

die **wirtschaft**

MEDIA DATA **2025**

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## THE BUSINESS SECTION FOR ALL TOP DECISION-MAKERS FROM 10 SECTORS

die**wirtschaft** is targeted at people who run companies, make investment decisions, manage personnel and finances, digitize processes and implement sustainability goals. die**wirtschaft** is published where the media attention of these people is highest: in their must-read publications.

die**wirtschaft** is the business section of the 10 leading Austrian trade media in the automotive, trade, construction, gastronomy and retail sectors. Never before have you had such close access to the target group of top decision-makers who make both professional and private investments.

Whether financial investments, mobility, travel, residential or high-quality consumer goods: our target group has extraordinarily high purchasing power and is just as receptive to these topics as it is to business topics. Therefore, your **B2C campaigns** in die**wirtschaft** are just as well positioned as your **B2B campaign**.



EDITION	ISSUES PER YEAR	TARGET GROUP	YOUR BENEFIT
<p>86.360*</p> <p>Copies</p>	<p>10</p>	<p>Higher classes: Owners, managing directors, managers of large and medium-sized companies</p>	<p>Read by decision-makers with <b>twice the reach at half the CPM**</b></p>

\* Monthly average 2025

\*\* Comparison of 1/1 page price and print edition according to 2024 media data for Trend Premium, Gewinn, Profil, News, Industrie Magazin

# SCHEDULE AND TOPICS 2025

## PERIOD JAN./FEB.

- Logistics
- Vehicle fleet: vans
- Tax and legal tips

EDITION: 100.710 COPIES

AD DEADLINE 13.01.  
PRINT DEADLINE 20.01.  
RELEASE DATE ab 24.01.

## PERIOD MARCH

- Personnel management
- Human resources
- Tax and legal tips

EDITION: 87.490 COPIES

AD DEADLINE 07.02.  
PRINT DEADLINE 14.02.  
RELEASE DATE ab 03.03.

## PERIOD APRIL

- Digitalization
- Cybersecurity
- Tax and legal tips

EDITION: 89.020 COPIES

AD DEADLINE 10.03.  
PRINT DEADLINE 17.03.  
RELEASE DATE ab 01.04.

## PERIOD MAY

- Corporate financing
- Employee benefits
- Tax and legal tips

EDITION: 78.890 COPIES

AD DEADLINE 08.04.  
PRINT DEADLINE 15.04.  
RELEASE DATE ab 02.05.

## PERIOD JUNE

- Research and development
- Sustainability
- E-mobility for business

EDITION: 97.620 COPIES

AD DEADLINE 13.05.  
PRINT DEADLINE 20.05.  
RELEASE DATE ab 05.06.

## PERIOD JULY/AUGUST

- Digitalization
- Vehicle fleet, mobility
- Tax and legal tips

EDITION: 93.500 COPIES

AD DEADLINE 05.06.  
PRINT DEADLINE 13.06.  
RELEASE DATE ab 01.07.

## PERIOD SEPTEMBER

- Training and further education
- Recruiting
- Tax and legal tips

EDITION: 83.010 COPIES

AD DEADLINE 08.08.  
PRINT DEADLINE 18.08.  
RELEASE DATE ab 02.09.

## PERIOD OCTOBER

- Digitalization
- Information technology
- E-mobility for businesses

EDITION: 89.020 COPIES

AD DEADLINE 10.09.  
PRINT DEADLINE 17.09.  
RELEASE DATE ab 02.10.

## PERIOD NOVEMBER

- Money and finance
- Business management
- Tax and legal tips

EDITION: 74.990 COPIES

AD DEADLINE 13.10.  
PRINT DEADLINE 20.10.  
RELEASE DATE ab 04.11.

## PERIOD DECEMBER

- Vehicle fleet and mobility
- Digitalization
- Tax and legal tips

EDITION: 69.320 COPIES

AD DEADLINE 14.11.  
PRINT DEADLINE 21.11.  
RELEASE DATE ab 05.12.

## PRINT PRICE LIST



### 2/1 PAGE

420 x 297 mm

€ 15.970,-



### 1/1 PAGE

210 x 297 mm

€ 12.150,-



### 1/2 PAGE

Portrait: 99 x 297 mm  
Landscape: 210 x 140 mm

€ 8.120,-



### 1/3 PAGE

Portrait: 70 x 297 mm  
Landscape: 210 x 100 mm

€ 5.670,-



### 1/4 PAGE

Portrait: 90 x 125 mm\*  
Landscape: 185 x 60 mm\*

€ 4.100,-

**INDIVIDUAL ADVERTISING  
OPTIONS SUCH AS  
BANDEROLES, ETC.  
ON REQUEST.**

## SPECIFICATIONS

Convey your brand message with an editorial look and feel. Introduce your company as a leading specialist, or present your product innovation in detail. Supply us with text and images, and we design your article in our specified layout. Upon request our editors will assist you with the creation of the text and selection of images (price upon request).

**vibe macht E-Mobilität flexibel!**

Die Vorteile & Auslastung von E-Autos werden in der Praxis aber noch unterschätzt. Die Fragezeichen sind die Flexibilität und Flexibilität der neuen Mobilitätsdienstleistungen. Die Vorteile sind bereits im Alltag zu spüren. Die Flexibilität der neuen Mobilitätsdienstleistungen ist ein entscheidendes Kriterium für die Akzeptanz von E-Autos. Die Flexibilität der neuen Mobilitätsdienstleistungen ist ein entscheidendes Kriterium für die Akzeptanz von E-Autos. Die Flexibilität der neuen Mobilitätsdienstleistungen ist ein entscheidendes Kriterium für die Akzeptanz von E-Autos.

**revibe - pre-loved E-Autos jetzt auch im Abo**

Die Vorteile & Auslastung von E-Autos werden in der Praxis aber noch unterschätzt. Die Fragezeichen sind die Flexibilität und Flexibilität der neuen Mobilitätsdienstleistungen. Die Vorteile sind bereits im Alltag zu spüren. Die Flexibilität der neuen Mobilitätsdienstleistungen ist ein entscheidendes Kriterium für die Akzeptanz von E-Autos. Die Flexibilität der neuen Mobilitätsdienstleistungen ist ein entscheidendes Kriterium für die Akzeptanz von E-Autos.

**DOUBLE PAGE**  
max. 4–6 images  
Headline max. 55 characters  
Header max. 200 characters  
Body text max. 6,500 characters

**FULL PAGE**  
max. 2–4 images  
Headline max. 55 characters  
Header max. 200 characters  
Body text max. 3,500 characters

**HALF PAGE**  
1–2 images  
Headline max. 55 characters  
Header max. 200 characters  
Body text max. 1,500 characters

For pricing see advertising price list. Indication of the number of characters including spaces. Submission of text as Word file, images as printable format (JPG, PNG, TIFF, PSD) with 300 dpi resolution, graphics as vector file. Text length depends on the number and size of the images.

# ONLINE

**die-wirtschaft.at** is the website for executives, owners and managers in Austria's SMEs. Your advertising is effective in a mix of current news, extensively researched knowledge articles and market overviews, of course always tailored precisely to your target group.



Our website is ÖWA-certified, our newsletter is ÖAK-certified and DSGVO-compliant.



NORTONRSX / ISTOCK / GETTY IMAGES PLUS VIA GETTY IMAGES

PAGE IMPRESSIONS

**21.610**

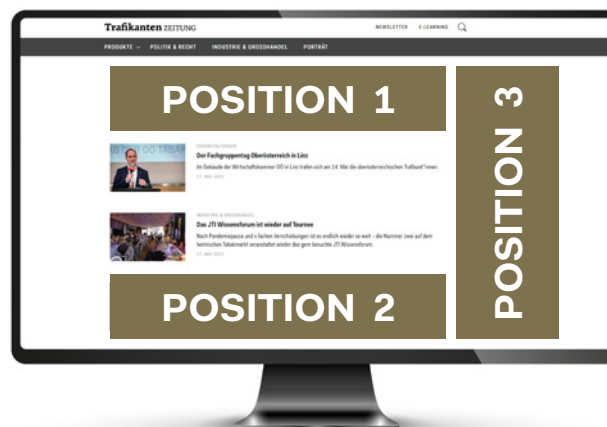
VISITS

**14.580**

UNIQUE-CLIENTS

**14.290**

Average monthly value 1st quarter 2024, page usage with and without cookie consent, Source: Google Analytics



### SUPERBANNER

728 x 90 px + Mobile 300 x 50 px, Position 1 or 2

### SKYSCRAPER

120 x 600 px + Mobile 320 x 480 px, Position 3

### CONTENT BANNER

300 x 100 px + Mobile 300 x 50 px, Position 2

### CONTENT AD

300 x 250 px + Mobile 300 x 250 px, Position 2

File format: HTML 5, JPG, GIF, PNG

**€ 700,-**

### BILLBOARD

1024 x 250 px + Mobile 300 x 50 px, Position 1

File format: HTML 5, JPG, GIF, PNG

### SITEBAR, HALF PAGE AD

300 x 600 px + Mobile 300x 600 px, File format: JPG, GIF, PNG  
(dynamic max. 450 x 900 px, only in file format: HTML 5),  
Position 3

### VIDEO CONTENT AD

300 x 250 px + Mobile 300 x 250 px, Position 2  
File format: HTML 5

**€ 920,-**

### SITELINK

Teaser consisting of a short text, one Image and a link leading directly to your landing page  
1 Image max. 440 x 280 px, Headline max. 50 characters, Text max. 190 characters. Position 2

### ADVERTORIAL

Teaser and Article (max. 3 images à 1000 x 667 px [optimal], Headline max. 100 characters, Text max. 1.500 characters). Position 2

Image format: JPG, PNG

**€ 1.120,-**

Prices apply for one month plus surcharge of 20% VAT, valid as of 1.1.2025. The banner formats are displayed in rotation with a maximum of three other advertisements on this placement. A permanent placement of the desired advertising space (for an additional 20%) is possible.

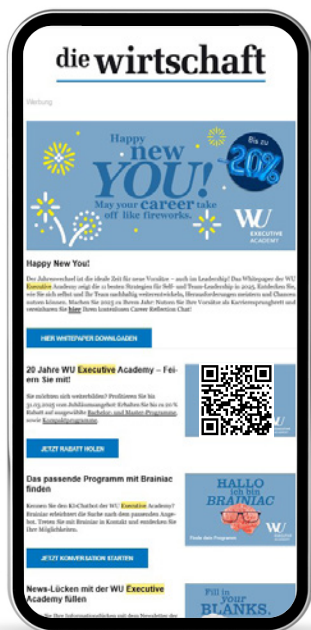


## ONLINE PRICE LIST

### NEWS FOR DECISION MAKERS

Our weekly business news reaches Austria's top decision-makers in the areas of **SME, trade and construction, automotive as well as gastronomy and the hotel industry.**

The high opening rate of our newsletter reflects the high quality of the addresses. All of our recipients have given their explicit consent to receive the newsletter.



#### PACKAGE DEAL 3+1

Book **four newsletter placements** within one calendar month to reach **97,000 contacts.**

**The 4<sup>th</sup> placement is free of charge!**

#### EXCLUSIVE-NEWSLETTER

Your individually designed newsletter brings your brand message to our subscribers in a striking way. Our editorial team provides further suitable content to boost reading interest.

**€ 4.100,-\***

#### ADVERTORIAL

With one click on the teaser in the newsletter or on our homepage, your customer is taken to the full view of your advertorial, which is integrated into our editorial environment.

**€ 2.940,-\***

#### SITELINK

Der Sitelink besteht aus einem kurzen Text und einem Bild und verlinkt vom Newsletter und von unserer Homepage direkt auf Ihre Landingpage.

**€ 2.420,-\***



#### FULLBANNER

468 x 60 px + Mobile 300 x 50 px

#### CONTENT AD

300 x 250 px + Mobile 300 x 250 px

File format: JPG, PNG

**€ 1.220,-**

Ad delivery 5 Workdays before release date.

#### PUBLICATION INTERVAL

**weekly**

Thursday/Friday

#### RECIPIENTS

**24.250\***

#### OPENING RATES

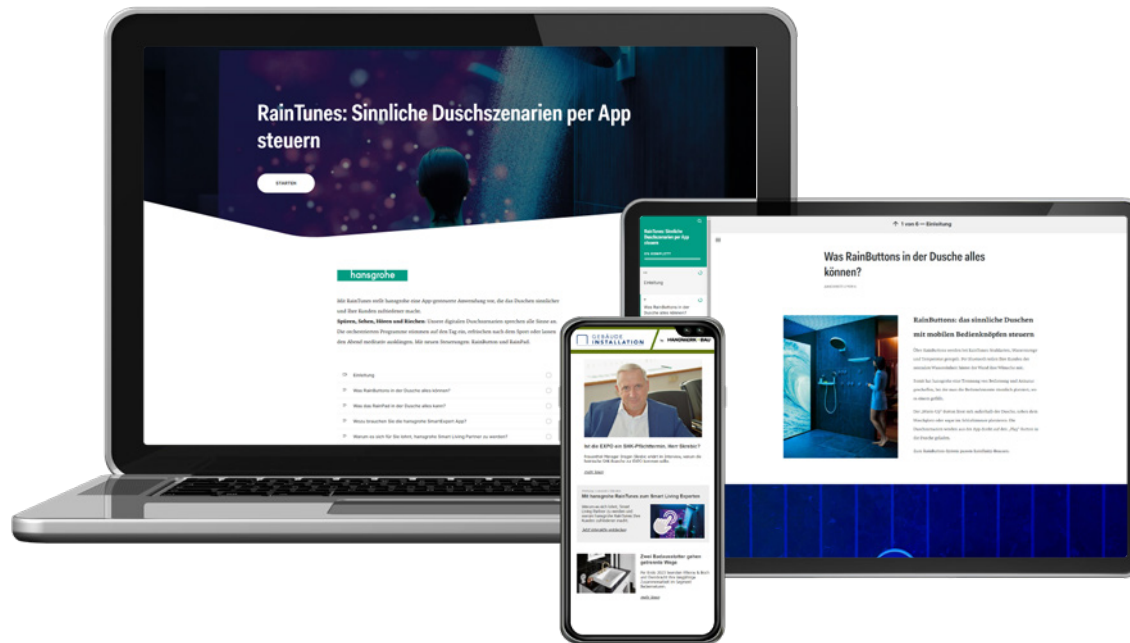
**30,2 %\***

#### CLICK TO OPEN RATE

**19,1 %\*\***

\* June 2024, Source: ÖAK, \*\* Average monthly value 2<sup>nd</sup> quarter 2024, Source: Eyepin

## ONLINE PRICE LIST



### ADVERTORIAL.INTERAKTIV

With our brand new **Advertorial.INTERAKTIV** epackage deal, you can easily communicate your most important USPs, well arranged on an individual, animated landing page. This guarantees that your customers will thoroughly engage with your products.

The package includes the creation, hosting and a digital advertising package!

Further information is available upon request.

**€ 3.080,-**

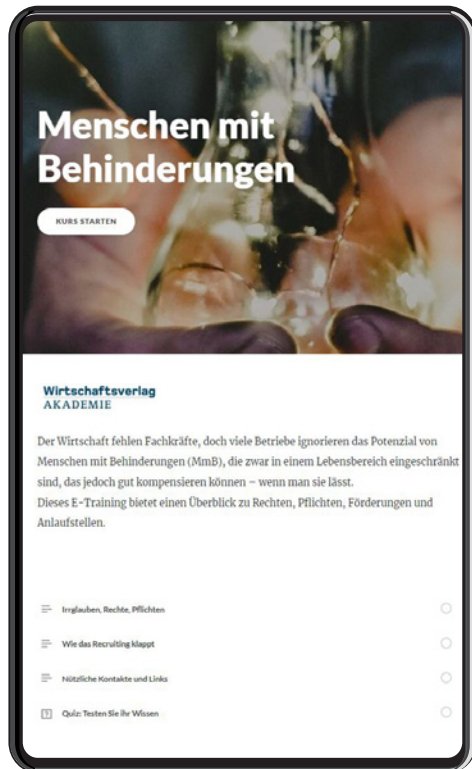
### START DEMO!

<https://bit.ly/3DBbi8f>

or



## ONLINE PRICE LIST



### SPONSORING INTERACTIVE CONTENT

Using innovative software, we design an interactive editorial environment on our online portal to match your products. As a sponsor, your company logo will be integrated in a prominent position and your company information, including a link to your contact form, will be placed to generate leads. With the display on our online portal, in our newsletters and via social media, we ensure optimum reach. Minimum duration is six months.



#### START DEMO!

<https://bit.ly/3dnHgKn>



€ 620,- per month

### PRODUCT.DISPLAY

From informative product training for your sales force to interactive product presentations for your customers – we prepare your content for you in an appealing and playful way. The responsive design adapts optimally to the respective output device. This makes your Product.Display the ideal presentation tool for your sales at the customer. In addition, learning elements and entertaining quiz formats can be implemented. If you wish, we can take care of hosting or you can integrate your Product.Display directly into your online portal. Details and prices upon request.

### WEBINAR

Nowadays, webinars are a popular form of knowledge transfer and lead generation in real time. From presentation by our professional editorial team to technical support – we ensure your successful performance. Details and prices upon request.

## DELIVERY OF PRINTING DATA

Transmission of digital data exclusively by e-mail to [anzeigenservice@wirtschaftsverlag.at](mailto:anzeigenservice@wirtschaftsverlag.at)

## DATA FORMAT

- Print-optimised PDF files according to standard „PDF/X-4:2008“ with output intention.
- Colour profile for coated papers (sheet-fed offset): ISO Coated v2 (ECI)..
- Only use process colors CMYK (Euroscale). No spot colours (e.g. HKS, Pantone), RGB and indexed colours.
- Embed all fonts.
- Images in the document should have a resolution of 300 dpi/line images 1200 dpi.

## DELIVERY OF PRINTED ADVERTISING MATERIAL

Friedrich Druck & Medien GmbH,  
A-4020 Linz, Zamenhofstraße 43-45

Supplements must be received at the print house by the printing deadline.

## DELIVERY OF ONLINE ADVERTISING MEDIA

The online advertising formats are based on the IAB standards for advertising media. Please allow a minimum period of 5 working days for the delivery of the advertising media. Online banners may not exceed a file size of 150 kb, mobile banners 80 kb.

Please send your advertising material by e-mail to [anzeigenservice@wirtschaftsverlag.at](mailto:anzeigenservice@wirtschaftsverlag.at)

## PRINTING AND BINDING METHODS

Offset printing, staple binding. The publisher accepts no liability for tonal value deviations within the tolerance range.

## ADVERTORIAL GUIDELINES

An advertorial is marked as a paid insertion in accordance with § 26 of the Media Act. One proofreading pass is included in the price. Should the documents supplied deviate significantly from the specifications, new documents will be requested and the additional expenses for the revision will be invoiced after prior consultation (max. EUR 500.00).

## MEDIA DATA 2025

Subject to alterations, errors, printing and phrasing mistakes.

## BANK DETAILS

### Advertisements

Bank Austria, IBAN AT511100004240571200, BIC BKAUATWW

### Subscriptions

Bank Austria, IBAN AT171100009523298900, BIC BKAUATWW

Invoices are payable net within 30 days



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## TERMS, CONDITIONS & DATA PROTECTION

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For questions regarding data protection, please contact

[datenschutz@wirtschaftsverlag.at](mailto:datenschutz@wirtschaftsverlag.at)