

# ZEIT FÜR UNTERNEHMER

The SME magazine from the ZEIT publisher



- Magazine mailed directly to recipients
- Publication rhythm 4 x in 2022
- Price for a 1/1 ad page: 17,200 euros
- Distributed circulation: 80,000 copies total, of which 40,000 by postal delivery and 40,000 by digital delivery (publisher's figures) plus further copies distributed at events of ZEIT subsidiary
- Target group: SME entrepreneurs and top management executives

## “ZEIT für Unternehmer”

... is directly dispatched by standard mail with zero wastage

... reaches the recipient in person thanks to individualised delivery

... is produced by the business editorial team of DIE ZEIT and is popular with its first-rate readers as it supplies the same high level of editorial quality as leading parent medium DIE ZEIT

... reaches SME entrepreneurs in all sectors throughout Germany

	Core topic	Publication date	AS
01/2022	Digitization	24.03.2022	15.02.2022
02/2022	Sustainability	16.06.2022	06.05.2022
03/2022	Industry4.0	22.09.2022	16.08.2022
04/2022	Financing	24.11.2022	14.10.2022

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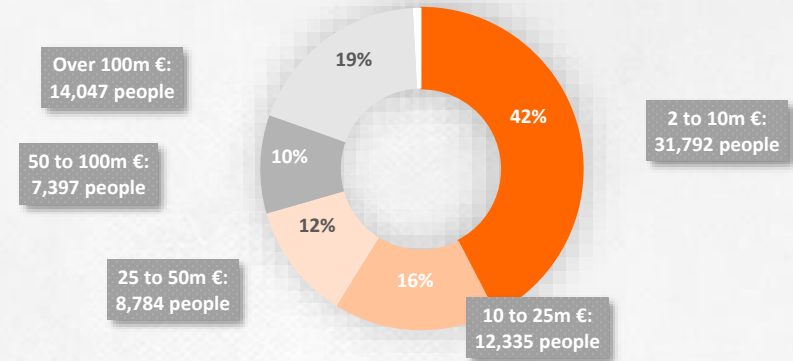
Readership data



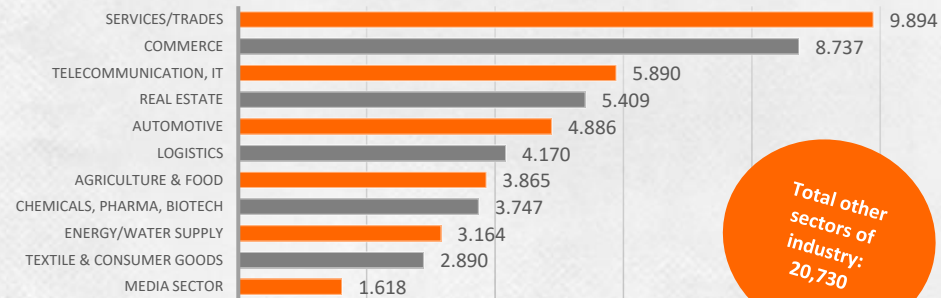
**Readers**  
**75,000**  
people

**Management tier**  
**58,000**  
readers belong to top management

Annual turnover of companies in millions of euros



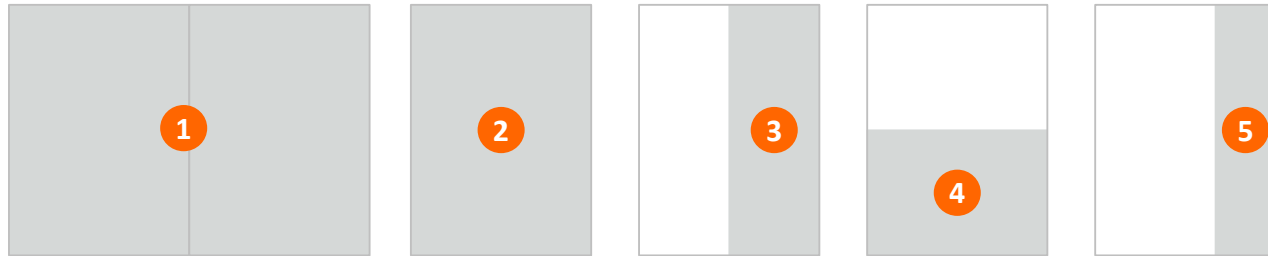
## Classification by sector



Source: publisher's data

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## Ad formats and rates in 2022



Format	Type area (W x H in mm)	Bleed (W x H in mm)	Rate (4c)
1 2/1 pages	403 x 237	430 x 262	32,680 €
1 Opening spread		430 x 262	42,480 €
2 1/1 page	188 x 237	215 x 262	17,200 €
2 C4		215 x 262	21,500 €
2 C2		215 x 262	21,500 €
2 C3		215 x 262	21,500 €
3 1/2 page vert.	89 x 237	99 x 262	11,180 €
4 1/2 page horiz.	188 x 117	215 x 131	11,180 €
5 1/3 page vert.	56 x 237	66 x 262	8,890 €

### Volume discounts

2 ads	5%
3 ads	10%
4 ads	15%

### Copy/Artwork & upload

<https://www.anzeigeneingang.de/#/die-zeit#kiosk-magazine.zeit-fur-unternehmer>

#### ICC PROFILE:

##### Inside pages:

PSO LWC Improved eci.icc

##### Cover:

ISOcoated v2 300 eci.icc

# PLEASE CONTACT US

## International Sales

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