Founding and expansion:

Economy was already founded in 1999 as a web-based information-, service- and event-platform, dealing with the main-topics of business-oriented technology and innovation for companies and administration. From 2005 Economy has also appeared as a printed Weekly-Newspaper with a circulation of 30.000 (ÖAK Audit). The EU-Commission nomintates the platform out of 162 European ICT-Initiatives for Industry & Research as a EU-Modelproject. 58.000 readers and 6.600 decision-makers are counted by Media-Analysis (MA and LAE) as the latest current coverage for the printed magazine. Austrian Webanalyse counts 7.214 Un. Clients & 16.633 PIs as the first range for the internet-magazin. In 2011 both titels were merged into the current Internet-Magazin and the channels “Economy” & “Research” were introduced. In 2015 followed a complete technical, graphical and editorial relaunch of portal and magazine and its appearences on Facebook, Twitter and Google Plus. The channels “Service” and “Life” were additional founded and introduced. 2016 Economy publishes as the first Internet-Businessmagazin in Europe an own Video-Channel with Best Practice for business innovations, applied F&E-Projects and News in Business & Tech. From 2019 on (longer) Doku-Videos followed.

Editorial Philosophy:

On the basis of a social and educational promted national-economy, economy occours for an internationally competitive business and research location in Austria. Economy adresses decision-makers from today and tomorrow which appreciate sustained journalism and enjoyment with usefull informations, especially “out of home”.

“We are the only medium with its sole focus on the subjects of education, innovation and business and the sole focus to decision-makers. As an additional service to our readers and users, no traditional online-advertising exists on economy. On the contrary, we offer the advertising-industry new communication-forms of Content- and Native Advertising. This ads are placed precisley in a suitable topic environment, without wastage in reaching the target group of decision makers.

Christian Czaak, editor.

Circulation:

48.165 Unique Clients
136.221 Page Impressions (monthly average)
23.409 Subscribers Newsletter (Status 30.06.20)

Sources: Google Analytics, Sproutsocial, Facebook Page Reports & Target Analytics, economy.at (Surveytime: 01.01.20 till 30.06.2020)

Demography Readers & Users

<table>
<thead>
<tr>
<th>Gender and age</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>male</td>
<td>56 %</td>
</tr>
<tr>
<td>female</td>
<td>44 %</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Profession</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>in education</td>
<td>23 %</td>
</tr>
<tr>
<td>employer</td>
<td>28 %</td>
</tr>
<tr>
<td>employee</td>
<td>49 %</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Education</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary school</td>
<td>2 %</td>
</tr>
<tr>
<td>Technical College / Professional School</td>
<td>6 %</td>
</tr>
<tr>
<td>Examen / College</td>
<td>38 %</td>
</tr>
<tr>
<td>FHS / University</td>
<td>54 %</td>
</tr>
</tbody>
</table>
Advertising Formats and Rates:

Content Ad on Frontpage plus Story on a Channel-Site (e.g. Technology or Business)

Package-Range: Frontpage: Image + Text max. 100 bookmarks, Channel: Image + Text max. 1.000 marks (plus Link)

Publishing-Time: 1 Week minimum (each from Tuesday till Monday)

Rate: 900,- (Prolongation-Week 600,-); inclusive Enquiry/Production
Advertising Formats and Rates:

Content Ad as Header of the Newsletter with Link/s to external Landing-Page/s

Text-Range: maximal 200 bookmarks
Publishing-Time: 1x each Tuesday or Friday (23,409 subscribers; per 30.06.2020)
Rate: 900,-; inclusive Enquiry/Production; Package-Discount: 3 + 1 free or 5 + 2 free

Content Ad on Channel-Site

Package-Range: Image + Text around 1,000 bookmarks (incl. external Link)
Publishing-Time: 1 Week minimum (each from Tuesday till Monday)
Plus: 1x separate Publishing over economy/Facebook
Rate: 500,- (Prolongation-Week 350,-); inclusive Enquiry/Production of Content and Images
Native Ad as Story-Header in the Newsletter plus Story on Channel-Site

Package-Range: Newsletter with max. 200 bookmarks, Story Channel: Image + Text rd. 2,000 marks (+ external Link)

Publishing-Time: 1 Week minimum (each from Tuesday till Monday); Newsletter 1x on Tuesday or on Friday

Plus: 1x separate Publishing over economy/Facebook

Rate: 1.100,- (Prolongation-Week 700,-); inclusive Enquiry/Production Content and Images
Advertising Formats and Rates:

Native Ad on Channel-Site

Package-Range: Image + Text max. 2,000 bookmarks (incl. external Link)

Publishing-Time: 1 Week minimum (each from Tuesday till Monday)

Plus: 1x separate Publishing over economy/Facebook

Rate: 700,- (Prolongation-Week 500,-); inclusive Enquiry/Production of Content and Images

Native Video Ad on Channel-Site

Package-Range: Videoformat (Length max. 5 Minutes; z.B. Company-Portraits, Customer-References, Interviews)

Publishing-Time: 1 Week minimum (each from Tuesday till Monday)

Plus: 1x separate Publishing over economy/Facebook

Rate: 3,900,- (Prolongation-Week 1,800,-); incl. Enquiry/Production and the Rights for own/further Utilization

Any further combinations between Content-, Native-Ad & Newsletter are possible, also individual Packages. All rates without taxes and discounts.

Economy Publishing Ltd. | Am Berg 3, 3470 Engelmannsbrunn | Tel.: +43/2279/27392 | Fax-DW 20
Managing Director: Christian Czaak | Tel.: +43/(0) 699 - 100 29 094 | christian.czaak@economy.at
Advertising & Cooperations: Tristan Rohrhofer | Tel.: +43/(0) 699 - 100 25 440 | anzeigen@economy.at www.economy.at