

ZEIT WISSEN

At a glance



- › **Copy price:**
€ 8.50
- › **Published:**
6 x per year
- › **rate 1/1 ad page 2025:**
17,800 Euro
- › **Sold circulation:**
IVW II/2024: 99,568 copies of which 51,066 are subscriptions
- › **coverage:**
714,000 readers (AWA 2024)
- › **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 18 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.

Increasing circulation against the market trend.

ZEIT WISSEN

Readership data



ZEIT Wissen readers

714,000 read every issue of ZEIT WISSEN

Socio-economic status

341,000
ZEIT WISSEN readers belong to level 1-2

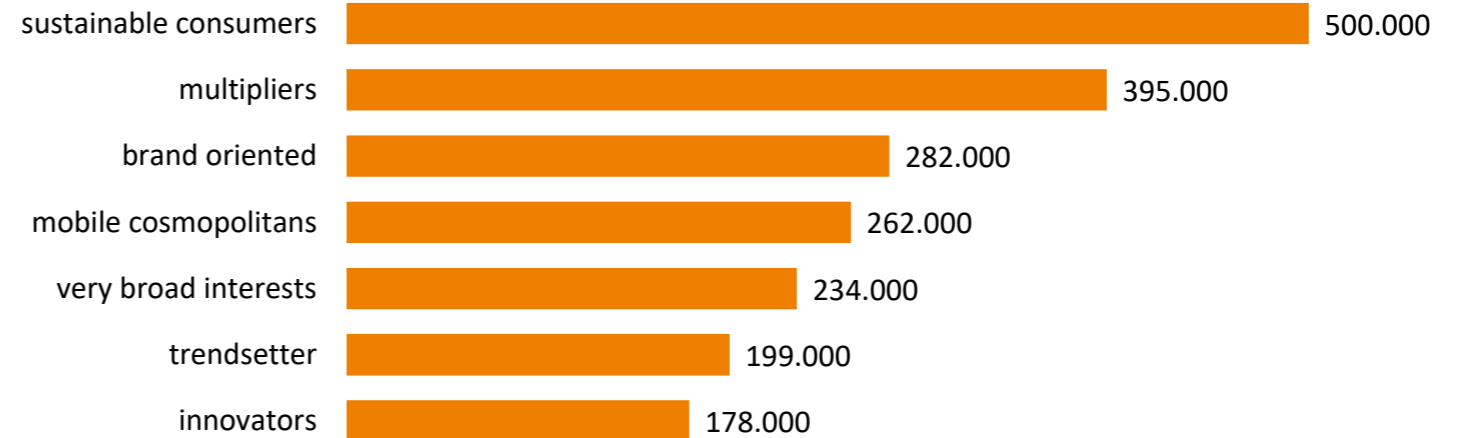
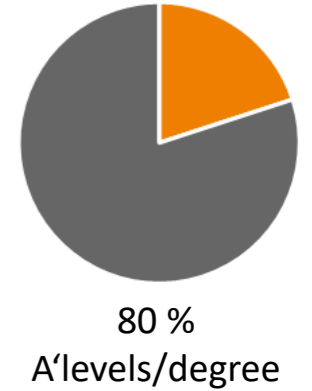
Ø Age



Ø HHNI



Education



Source: AWA 2024

ZEIT WISSEN

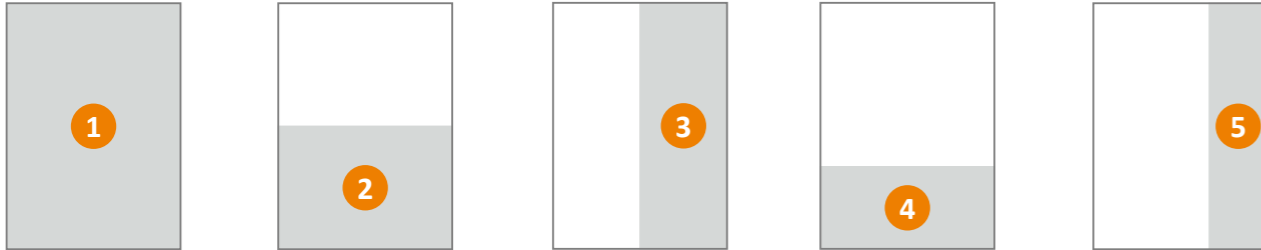
Dates and topics

issue	Core topics		Publication date	Closing date	Material deadline
2/2025	Travel	Food	14.02.2025	13.01.2025	16.01.2025
3/2025	Living & Design	Donations	25.04.2025	17.03.2025	25.03.2025
4/2025	Building	Health	20.06.2025	13.05.2025	16.05.2025
5/2025	News from the Digital World	Finance	29.08.2025	28.07.2025	31.07.2025
6/2025	Future Health Systems	Self-employment	17.10.2025	12.09.2025	17.09.2025
1/2026	Mobility	Indulgence	12.12.2025	10.11.2025	13.11.2025

Subject to alterations.

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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	17,800 €
1 1/1 page IFC*/OBC 1st right-hand page	215 x 262	188 x 237	22,300 €
2 1/2 page horizontal	215 x 131	188 x 117	11,600 €
3 1/2 page vertical	99 x 262	89 x 237	11,600 €
4 1/3 page horizontal	215 x 89	188 x 74	9,200 €
5 1/3 page vertical	66 x 262	56 x 237	9,200 €

* 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

International Sales

Bettina Goedert

Telephone +49 211 887 - 1336

bettina.goedert@iqm.de