

# DIE ZEIT ratecard 2025

„The no. 1  
among quality  
newspapers“

source: AWA 2024



European  
Newspaper  
AWARD

DEUTSCHER  
JOURNALISTENPREIS  
djP  
Wort | Ton | Bild | Digital

Theodor-Wolff-Preis  
Journalistenpreis der Digitalpublisher  
und Zeitungsverleger

snd  
SOCIETY FOR NEWS DESIGN

## Address

Zeitverlag Gerd Bucerius GmbH & Co. KG  
Buceriusstraße, Eingang Speersort 1 20095  
Hamburg

## Internet address

zeit.de

## Bank account

Commerzbank Stuttgart  
IBAN: DE20600400710525525200  
BIC: COBADEFF600

## General terms and conditions

Any advertisement order implies acceptance of the  
general terms and conditions as laid down  
under [advise.zeit.de/agb.pdf](https://advise.zeit.de/agb.pdf)

## Payment terms

Due on publication date; 2 % discount if paid  
before publication and no previous invoices are  
overdue.

## VAT

The quoted rates exclude Value Added Tax which  
may apply.

## Publication rhythm

Weekly, on Thursdays



The circulation of DIE ZEIT is IVW audited.  
PZN: 545 231



# Overview of titles in the ZEIT universe



DIE ZEIT

ZEITmagazin

ZEITmagazin Wining & Dining

ZEIT WISSEN

ZEIT Campus

ZEIT Studienführer

ZEIT LEO

	DIE ZEIT	ZEITmagazin	ZEITmagazin Wining & Dining	ZEIT WISSEN	ZEIT Campus	ZEIT Studienführer	ZEIT LEO
Readership	Upscale target group 14 years +	Upscale target group 14 years +	Quality-conscious connoisseurs	Knowledge and sustainability enthusiasts, 20 – 59 years	Students and graduates, 18 – 28 years	high school graduates and students changing their studies, 16 – 22 years	Children 7 – 13 years and their parents
Copyrate	6.70 €	Inserted in DIE ZEIT	11.00 €	8.50 €	3.50 €	11.95 €	5.50 €
Frequency	weekly	weekly	2x year	6 x year	4 x year	1 x year	8 x year
Ad rate	59,438.40 €	39,700 €	18,900 €	17,800 €	18,500 €	10,800 €	9,700 €
Sold circulation	601,486 copies	601,486 copies	75,000 copies***	99,568 copies*	96,509 copies*	90,000**	50,000 copies**
Subscriptions	475,673 copies	475,673 copies	15,000 copies**	51,066 copies*	40,877 copies*	n/a	32,000 copies**
Coverage	1.92 m	1.22 m	n/a	714,000	440,000	n/a	242,000

All advertising rates plus VAT if applicable

\* circulation IVW II / 2024

\*\* publisher info

\*\*\* printed circulation

Ad rates: DIE ZEIT Magazine format 4c, Magazines 1/1 page 4c  
Coverage AWA 2024, ZEIT LEO Kinder Medien Monitor 2020

# Title profile

## The quality media brand

DIE ZEIT is Germany’s premier opinion-leading yearly newspaper. It reports on topics from the worlds of politics and business, culture and science, technology and medicine, society and education, travel, lifestyle and sport. In-depth background, well-researched facts and critical analysis make DIE ZEIT an important source of up-to-date information. DIE ZEIT lays down the agenda, takes a stand, discusses issues from different perspectives and shapes opinions – while the ZEITmagazin supplement features reading entertainment of the highest quality.

## In short, DIE ZEIT is a byword for

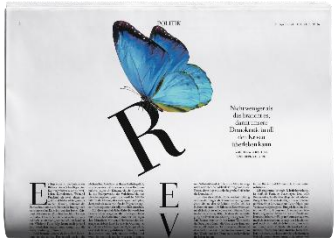
- committed journalism
- challenging articles and controversial viewpoints
- succinct commentary, comprehensive background and critical analysis

The quality journalism and award-winning layout of DIE ZEIT are two of the key factors that underpin the intensive use of the newspaper. The readers of DIE ZEIT hold down top jobs and primarily belong to the best-educated and high earning sections of society, which means they also tend to be high-spending consumers.

In short, your advertising message in DIE ZEIT is bound to reach a highly attractive target group.



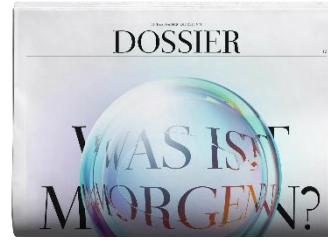
# Sections in DIE ZEIT



**Politics: Topical content & background**  
Gives structure to current affairs, explaining how they fit in to the big political, social and economic picture.



**Dispute: Room for debate and controversy**  
The section for contentious issues.



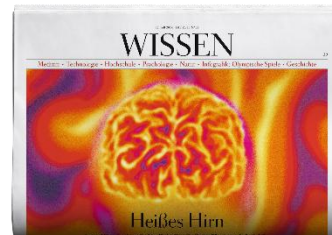
**Dossier: In-depth and unique**  
The story of the yearly in a big and attractively presented format.



**Business: Exciting and easy-to-understand**  
Provides insights into today's business and economic developments from totally different and new perspectives.



**GREEN: Sustainability**  
For people looking for solutions (once per month in the business section)



**Knowledge: Knowledge unites**  
A variety of informative future topics from health to technology.



**Feuilleton: Background & Criticism**  
Profiles the yearly's most interesting events in the cultural scene



**Discover: Stories from our daily lives**  
Stories about friendship and family, leisure time and the good things in life – always with a personal touch

# Readership data

## DIE ZEIT – Germany’s biggest quality newspaper

More than 1.92 million people read DIE ZEIT (AWA 2024) making it the leading medium in the quality newspaper segment. With far more than 600,000 sold copies, DIE ZEIT reaches readers throughout Germany.

## DIE ZEIT targets the educational and income elite

55 % of ZEIT readers are between the ages of 20 and 59, while 72 % are educated to “A” Level standard or hold a university degree. 64 % have a net monthly household income of 3,500 € plus.

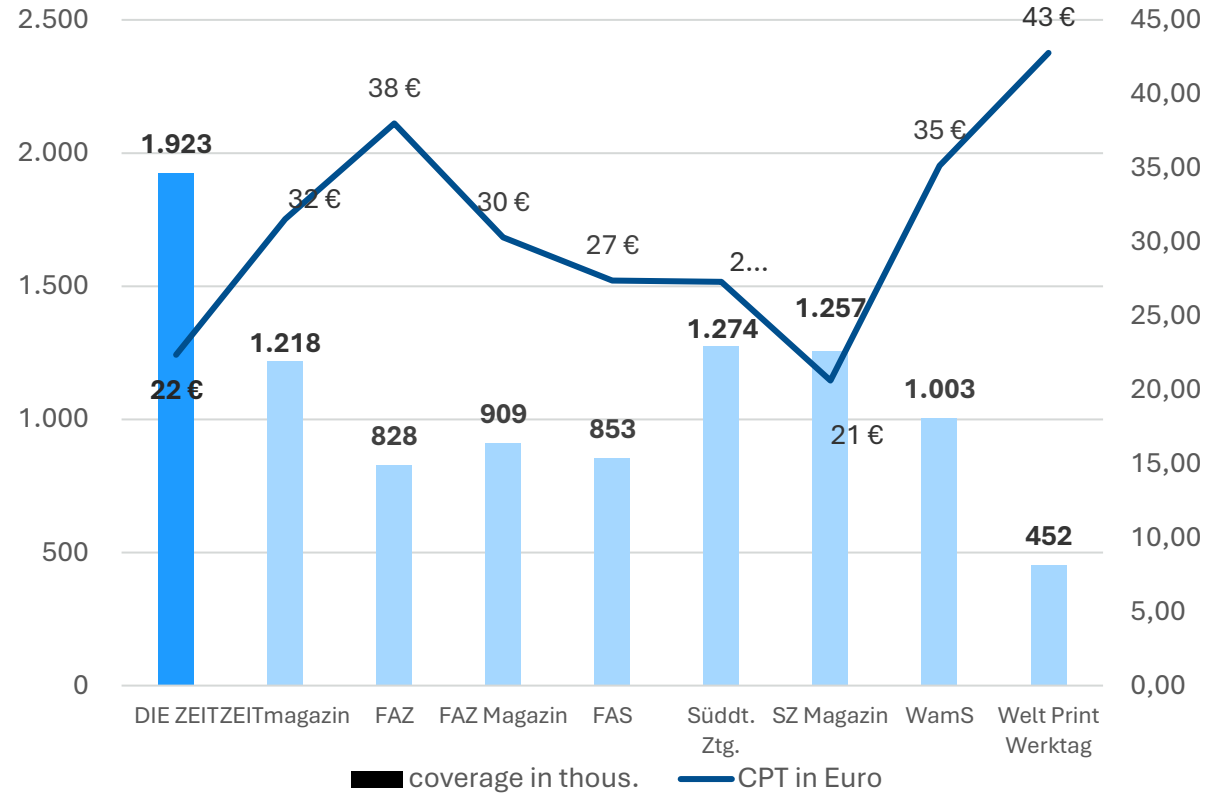
## ZEIT readers are opinion leaders and multipliers

ZEIT readers have strong personalities and high-level information needs. They are often asked for advice by others and therefore exert a wide-ranging influence on general attitudes and purchase decisions..

## Intensive reading

DIE ZEIT is read intensively - 34% of the readers belong to the 'heavy readers' who frequently and intensively engage with the newspaper. Of these, at least half of all pages are read by 69%.

## Top position in the competitive field



Source: AWA 2024, German-speaking population 14\*, rates 2024: Magazines: 1/1 page 4c, Newspapers.: 1/4 page solus 4c.

# Publication dates

week	issue	Publication date	day of the week	Closing date and material deadline*	Closing date for premium positions**
1	02	03.01.2025	Freitag	27.12.2024	05.12.2024
2	03	09.01.2025	Thursday	03.01.2025	12.12.2024
3	04	16.01.2025	Thursday	13.01.2025	19.12.2024
4	05	23.01.2025	Thursday	20.01.2025	23.12.2024
5	06	30.01.2025	Thursday	27.01.2025	02.01.2025
6	07	06.02.2025	Thursday	03.02.2025	09.01.2025
7	08	13.02.2025	Thursday	10.02.2025	16.01.2025
8	09	20.02.2025	Thursday	17.02.2025	23.01.2025
9	10	27.02.2025	Thursday	24.02.2025	30.01.2025
10	11	06.03.2025	Thursday	03.03.2025	06.02.2025
11	12	13.03.2025	Thursday	10.03.2025	13.02.2025
12	13	20.03.2025	Thursday	17.03.2025	20.02.2025
13	14	27.03.2025	Thursday	24.03.2025	27.02.2025
14	15	03.04.2025	Thursday	31.03.2025	06.03.2025
15	16	10.04.2025	Thursday	07.04.2025	13.03.2025
16	17	16.04.2025	Wednesday	11.04.2025	20.03.2025
17	18	24.04.2025	Thursday	17.04.2025	27.03.2025
18	19	30.04.2025	Wednesday	25.04.2025	03.04.2025
18	20	08.05.2025	Thursday	05.05.2025	10.04.2025
20	21	15.05.2025	Thursday	12.05.2025	17.04.2025
21	22	22.05.2025	Thursday	19.05.2025	24.04.2025
21	23	24.05.2025	Saturday	08.05.2025	10.04.2025
22	24	28.05.2025	Wednesday	26.05.2025	08.05.2025
23	25	05.06.2025	Thursday	02.06.2025	15.05.2025
24	26	12.06.2025	Thursday	06.06.2025	15.05.2025
25	27	18.06.2025	Wednesday	13.06.2025	22.05.2025
26	28	26.06.2025	Thursday	23.06.2025	28.05.2025
27	29	03.07.2025	Thursday	30.06.2025	05.06.2025

[Issues with different publication and closing dates](#)

week	Issue	Publication date	day of the week	Closing date and material deadline*	Closing date for premium positions**
28	29	10.07.2025	Thursday	07.07.2025	12.06.2025
29	30	17.07.2025	Thursday	14.07.2025	19.06.2025
30	31	24.07.2025	Thursday	21.07.2025	26.06.2025
31	32	31.07.2025	Thursday	28.07.2025	03.07.2025
32	33	07.08.2025	Thursday	04.08.2025	10.07.2025
32	34 (new)	09.08.2025	Saturday	14.07.2025	16.06.2025
33	35	14.08.2025	Thursday	11.08.2025	17.07.2025
34	36	21.08.2025	Thursday	18.08.2025	24.07.2025
35	37	28.08.2025	Thursday	25.08.2025	31.07.2025
36	38	04.09.2025	Thursday	01.09.2025	07.08.2025
37	39	11.09.2025	Thursday	08.09.2025	14.08.2025
38	40	18.09.2025	Thursday	15.09.2025	21.08.2025
39	41	25.09.2025	Thursday	22.09.2025	28.08.2025
40	42	02.10.2025	Thursday	29.09.2025	04.09.2025
41	43	09.10.2025	Thursday	06.10.2025	11.09.2025
42	44	16.10.2025	Thursday	13.10.2025	18.09.2025
43	45	23.10.2025	Thursday	20.10.2025	25.09.2025
44	46	30.10.2025	Thursday	27.10.2025	02.10.2025
45	47	06.11.2025	Thursday	03.11.2025	09.10.2025
46	48	13.11.2025	Thursday	10.11.2025	16.10.2025
47	49	20.11.2025	Thursday	17.11.2025	23.10.2025
48	50	27.11.2025	Thursday	24.11.2025	30.10.2025
48	51	29.11.2025	Saturday	13.11.2025	16.10.2025
49	52	04.12.2025	Thursday	01.12.2025	06.11.2025
50	53	11.12.2025	Thursday	08.12.2025	13.11.2025
51	54	17.12.2025	Wednesday	12.12.2025	20.11.2025
52	55	23.12.2025	Tuesday	18.12.2025	27.11.2025
	1/26	30.12.2025	Tuesday	23.12.2025	04.11.2025

\* At 10.00 a.m.

\*\* 1st book (politics and Streit) or section Wirtschaft (business) page 1 & 3



# / Basic rates (1/2)

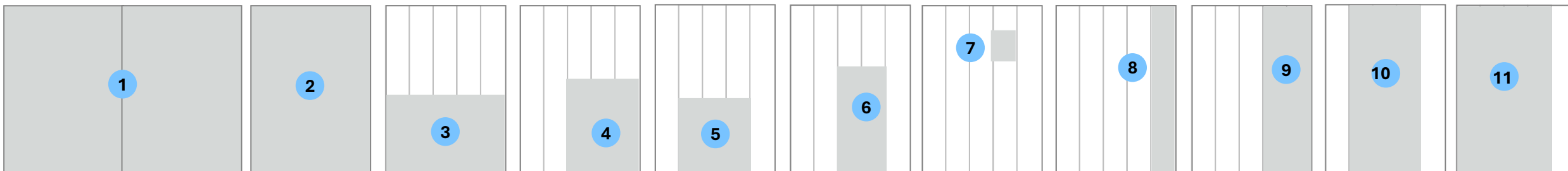
## Millimeter rates

Format	rate 4c	Premium 4c**
Basic rate	31,30 €	36,10 €
Rate for corner ads*	42,70 €	49,40 €

## Calculation ad rates

Height of ad in mm x number of columns (for text col. x 1.6) x mm-rate.

## Standard formats



Format	type area (B x H)	total	rate 4c	Premium 4c*
1 2/1 page	770 x 528 mm	8.976 mm	269.722,40 €	310.272,80 €
2 1/1 page	371 x 528 mm	4.224 mm	132.211,20 €	152.486,40 €
3 1/2 page horizontal	371 x 264 mm	2.112 mm	66.105,60 €	76.243,20 €
4 Magazin format	220,5 x 290 mm	1.392 mm	59.438,40 €	68.764,80 €
5 1/4 page corner a	220,5 x 220 mm	1.056 mm	45.091,20 €	52.166,40 €
6 1/4 page corner b	145,5 x 330 mm	1.056 mm	45.091,20 €	52.166,40 €
7 Per text column mm	70,5 x 50 mm	Minimum format	165,70 €	--

Format	type area (B x H)	total	rate 4c	Premium 4c*
8 1/5 page	70,5 x 528 mm	845 mm	49.432,50 €	57.375,50 €
9 2/5 page	145,5 x 528 mm	1.690 mm	67.938,00 €	78.078,00 €
10 3/5 page	220,5 x 528 mm	2.535 mm	86.950,50 €	100.132,50 €
11 4/5 page	295,5 x 528 mm	3.380 mm	105.794,00 €	122.018,00 €

\* Minimum format corner ad: 1.056 mm

\*\* Premium 4c: Placement within the 1st book (Politics) or "Wirtschaft" (Business) Page 1 and 3; Fixed format 132mm/8 col., page 3 not bigger than magazine format

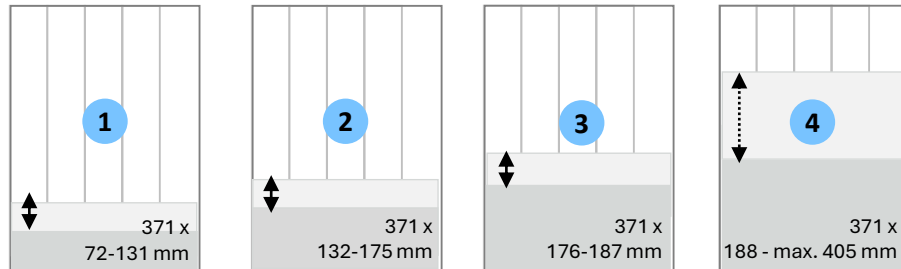
Reservations will be obsolete if no written insertion order is issued 4 weeks prior to booking deadline.

Positioning hint: If an OPS is integrated advertisements that have already been booked are moved back by two pages.

All advertising rates plus VAT if applicable

# / Basic rates (2/2)

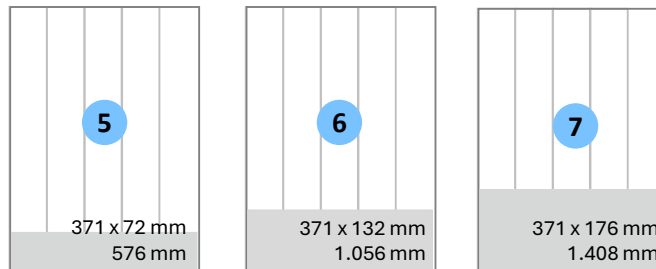
## Horizontal strip ads (variable)



Format	rate 4c	Premium 4c*
<b>1</b> 72 – 131 mm high, per mm	58,40 €	67,20 €
<b>2</b> 132 – 175 mm high, per mm	40,20 €	46,20 €
<b>3</b> 176 – 187 mm high, per mm	34,40 €	39,70 €
<b>4</b> from 188 mm high, per mm	31,30 €	37,60 €

\* Premium 4c: Placement within the 1st book (Politics) or “Wirtschaft“ (Business) Page 1 and 3;  
Fixed format 132mm/8 col., page 3 not bigger than magazine format  
Reservations will be obsolete if no written insertion order is issued 4 weeks prior to booking deadline.

## Horizontal strip ads (fixed formats)



Format	rate 4c	Premium 4c*
<b>5</b> 72mm strip	33.638,40€	38.707,20 €
<b>6</b> 1/4 page	42.451,20 €	48.787,20 €
<b>7</b> 1/3 page	48.435,20 €	55.897,60 €

## textcolumns

column	1	2	3	4	5
width in mm	70,5	145,5	220,5	295,5	371

## adcolumns

column	1	2	3	4	5	6	7	8
width in mm	45	91,5	138	184,5	231	277,5	324	371

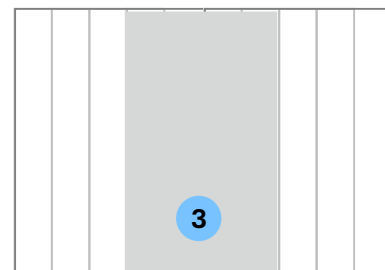
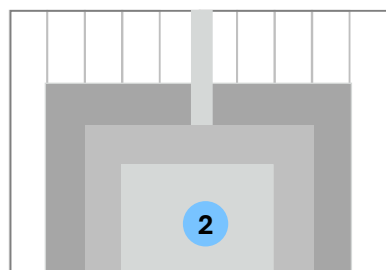
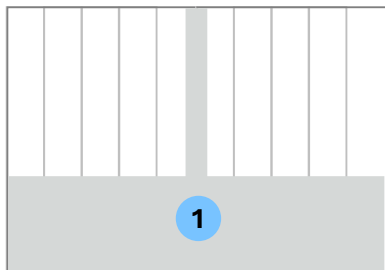
## Type area

371 mm w x 528 mm h, col.  
via gutter 28 mm w  
1 text col. mm = 1.6 ad col.  
mm calculated with ad col. mm

All advertising rates plus VAT if applicable

# Special formats and positions

## Special formats across the gutter

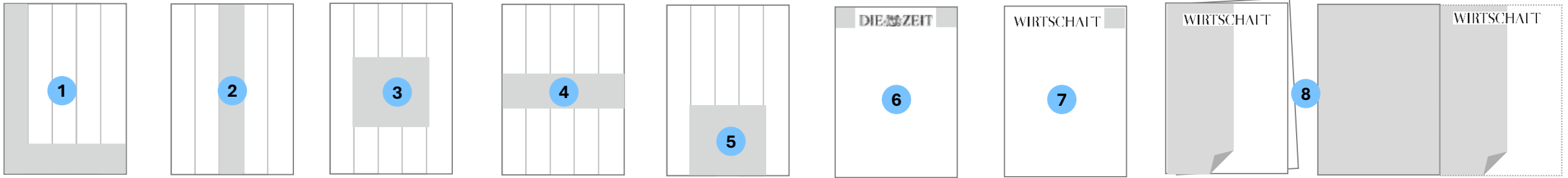


	Format	rate 4c	Premium	Gutter surcharge
<b>1</b>	Panorama advertisement 770 mm x 176 – 187 mm	34,40 €	39,70 €	5.300,00 €
<b>1</b>	Panorama advertisement 770 mm x 188 – 528 mm	31,30 €	37,60 €	5.300,00 €
<b>2</b>	Tunnel advertisement Min. format: 2 x 2 Textcolumn + gutter: 319 x 220 mm  2 x 3 Textcolumn + gutter: 469 x 330 mm  Max. format: 2 x 4 Textcolumn + gutter: 619 x 395 mm	42,70 €	49,40 €	5.300,00 €
<b>3</b>	Center-Page 319 x 528 mm	141.176,00 €	161.456,00 €	

Further formats on request.

All advertising rates plus VAT if applicable

# Special formats and positions



	<b>Format</b>	<b>rate 4c</b>	<b>Premium</b>
<b>1</b> L-advertisement	auf Anfrage	75.511,20 €	86.889,60 €
<b>2</b> Column advertisement	70,5 x 528 mm	64.262,25 €	74.588,15 €
<b>3</b> Island advertisement	220,5 x 220 mm	67.636,80 €	78.249,60 €
<b>4</b> Sandwich advertisement	371 x 132 mm	63.676,80 €	73.180,80 €
<b>5</b> Tunnel advertisement	220,5 x 220 mm	58.618,56 €	67.816,32 €
<b>6</b> Mastheads title page	each 48 x 35 mm	total 19.924,90 €	
<b>7</b> Section header	48 x 35 mm	10.088,60 €	
<b>8</b> Half Cover		rate on request	

Further formats on request.

All advertising rates plus VAT if applicable

# Loose inserts

## Loose inserts are published as supplements in DIE ZEIT

Content and design must be agreed with the publisher before going to press.

## Insertion opportunities

Minimum format (148 mm w x 105 mm h)/Maximum format: 365 mm w x 260mm h); Fold on the longer side; split circulation: min. 20,000 copies (Jan-Aug) and 50,000 copies (Sep-Dec.)

## Single Sheet insert

Format DIN A6 (105 x 148 mm); min. paper weight 170 g/m<sup>2</sup>; bigger than DIN A6 up to DIN A4 (210 x 297 mm) min. paper weight 120 g/m<sup>2</sup>. Bigger sizes with grammage of 60 g/m<sup>2</sup> needs to be folded to DIN A4 size.

## Multipage inserts

Inserts in the maximum possible format must have a minimum size of 8 pages. For smaller sizes (4 and 6 pages), a paper weight of at least 120 g/m<sup>2</sup> is required or these inserts must be folded again. Special coordination is required for inserts over 50 g/expl. Maximum weight and paper weight on request.

## Fold types, trim

Only cross fold, wraparound or centre fold, no leporello or altar fold. Inserts must be suitable for machine processing. Fold on the long side. The trim should be right-angled and of the same format. If the insert consists of several parts, a firm connection of these parts is required. The submission of a sample is a condition, also for special formats and product samples.

Rates plus VAT if applicable

Rates per 1,000 copies	
Up to 20 g	175 €
Up to 25 g	180 €
Up to 30 g	185 €
Up to 35 g	195 €
Up to 40 g	205 €
Up to 45 g	215 €
Up to 50 g	225 €
Higher weights on request	

## Subscription circulation

For inserts up to 50 g, postal charges of € 15 per 1,000 copies are due when the subscription circulation is used (total or partial). Postal charges are not eligible for AE or discounts.

Please note: The postal charge is levied in full for expiring inserts, a maximum of one federal state can be used for expiring inserts, the postal charge is calculated for the total subscription edition of the corresponding federal state.

## Split circulation

Partial print runs are possible on request. For a partial print run of up to 100,000 copies a surcharge of 10 % will be charged, for a partial print run of up to 250,000 copies a surcharge of 5 % will be charged.

## Postponement Right

The publisher reserves the right to shift inserts weighing more than 50 g or partial inserts.

## Surcharge joint inserts

Inserts that are used jointly by several advertisers are only possible by special agreement. For such inserts, surcharges of 50 % on the basic price will be charged.

## Booking/Cancellation Deadline

2 weeks prior to publication date

## Delivery date

At the latest 5 working days prior to publication date, earliest 7 working days prior to publication date  
Monday & Tuesday 8 .00 am – 3 pm  
WEDNESDAY. NO DELIVERY POSSIBLE  
Thursday & Friday 8 .00 am – 3 pm  
Saturday closed

## Delivery instruction

The inserts must be properly processed, packaged and labelled. The guidelines of the Bundesverband Druck e. V. (German Printing Association) are decisive for the condition and layer height between 80 and 100 mm on the Euro pallets.

## Loose insert sample

10 copies up to 10 days prior to publication date  
[DIE ZEIT: Detaillierte Beilagenrichtlinie 2025](#)

## Delivery address

Süddeutscher Verlag Zeitungsdruck GmbH  
Weiterverarbeitung  
Zamdorfer Straße 40  
DE 81677 München

<b>Delivery</b>	via Web-Upload at <a href="http://www.anzeigeneingang.de">www.anzeigeneingang.de</a> via email to <a href="mailto:zeit@anzeigeneingang.de">zeit@anzeigeneingang.de</a>
<b>Printing Process</b>	Newspaper offset (ZRO, ISO 12647-3:2005:)
<b>Newspaper size</b>	400 mm w, 570 mm h
<b>Type area</b>	371 mm w, 528 mm h
<b>Colour profiles</b>	Colour: ISOnewspaper26v4.icc Greyscale: ISOnewspaper26v4_gr.icc Tonal value increase 26 % by 40 % half tone value <a href="http://www.anzeigeneingang.de">Please download the ICC profile at www.anzeigeneingang.de</a>
<b>Total ink coverage</b>	max. 240 %
<b>Screen width</b>	48 lines/cm
<b>Resolution</b>	Line work: 1.270 dpi Colour pictures: 240 dpi Greyscale pictures: 240 dpi
<b>Data formats</b>	Adobe-PDF/X1a:2001 or Adobe-PDF/X3:2002 in CMYK-mode, fonts must be embedded. The minimum type size has to be 6 point. Fine serifs should be avoided in small letterings. Modifying fonts like »bold« or »italic« are not permitted. So do Multiple-Master- and double byte-fonts. Pictures must be included. The quality of JPEG-compressed pictures is defined by the deliverer. Embedded ICC-profiles will not be interpreted.
<b>Types &amp; Lines</b>	Must be a minimum of 0.15 mm
<b>Spotcolours</b>	converted in CMYK-colour-space; the obtainable colour rendition has to correlate to <b>HKS-Z colour table of 05.06.2004 (ISO 2846 or ISO12647-3:2005)</b> (the colour table is accessible at <a href="http://www.anzeigeneingang.de">www.anzeigeneingang.de</a> )

<b>File size</b>	To avoid outsized files please crop the image section to the necessary size by Photoshop. If greyscale-tiffs or bmp-files are used in the document the background color should be set to white.
<b>Proofs</b>	One colour-binding proof. The contract proof has to be made 1:1 of the delivered digital advertisement and must contain the Ugra/Fogra-medium wedge.

<b>Postal address</b>	Mediengruppe Main-Post GmbH z. Hd. Digitale Bearbeitung – DIE ZEIT – Vorstufe 1. OG Berner Straße 2 97084 Würzburg
<b>Contact</b>	For any questions please contact: Mr. Koch Telephone: +49-931/60 01-758 Email: <a href="mailto:zeit@anzeigeneingang.de">zeit@anzeigeneingang.de</a>
<b>Upload</b>	Information can be retrieved at <a href="http://www.anzeigeneingang.de/zeitverlag">www.anzeigeneingang.de/zeitverlag</a>

**Please check the copy deadlines****Important information!**

When delivering your ad via **email** or **internet** please provide the respective **publication** and **issue-number / -date** for better allocation. Regardless of the transfer of your ad the publishing company needs a **written ad-order**.

Please let us know in advance, how your ad will be transferred.

# / Please contact

## **Sales International**

### **Gerda Gavric-Hollender**

Director Sales International Print  
+49 211 887 2343  
[gerda.gavric-hollender@iqm.de](mailto:gerda.gavric-hollender@iqm.de)

### **Darwin Santo**

Director New Business International  
+49 211 887 2371  
[darwin.santo@iqm.de](mailto:darwin.santo@iqm.de)

### **Bettina Goedert**

Senior Sales Manager International  
+49 211 887 1336  
[bettina.goedert@iqm.de](mailto:bettina.goedert@iqm.de)

Or our

**Worldwide network of international  
representatives**

refer to: [Contact - iq media](#)