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

<table>
<thead>
<tr>
<th>All Websites</th>
<th>24+ Portale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page impressions</td>
<td>13.534.778</td>
</tr>
<tr>
<td>Visits</td>
<td>7.501.084</td>
</tr>
<tr>
<td>Unique users</td>
<td>4.415.007</td>
</tr>
</tbody>
</table>

Target Groups:
Pupils
Trainees
Students
Young Professionals

Topics / editorial environments:
Study, school, university, jobs
abi-pur.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 database 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

<table>
<thead>
<tr>
<th>Page Impressions</th>
<th>569,746</th>
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<tbody>
<tr>
<td>Visits</td>
<td>345,301</td>
</tr>
<tr>
<td>Uniques</td>
<td>191,885</td>
</tr>
</tbody>
</table>
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: 31,586
- Visits: 15,793
- Uniques: 12,634
**Education, study and further education**

Fact Sheet | aubi-plus.de

**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**

<table>
<thead>
<tr>
<th>Traffic metrics</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Impressions</td>
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</tr>
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<td>Visits</td>
<td>-1</td>
</tr>
<tr>
<td>Uniques</td>
<td>-1</td>
</tr>
</tbody>
</table>
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**

<table>
<thead>
<tr>
<th>Traffic Type</th>
<th>Value</th>
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<td>76,052</td>
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<tr>
<td>Newsletter</td>
<td>36,800</td>
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</tbody>
</table>
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: -1
- Visits: -1
- Uniques: -1
- Newsletter: -1
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: -1
- Visits: -1
- Uniques: -1
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: 859,220
- Visits: 551,144
- Uniques: 330,000
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 346.450
Visits 130.634
Uniques 90.000
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: 1,680,747
- Visits: 1,260,687
- Uniques: 920,000
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**

<table>
<thead>
<tr>
<th>Traffic Type</th>
<th>Value</th>
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<td>Page Impressions</td>
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<td>Visits</td>
<td>-1</td>
</tr>
<tr>
<td>Uniques</td>
<td>-1</td>
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</tbody>
</table>
Karierebibel – Tips for career and education

Fact Sheet | karierebibel.de

karierebibel.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 kariieresprung.de and karierefragen.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

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<td>3,679,746</td>
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<tr>
<td>Uniques</td>
<td>2,778,000</td>
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</table>
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

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<td>Uniques</td>
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</table>
**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.

**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**

<table>
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<tr>
<th>Traffic Details</th>
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<tr>
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<td>237,180</td>
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<td>Unique Visitors*</td>
<td>90,000</td>
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</table>

**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.
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

<p>| | |</p>
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<td>Uniques</td>
<td>71,281</td>
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</tbody>
</table>
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**

<table>
<thead>
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<th>Traffic Type</th>
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<td>Uniques</td>
<td>2,274</td>
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</table>
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

<table>
<thead>
<tr>
<th>Category</th>
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<tbody>
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<tr>
<td>Visits</td>
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</tr>
<tr>
<td>Uniques</td>
<td>-1</td>
</tr>
<tr>
<td>Newsletter</td>
<td>-1</td>
</tr>
</tbody>
</table>
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
<table>
<thead>
<tr>
<th>Page Impressions</th>
<th>upon request</th>
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</thead>
<tbody>
<tr>
<td>Visits</td>
<td>upon request</td>
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<tr>
<td>Unique Visitor</td>
<td>upon request</td>
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## Channel Education & Career

### Rates Display

<table>
<thead>
<tr>
<th>Display</th>
<th>Channel Rotation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Super Banner</td>
<td>30 €</td>
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<tr>
<td>Skyscraper</td>
<td>30 €</td>
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<tr>
<td>Medium Rectangle</td>
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<tr>
<td>Ad Bundle</td>
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<tr>
<td>Halfpage Ad</td>
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<tr>
<td>Wallpaper</td>
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<td>Billboard Ad</td>
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<tr>
<td>Sitebar Ad</td>
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<td>Layer / Banderole</td>
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<tr>
<td>Premium Adpackage (Billboard, Wallpaper, Sitebar)</td>
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<td>Floor Ad</td>
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<td>Tandem Ad</td>
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<td>Fireplace</td>
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<td>Homepage Takeover</td>
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All rates in CPM unless otherwise indicated. Expandables with 25% CPM supplement.
### Rates Mobile

<table>
<thead>
<tr>
<th>Mobile</th>
<th>Channel Rotation</th>
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<tbody>
<tr>
<td>MMA 6:1</td>
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<td>MMA 4:1</td>
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<td>MMA 2:1</td>
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<td>Mobile Rollover</td>
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<td>Mobile Parallax Ad</td>
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<td>Mobile Cube Ad</td>
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<tr>
<td>Roadblock XL – High Impact Ad + MMA 4:1 Adhäsiv</td>
<td>55 €</td>
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<tr>
<td>Roadblock XXL – High Impact Ad + Parallax Ad</td>
<td>110 €</td>
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All rates in CPM unless otherwise indicated. Expandables with 25% CPM supplement.
### Channel Education & Career

Rates Multiscreen Kombination and Video

<table>
<thead>
<tr>
<th>Multiscreen Kombination</th>
<th>Channel Rotation</th>
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</thead>
<tbody>
<tr>
<td>Wallpaper + Mobile Halfpage Ad</td>
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<tr>
<td>Billboard + Mobile Halfpage Ad</td>
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<tr>
<td>Billboard + Mobile High Impact Ad</td>
<td>80 €</td>
</tr>
<tr>
<td>Ad Bundle + Mobile Medium Rectangle</td>
<td>25 €</td>
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<table>
<thead>
<tr>
<th>Video</th>
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<tbody>
<tr>
<td>Outstream</td>
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All rates in CPM unless otherwise indicated. Expandables with 25% CPM supplement.
Volume discounts

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<td>50,000 €</td>
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<tr>
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<tr>
<td>200,000 €</td>
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* 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

<table>
<thead>
<tr>
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<tr>
<td>Expandables</td>
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<tr>
<td>Video Ads</td>
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</table>

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
We are happy to advice you.

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Fax: +49-211-179347-57

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