

StepStone

# Products & prices

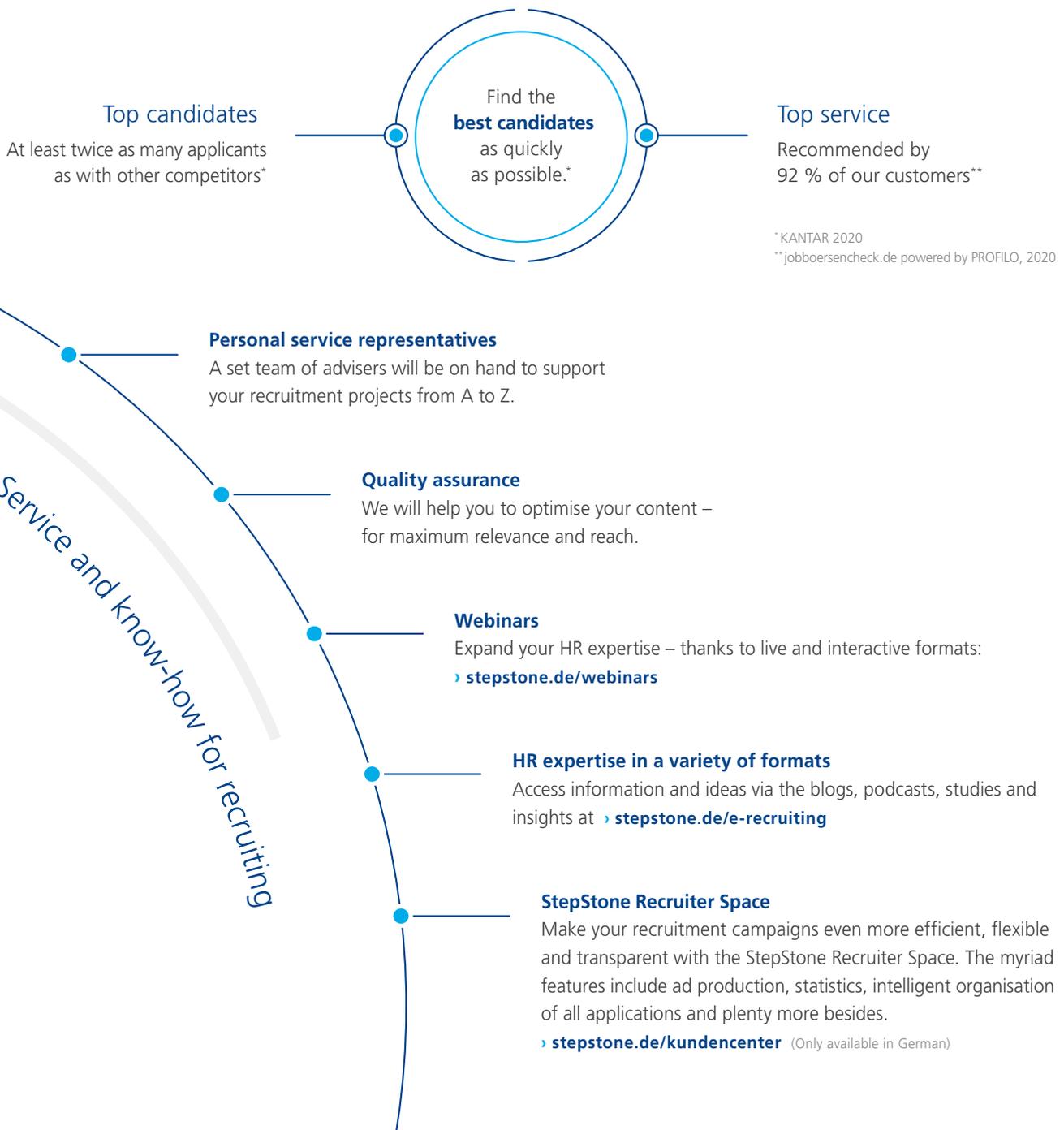
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# StepStone: the right choice for all your recruitment goals.

Guided by the principle of 'more intelligent means more efficient', StepStone enables targeted recruitment at your company, with sophisticated technologies leading you straight to the right personnel.

Here at StepStone, everything revolves around a single objective: finding the perfect match between candidates and employers as quickly as possible. More than 3,500 employees make recruitment a bit better, faster and more precise every day for over 150,000 companies. To this end,

we harness our innovative excellence, intelligent technologies and extensive knowledge, allowing us to achieve the best results for all occupations and career levels. On average, you will receive twice as many applications for your vacancy compared to ads with our next-best competitor.



# Multiple channels, smart technology: how to reach the right candidates.

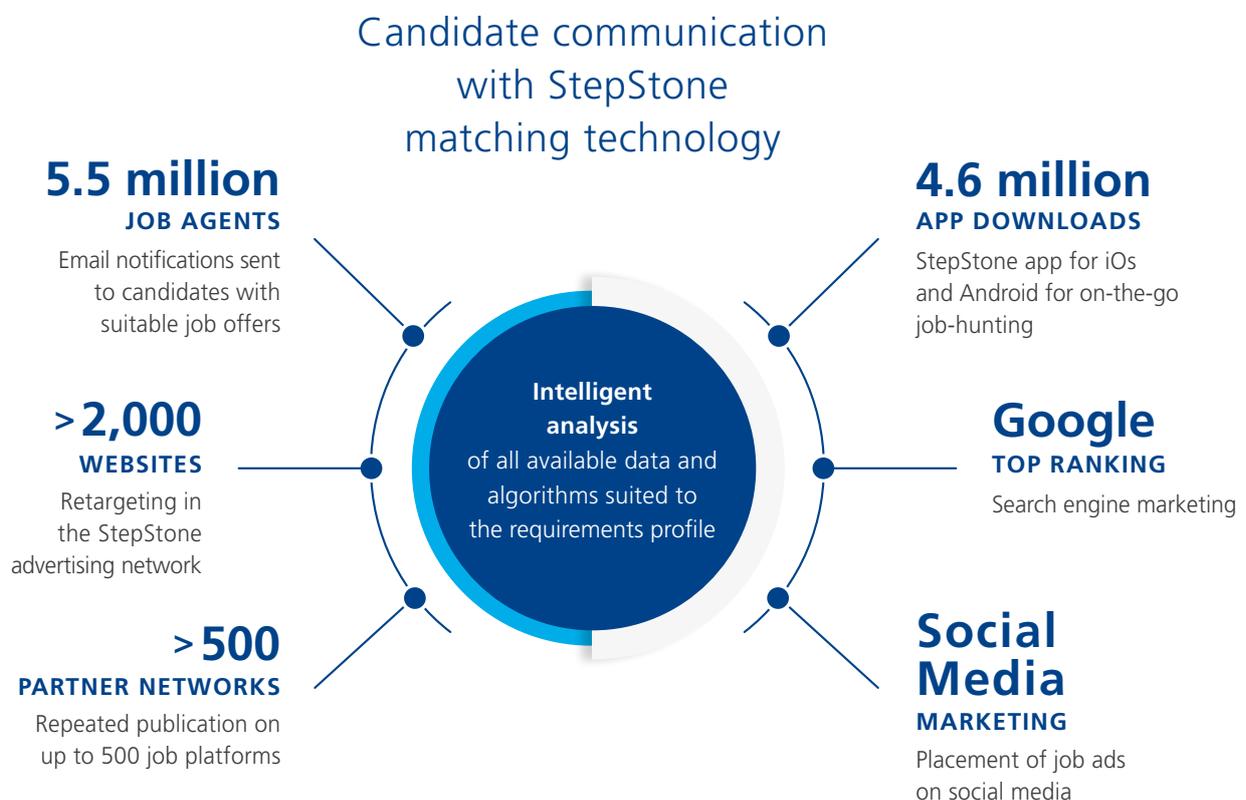
With the right mix of channels, we maximize the effectiveness of your adverts, turning them into a targeted talent search campaign, no matter which position you are willing to fill.

## StepStone matching technology

Our self-learning algorithm knows which content works best via which channels and continuously optimises the relevance for the respective target group. This is based on aggregated performance data from hundreds of thousands of job advertisements and real-time analyses, enabling us to identify the wishes and preferences of millions of actively and passively seeking talents.

## All professions. All sectors. All positions.

Our extensive reach and our broad network – from local to international – form the foundation that makes StepStone the main job platform on the job market. Our pool of candidates covers all occupations, age groups and qualification levels. From skilled trades to marketing. From apprentices to top executives.



# The choice is yours – three ad options to suit all requirements.

With the StepStone ad options, you will find the right solution for your requirements – and for direct communication with candidates.

	Starter	<b>BESTSELLER</b> Professional	Premium
		<b>The ad with additional benefits</b> + Customised branding + Enhanced performance	<b>For maximum success</b> + Customised branding + Enhanced performance + Visibility
<b>Advert</b>			
Duration	30 days	30 days	30 days
Recruiter	✓	✓	✓
<b>Layout</b>			
Text layout	✓	✓	✓
Customised branding	—	✓	✓
Video	—	✓	✓
<b>Enhanced performance</b>			
Refresh	✓	✓	✓
Boost	—	✓	✓
Email push	○	○	✓
<b>Visibility</b>			
Company Hub	✓	✓	✓
Highlighted job	○	○	✓
Ad Optimisation Plus	—	—	✓
	€ 995	<b>€ 1,195</b>	€ 1,695
<b>Optional</b>			
Ad renewals	€ 595 (for 30 days)	€ 595 (for 30 days)	€ 595 (for 30 days)

Cost-effectively extend the duration of your advert by 30 days at the time of making the booking. Afterwards, you can renew the advert at full price by republishing.

✓ Included    ○ Optional, subject to a surcharge    — Not available

Prices do not include VAT

# Further StepStone advertising products.

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Are you looking for apprentices, student workers or employees on the blue-collar job market? StepStone supports your recruitment search in these areas with attractive offers.

## Job ad 'BLUE' (blue collar)

- The right choice for successful searches on the blue-collar job market\*.
- This format has been developed for jobs that do not require vocational training and that do not include functional or disciplinary leadership responsibility.
- The ad will run for 30 days.
- The 'BLUE' job ad includes the benefits of our starter ad.

**€ 495** 

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## Anonymous job posting

- Search for new employees discreetly.
- Your ad will appear in a neutral layout (without logo and corporate colours).
- The ad will run for 30 days.
- You will receive the incoming applications once the confidentiality notices have been reviewed.

**€ 995** 

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## Intern ad

- Ideal when it comes to searching for apprentices, interns, student workers, degree candidates, PhD students and trainees.
- The ad will run for 30 days.
- Recruit the top performers of tomorrow with StepStone.
- Integrate your corporate design.

**€ 95** 

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## Job Agent ad – find the perfect match by email

The StepStone Job Agent regularly notifies more than 5.5 million users of current and suitable job offers by email. With a Job Agent posting, you can considerably boost relevance amongst candidates looking for jobs.

Depending on your requirements, you can choose between two options:

**Duration:** 1 day

**€ 1,495** 

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**Duration:** 7 days

**€ 7,495** 

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\* As defined by StepStone, the blue-collar job market relates to roles that do not require vocational training and that do not include functional or disciplinary leadership responsibility.

# The features of our job ads in detail.

A StepStone job ad is more than just a job posting – it's a complete service package.

Thanks to the extensive range of services offered by StepStone job ads, you can present your vacancies and your company in the very best light. Updates, visibility and target group-specific communication do, of course, come as standard.

## Layout



### Customised branding

Include the colours and imagery of your corporate design to make your ads highly recognisable.



### Video

Present your company in an authentic and emotionally engaging way with a short video.



### Mobile recruitment

StepStone brings together candidates and companies quickly and easily. Your job posting is displayed in the perfect format, irrespective of the device used.

## Enhanced performance



### Refresh

The 'refresh' function resets the date of your ad to the current date after 15 days. This ensures the consistently high visibility of your ad in the StepStone results lists.



### Boost

With the 'boost' feature, your job listing will once again appear in a prominent position in the StepStone Job Agent within one week. This allows you to improve the reach of your ad and once again connect with candidates from your target group.



### Email push

We will send an excerpt from your job ad by email to your chosen target group. As such, you can pinpoint up to 500 registered StepStone users and provide them with key information, thus accelerating the application process.

(Starter plus € 595 | Professional plus € 595 | Premium ✓)

## Visibility



### Company Hub

Boost the reach and visibility of your job ad by creating a company profile. Thanks to a variety of options – such as a corporate video, a cover/wallpaper image and an image gallery – you can impress suitable candidates with your employer brand.



### Highlighted job

By adding the 'TOP JOB' icon to your job posting, it will be specially featured in the StepStone results list for a seven-day period. This improves the visibility of your posting and grabs the attention of millions of qualified candidates.

(Starter plus € 395 | Professional plus € 395 | Premium ✓)



### Ad Optimisation Plus

Our experts will take a close look at your job postings. Does the job title reflect the requirements profile? Is the ad written in a punchy way? We put ourselves in applicants' shoes in order to make your ad as effective as possible.

## StepStone video interviews

### Experience personality digitally

The free starter solution 'StepStone video interviews'\* allows you to create pre-recorded interviews in the Recruiter Space. If you want to use video interviews to get even more out of your selection process, then

the premium option would be right for you. Test the video interviews directly online in the StepStone Recruiter Space:

› [stepstone.de/video-interviews](https://stepstone.de/video-interviews)

(Only available in German)

\*Only available in combination with the StepStone application form.

# Maximum visibility. For your jobs. And your brand.

In the battle for high-performing employees, it's all about being visible! StepStone offers your company the right platforms to achieve just that – going well beyond the medium of job postings.

## Employer branding with StepStone

'Employer branding' has long been more than just a buzzword. Successful companies know that they need to showcase themselves professionally as attractive employ-

ers. StepStone provides the ideal platform, allowing you to pull out all the stops when honing your employer brand. We offer a multitude of attractive employer branding

products that enable you to position yourself clearly and achieve high levels of reach. These can be booked individually and also combined.

### Your company profile in the Company Hub



About us



Jobs



Employee  
opinions



Employee  
benefits



Images



Videos



Reviews



Application  
process



Videos, images, employee benefits: the free StepStone Company Hub lets you give candidates an initial insight into your company. Show applicants who you are and why they should apply to your company.

[stepstone.de/companyhub-en](https://stepstone.de/companyhub-en)

### Follow Ad

Employer branding across the entire Internet: advertising banners for your employer brand will be displayed on websites that are popular with your predefined target group. The guaranteed level of reach varies according to budget and target group. There are no extra fees for processing or setting up your Follow Ads.

[stepstone.de/follow-ad](https://stepstone.de/follow-ad)

**We will be happy to create your customised Follow Ad on request!**

Minimum booking volume: € 10,000



# Bring your company to life – with emotions.

Use exclusive content to show candidates what makes your company special, what it's like to work there and what sets you apart as an employer. Presentation and production will be handled by experienced multimedia professionals from StepStone.

## Powerful content formats

When it comes to showcasing your company in a compelling and authentic manner, we offer a choice of four video styles as well as an audio podcast format. For an

individual quotation or further details, simply contact your personal StepStone representative. More information: [stepstone.de/emotions-en](https://stepstone.de/emotions-en)

emotions video **from € 7,900**

emotions insider podcast **from € 690**

### Video format 'VISIT'

Journalistic format: the StepStone vlogger will visit your firm and experience it up close.

### Video format 'FEEL'

Storytelling format: the personal story of a 'company hero' or of multiple employees at the firm.

### Video format 'EXPERIENCE'

'A day in the life of ...' format: a depiction of the daily life of a certain group (e.g. team, department).

### Video format '360° TOUR'

360° format: interactive guided tour of your company.

### emotions insider podcast

Our charming and eloquent host will conduct an engaging interview with you on topics such as projects, jobs and departments, with the corporate/team culture brought to life through stories and anecdotes.



# The world as a job market: more than 135 countries, millions of profiles.

The reach of StepStone does not end at Germany's borders. With us, you will find suitable candidates from other countries – or for positions abroad. And it's as easy as ABC, because we will handle the entire international recruitment process on your behalf.

Via THE NETWORK, StepStone offers direct access to market-leading job sites in more than 135 countries, including 27 EU members. StepStone helped to launch this global career network back in 2002. It now puts you in contact with more than 400 million registered candidates.

For you, the process is just as straightforward as domestic recruitment, as you can count on your usual team of advisers based in Germany, as well as guaranteed service hours and transparent pricing. By virtue of our 20 years of experience in international recruitment, we will tailor your ad to country-specific requirements and practices – and provide you with comprehensive advice in this area. You can choose between individual postings and cost-effective country packages.

**A simple process**

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Time zone

Contract

Representative

Currency

Service level



# Proactively reach the top candidates – with DirectSearch.

You know exactly whom you're looking for? Do you need to fill a vacancy urgently? Then scan our database for suitable applicants yourself.

Narrow down your top candidates from over 600,000 profiles in the StepStone DirectSearch database. It is quick, accurate and thanks to a 24/7 web-based access, whenever it suits you. Thanks to our profile agents, your search is always current, with suitable candidates who have just signed up to stepstone.de displayed automatically.

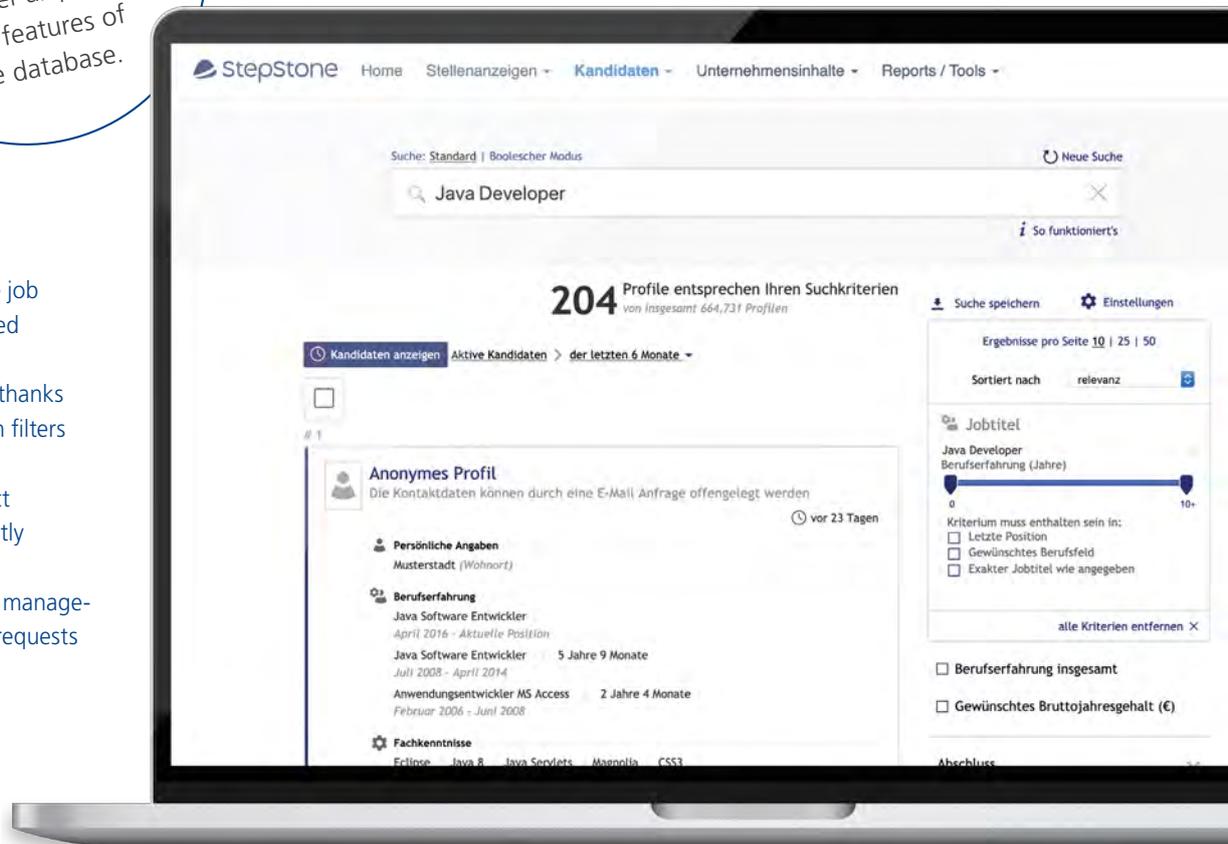
## Start your search today!

Period	Price
30 days	€ 795*
90 days	€ 1,995*
180 days	€ 3,495*
360 days	€ 4,995*

› [stepstone.de/ds-en](https://stepstone.de/ds-en)

**Start your seven-day free trial now:**  
Discover all profiles and features of the database.

- Simply enter the job title to get started
- Pinpoint results thanks to precise search filters
- Ability to contact candidates directly
- Straightforward management of search requests



\* All prices are per user and do not include statutory VAT. In order to avoid abuse of the StepStone DirectSearch database and to protect registered candidates, the number of profile views is limited during the term of contract: 2,000 profile views and 500 contacts per month during the term of contract.

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