



XING 

XING Media Data

Germany
Austria
Switzerland
("DACH" region)

www.xing.com

XING Media Data – DACH Region

XING – Europe’s No. 1 Business Network

Over 8 million members use XING in 16 languages to do business, find jobs, and pursue a career. Since the 2006 IPO, the XING AG share has established a solid position for itself on the stock market, the first and to date only Web 2.0 company to do so. XING AG is headquartered in Hamburg, Germany, and has local offices based in its key strategic growth markets.

General traffic data (monthly)

More than 8 million unique visitors.

	Page Views	Visits	Unique Visitors
Total in DACH	301 mill.	26.7 mill.	8.1 mill.
Germany	266 mill.	23.5 mill.	7.1 mill.
Austria	20.3 mill.	1.9 mill.	0.5 mill.
Switzerland	14.7 mill.	1.4 mill.	0.5 mill.

Number of members

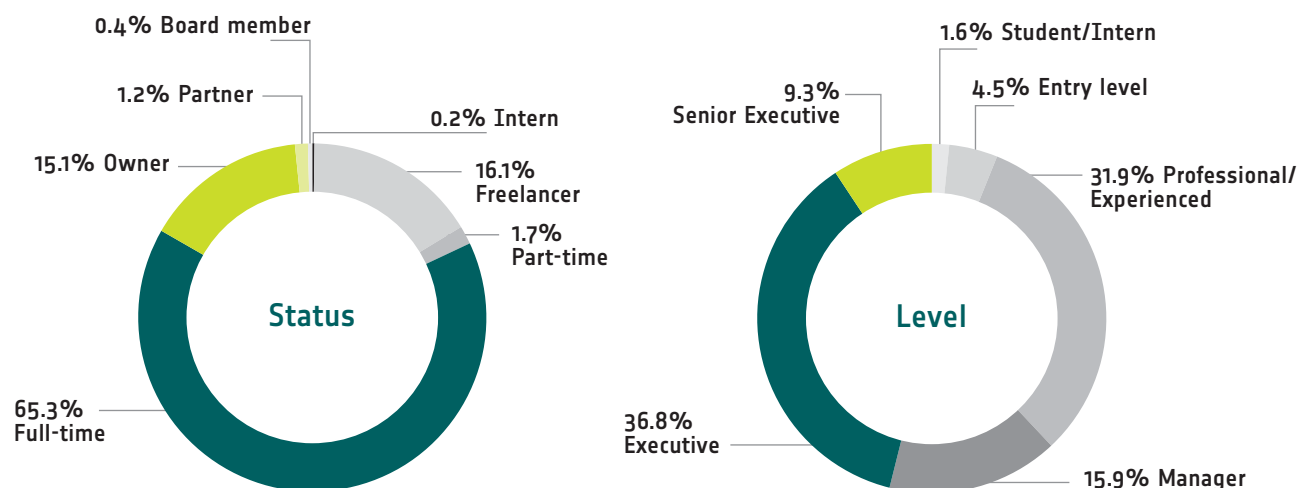
More than 3 million members based in the DACH region.

	Total	Premium Members
Total in DACH	3.58 mill.	0.63 mill.
Germany	2.99 mill.	
Austria	0.32 mill.	
Switzerland	0.27 mill.	

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Career level & status

More than 80% of members are employed full-time, while over 40% hold managerial positions.



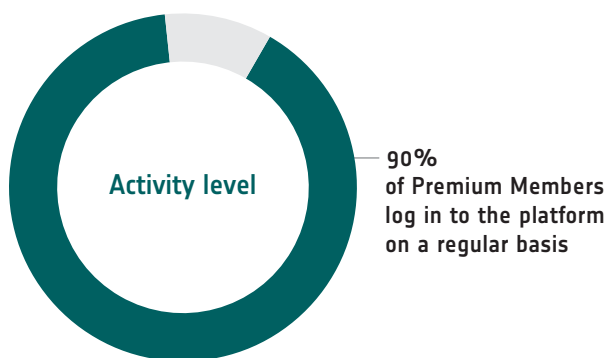
Source: All data has been collated by XING AG itself, recorded in June and/or September 2009.

All data is based on information provided by members, and does not account for members withholding any of this information.

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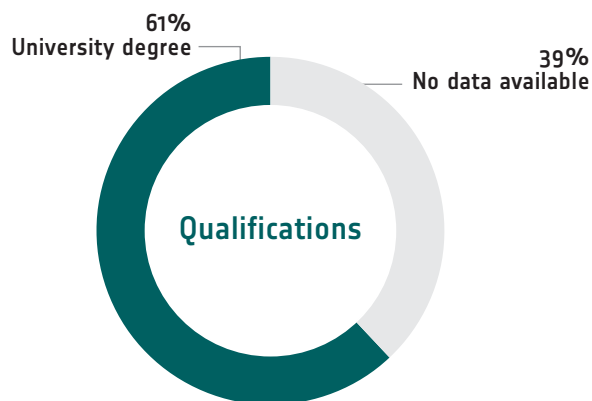
Member activity

XING members are very active.



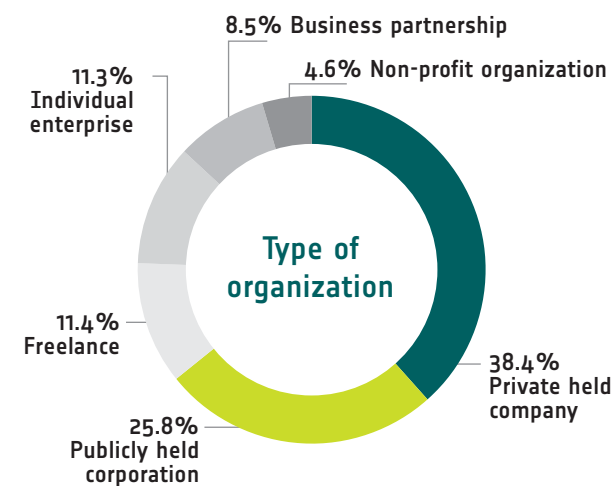
Educational level

There is a high ratio of graduates on XING.



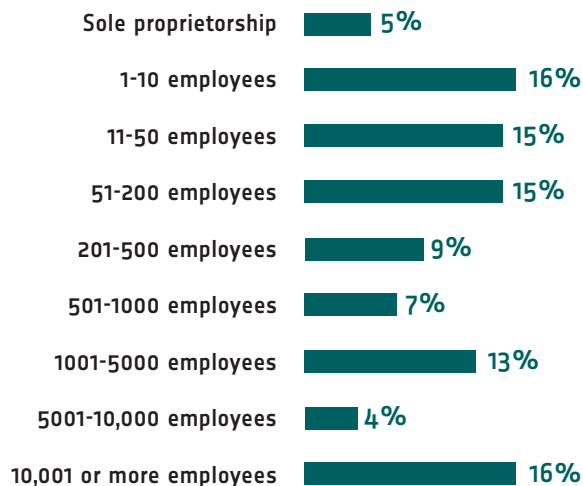
Type of organization

A balanced distribution of types of organization represented.



Size of company

40% of members work in a company with more than 500 employees.



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Age distribution

More than 65% of members are between 21 and 40 years old.

Country:	Age:	%
Germany	< 26	10.28
	26-30	22.09
	31-40	38.29
	41-50	21.84
	>50	7.50
	Total	
Austria	< 26	13.17
	26-30	22.68
	31-40	38.30
	41-50	19.44
	>50	6.24
	Total	
Switzerland	< 26	8.02
	26-30	18.56
	31-40	39.56
	41-50	24.23
	>50	9.62
	Total	

Gender distribution

Country	Male	Female
Germany	65%	35%
Austria	63%	37%
Switzerland	72%	28%

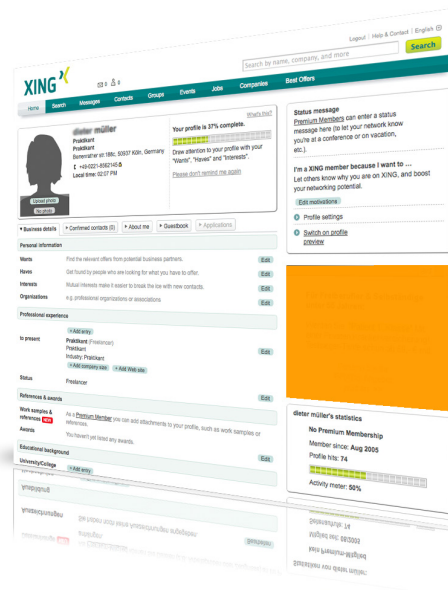
Industry distribution

Well-represented in almost all industries.

Media	15%
IT	12%
Consulting	10%
Banking & insurance	9%
Trade	7%
Services	6%
Medicine & pharmaceuticals	6%
Automobile	5%
Academia	4%
Travel	4%
Construction	4%
Civil service	4%
Telecommunications	3%
Engineering	3%
Sport/Culture	2%

Advertising

XING is a high-quality marketing channel. There are different placement options available, depending on the specific target group you wish to reach. The ad formats are displayed in the logged-in section seen by basic members. They are also visible to all members in the logged-out section of the platform.



Ad Impressions

June 2009 **67.7 mill.**

Standard ad formats

Format	Size in pixels	Max. KB	CPM in €
Full-size banner	468x60	40	30.00
Leaderboard	728x90	40	40.00
Skyscraper	120x600	40	45.00
Medium rectangle	300x250	40	55.00

Special ad formats

Format	Size in pixels	Max. KB	CPM in €
Video	468x60	40	30.00
	728x90	40	40.00
	120x600	40	45.00
	300x250	40	55.00
Expandable Medium Rectangle	300x250/650x346	40	55.00

Volume discounts

> € 50,000	5%
> € 100,000	15%
> € 200,000	25%

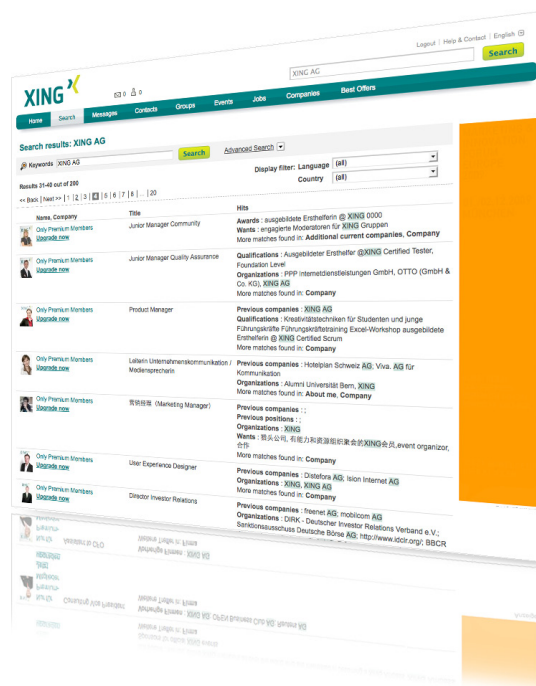
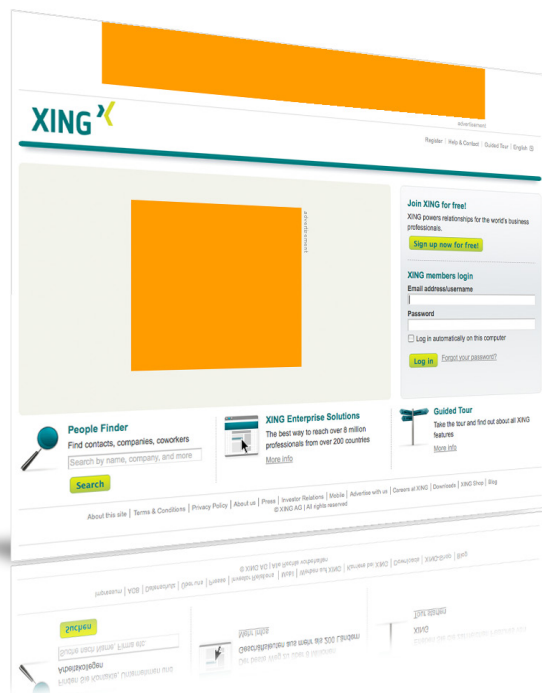
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Display options on XING

- XING homepage
- Profile pages
- Search results
- Messages
- OpenSocial applications
- Company Profiles overview
- Groups overview
- Logout page

Targeting (for basic members only)

- Gender
- Age
- Country/Region
- Job level
- Industry



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Contact information

Our marketing agency Adconion will be happy to assist you further:

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exklusiv@adconion.com

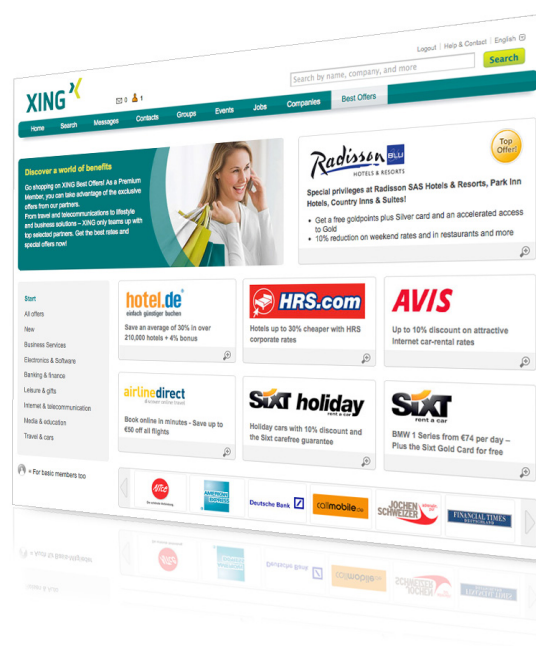


Best Offers

Do you have a special offer you want to make available to XING members? If so, then become a partner in our "Best Offers" advantage program. XING will market your products and/or services in an exclusive context, promoting them in the XING newsletter and on the XING platform. You can also target your products and/or services at a select group of users, choosing whether to display your offer by country and or type of member (Premium Member vs. Basic Member).

Page views per month	400,000
Average clicks on a Best Offers offer per month*	2,500*
Average click rate (from Best Offers on partner microsite)	70%

* Depending on the attractiveness of the offer, promotion, etc.
Source: All data collated by XING AG itself in August 2009



A price comparison

Assuming a click rate of 0.1%, 2.5 million AdImpressions would have to be purchased to generate 2,500 clicks through banner advertising.

Placement	S Package	M Package	L Package	XL Package
Best Offers placement	✓	✓	✓	✓
1x integration in Best Offers newsletter	✓	✓	✓	✓ ✓
Weekly XING newsletter, 1 week	✓	✓	✓	✓ ✓
Top Offer placement, 1 week	□	✓	✓	✓ ✓
Duration	3 months	3 months	6 months	12 months
Price (net)	€ 12,000	€ 13,500	€ 18,500	€ 32,000

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Additional promotional activities

Placement	Duration	Price
Top Offer	1 week	€ 1,500
Weekly XING newsletter	1 week	€ 10,000
Banner advertising package	1 week	€ 2,500
Make offer available to Basic Members.	1 month	upon request

Weekly XING newsletter*

Large readership generates a high level of traffic.

Subscribers in DACH	More than 3 mill.
Opening rate	36% on average
Click rate	25% on average

Subscribers per country

Germany	2,571,317
Austria	280,800
Switzerland	237,203

Source: All data collated by XING AG itself in June 2009
*Newsletter integration only possible in conjunction with Best Offers

Best Offers newsletter*

Strong marketing channel with high opening and click rates.

Subscribers in DACH	more than 38,000
Opening rate	more than 33%
Click rate	more than 18%
Mailing	approx. every 6 weeks

Subscribers per country

Germany	32,805
Austria	3,494
Switzerland	1,070

Source: All data collated by XING AG itself in June 2009
*Newsletter integration only possible in conjunction with Best Offers

Contact information

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