

We connect brands with people



Customized Communication

Solutions For Your Company's Success



Number 1 in the South: Austria's Daily Companion

The Kleine Zeitung is the second-largest daily newspaper in Austria and, with 18 regional editions, by far the number one paper in Styria, Carinthia and East Tyrol. With a subscription rate of 97 percent, it has an outstanding reader-paper relationship and reaches approximately three-quarters of all decision-makers.

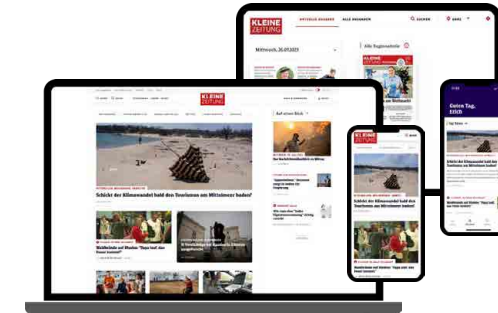


Social Media

The Kleine Zeitung reaches its readers and customers with its own [TikTok](#), [Instagram](#) and [Facebook](#) accounts. The “Kleine Zeitung Next” focuses particularly on the young audience.

My Kleine Zeitung

**Independent quality journalism and
a clear commitment to regionality:
The Kleine Zeitung is the leading media
in Styria and Carinthia.**



Comprehensive Orientation on the Web and in the App

Since 1995 the Kleine Zeitung has been present in the digital world. It is constantly being upgraded and optimized for the habits of our users. The website and app are committed to enhancing orientation. The perfect complement: All 18 regional editions are available as an e-paper.



Digital Diversity for Special Interests

Special needs call for special formats – and the Kleine Zeitung accommodates this with its own portals: with the health page “[lebexund.jetzt](#)”, the [children's newspaper website](#), the [obituary portal](#) and the [voucher platform](#).

Media Data Overview

The Kleine Zeitung is not only the largest daily newspaper in the south with a subscription rate of 97.3 percent⁴. With 62,000 subscribers⁵, it also ranks number one in Austria regarding digital subscriptions. An overview of the latest media data.

COVERAGE DECISION-MAKERS¹

Kleine Zeitung	74.4%
Kronen Zeitung	37.4%
Der Standard	20.9%
Die Presse	20.4%
Kurier	16.0%

COVERAGE PRINT²

38.2% 459,000 daily readers in Styria
39.1% 197,000 daily readers in Carinthia

656,000
 DAILY READERS
 NATIONALLY²

COVERAGE DIGITAL³

50.3% 498,000 unique users in Styria
50.9% 232,000 unique users in Carinthia
28.2% 1,985,000 unique users nationally

246,000
 DAILY USERS
 ON DIGITAL
 PLATFORMS³

CIRCULATION⁴

	National	Styria	Carinthia
Sold circulation	256.834	174.513	82.321
Subscription circulation	249.990	170.008	79.982
Print circulation	231.459	154.458	76.981

¹ LAE 3.0 2021. Styria/Carinthia. The average Austrian decision-maker is 48 years old, has been with their company for 17.1 years, is married and has a net income of € 4,576.40 per month.

² MA 2022. Survey period: January to December 2022. Coverage in readers per edition. Basis: national, Styria and Carinthia, weekdays

³ ÖWA 2023-I. Individual offer per month, population of Internet users

⁴ ÖAK 1st half year 2023, Mon.-Sat., subscription and sold editions including e-paper

⁵ ÖAK 1st half year 2023, Mon.-Sat., subscription and sold editions including e-paper as well as internal report digital subscription "Kleine Web plus App" (excl. e-paper access)

Regional Rootedness

Regionality is deeply embedded in the DNA of the Kleine Zeitung. Seventeen locations and 18 regional editions (ten in Styria, eight in Carinthia and East Tyrol) ensure proximity and deepen the dialogue between the people and local businesses in the regions.



Corporate Social Responsibility

Corporate Social Responsibility (CSR), aka sustainability, has always been a major focus for the Kleine Zeitung. As a media enterprise, we regard social responsibility as a core principle of our company.

Turn Old into New

The Styria Print Group, where the Kleine Zeitung is printed, **recycles about 1,200 tons of paper every year**. The percentage of recovered paper of the types of paper used amounts to up to 90%. Incidentally, one paper fiber can be reused up to seven times.

Electricity from 100% Hydropower

Our printing facilities source their electricity from **100% local hydropower** and eco energy. The two new efficient and, thus, energy-conserving printing machines in Graz-Messendorf use less ink.

Smaller Carbon Footprint

Transportation routes are kept to a minimum at our printing facilities. In addition, a special cooling system in the printing process ensures that **45 tons of carbon dioxide are conserved annually** compared to traditional facilities.

Added Value in Austria

The Styria Print Group is among those Austrian companies authorized to bear the “Printed in Austria” seal of quality, thus guaranteeing that **100%** of the printing process takes place **in Austria**. Jobs are secured and the added value stays in the country.



Quality from the Printing World Champion

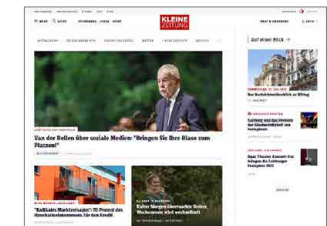
For years the Styria Print Group has been listed in the **exclusive ranking of internationally distinguished coldset printing facilities** (WAn-IFRA Star Club). This highest distinction in the industry documents consistent print quality from the first to the last edition.

119 Years as a Media Partner

On November 22, 1904, a Tuesday, the first edition of the Kleine Zeitung was published – as a politically independent newspaper. Even back then we were regarded as a partner of the advertising industry.

Dieses Blatt eignet sich zum Inserieren vorzüglich!

(This paper is exceptionally suited for advertising!)

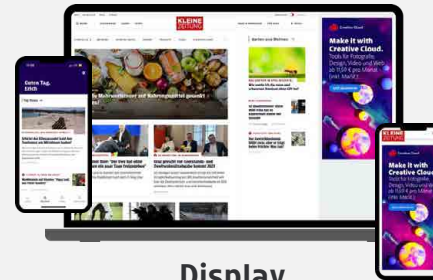


29 years in the digital world: the Kleine Zeitung website from 1995 to today

119 years of printing experience: front pages of the Kleine Zeitung from 1904 to today

Digital Solutions

Credibility and brand awareness of the Kleine Zeitung: Profit from an image transfer to your company and product. Studies have shown that the platforms of the Kleine Zeitung reach the target audiences with the highest purchasing power.



Display

Online advertising needs to reach its target audience: The Kleine Zeitung conveys the right message to the desired user at the right time.



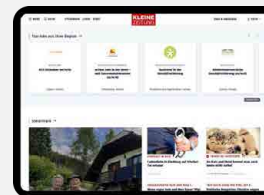
E-Paper

Attention-grabbing intermediate pages, links or entire supplements: There are many different options when it comes to e-paper.



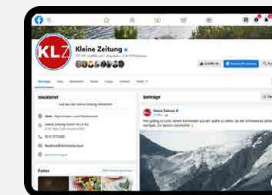
Native

Content is king: from harmoniously inserted advertorials to various sponsored stories with defined objectives and entire special topics..



Ticker

Advertising in motion: Job, Real Estate, Travel and Voucher tickers revolve among the content.



Social Media

Instagram, Facebook, TikTok: The Kleine Zeitung knows how to intertwine your campaigns with social networks.



Audio & Video

From customized podcasts to company videos: Sights and sounds are imprinted on your memory.

Print Solutions

The best aspects of your company:
The communication options are just as
individual as your advertising objectives.



18 Regional Editions Daily

The Kleine Zeitung is published daily (with the exception of Monday) in a total of 18 different regions in Styria and Carinthia. By placing an ad in the regional section of your area, you'll be able to reach your target audience right at home.



Austria's Largest Provincial Newspaper

The Kleine Zeitung makes you seen. Wherever you want, however you want and whenever you want. From Monday to Sunday, from Politics and Chronicles to Sports and Culture – maximum impact is guaranteed.

Trade Solutions

Varying demands, customized solutions: for the Career, Travel, Real Estate, Mobility and Health sections.



Young Audience

Austria's only weekly newspaper for children ages six to twelve conveys interesting information in a child-friendly manner.



Versatile Special Interests

Magazines from most varying areas of life enrich the print portfolio of the Kleine Zeitung. Its great thematic focus provides an ideal advertising environment.

Special Inserts & Co.

Whether as a separate insert or an integrated special interest section in the newspaper, as a jacket around the newspaper or with a tip-on card on the newspaper – your advertising messages are sure to catch the eye of your customers right at the breakfast table.



Classic Inserts

Crucial in the communication mix: Your special inserts in the Kleine Zeitung will be ready and waiting for your customers at the breakfast table in the morning – just as you wish – from Monday to Sunday. “No-advertisement” households aren’t a problem: Unlike direct mail, the Kleine Zeitung reaches these customers as well.

Jackets

Communication at first glance: The jacket around the Kleine Zeitung newspaper is the first attention-grabber of the day.



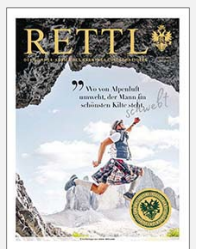
Tip-on Cards

Whether as an invitation to an in-house fair, as a voucher or a reply card: The tip-on card on the front or back page of the Kleine Zeitung can’t be overlooked.



Integrated Special Interest Journal

Printed along with the daily newspaper, the integrated special interest journal is recognized as a prominently placed integral part of the Kleine Zeitung.



Rates 2023

From digital to print, from integrated special interest sections to jackets – the entire product portfolio of the Kleine Zeitung as well as all rates can be found in the well-organized booklet for 2023.

- **Media Data:** a compact overview of LAE to ÖWA
- **Digital:** Display, Content, Audio & Video
- **Print:** placement options and regional editions
- **Trade Solutions:** Health, Career, Mobility, Real Estate and Travel
- **Young Audience:** Kleine Kinderzeitung (children's newspaper), Pausenzeitung (newspaper for school recess), Kleine Zeitung Next
- **Special Inserts:** special inserts, jackets, tip-on cards
- **Plus:** service information, specifications, contact information



WEB



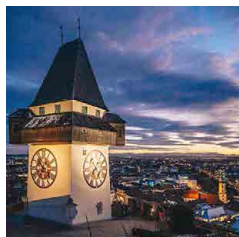
DIRECT DOWNLOAD



ONLINE CATALOGUE



Advertising consultants in your area



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WEB



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