	18.000

AUBI-plus.de is a service provider for companies, universities and training providers for the recruitment of trainees, students, graduates as well as postgraduate students. In the career portal more than 9,000 companies currently publish 100,000 jobs in 1,000 professions.

Around 15,000 young people are looking for a suitable offer from companies on aubi-plus.de every day. Schools use AUBI-plus within the framework of professional and study orientation. The nationwide school network comprises 9,500 teachers, some 1,500 schools have an AUBI plus search engine anchored at their school home page. 170 universities offer 2,600 courses in the career portal.

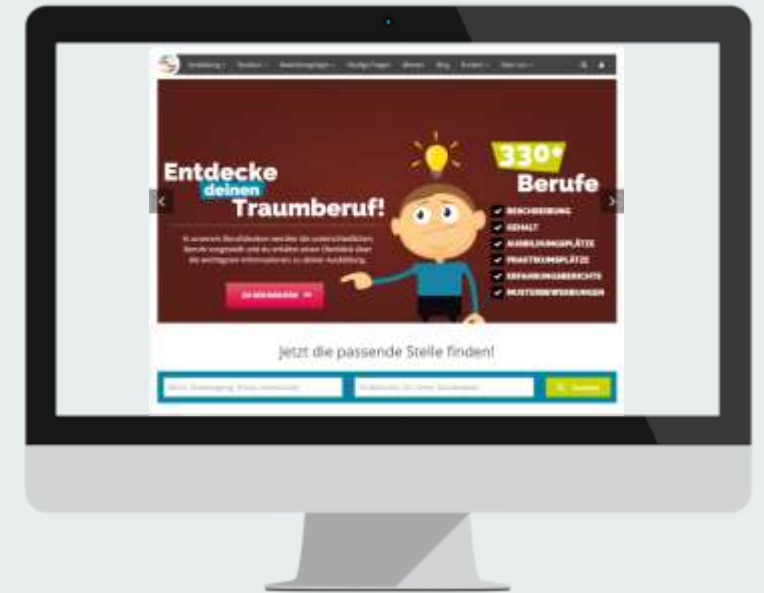
Key facts

Target groups

- Young people on training search
- High school graduates
- Future students

Topics and environments

- Education
- Application tips
- Blog



Traffic

Page Impressions	554.897
Visits	172.568
Uniques	83.859

Jobs for students, trainees and young professionals

Fact Sheet | audimax.de

Audimax.de is a specialist for print and online communication in the target group of students, graduates and high school graduates. In the Career Center, Audimax offers job-entry offers exclusively for academics. With over 51,000 job offers from leading German companies, Audimax is one of the largest job exchanges for academics. As a supplement, audimax.de concentrates on providing specific know-how in the areas of study and career entry for students, graduates and young professionals. Within the audimax advertising network with newsletters, meinprof.de and the app Mensa-Jäger the medium offers interesting communication possibilities with the student target group.

Key facts

Target groups

- Students
- Graduates
- Young professionals

Topics and sections

- Graduation... and then?
- Education
- Career
- Engineer
- IT
- Natural sciences
- Economics
- Law



Traffic

Page Impressions	359.689
Visits	122.000
Uniques	76.052
Newsletter	36.800

The online portal for chemistry students

Fact Sheet | chemiestudent.de



chemiestudent.de is a portal from chemistry students for chemistry students. It is about sharing knowledge. The portal offers an online period system, scripts and protocols of lectures as well as a discussion forum.

Key data

Target group

- Chemistry students
- A level students

Sections and environments

- Forum
- Fachwissen
- Downloads
- Hochschulen
- Links
- Rezensionen
- Sonstiges



Traffic

Page Impressions	28.886
Visits	10.135
Uniques	8.615
Newsletter	

How to make money with your thesis

Fact Sheet | diplomarbeiten24.de

diplomarbeiten24.de is an online portal where students can showcase their bachelor and masters theses or publish it as an eBook or printed book and make money in doing so.

The GRIN Publishing Group is specialised on User Generated Quality Content:

- 41,000 dissertations
- 210,800 papers from languages
- 118,000 from paedagogics and social work
- 34,500 from the business sphere
- 10,200 texte from MINT-subjects
- 5,200 legal papers

Key data

Target group

- Students
- Academic community

Sections and environments

- Katalog



Traffic

Page Impressions	161.894
Visits	80.000
Uniques	39.000

The portal to help students with their homework

Fact Sheet | e-hausaufgaben.de



e-hausaufgaben.de is an online community that exists since 2001 and has so far 225,000 members. The platform fosters exchange between students and offers an archive of more than 12,000 free homework papers, tests and special projects and papers.

The forum with approx. 1.5 mio. contributions is one of the biggest of its kind in the German-speaking countries.

Key data

Target group

- Pupils
- Apprentices
- Students
- 14-21 year olds

Sections and environments

- Referate und Hausarbeiten
- Interaktives Forum
- Textkorrektur
- Schule – und dann?



Traffic



Page Impressions	314.584
Visits	199.441
Uniques	60.000

Getting started in study and job

Fact Sheet | einstieg.com



einstieg.com opens the world of education and study. Young people who want to achieve their professional goals come into contact with universities and companies here. Parents and teachers are taught how to help their children or students in the process of professional orientation. Universities and companies, on the other hand, will find support in higher education and training marketing.

The young people of today live on the net - 24 hours a day. They are picked up there by the interactive online offers at Einstieg.com, and they are given exactly the information they need for their study and professional choice in the education jungle.

Key facts

Target groups

- Young people on training search
- High school graduates
- Future students

Topics and environments

- Education
- Application
- Foreign countries
- Career choice
- Measuring
- Magazine



Traffic



Page Impressions	664.858
Visits	230.217
Uniques	120.000

Gabler Wirtschaftslexikon Online – The knowledge of the experts

Factsheet | Gabler Wirtschaftslexikon | wirtschaftslexikon.gabler.de

GABLER WIRTSCHAFTSLEXIKON

The **Gabler Wirtschaftslexikon** is the largest economic encyclopedia in the German-speaking countries. With the Gabler Wirtschaftslexikon, the largest German-language selection of business and lexical know-how is available on the Internet with more than 25,000 key words - written by 170 experts and constantly reviewed by the editor.

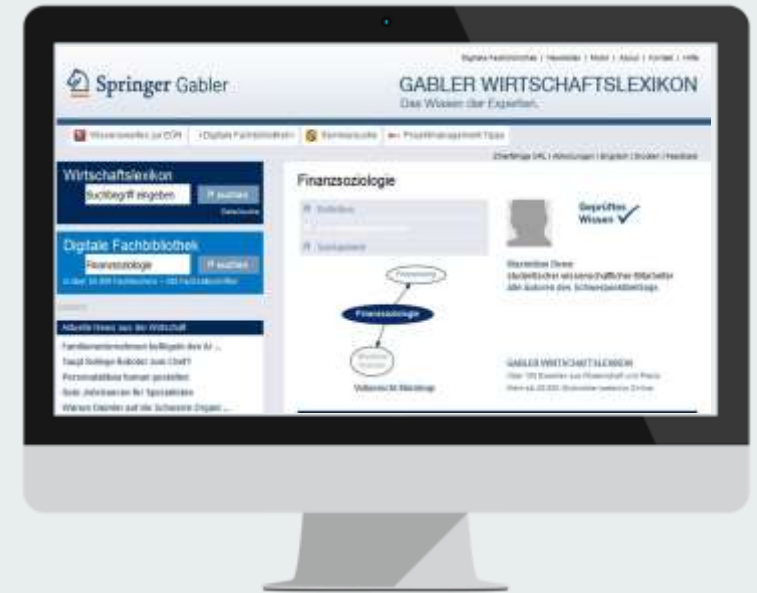
Key facts

Target groups

- Academics, high potentials and young professionals
- Graduates and graduates
- All persons with business and economic interest
- Doctoral Candidates, Speakers, Consultants

Topics and environments

- Business / Economy
- Banking industry
- Law
- Accounting / Controlling
- Marketing
- Business computer science



Traffic

Page Impressions	1.440.655
Visits	1.072.381
Uniques	560.000



The portal for your thesis

Fact Sheet | grin.de



grin.de offers students to make money with their dissertations. Thanks to an easy upload the theses can be made available against a small fee to other students. Current more than 210,000 papers have been made available online:

- 41,000 dissertations
- 210,800 texts from humanities' studies
- 11,000 texts from the field of paedagogics and social work
- 34,500 texte from the business sphere
- 10,200 texte from MINT-subjects
- 5,200 legal texts

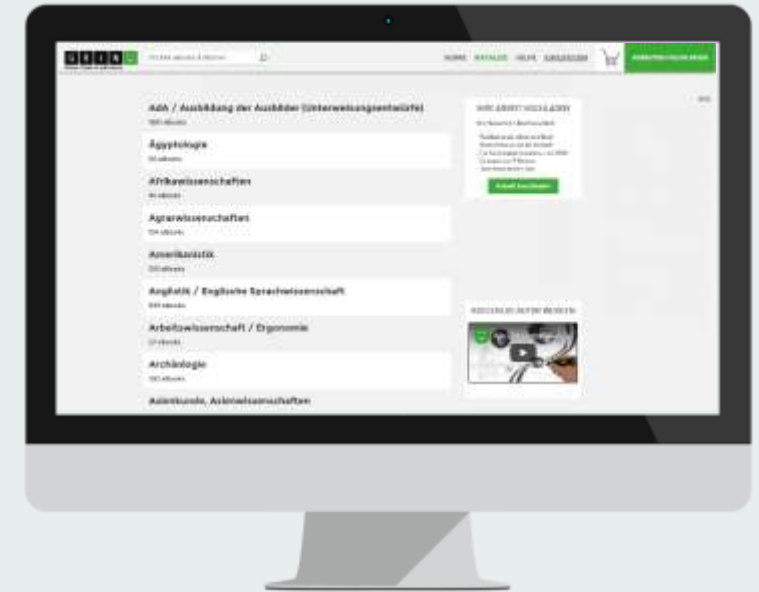
Key data

Target group

- Students
- Academic community

Sections and environments

- Katalog



Traffic

Page Impressions	1.622.206
Visits	1.261.716
Uniques	736.879

karrierebibel.de is one of the most relevant job and application portals in the German-speaking world. The portal includes topics such as career tips, application tips, free templates, study, job and career.

The sister portals karrieresprung.de and karrierefragen.de complete the offer.

Advertising formats: Billboard, Rectangle, HalfPage Ad, Mobile Rectangle, Mobile Interstitial

Key facts

Target groups

- Students
- Graduates
- Young professionals
- Professionals

Topics and ad environments

- Tipps, Tools & Dossiers
- Studies
- Application
- Interviews
- Job
- Knigge (=etiquette)



Traffic

Page Impressions	5.089.000
Visits	3.625.000
Uniques	2.778.000

The academic evaluation portal

Fact Sheet | Meinprof | meinprof.de



On **meinprof.de** students evaluate their courses and lecturers and help fellow students and high school graduates to choose the appropriate courses for them. Students have already submitted more than 443,000 reviews for more than 111,000 courses by approximately 50,000 lecturers.

Key facts

Target groups

- High school graduates
- students

Topics and environments

- University-ranking



Traffic

Page Impressions	124.341
Visits	58.846
Uniques	42.118

Messen.de – The main hub for German fairs

Factsheet | Messen.de | messen.de

messen.de is a free, editorial and well-organized calendar for companies and private customers who act as trade fair visitors or exhibitors.

Messen.de offers all interested parties fast and uncomplicated access to current fair dates of all branches in Germany, Austria, Switzerland and the Netherlands. In addition there is the possibility to evaluate every trade fair after your visit.

businessAD offers an environment-oriented targeting at different trade fairs on messen.de, thereby expanding the most diverse B2B segments.

The subject area of personnel & training reaches monthly between 800 thou. and 1 mln Pis.

Key facts

Target groups

- Visitors / exhibitors
- Private and business customers

Classes

- Organizer
- Exhibition places
- Service providers
- Trade fair sectors

Topics

- Education & Profession
- Building & live
- Finances
- and many others



Traffic Messen.de

Page Impressions	498.988
Visits	250.067
Unique Visitors*	140.000



In just a few years, **mystipendium.de** has managed to become the largest scholarship platform in Europe and is now helping millions of students to a scholarship. With the matching-machine the search for a scholarship is greatly shortened. Instead of having to look through thousands of scholarships every month, myStipendium.de shows quickly, simply and free which scholarships fit with one's own profile. With more than 2,300 scholarship programs worth € 610 million per year and more than 70,000 users a month, myStipendium.de is the largest scholarship platform in Germany.

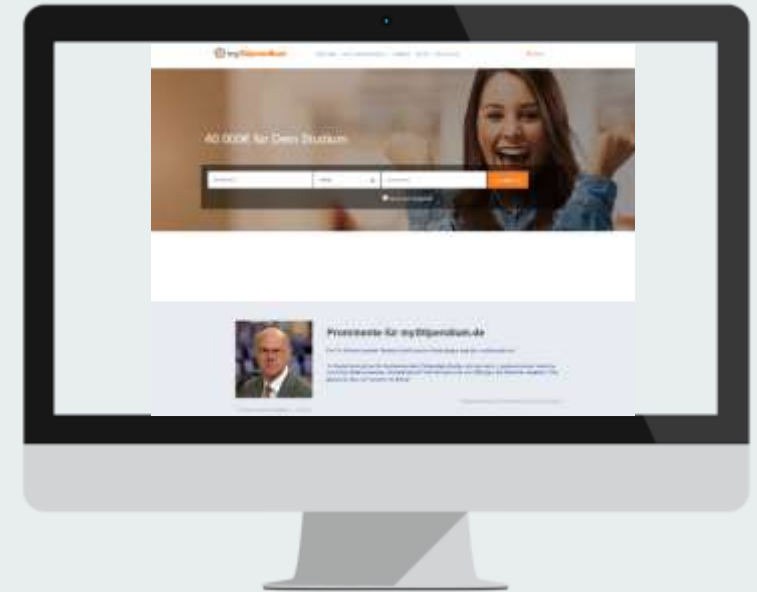
Keyfacts

Target groups

- Graduated
- students
- Promoting

Themes and environments

- Scholarships
- Broad scholarship
- More money in studying
- BAföG (Government grants)
- Application



Traffic

Page Impressions	824.066
Visits	193.898
Uniques	71.281

The portal for future tax professionals

Fact Sheet | steuerazubi.com

steuerazubi.com is the most successful career site in the tax field. The portal is open to young professionals in tax consultancy, as well as tax experts in the first three professional years. There is a very active community in the forum, social media and members area available.

Key facts

Target groups

- Trainee
- Employed in the first three years
- Students

Themes and environments

- Magazine
- Forum
- Job Market
- User reviews
- Contest



Traffic

Page Impressions	49.713
Visits	20.714
Uniques	7.908

Via Medici Online – The companion for medical students

Fact Sheet | Via Medici | thieme.de/viamedici

Via Medici offers articles on subjects such as examination preparation and examination anxiety, reports on the different fields of medicine, overview articles on the career chances of young physicians abroad, explanations on the diagnostics and therapy of important diseases, case studies from clinical practice, press releases from the world of medical science, practical guide to exciting surgeries, reviews of new textbooks and much more.

Key facts

Target groups

- Students of medicine
- Job starters in the medical profession

Topics and environments

- Before the study
- Preclinical
- Clinic
- PJ
- Doctor on the job
- Medi-mashup



Traffic

Page Impressions	-1
Visits	-1
Uniques	-1
Newsletter	-1

The website network for students

Fact Sheet | unicum.de

UNICUM.de

UNICUM.de is the website for students and graduates and since 1995 has been offering useful service for study and career entry. The services offered by UNICUM-Abi.de range from celebrity interviews to examination tips to study and professional orientation. UNICHECK offers students an orientation for the right choice of studies by means of courses of study and university courses as well as an advisory section. The UNICUM Career Center is the most comprehensive online career portal for high school graduates, students and graduates, offering the best free-of-charge job-assessment test according to Stiftung Warentest (Independent Product Test Foundation). The network is rounded off by schuledesjahres.de and professordesjahres.de, the UNICUM Shop, Legalo and UNikuscheln.de.

Key facts

Target groups

- Students
- Graduates
- Young professionals

Themes and environments

- Student life
- Education
- Successful study
- Bachelor/Master
- Career center
- Unicum Abi



Traffic

Page Impressions ca. 1 mln marketable
Visits
Uniques





The online academy offers a variety of portals around the topics of study, distance learning and further education.

The websites are offered as a package or as part of the Education & Career channel. Availability and formats must be checked separately.

Key data

Target groups

- Young people, high school graduates, apprentices
- Students, academic graduates
- Young professionals

Advantages

- High range of trainees
- Flexible page selection

Traffic

Page Impressions	upon request
Visits	upon request
Unique Visitor	upon request

Channel Education & Career

Rates Display



Display	Channel Rotation
Super Banner	30 €
Skyscraper	30 €
Medium Rectangle	40 €
Ad Bundle	25 €
Halfpage Ad	60 €
Wallpaper	65 €
Billboard Ad	80 €
Sitebar Ad	85 €
Layer / Banderole	75 €
Premium Adpackage (Billboard, Wallpaper, Sitebar)	85 €
Floor Ad	85 €
Tandem Ad	90 €
Fireplace	80 €
Homepage Takeover	115 €

Channel Education & Career

Rates Mobile



Mobile	Channel Rotation
MMA 6:1	20 €
MMA 4:1	20 €
MMA 2:1	30 €
Mobile Medium Rectangle	35 €
Mobile Halfpage Ad	45 €
Mobile High Impact Ad / Premium Rectangle	45 €
Interstitial	85 €
Mobile Rollover	95 €
Mobile Parallax Ad	95 €
Mobile Cube Ad	95 €
Roadblock XL – High Impact Ad + MMA 4:1 Adhäsiv	55 €
Roadblock XXL – High Impact Ad + Parallax Ad	110 €

All rates in CPM unless otherwise indicated. Expandables with 25% CPM supplement.

Channel Education & Career

Rates Multiscreen Kombination and Video



Multiscreen Kombination	Channel Rotation
Wallpaper + Mobile Halfpage Ad	65 €
Billboard + Mobile Halfpage Ad	80 €
Billboard + Mobile High Impact Ad	80 €
Ad Bundle + Mobile Medium Rectangle	25 €
Video	Channel Rotation
Outstream	40 €

All rates in CPM unless otherwise indicated. Expandables with 25% CPM supplement.

Conditions and Specifications

Volume discounts	
From 20,000 €	3 %
From 50,000 €	5 %
From 75,000 €	10 %
From 100,000 €	12 %
From 200,000 €	14 %

* Be granted in relation to cash / goods discounts.
You can find our terms and conditions under <http://www.businessad.de/agb>

Minimum booking volume: 1,000 € (net)

CPM surcharge	
Expandables	25 %
Video Ads	10 %

Technical specifications

<http://www.businessad.de/downloads>

Delivery of the advertising media to banner@businessad.de

3 working days before placement (advertisement), 5 working days in case of content marketing

Redirect: Third-Party-Advertising is possible

Targeting: Comprehensive possibilities for targeting:

- Regional / national (A - Austria, CH - Switzerland)
- Temporary
- Browser-specific
- Operating systems

Quality control

- Optimized campaign monitoring
- Transparent reporting



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