



Display

Generate even more attention with your online advertising campaign.

Showcase your brand professionally on XING!



Use highly appealing display formats to showcase your brand effectively. In contrast to other websites, XING displays very little advertising, meaning that your advertising message is bound to draw more attention.

Focus on the following business goals:

1. Boost brand awareness

Use appealing formats in a professional environment.

2. Accurate targeting

Reach your intended target group without any wastage.

3. Acquire new customers

Appeal to an affluent target audience.

How you benefit:

Valid targeting

Your ads are displayed using real user data rather than probabilities, meaning that only potential leads will see your display ads. XING doesn't do retargeting.

Maximum attention

XING displays very few ads, meaning that your message is bound to stand out as users see no more than two ads per page view.

Professional campaign environment

XING is the largest online business network in German-speaking countries, making it the ideal platform for your professional customer approach.

Affluent target groups

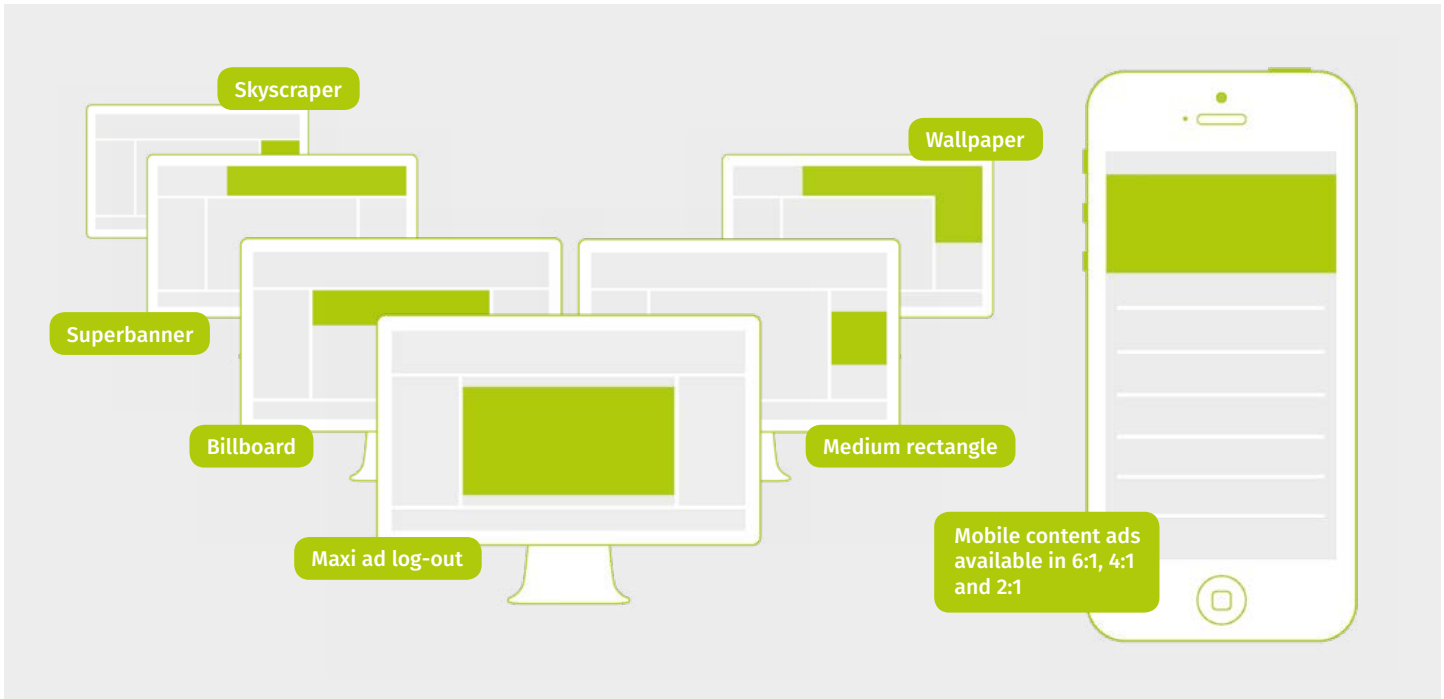
XING is a key port of call for multipliers and decision-makers. 47% of users have a net monthly household income of over €3,000.

Numerous formats

Take advantage of XING's most prominent advertising space to spread your message. You're guaranteed to find the right ad type for your digital campaign, be it a billboard, wallpaper or mobile content ad.

Cross-digital placement

More than 50% of traffic on XING now originates from smartphones and tablets. Reach out to your target audience irrespective of the device they use by combining desktop and mobile formats.



We offer the right advertising media for any digital campaign:

Desktop

Ad format	Placement	Size in pixels	Max. KB
Maxi Ad XL (log in)	Appears when users log in	800 x 600	40 kB
Maxi Ad XL (logout)	Appears on logout page	800 x 600	40 kB
Billboard	Appears on the homepage	800 x 250	40 kB
Medium Rectangle	Run of Site (RoS)	300 x 250	40 kB
Maxi Ad XL	Appears on logout page	800 x 600	40 kB
Wallpaper/Billboard	Daily fixed placement	728 x 90 + 160 x 600 800 x 200	Depending on the format

Detailed parameters guarantee accurate targeting:

 Discipline
  Industry
  Job title
  Career level
  Region
  Company size
  Age group
  Gender

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