



2025

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# ZEITmagazin MANN

# ZEITmagazin MANN

The quality magazine for men

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How do I want to live my life? What choices can I make to find happiness?  
And what can I learn from others in my search?

These are the questions that ZEITmagazin MANN addresses twice a year, in spring and fall. The first men's magazine with ZEIT's claim to quality is a permanent fixture on newsstands after its enormously positive launch in September 2016.

With intelligent journalism, state-of-the-art design, stunning photography and high-profile celebrities with personality - such as Adrien Brody or Lenny Kravitz - it invites readers to discover on around 150 pages what men really want for their lives and how they have found happiness.

It presents a world of products that shape these men's attitude to life and style, and provides valuable tips and suggestions. ZEITmagazin MANN, with a circulation of 50,000 copies, is aimed at educated men with high incomes and opinions who are fashion-conscious, quality-conscious, consumer-oriented and in their prime age.



# ZEITmagazin MANN

## Mission Statement

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„ZEITmagazin MANN is a men’s magazine for men who don’t need advice on how to get a perfect sixpack in six weeks, how to pick up women, or how to come out on top in salary negotiations. Instead, our aim is to appeal to men who have their feet firmly on the ground and who prefer to ask themselves the bigger and more profound question: how can I personally become a happier and more content human being? From the soccer player who quit the Bundesliga at the age of just 29 to the horse breeder who decided to start over again at the age of 96 and became a wine-grower – ZEITmagazin MANN tells the stories of men who have made unusual or surprising decisions and have found happiness as a result“.

**Sascha Chaimowicz**  
chief editor  
ZEITmagazin MANN



# ZEITmagazin MANN - readership

Opinion-leaders - in the best age - educated - successful - high income - active - luxury-oriented - urban.



„Should have read... Great interviews, interesting topics and cool prints." \*

source: \*ZEIT Shop readers survey

# ZEITmagazin MANN

Sale through exclusive distributors

The focus is on nationwide metropolises with

- concept stores
- top sales outlets (e.g. train station bookstores, airports)
- high-quality four- and five-star hotels
- Design hotels
- business hotels
- high-quality men's outfitters



# ZEITmagazin MANN - distribution

An exclusive readership



Grand Hotel Heiligendamm

ZEITmagazin MANN reaches its readers not only at newsstands but also at selected, exclusive locations, such as luxury hotels, concept stores, business lounges, golf resorts, etc.



Conceptstore Andreas Murkudis



Conceptstore APROPOS



Das Stue Berlin



Lanserhof Tegernsee



Bikin Berlin



Golfressorts

# ZEITmagazin MANN

The men's magazine with aspirations



Edition	Publication date	Booking deadline	Copy deadline
01/2025	20.03.2025	18.02.2025	24.02.2025
02/2025	09.10.2025	08.09.2025	12.09.2025

## ZEITmagazin MANN

... .. is the men's magazine with the journalistic quality standards of DIE ZEIT and the visual, often polarizing appeal of ZEITmagazin.

... focuses on what men really want and approaches classic men's topics (sports, cars, tech) in an unconventional way.

.... tells entertaining stories about men who are looking for happiness and how they found it.

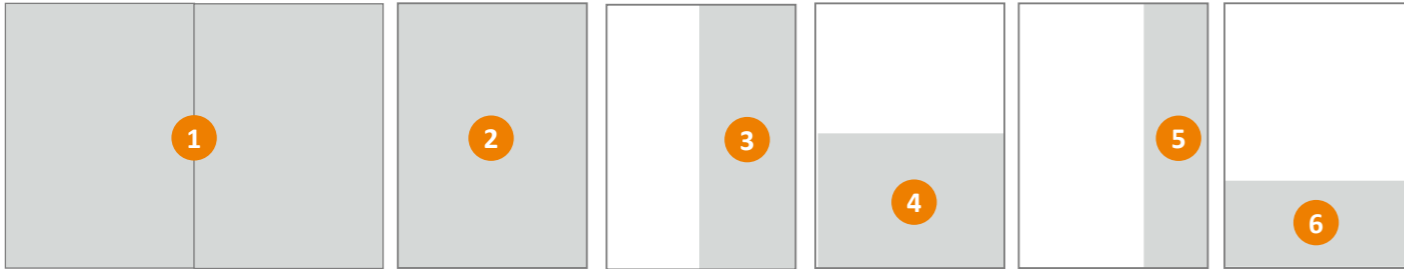
... presents in each issue a celebrity with personality who has successfully realized his dreams.

....reports more about types instead of stereotypes and shows a product world that shapes the lifestyle and style of these men and provides valuable tips and suggestions.

... reaches a top target group: intellectual, high-income, quality-conscious, highly educated, in their prime, cosmopolitan, active, urban.

# ZEITmagazin MANN

rates 2025



Format	Bleed (B x H)	Type Area (B x H)	Rates
<b>1</b> 2/1 page	430 x 289 mm	400 x 262 mm	37,200 €
Opening Spread	430 x 289 mm	400 x 262 mm	48,400 €
1st 2/1 page in the magazine	430 x 289 mm	400 x 262 mm	44,700 €
2nd to 3rd 2/1 page in the magazine	430 x 289 mm	400 x 262 mm	42,800 €
<b>2</b> 1/1 page	215 x 289 mm	191 x 262 mm	19,600 €
1/1 page: C2/C3/C4	215 x 289 mm	191 x 262 mm	24,500 €
1/1 page: opposite content	215 x 289 mm	191 x 262 mm	23,500 €
1/1 page: 1st right hand page	215 x 289 mm	191 x 262 mm	23,500 €
1/1 page: 2nd to 3rd right hand page	215 x 289 mm	191 x 262 mm	22,600 €
<b>3</b> 1/2 page vertical	96 x 262 mm	105 x 289 mm	12,700 €
<b>4</b> 1/2 page horizontal	191 x 132 mm	215 x 145 mm	12,700 €
<b>5</b> 1/3 page vertical	68 x 289 mm	56 x 262 mm	10,100 €
<b>6</b> 1/3 page horizontal	215 x 95 mm	191 x 88 mm	10,100 €

Please allow 5 mm on all edges for bleed format;





# PLEASE CONTACT US



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#WERT  
STIFTER**