

# ZEIT WISSEN

## At a glance

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- › **Copy price:**  
€ 7,95
- › **Published:**  
6 x per year
- › **rate 1/1 ad page 2024:**  
17,200 Euro
- › **Sold circulation:**  
IVW II/2023: 97,387 copies
- › **coverage:**  
742,000 readers (AWA 2023)
- › **Target group:**  
innovation-interested,  
sustainability-oriented and  
opinion building readers between  
20 and 59 years of age.

ZEIT WISSEN is the source of inspiration for open-minded people and the key to life's relevant topics - a smart companion for everyday life.

Every two months, the magazine prepares sound knowledge from the fields of psychology, society, technology, health and the environment in an easy-to-understand way. Sustainability is a focus of every issue and has been anchored in the DNA of ZEIT WISSEN for more than 17 years.

With clear language and opulent images, ZEIT WISSEN succeeds in providing access even to complex topics.

ZEIT WISSEN appeals equally to a female and male target group, with a high level of education and purchasing power, who are interested in discovering new sides to themselves and the world and in being positively inspired.

# ZEIT WISSEN

## Readership data



### ZEIT Wissen readers

742,000 read every issue of ZEIT WISSEN

### Socio-economic status

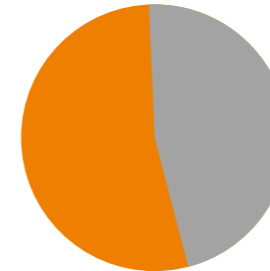
321,000

ZEIT WISSEN readers belong to level 1-2

### Ø Age



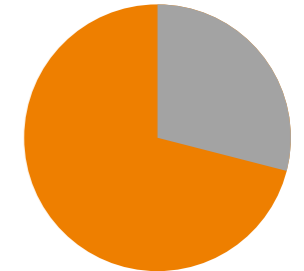
### Gender



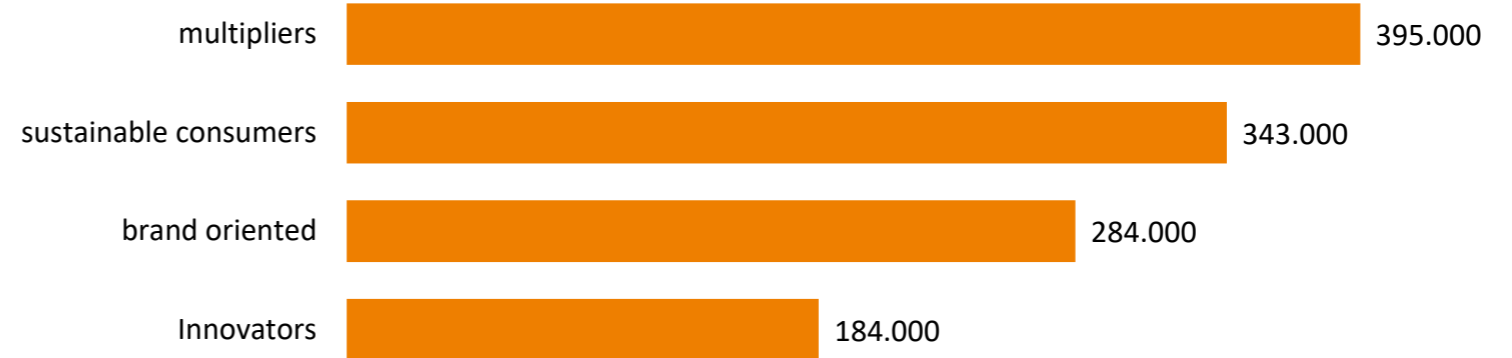
### Ø HHNI



### Education



### TARGET GROUPS



Source: AWA 2023

# ZEIT WISSEN

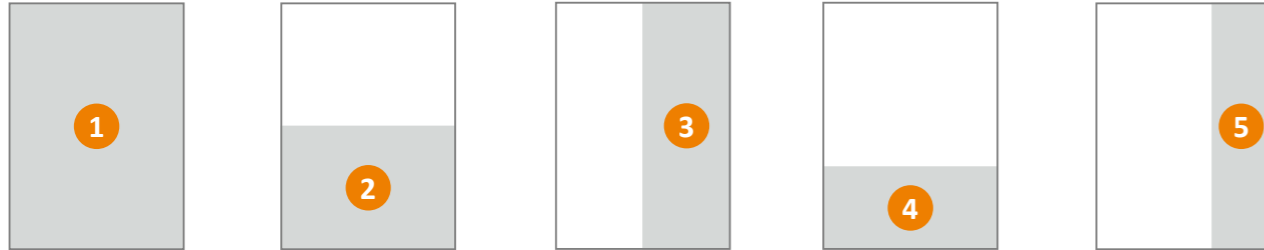
## Dates and topics

issue	Core topics		Publication date	Closing date	Material deadline
2/2024	Future Health Systems	Finance	16.02.2024	15.01.2024	18.01.2024
3/2024	Living & Design	Future Health Systems	26.04.2024	21.03.2024	26.03.2024
4/2024	Sustainability: From head to toe	The modern company	21.06.2024	17.05.2024	23.05.2024
5/2024	News from the Digital World	Construction	30.08.2024	29.07.2024	01.08.2024
6/2024	Future Health Systems	Pleasure	18.10.2024	16.09.2024	19.09.2024
1/2025	Mobility	Travel	13.12.2024	11.11.2024	14.11.2024

Subject to alterations.

# ZEIT WISSEN

## Ad formats and rates



Format	Bleed area (B x H)	Type area (B x H)	Basic rate 4c
1 1/1 page	215 x 262 mm	188 x 237 mm	17,200 €
1 1/1 page IFC*/OBC 1st right-hand page	215 x 262	188 x 237	21,500 €
2 1/2 page horizontal	215 x 131	188 x 117	11,200 €
3 1/2 page vertical	99 x 262	89 x 237	11,200 €
4 1/3 page horizontal	215 x 89	188 x 74	8,900 €
5 1/3 page vertical	66 x 262	56 x 237	8,900 €

\* If an OPS will be booked the IFC will become the first left-hand page in the issue

- › Bleed format: 5 mm surplus on all sides
- › Rates are valid for b/w, 2/3/4c ads
- › Other rates and closing dates for advertorials.



# PLEASE CONTACT US

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