KARRIERE.DE MEDIA DATA
The expert website for further training, career tips and promotion prospects
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What can you expect?

What karriere.de stands for

Target group & key facts

New features & highlights
KARRIERE.DE ... WHAT WE STAND FOR
The expert website for further training, career tips and promotion prospects

Everything users need to be successful – know-how, inspiration, job search, valuable tips on applications, salaries and promotion from the career and advice platform for young professionals and specialists planning the next steps in their career.

karriere.de acts as a bridge between the Orange website for young users and the premium websites Handelsblatt and WirtschaftsWoche.

The editorial team attached to the Handelsblatt “Agenda” section and headed by Christian Rickens produces exclusive career content supplemented by relevant content from Handelsblatt and WirtschaftsWoche.
The focus is on job changes, applications, salaries, qualifications, further training, legal aspects, CVs and tips for job interviews etc.

Then there is also the “My Inspiration” section featuring informative stories and supplying background knowledge from career climbers, start-up entrepreneurs, job changers, lateral entrants and job leavers as well as people who have taken a sabbatical or turned their hobby into their occupation.
KARRIERE.DE ... OUR USERS
Your direct line to exactly the right target group for your campaign

80 % are between the ages of 20 and 59.
85 % are very well educated.¹
68 % are firmly established in their careers.²
73 % have a net household income of 2,000 € plus.³
82 % are very quality-conscious.⁴
34 % are the lead voices in discussions.⁵
28 % are avid technology fans.⁶
75 % are very mobile and spend a lot of time on the move.

¹ Degree from a university (of applied sciences) or university (of applied sciences) entrance qualification or secondary education: 6-year secondary school (former GDR) / polytechnic secondary school (former GDR) / Full or part-time employment / ¹¹ Net household income from 2,000 EUR to less than 3,000 EUR or 3,000 EUR plus
⁴ I am willing to spend more on quality. ⁵ I generally take the lead in discussions. ⁶ I am often the first person in my group of acquaintances to try out new technologies.

Source: agof daily digital facts, 0 months (of last 3 months) (October – December 2019), total population 16+
KARRIERE.DE... KEYFACTS
Reach our loyal and interested readers.

- Mobile: 0.05 mio. UUs
- Online: 0.10 mio. UUs
  = 0.15 mio. UNIQUE USERS - digital

328,501 Pls - digital
208,259 VISITS - digital

Quelle: agof daily digital facts, last month (January 2020), total population 16+ | IVW 2020-01
EVERGREEN ... THE KARRIERE.DE HOMEPAGE
Showcase your brand over a large area with strong visuals.

Use the powerful appeal of the ZEIT ONLINE media brand and strong visuals to transfer the positive image and trustworthiness of our medium to your brand message!

Our branding formats offer you the perfect solution to showcase your brand.

You can find more information in our rate card.
Present your brand in the editorial environment and position yourself as an expert in your specialist field.

karriere.de is the ideal platform for you to tell your story to an exclusive and attentive user base using impressive visuals.

You can find more information in our content solutions

Including social media integration and newsletter
KARRIERE.DE ... ALL ADVERTISING OPTIONS
One click away from more detailed information