

# kress pro

Mediapack

# kress.de



# 2026

# FACTS AND FIGURES

## kress.de – Home of Publishing

Top personalities, exclusive stories, exciting debates, surveys with high interaction rates: At kress.de - the media service, media professionals never miss anything important from the world of publishing.

The kress.de archive is one of the largest in the industry. Texts from kress.de and kress pro, the magazine for media executives, can be searched in full text back to 1966.

An important part of kress.de is also the Köpfe, a personal database with over 30,000 entries of people from the media and communications industry. The heads are valued as a mini media Xing because they are quick and easy to use - and appear prominently on Google.

Jobs also have a prominent place on kress.de. Media professionals can find the latest job vacancies from the industry there and can subscribe to several job newsletters so that they never miss a top job again.

## kressexpress – one of the most popular newsletters in the industry

The most important news from the media industry - delivered directly to your inbox once a day as a newsletter. The free kressexpress is currently sent to around 40,000 addresses from Monday to Friday. The opening and click rates are well above the industry average.

## kress.de – a strong community

kress.de has built up a large, active community on LinkedIn with over 18,000 followers. The business platform is updated daily by the editorial team with personal details, stories and surveys. The media service is followed by 28,000 users on Facebook. kress also has a social media presence on WhatsApp and Threads.

kress pro	
File Delivery	by E-Mail to ines.herrera@oberauer.com
Technical formats	Please send your PDF-file (min. 400 dpi, PDF/x-4 2008) in high resolution and all fonts embedded
Colorprofile	PSOcoated v3 (ISO 12647-2:2013). Other colour profiles (e.g. RGB, Pantone, HKS, etc.) will be converted to CMYK, wich can lead to colour changes.
Colour	Euroscale
Print	Offset
Format	210 x 280 mm (B x H)
Trim size	185 x 249 mm (B x H)
Bleed	+3mm (all sides)
Binding	Adhesive Bond (Depending on your advertising design, include 4-6mm in the layout.)
Screen	80
Printrun	3.500
Print circulation	3.310

kress.de	
Visits	419.042
Page Impressions	591.707
Unique Users	328.688
Newsletter	38.000
Booking Deadline	Five days before publication
Booking term	One week, starting Sunday 12 p.m.
File Delivery	Three days before publication to mediadigital@oberauer.com
Technical formats	Please send your files in GIF, JPG, PNG or HTML5*. Animated banners can't be placed in the newsletter
Maximum file size	HTML5: Polite 60 KB, max. 199 KB reload; GIF/ JPG/PNG: max. 500 KB
Cancellation	due to ToS

\* Requirements for HTML5:  
[support.google.com/dfp\\_premium/answer/7046799?hl=de](https://support.google.com/dfp_premium/answer/7046799?hl=de)

## Website

Formats	Size in Pixel	Rates in €/week
Topbanner ( Pos. 1 or 2)	970 x 250, 300 x 100	2.680,00
Content Ad ( Pos. 3)	300 x 250	2.490,00
Half Page Ad ( Pos. 3)	300 x 600	2.990,00

## Newsletter Ad Formats

Formats	Size in Pixel	Rates in €/week
Banner	590 x 400 (max. height)	2.990,00

Formats	Size in Pixel	Rates in €/per day
Headbanner	590 x 400 (max. height)	1.200,00
Banner	590 x 400 (max. height)	950,00
Stand Alone Newsletter	An exclusive stand alone mailing with your content, pictures, links and optional space for advertisements. Your mailing will receive the full attention from about 44.000 subscribers.	3.640,00

Sponsored Post	Requirement	Rates in €
The post is published in the website's newsfeed and moves down over time. This is integrated into the editorial environment. The post will also be sent once in the newsletter.	<ul style="list-style-type: none"> <li>Title approx. 50 characters</li> <li>Introduction approx. 150 characters (without spaces, text max. 3,000 characters)</li> <li>Image format size 825 x 825px (Several cover images possible, scroll further using arrows)</li> <li>Several links in the text possible</li> <li>Delivery of the content at least 3 working days before publication</li> <li>The start of publication can be freely chosen</li> </ul>	4.990,00

## Packages

### Premium package

1/1 Site Print + 1 Content Ad Website + 2 Banner Newsletter

Rates in €/week 8.990,00

### Online package

1 Content AD Website + 1 Banner Newsletter + 1 Stand Alone Newsletter

Rates in €/week 6.990,00

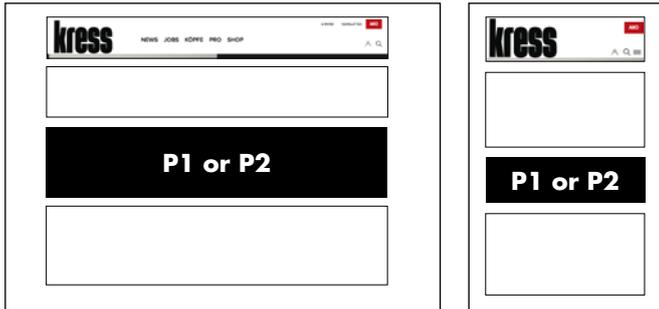
You will receive the „kressexpress“ newsletter every working day.  
All rates in Euro plus VAT

valid from 2026-01-01

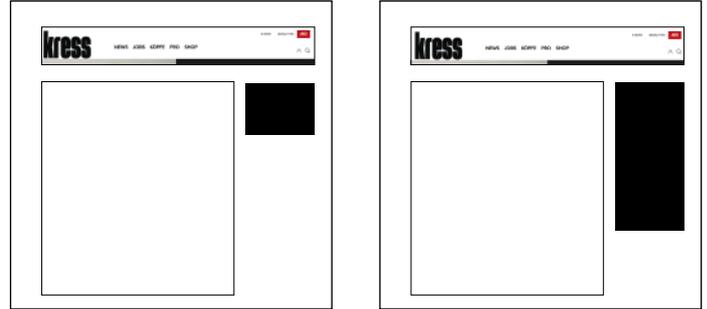
# kress.de Digital Ad formats Placements Website

Website

## Topbanner



## Content Ad or Half Page Ad



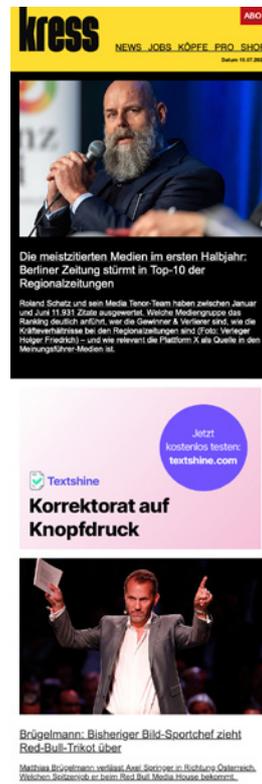
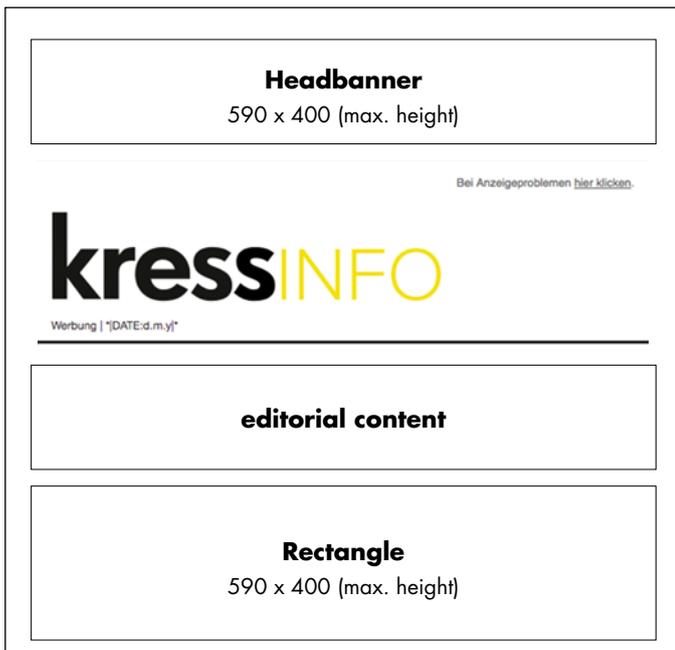
### Formats

970 x 250, 300 x 100

### Formats

300 x 250 or 300 x 600

Newsletter

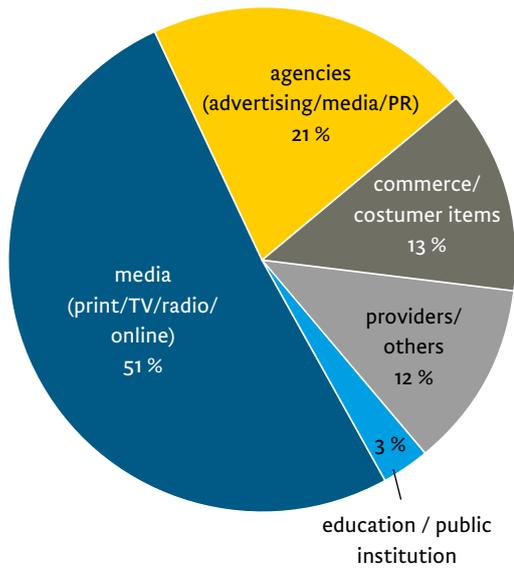


All data in pixels

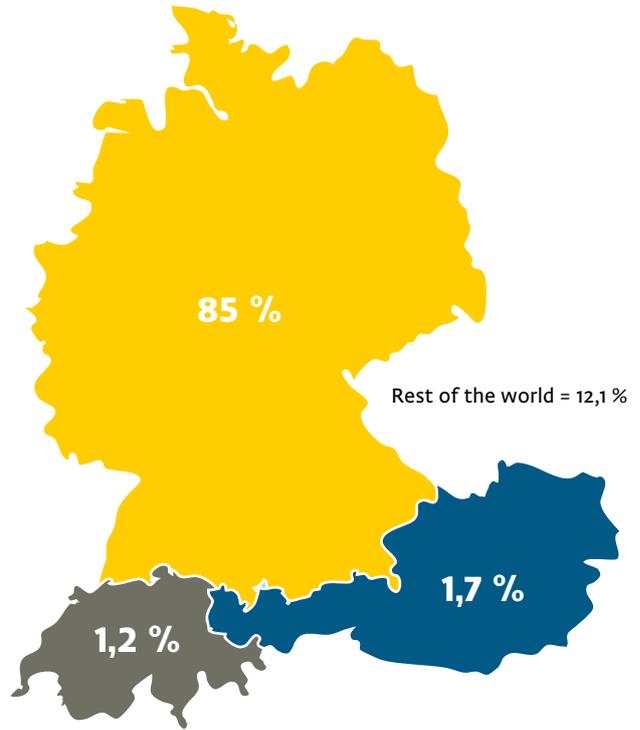
valid from 2026-01-01

# FACTS AND FIGURES

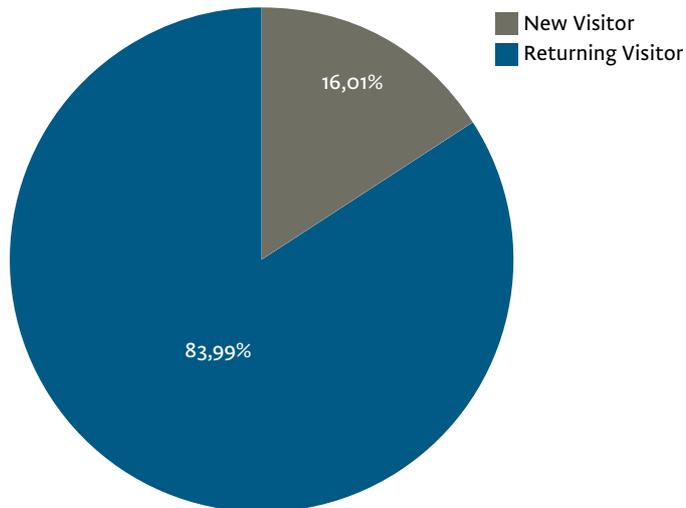
## Demographic and geographic readership structure



Source: Rating on the base of distributions.



## Online readership structure



Source: Google Analytics, september 2022

valid from 2026-01-01

# TERMS AND CONTACT

Issue	Booking deadline	Copy submission	Release date	Topics
<b>01/2026</b>	2026-02-05	2026-02-09	2026-02-19	Employer Ranking / Employer Branding
<b>02/2026</b>	2026-03-12	2026-03-16	2026-03-26	AI Tools for Content and Publishing
<b>03/2026</b>	2026-04-09	2026-04-13	2026-04-23	Marketing: AI for Campaign Planning & Management
<b>04/2026</b>	2026-05-04	2026-05-11	2026-05-22	Content Management Systems / Video Production for Publishers
<b>05/2026</b>	2026-06-11	2026-06-15	2026-06-26	Digital Service Providers
<b>06/2026</b>	2026-07-09	2026-07-13	2026-07-23	Media Innovation Lab & European Publishing Congress
<b>07/2026</b>	2026-09-03	2026-09-07	2026-09-17	Data Analytics / Audio: Podcasts and More
<b>08/2026</b>	2026-10-01	2026-10-05	2026-10-15	Young Leaders / Marketing: Programmatic Advertising
<b>09/2026</b>	2026-10-29	2026-11-02	2026-11-12	Sales: Paywall Optimization
<b>10/2026</b>	2026-11-26	2026-11-30	2026-12-10	Kress Awards & Media Manager of the Year

## Editor-in-Chief

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## Sales Manager

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## Readerservice

Readerservice  
phone: +43 6225/27 00-0  
vertrieb@oberauer.com  
free servicehotline: 0800/2 700 222

valid from 2026-01-01

# ADVERT RATES

## Formats single pages

	full page (width x height) + bleed*	type area (width x height)	Rates in €
1/1 Page inner section	210 mm x 280 mm	185 mm x 249 mm	4.680,00
1/1 Page 2. Coverpage	210 mm x 280 mm		4.750,00
1/1 Page 3. Coverpage	210 mm x 280 mm		4.750,00
1/1 Page 4. Coverpage	210 mm x 280 mm		5.050,00
1/2 Page horizontal	210 mm x 140 mm	187 mm x 124 mm	2.965,00
1/3 Page horizontal	210 mm x 94 mm	187 mm x 85 mm	2.375,00
1/3 Page vertical	70 mm x 280 mm	60 mm x 249 mm	2.375,00
1/4 Page horizontal	210 mm x 70 mm	187 mm x 62 mm	2.160,00
1/8 Page horizontal	210 mm x 35 mm	187 mm x 31 mm	2.030,00
Business cards for 6 issues		90 mm x 50 mm	1.875,00

\* bleed: 3 mm on all sides, left inside 5-6 mm

All rates in Euro plus VAT

## Ad Special

Supplements by weight	Rates in €
up to 30 g	3.200,00
up to 50 g	3.450,00
External costs for postage and processing, flat rate	950,00

For higher weight: price on request

The prices for inserts do not include postage and processing costs.

Delivery quantity: Edition of 3,500 pieces

### Delivery address for inserts:

MDS GmbH

Römerstraße 14 | 5400 Hallein | Austria

Tel.: +436245/82816-0



**Inés Herrera-Quiroga**

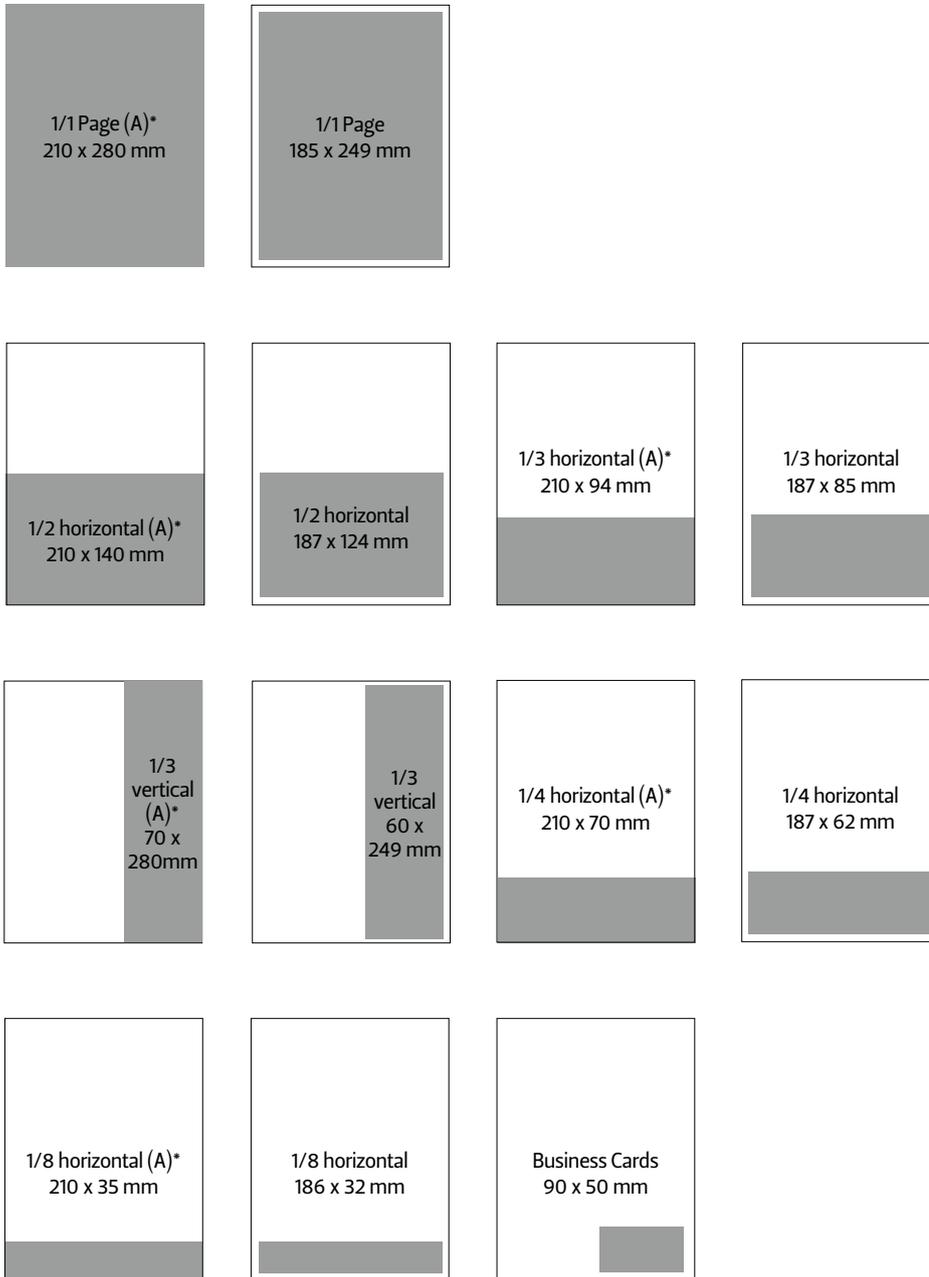
Sales Manager

Tel: +43 6225/27 00-31

ines.herrera@oberauer.com

valid from 2026-01-01

# ADVERT FORMATS



(A)\* bleed: 3 mm on all sides, left inside 5-6 mm

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# PUBLISHER'S DATA

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**Publishing House**                    MEDIENFACHVERLAG OBERAUER  
Johann Oberauer GmbH  
Fliederweg 4  
5301 Eugendorf, Salzburg  
Austria

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**Payment terms**                    Remittance: 14 days net following receipt of invoice.  
Turnover tax-ID-No.: ATU 349 15 900

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**Online**                                    [www.kress.de](http://www.kress.de)

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**Delivery address for  
supplements**                    MDS GmbH  
Römerstraße 14 | 5400 Hallein | Austria  
Tel.: +436245/82816-0

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**Print run**                                average 3.500 copies

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valid from 2026-01-01

# TERMS OF SERVICE

1. An “Ad placement order” within the meaning of the Terms of Service refers to a contract an advertiser or other interested party enters into for the purpose of bringing to the public’s awareness—by way of dissemination—one or several advertisements in a printed publication.
2. The Terms of Service are applicable to all advertising orders accepted by Johann Oberauer Ltd. (the “Publisher” hereafter). Diverging Terms of Service on the part of Principal are invalid, even though the Publisher may not expressly object to them.
3. If in doubt, adverts must be released for publication within the calendar year following a contract’s signing. If the right of release of individual adverts is sanctioned, the publication order must be completed within the calendar year following publication of the first ad; with the proviso the first ad is being released and published within the deadline listed in sentence no. 1.
4. After contract signing, Principal is entitled to release within the agreed upon and/or under fig. 2 named deadline additional ads exceeding the contract’s provisions within the current calendar year.
5. When an order cannot be completed for reasons beyond the Publishers control, Principal may not, irrespective of other legal duties, insist on previously agreed-upon (bulk) discounts but only on those discounts, which would have been granted predicated on an actual purchase.
6. We do not guarantee acceptance of advertisements and outside supplements for certain editions, or certain sections of the publication, unless Principal has expressly made his order contingent on such provision. In section-relevant ads, the Publisher guarantees the ad’s insertion in the specific section without requiring express agreement.
7. Adverts bordering editorial content on at least 3 of their sides and stand removed from other ads, and which for reasons of their design are not recognisable as ads, will be designated “advertisement” by the Publisher.
8. Principal affirms that the content and appearance of his ads will not be in violation of any law, ordinances or other official directives.
9. Publisher reserves the right to reconsider and reject orders and individual releases due to content, providence or technical form in conformity with consistent, objectively justifiable principles when sufficient grounds exist to assume their content to be in violation of the law or official directives or when their publication is unacceptable to the Publisher, even though aforesaid orders or releases had earlier been legally approved. The same extends to orders placed with branch offices, agencies or representatives. Orders for supplements shall be approved only following submission of a sample of the supplement. Supplements easily confused with being an integral part of the publication owing to their design and presentation or which contain ads by third party will be rejected. The Principal shall be promptly notified of such rejection.
10. Timely furnishing of an ad’s content together with proper printer files/templates or the supplements is the Principal’s responsibility. Publisher will immediately call for replacement of obviously corrupted or damaged files/templates or supplements. Publisher represents and warrants the quality of reproduction commensurate with the publication’s specific section and the quality standards of the files/templates provided.
11. Principal shall notify Publisher immediately of any shortcomings concerning the published advertisement.
  - 11.1. Unless stipulated otherwise, Publisher will warrant the print quality of all advertising appearing in its publication and will republish at no cost the upgraded ad if its effectiveness had been impaired or jeopardised owing to insufficient quality.
  - 11.2. In case of a failed upgrade or improvement, Principal may demand a reduction in price or cancellation of the contract. The Principal may also demand damages in accordance with the below-referenced paragraph if the fault lies with the Publisher.
  - 11.3. Additional warranty claims by Principal are excluded, unless compulsory liability applies due to a failure of execution previously guaranteed or an artful hiding of the shortcoming by the Publisher.
  - 11.4. The warranty period extends over three months from the day of publication.
12. Publisher is liable for any damage wilfully caused by him, his legal representatives or proxies up to no more than the monetary value of the order. Publisher also is liable for any damage caused by him, legal representatives or company executives due to grossly negligent conduct. The Publisher also is liable for threats to life, bodily harm and health of others caused by him, his legal representatives and proxies.
  - 12.1. For types of damage other than those enumerated under fig. 12, sent. 3, which was caused by the Publisher, his legal representatives or company executives and resulting from only marginally negligent conduct, Publisher shall be held liable only for the violation of duties crucial for the consummation of contract (cardinal duties). Liability of the Publisher in this instance is limited to typically foreseeable contractual damages.
  - 12.2. In reference to the provisions of fig. 12, sent. 1 and 3, Publisher is liable for assistants not acting as proxies or company executives only when the afore mentioned individuals wilfully violate a contractually essential duty (cardinal duty). Again, Publisher’s liability is limited to typically foreseeable contractual damages.
  - 12.3. All else considered, liability of the Publisher—for whatever legal reason—is excluded. Exempted is any liability stemming from the product liability act and/or other mandated legal fundamentals.
13. Sample proofs are provided only on specific request. Ensuing costs shall be borne by Principal. Principal vouches for the correctness of the returned and revised sample proofs. Publisher will perform all corrections indicated on the sample proof within the set deadline.
14. If no specific instructions as to size were provided, the actual standard, printed height customary for the type of ad will be used as basis for billing.
15. In the event of late payments and deferrals, interest and late charges will become due. Principal reserves the right to cite mitigating circumstances in opposing the level of charges. The Publisher may in case of deferred payment discontinue processing the order until payment is received and demand cash upfront for the balance of adverts. If Principal’s credit worthiness is in doubt Publisher may, even during the contractually assured runtime, block the publication of additional ads without regard to an originally agreed payment arrangement and to make any advance payment contingent on settlement of earlier, still outstanding invoices.
16. Accepted and hence legally binding orders are subject to the following cancellation deadlines and monetary charges:

**Print:**  
**1 week prior booking deadline = 50% of total amount of order.**  
**From the booking deadline = 75% of total amount of order.**  
**From copy submission = 100% of total amount of order.**

**Online:**  
**100% of the contract value has to be paid after receiving the booking confirmation.**
17. On request, the Publisher will furnish a sample of the ad together with the invoice. Depending on order size and type, clippings, individual pages or entire magazines will be made available. If an ad’s sample can no longer be found, a legally valid certification by the Publisher concerning publication and dissemination of the ad will be furnished.
18. Printer files will be returned to Principal upon request only. The obligation of safe keeping old files ceases three months following the expiration of contract.
19. The city of Salzburg shall be place of performance. The city of Salzburg shall be legal venue for any and all disputes and procedures that may arise from the advertising contract, including its effectiveness.
20. Changes and/or additions to the contract must be in writing to become valid. This also pertains to a change in the aforesaid clause.
  - 20.1. The eventuality of some provisions in the contract being redundant or unenforceable will not affect the balance of the contract and leave it undisturbed.