

# businessAD

Mehr Wert für Marken

## Channel Education & Career



How to reach pupils, students and young potentials

March 2025

# Channel Education & Career

The channel for reaching out to pupils, students, trainees and young professionals

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

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 **karrierebibel.de** or the **Gabler Wirtschaftslexikon**. The advertising approach can be done via display, native integration or, for example, native ads on portals like **abi-pur.de**, **audimax.de**, **e-hausaufgaben.de**, **mystipendium.de**.



## Channel Education & Career



All Websites	20+ Portale
Page impressions	4.971.243
Visits	2.799.563
Unique users	807.990

### Target Groups:

Pupils  
Trainees  
Students  
Young Professionals

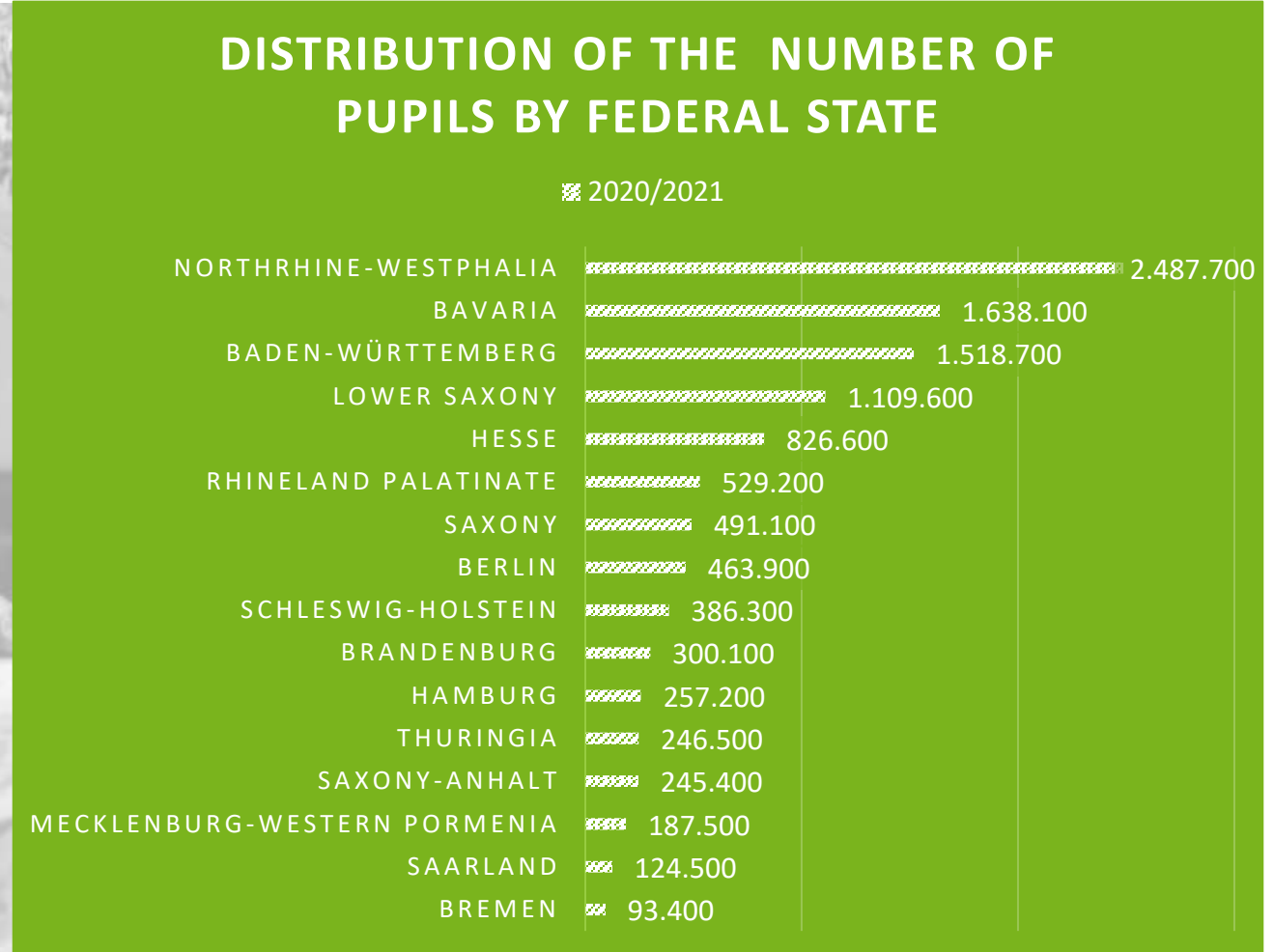
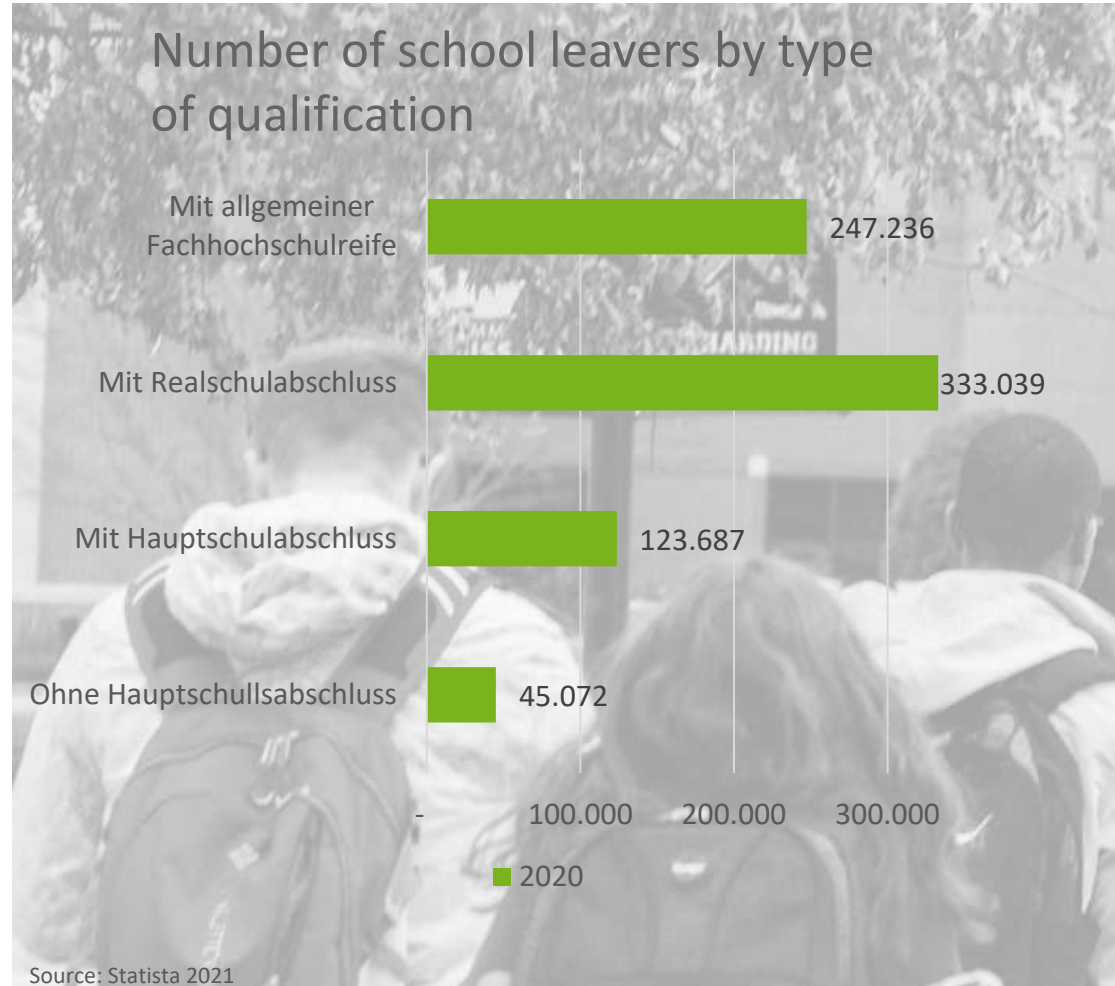
### Topics / editorial environments:

Study, school, university, jobs



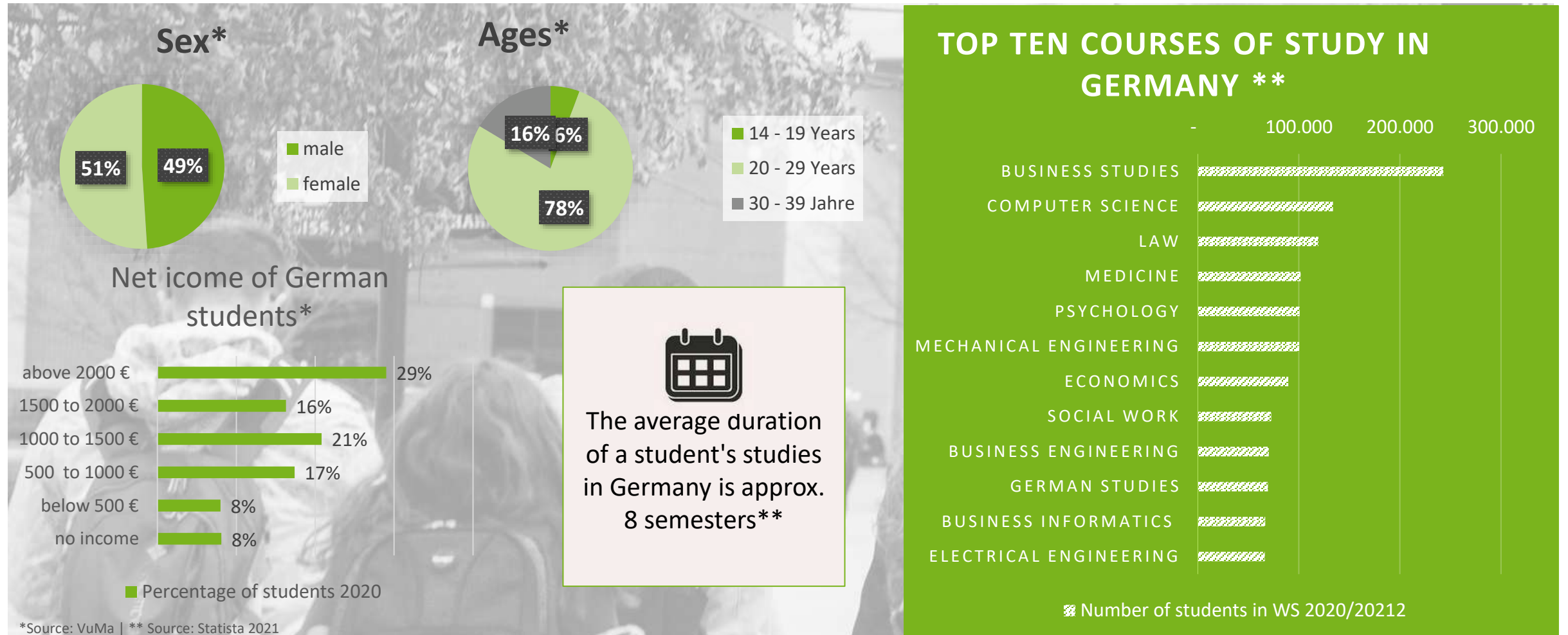
# Facts and figures about pupils at German schools

The Realschulabschluss is the most common school certificate in Germany



# Facts and figures about students at German universities

The most popular subject of study for German students is business administration



# Content Marketing – Score with content!

Options from businessAD

Work with us to develop a **content marketing campaign** tailored to your individual communication goal.

From simple **paid articles** to **sponsored post** or **advertorials** to your own **brand hub** as an exclusive topic page for your brand world, everything is possible!

No matter what you choose, every contribution is carefully reviewed by our content experts to ensure the greatest possible added value and tonality for our high-quality B2B/decision-maker target groups.

On request, our **content manufactory** can also **advise you conceptually** and create the right content for you.

- Exclusive aggregation page for their Sponsored Post series
- High visibility of your content through extensive teaser measures

## (Native) Advertorial

- Fixed teasers ensure additional traffic and permanent Visibility in the booked campaign period

## Sponsored Post

- 24 hours on the homepage
- Social Media Push
- Newsletter Integration

## Paid Article

- Easy publication in the newsflow without further teaser measures

# Content Marketing – Score with the content!

Sponsored Post | Channel Education & Career

This form of advertising appears like a normal news article and is well suited for presenting products and services that require explanation.

The sponsored post remains present on the homepage for at least 24 hours and through the direct integration into the publisher's CMS, it is constantly available on the website like a normal news article and uses all available communication channels (including Twitter, Facebook) + newsletter.

The customer provides text and image material, the publisher adapts it editorially. The article should preferably take the form of an expert guest post or interview.

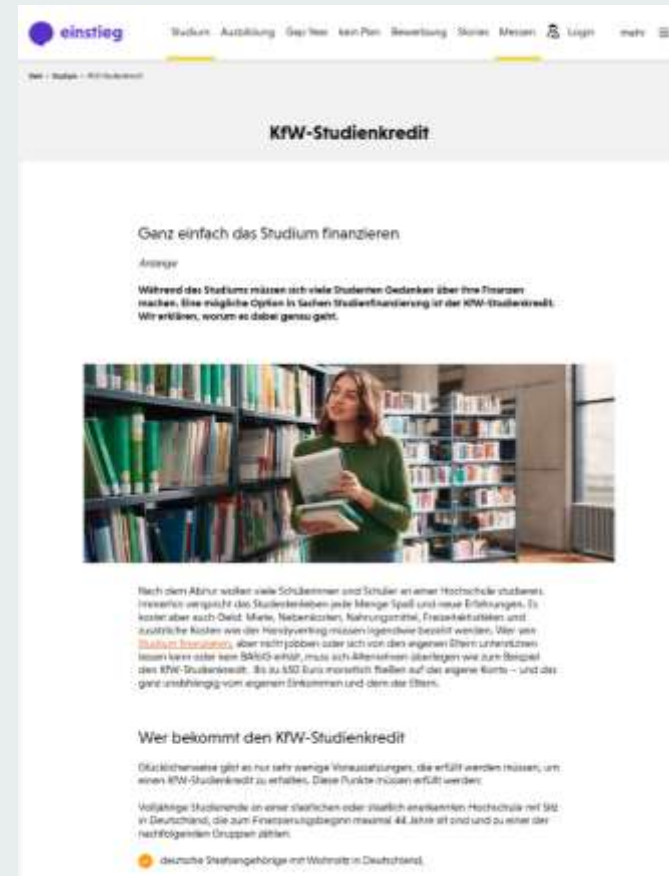
Possible on the following portals:



## Specifications:

- Available on request for the respective portal.

## Example



## Social Media Teaser



## Newsletter Teaser



# Content Marketing – Score with content!

(Native) Advertorial | Channel Education & Career

The advertorial differs from the Sponsored Post. In addition to the publication of your content under the brand world of the booked portal, it contains fixed teasers that direct additional traffic to your content and also guarantee permanent visibility during the booked campaign period.

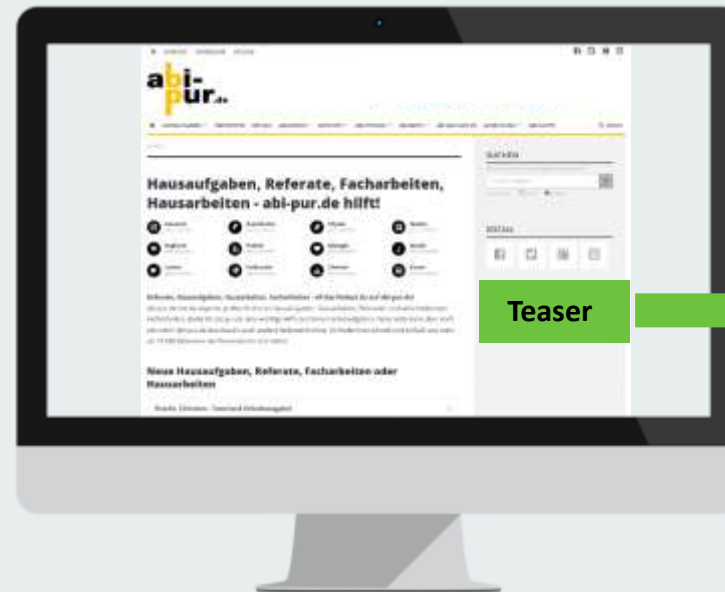
Advertorials are also suitable for a cross-site roll-out on several portals.

Possible on the following portals:

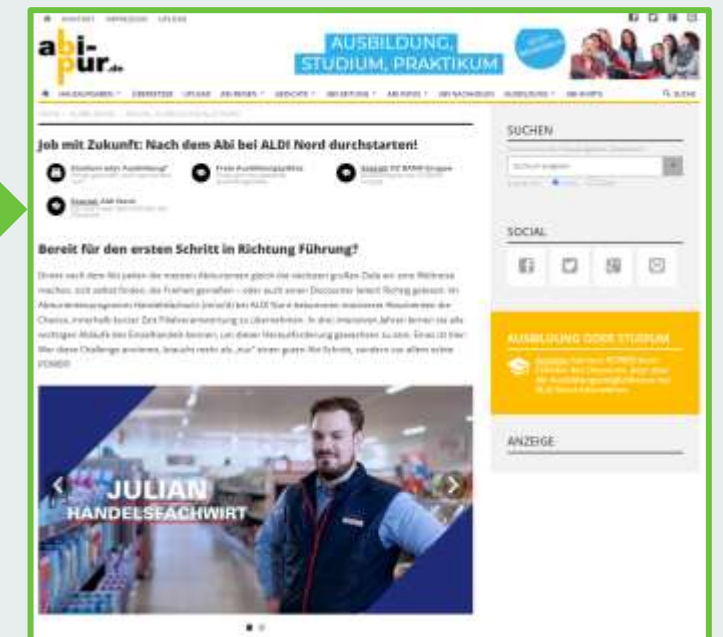


## Advertorial Example

Fixed teaser:



Site - linking to landing page with customer-specific product information in the editorial layout of the site:



Product details vary by portal.

Landingpage: Specification on request



# Content Marketing – Score with content!

Scaleable Native Ads | Play-out variations

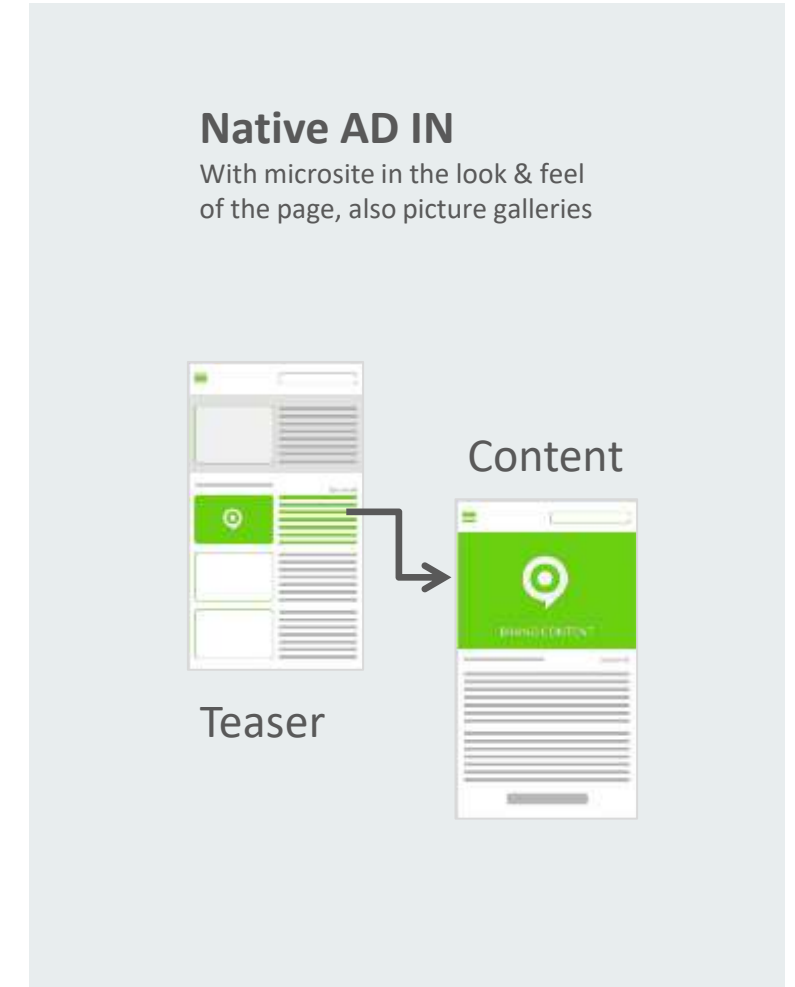
## Native Ad In

With this technology, your content is seamlessly integrated into the editorial environment as a marked sponsored article or advertisement. Video integration possible. The teasers and the article page appear in the look & feel of the page.

Advantages:

- several journalistic teasers in the CSS of the websites,
- teaser playout on Start, section Start, article page
- very good performance
- not SEO effective
- not recognizable as duplicate content
- social Plug-ins
- good evaluation options

Possible on the following portals:





# Content Marketing – Score with content!

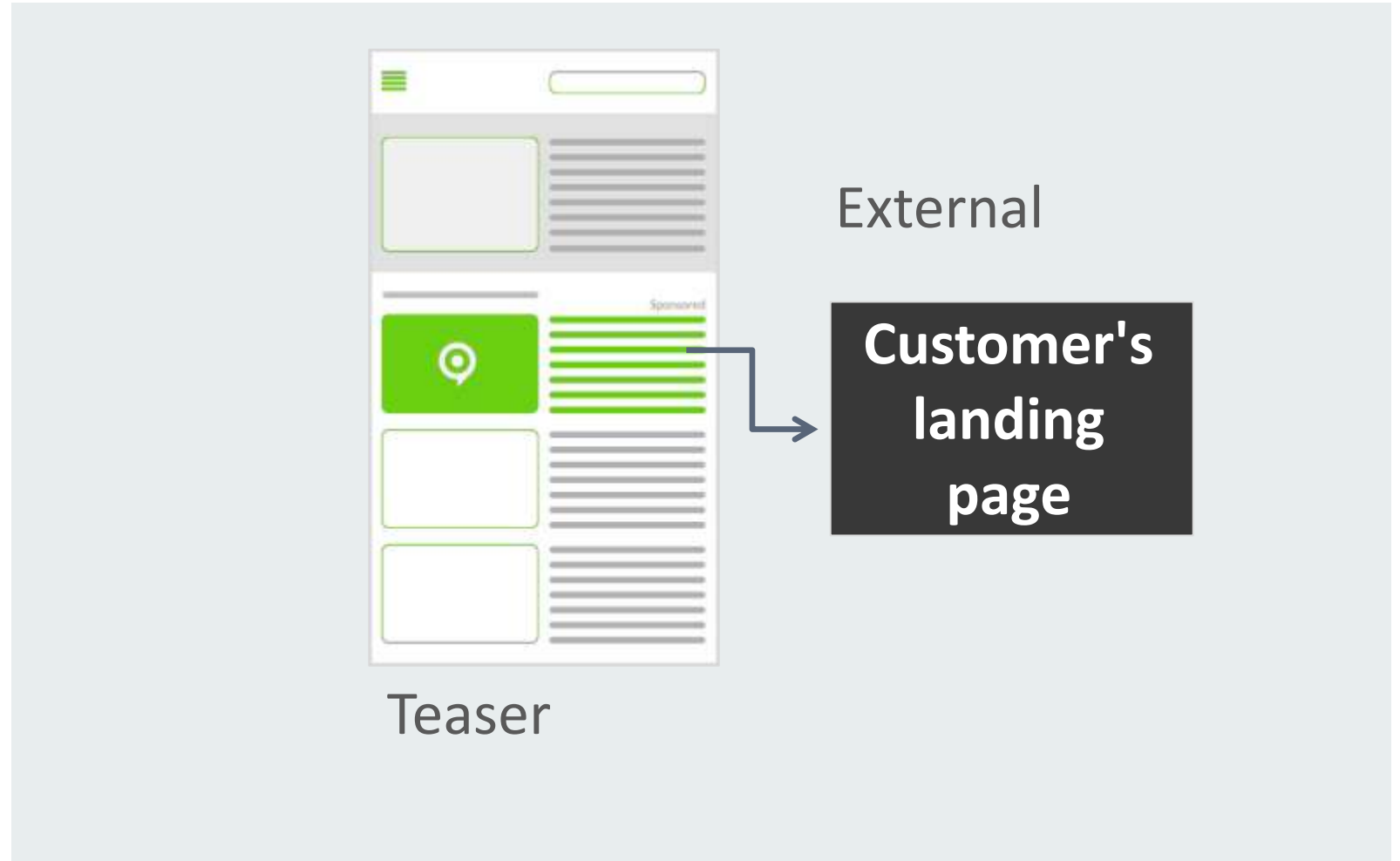
Skalierbare Native Ads | Play-out variations

## Native Ad Out

The native ad out format is a text-image ad with a high degree of adaptation in the editorial component and links to an external target when clicked.

The text image ads are always 100% adapted to the usual news teasers of the respective media and marked as an ad.

Possible on the following portals:



# The portal for presentations and homework help for secondary level 2

Fact Sheet | abipur.de

**abipur.de** offers secondary level 2 students over 15,000 homework, exams, presentations, papers, biographies, interpretations and summaries that they can use for their success in the Abitur.

In addition to the subject-specific offer, the website with its own forum also serves the exchange of students with each other.

In addition to the extensive homework database, there are more than 15,800 poems that can also be accessed free of charge.

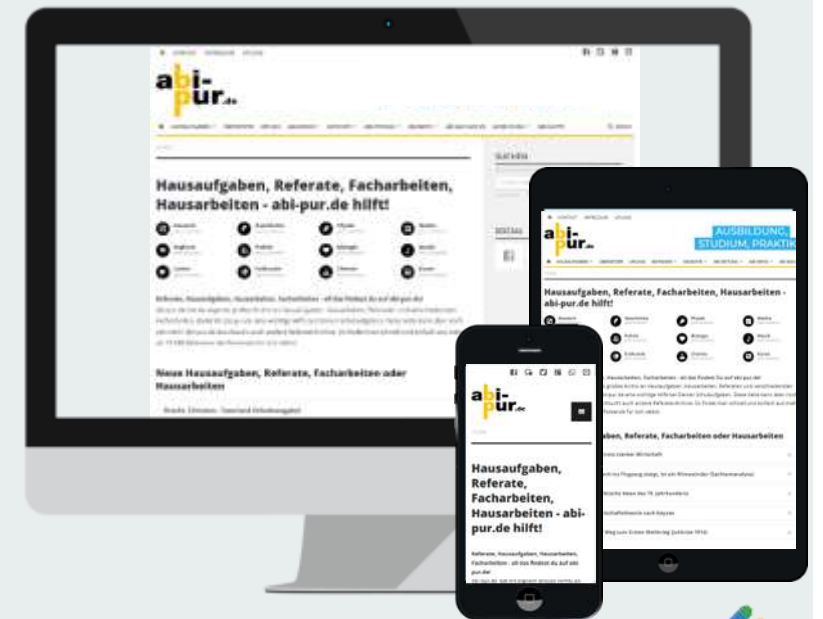
## Key data

### Target group

- A-level students
- University students to be

### Sections and environments

- Homework
- Translator
- Abi Trips
- Poems
- Abi-Newspaper
- Abi-Infos
- Catching up on Abi
- Training



### Traffic

Page Impressions	311.826
Visits	188.985
Uniques	131.732

**abirechner.org** offers secondary level 2 students the opportunity to calculate their NC = Numerus Clausus = Average Mark themselves.

Since the Abitur is still a matter for the federal state, the high school graduates can create a query and extrapolate their current NC average depending on their place of residence.

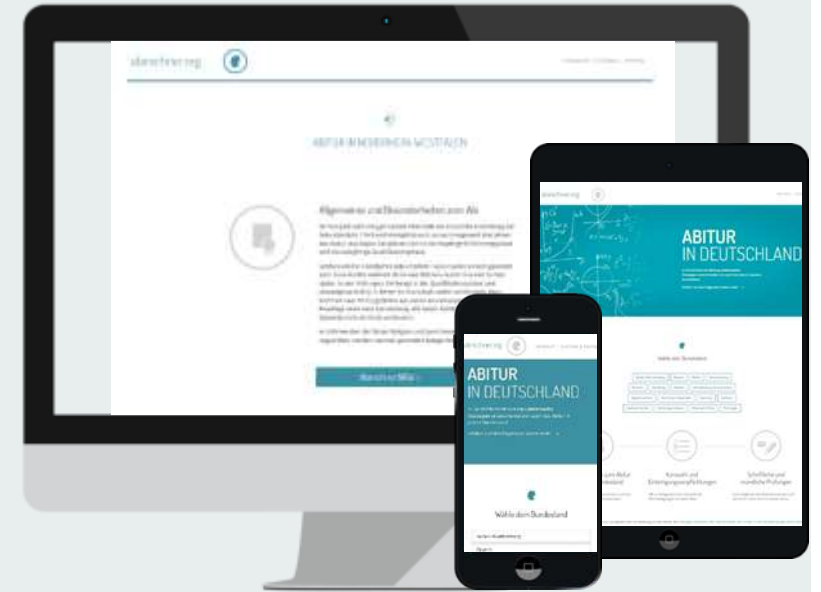
## Key data

### Target group

- between 15 and 19 years
- pupils
- High School finishers

### Sections and environments

- Abitur



### Traffic

Page Impressions	4.893
Visits	3.670
Uniques	2.936

# The first online address with tips for a successful application

Fact Sheet | bewerbungswissen.net

**bewerbungswissen.net** offers job seekers comprehensive assistance in the search and application process. The site is characterized by high-quality summaries from the best textbooks and specialist articles as well as discussions with HR decision-makers.

The user is accompanied in all steps from the job search to the employment contract. In addition, there are many tips for designing the application documents and preparing for an interview, etc. ready.

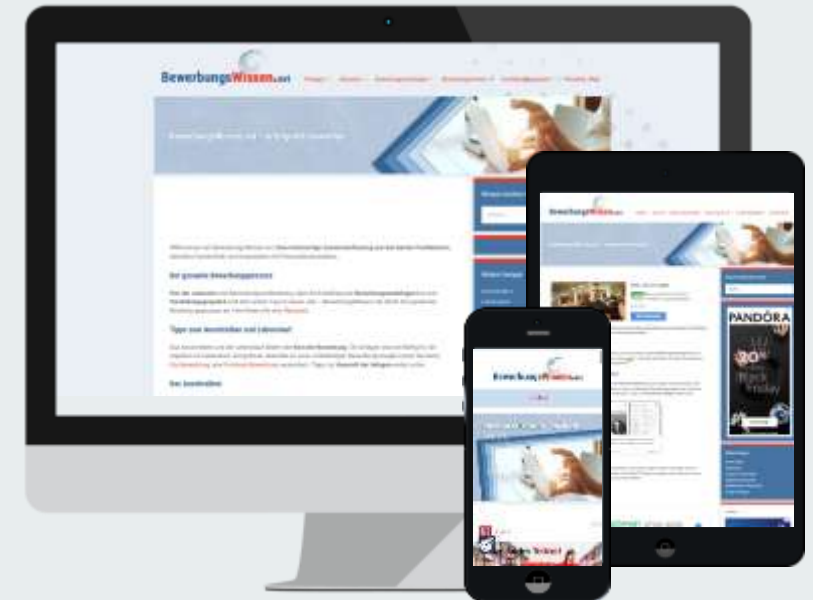
## Key facts

### Target group

- School graduates
- Students
- Graduates and Young Professionals

### Topics and Sections

- Templates
- Jobs
- Application
- Forms of application
- Interview



### Traffic

Page Impressions	1.365
Visits	614
Uniques	523



**bwl24.net** offers information about business administration as an online portal. From studies and study content to further education and the challenges in professional life.

Users can access a database of scripts and term papers, as well as get advice from the magazine section with extensive articles on all topics of business administration or exchange ideas with others in the forum.

## Kerndaten

### Target group

- Business Administration Students
- Business economists in professional life

### Topics and sections

- Forum
- Scripts
- All about studying
- Profession & Career
- Magazine



### Traffic

Page Impressions	2.351
Visits	648
Uniques	420

# The online portal for prospective industrial engineers

Fact Sheet | der-wirtschaftsingenieur.de

**der-wirtschaftsingenieur.de** informs all prospective industrial engineers and those who want to become one about their studies, career opportunities and current topics in business and technology.

An industrial engineer is a generalist between business and technology and can be employed in a variety of industries. Fields of activity are available in the controlling departments, IT or even in the management of companies. By choosing major areas of study, the direction can be chosen in advance.

## Key data

### Target group

- Studenten und Absolventen der Wirtschaftsingenieurwissenschaften
- Abiturienten

### Topics and Sections

- General
- Integration
- Technology
- Economy



### Traffic

Page Impressions	1.575
Visits	600
Uniques	209

# The portal for presentations and homework help

Fact Sheet | e-hausaufgaben.de

**e-hausaufgaben.de** is an online community that has existed since 2001 and lists around 225,000 members so far. The platform serves students to exchange ideas on school and non-school topics. As a great added value, e-hausaufgaben.de offers an archive with over 12,000 free homework, exams, presentations and papers, as well as a forum with student support, where questions can be answered within a few minutes. With a total of around 1.5 million online contributions, the portal is one of the largest German-speaking networks on the subject of school and training and dual studies.

## Key data

### Target group

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

### Sections and environments

- Presentations and term papers
- Interactive Forum
- Text correction
- School – and then?



### Traffic



Page Impressions	42.639
Visits	24.142
Uniques	13.297

# Entry into studies and career – your career starts here

Fact Sheet | einstieg.com



**einstieg.com** brings Germany into training and study. Young people who want to achieve their professional goals get in touch with universities and companies here. Parents and teachers learn how they can help their children or pupils in the process of career orientation. Universities and companies, on the other hand, find support in university and training marketing when they get started.

Today's young people live online – 24 hours a day. With the interactive online offers on **einstieg.com**, they are picked up there and provided with exactly the information they need for their choice of study and career in the orientation jungle.

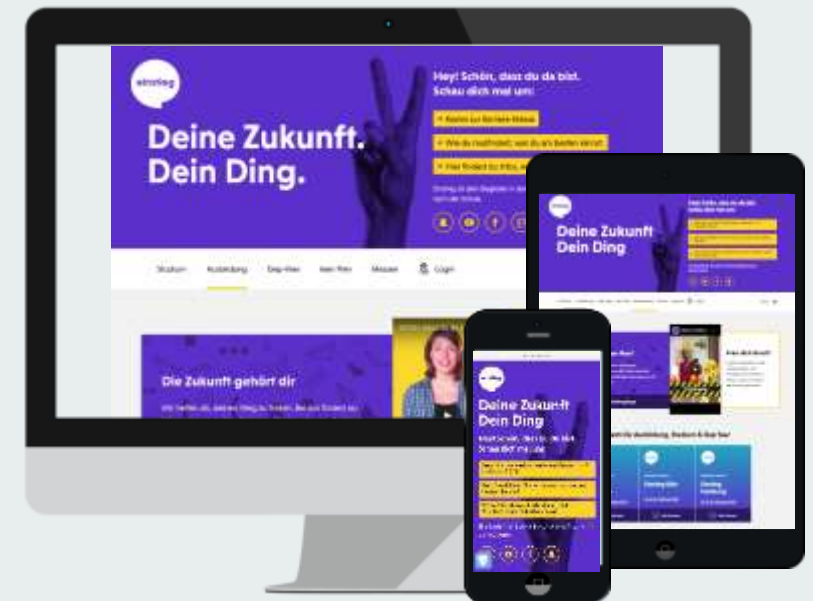
## Key data

### Target group

- Young people looking for training
- High school graduates
- Future students

### Topics and sections

- Study
- Training
- Application
- Gap Year
- Career
- Measure
- Stories



### Traffic

Page Impressions	200.000
Visits	177.989
Uniques	100.000





**Golem.de** is aimed at professional computer users and reports on all topics of the IT industry on a daily, competent and fast basis. IT specialists, online managers, marketing decision-makers and buyers receive well-founded analyses of market developments and important professional information on the potential of products, brands and markets through background reports, purchase recommendations and market research results.

**Golem.de** is the independent, high-reach brand for quality journalism in the IT segment – online and mobile.

## Key data

### Target group

- CTOs/CIOs, Decision Makers IT & Consumer Electronics
- Marketing decision-makers & online managers
- Buyers & E-Commerce Managers
- Developer
- Early adopters and tech-savvy

### Topics and sections

- Software and hardware (News & Development)
- Digital economy IT and telecommunications sector
- Mobility of the future
- Science & Technology
- Exclusive video content
- Job market / Jobs



### Traffic

Page Impressions	81.000
Visits	33.967
Uniques	9.007



# heise online - The leading medium for German-language high-tech news

Factsheet | heise.de



**heise online** is one of the leading providers of German-language high-tech news. The combined expertise of seven specialist editorial teams, including c't, iX and MIT Technology Review, offers a comprehensive service and the latest news.

The editorial teams report 7 days a week on all events in the IT sector, on the scientific and political environment, on general high-tech topics and on research and science.

**heise online** - IT news, news and background information

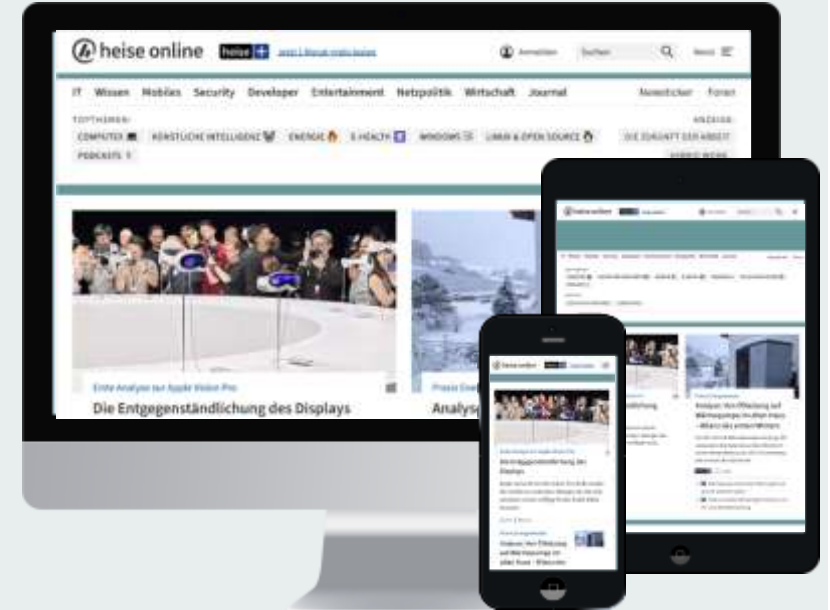
## Key data

### Target Group

- CTOs/CIOs, decision-makers in IT & consumer electronics
- Developers & Administrators
- Marketing decision-makers & online Managers
- Procurement & E-Commerce Manager

### Topics and sections

- **heise Audience Recruiting**
- **Ressort Karriere**
- IT
- Developer
- Economy
- Mobile
- Security
- Network policy



### Traffic\*

Page Impressions	2.000.000
Visits	1.142.857
Uniques	384.615

# The job board for engineers

Fact Sheet | ingenieur.de

**ingenieur.de** is the innovative German-language engineering portal. The digital platform of INGENIEUR.de offers job exchange and news portal with a large career and technology magazine. In the category Careers are monthly a large number of students of engineering.

**ingenieur.de** is part of VDI Verlag, the leading media company for engineers and technical specialists and executives.

*VDI Verlag* is part of the Association of German Engineers (VDI). The VDI is one of Europe's largest associations for engineers and scientists with 140,000 members.

## Key data

### Target group

- Students from all engineering disciplines

### Topics and sections

- Technology
- **Career**
- Jobs
- Recruiting Day
- Trade Media
- Entertainment



### Traffic

Page Impressions	1.364.912
Visits	849.466
Uniques	510.000
Newsletter	40.000



# Messen.de – Subject area Human Resources and Training

Factsheet | Messen.de (Subject area Human Resources and Training)



**Messen.de** is a free, editorially maintained trade fair calendar for companies and private customers who act as trade fair visitors or exhibitors.

## Key data

### Target group (in the subject area career)

- Pupils and students
- Trainee
- Young Professionals

### Topics and sections

- Career Day
- Graduates' Fair
- Youth Education Fair
- Job Fair



### Anteiliger Traffic\*

Page Impressions

Visits



429.030

173.225

\*Traffic represents a quarter of the total traffic on messen.de



**mystipendium.de** has – within a few years – managed to become one of Europe's biggest platforms for scholarships and is helping today millions of students to receive one. Via matching procedures the search for a suitable scholarship is reduced significantly. With about 15,000 scholarship programmes totalling 27 bn Euro per year and 5.1 mio. users mystipendium.de is the biggest scholarship platform in Germany.

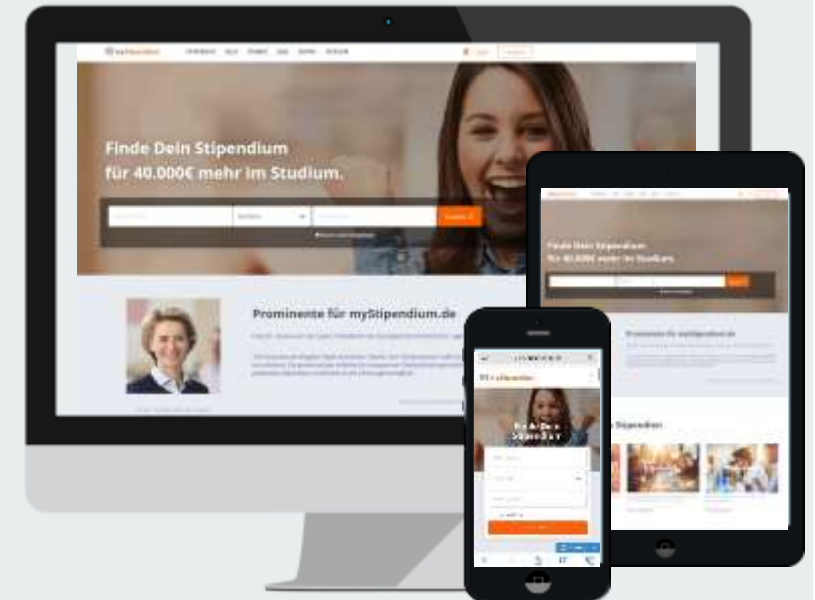
## Key data

### Target group

- High school graduates
- Students
- PhD students

### Topics and sections

- Scholarships
- Scholarships abroad
- More money in your studies
- Internship
- BAföG
- Application



### Traffic

Page Impressions	339.617
Visits	79.910
Uniques	69.921

# The orientation portal for high school graduates

Fact Sheet | nach-dem-abitur.de



**nach-dem-abitur.de** gives pupils and high school graduates inspiration, tips & orientation on important topics such as school, study, career entry and career. The portal offers information about stays abroad, life planning, lifestyle & self-management.

What are the advantages of studying compared to an apprenticeship, what are the disadvantages? Questions that arise for young people in the time between school and work are answered here. E.g. how to finance one's education?

## Key data

### Target group

- Between 16 and 30 years
- Pupils
- High school graduates
- Young people in orientation

### Topics and sections

- Decision support (measuring, consulting)
- Abi + (Bafög, learning tips)
- Education and career (internship, job search)
- Studies (universities, financing, part-time jobs, student life)
- Abroad (Work & Travel, language trips)



### Traffic

Page Impressions	33.754
Visits	18.279
Uniques	8.922

# The career choice portal for pupils

Fact Sheet | schuelerpilot.de



**schuelerpilot.de** makes students ready for the future. With a career choice test, which includes personal strengths and interests in addition to school performance, the site provides decision-making aids for career entry. In addition, the site offers comprehensive information about apprenticeships, applications, courses of study and the financing of the desired training path.

An up-to-date NC Numerus Clausus database and an Abi calculator round off the orientation aid for pupils perfectly.

## Key data

### Target group

- Between 15 and 19 years
- Pupil
- High school graduates
- Young people in orientation

### Topics and sections

- School
- Training
- Study
- Dual studies
- Foreign countries
- Application
- Dwell
- Scholarships



### Traffic

Page Impressions	96.332
Visits	44.199
Uniques	36.266

# The expert portal for studying

Fact Sheet | studium-ratgeber.de



**studium-ratgeber.de** is the expert portal for Study, Job & Career, Student life, foreign countries & Work and Travel.

The young target group is provided with all information on universities, disciplines as well as study financing tips and stays abroad. There are a variety of articles and experience reports that present the different possibilities during your studies. Numerous tips and recommendations from the editors round off the portfolio

In addition, there is a forum on the site where prospective students and students can exchange ideas among each other.

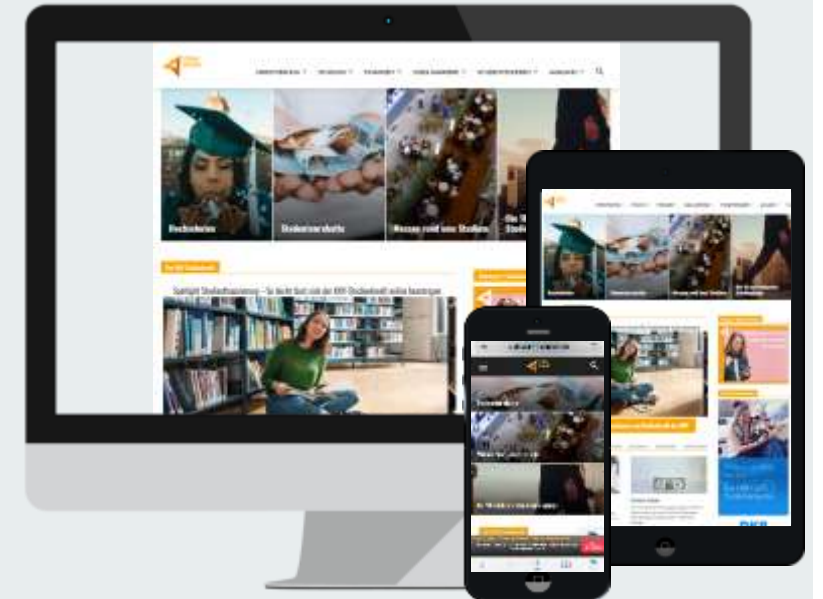
## Key data

### Target group

- Between 16 and 30 years
- pupils
- High-school graduates
- Young people in orientation

### Topics and Sections

- Study
- Finances
- Job & Career
- Student life
- Travel
- Hybrid library



### Traffic

Page Impressions	34.999
Visits	21.533
Uniques	19.380



# t3n.de - The leading medium of the digital economy

Factsheet | t3n.de

**t3n**, the magazine of the digital economy, highlights current developments and trends in the digital economy online and in its quarterly print magazine.

The editorial team provides in-depth and practical information on pioneering technologies, digital marketing, e-commerce and ground-breaking future topics.

**t3n** provides the relevant information for success and innovation in the digital economy.

**t3n** offers useful content for a unique, committed community: web workers, designers and developers, entrepreneurs and managers, marketers, merchants and media makers.

## Key data

### Target group

- CTOs/CIOs, freelancers, startups, founders
- Decision makers IT
- Online marketers, SEO/SEA consultants
- E-Commerce-Manager, Early Adopters
- Web developer, -master, -designer
- Social Media Manager, Content-Manager

### Topics and sections

- **t3n Audience Recruiting**
- **Working environment**
- **Newsletter Career & Management**
- Marketing
- Hardware & Gadgets
- Startups & Economy
- E-Commerce
- Mobility



### Traffic

Page Impressions	600.000
Visits	342.857
Uniques	119.345
Newsletter	6.700

# The website network for students

Fact Sheet | unicum.de

UNICUM.de

**unicum.de** is the website for students and graduates and has been offering useful services for studying and starting a career since 1995. **UNICUM-Abi.de** services range from celebrity interviews and exam tips to study and career orientation. UNICHECK offers prospective students orientation for choosing the right course of study with the help of degree programmes and university profiles as well as an advice section. The **UNICUM Career Center** is the online career portal for high school graduates, students and graduates and offers the best free job aptitude test according to Stiftung Warentest.

Unicum.de is offered in cooperation with Unicum Digital GmbH and can be booked as part of a trading agreement in the channel Training and Career at businessAD.

## Key data

### Target group

- High school graduates
- Student
- Graduates
- Young Professionals

### Topics and sections

- Abi... And then?
- Life
- Entertainment
- Student life
- Studies A-Z
- Studying successfully
- Bachelor/Master
- Career Center



### Traffic

Page Impressions	862.499
Visits	566.991
Uniques	460.000

# Unideal.de – The students' bargain advisor

Fact Sheet | unideal.de



**unideal.de** is a collection of the best deals and discounts for students from more than 2,000 shops. In addition, unique deals and offers from the areas of fashion, furniture, electronics, food & drink, leisure, tariff check, finance, insurance, mobility and travel are regularly presented. In the magazine, the in-house journalists present the best tips and tricks as well as their personal recommendations.

## Key data

### Target group

- Students

### Topics and sections

- Credit notes
- Bargain Guardian
- Unique Deals
- Sustainable deals
- Student bargains
- Magazine



### Traffic

Page Impressions	9.124
Visits	4.942
Uniques	3.294

# Uniturm.de - The free knowledge network for students

Fact Sheet | uniturm.de



**Uniturm.de** is the largest German-language learning portal for students. Since 2007, more than 10,000 summaries, exercises and exams have been made available for free download. The knowledge content is provided on the platform by students for students. Furthermore, users can also ask questions directly to their fellow students and exchange ideas about study-relevant topics. The magazine also provides helpful information about school, study, university life and work. Further offers are the free study choice and career choice test, the NC calculator and a job exchange.

## Key data

### Target group

- prospective students
- Students
- Young people in orientation

### Topics and sections

- Home page
- Fan
- Topics
- Premiums
- Help
- Magazine
- Jobs
- Educational Software
- Choice of study
- Credit notes



### Traffic

Page Impressions	64.021
Visits	34.921
Uniques	21.825

# The online portal for career choice

Fact Sheet | [welcher-beruf-passt.org](http://welcher-beruf-passt.org)

[welcher-beruf-passt.org](http://welcher-beruf-passt.org)

**Welcher-beruf-passt.org** is an online portal that offers people in career orientation information on a wide variety of professions. Furthermore, everyday working life, training, salary prospects and further training opportunities as well as further perspectives within the respective professions are described in detail. The offer is rounded off with an orientation test to identify the right profession for everyone.

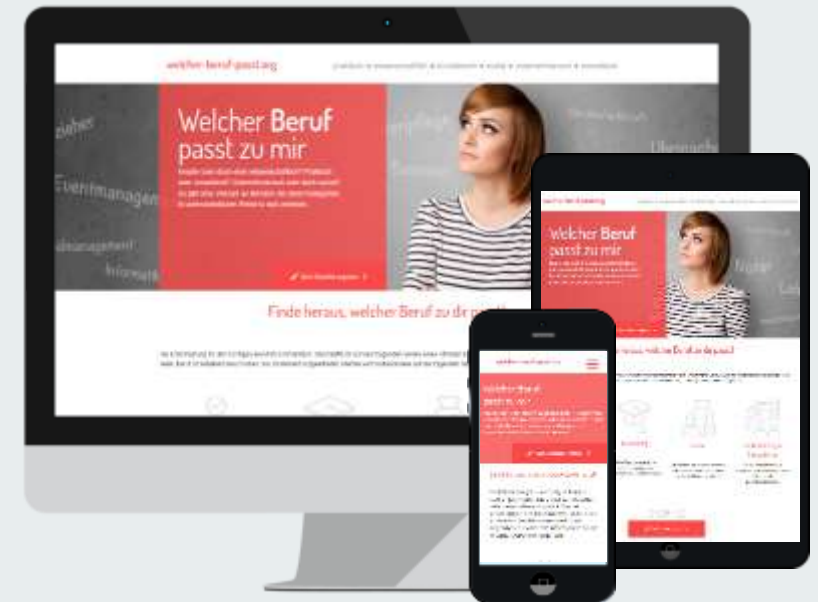
## Key data

### Target group

- Teenager between 15 to 19 Years
- Pupils
- High school graduants
- Young people in orientation

### Topics and sections

- Practical
- Scientific
- Artistic
- Social
- Entrepreneurial
- Administrative



### Traffic

Page Impressions	16.237
Visits	9.417
Uniques	8.119



# Gabler Wirtschaftslexikon Online – The knowledge of the experts

Factsheet | Gabler Wirtschaftslexikon | [wirtschaftslexikon.gabler.de](http://wirtschaftslexikon.gabler.de)

GABLER WIRTSCHAFTSLEXIKON  
Das Wissen der Experten.

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.

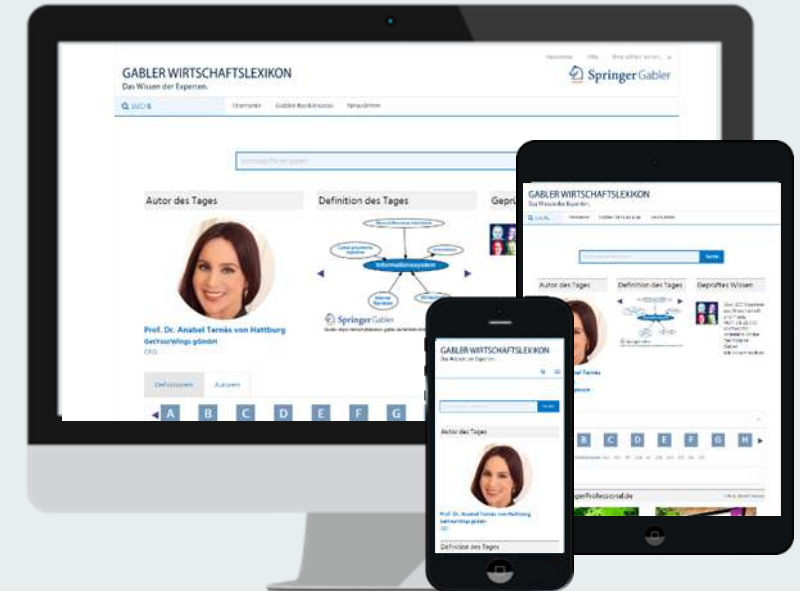
## Key facts

### 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	919.814
Visits	658.038
Uniques	570.000



# Rates 2025 | Channel Education & Career

## Display Multiscreen



Display Multiscreen	Channel Rotation
Billboard / Sitebar + Mobile Interscroller	90 €
Billboard / Sitebar + Mobile Halfpage Ad	85 €
Wallpaper/Halfpage Ad + Mobile Interscroller	75 €
Wallpaper / Halfpage Ad + Mobile High Impact/Mobile Halfpage Ad	70 €
Adbundle + Mobile Medium Rectangle	28 €
Native AD IN	65 €
Native AD OUT	60 €
Outstream Video Ad	55 €

All prices are exclusive of VAT and are AE-capable.  
Amounts in TKP unless otherwise stated. Expandables with 25% TKP markup.

# Rates 2025 | Channel Education & Career

Display Desktop



Display	Channel Rotation
Homepage Takeover	120 €
Double Sitebar / Cinema Ad	105 €
Fireplace	95 €
Sitebar Ad	85 €
Billboard Ad	85 €
Wallpaper	85 €
Halfpage Ad	65 €
Premium Ad Package (Billboard, Wallpaper, Sitebar)	80 €
Medium Rectangle	45 €
Skyscraper	33 €
Superbanner	33 €
Ad Bundle	27 €
<p>All prices are exclusive of VAT and are AE-capable. Amounts in TKP unless otherwise stated. Expandables with 25% TKP markup.</p>	

# Rates 2025 | Channel Education & Career

Display Mobile



Display Mobile	Channel Rotation
Roadblock XXL – High Impact Ad + Interscroller	115 €
Mobile Interscroller	100 €
Interstitial	90 €
Mobile Cube Ad	90 €
Roadblock XL – High Impact Ad + MMA 4:1 Ad Adhäsiv	65 €
Mobile Halfpage Ad	50 €
Mobile High Impact Ad / Premium Rectangle	50 €
Mobile Medium Rectangle	40 €

All prices are exclusive of VAT and are AE-capable.  
Amounts in TKP unless otherwise stated. Expandables with 25% TKP markup.

# Conditions and specifications

## Rates | Discount

Volume discounts*	
Ab 20.000 €	3 %
Ab 50.000 €	5 %
Ab 75.000 €	10 %
Ab 100.000 €	12 %
Ab 200.000 €	14 %
<small>* are granted depending on any cash- / in-kind discounts. Our terms and conditions are at <a href="http://www.businessad.de/agb">http://www.businessad.de/agb</a></small>	
Minimum booking volume: 1.000 € (AE-netto)	
TKP-Surcharge	
Expandables	25 %
Video-Ads	10 %

## Technical specifications

<http://www.businessad.de/technische-spezifikationen>

## Deadlines and advertising material delivery to [banner@businessad.de](mailto:banner@businessad.de)

Three working days before switching; five working days for content marketing

## Redirect: Third-Party-Advertising possible

## Targeting: many Targeting-Options

- Regional / National (A, CH)
- Temporary
- Browser
- Operating system

## Quality control

- Optimized campaign monitoring
- Transparent Reporting





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FOR INTERNATIONAL INQUIRIES PLEASE CONTACT OUR GERMAN HEADQUARTER

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