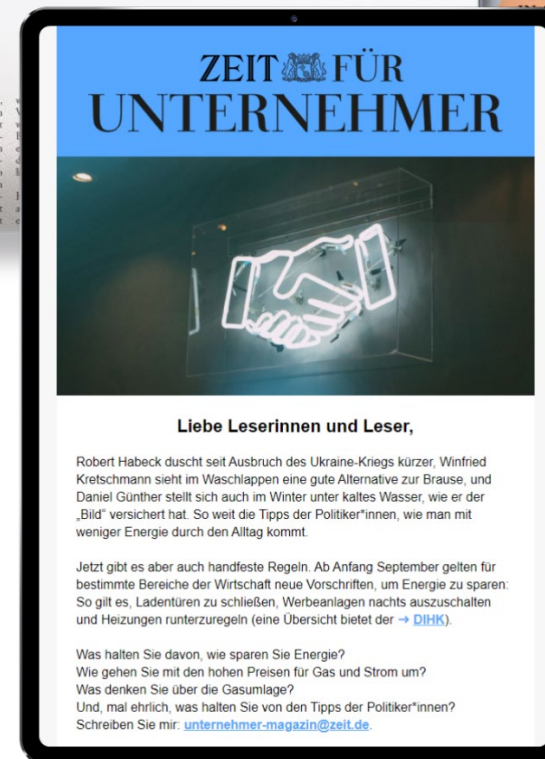


The ZEIT brand for SME topics

ZEIT FÜR UNTERNEHMER ("ZEIT FOR ENTREPRENEURS")



"ZEIT for ENTREPRENEURS"

Solution-focused content with direct benefit for your target group

Profile

"ZEIT for ENTREPRENEURS" is **the magazine from the ZEIT business editorial team**. It looks at the big questions that preoccupy both entrepreneurs and management executives in SMEs. The focus is on the people who shape Germany's economy. **It supplies** entrepreneurs and start-ups with **useful knowledge, outlines relevant developments in technology, business and politics**, describes updated case studies and reports on hot topics and key figures in SMEs. "ZEIT for ENTREPRENEURS" enables **readers to learn from and interconnect with each other**.



Target group

"ZEIT for ENTREPRENEURS" is designed to appeal specifically to all **opinion leaders and decision-makers in SMEs all over Germany**. We reach the management executives who are responsible for and drive innovation in their companies.

- › It is an indispensable medium for your targeted communication with SMEs without wastage.

"ZEIT for ENTREPRENEURS"

The SME magazine from the Zeitverlag publisher



- › **Directly mailed magazine**
- › **Publication rhythm:**
4 x in 2024
- › **Price for a 1/1 ad page in 2024:**
18,500 euros
- › **Distributed circulation:**
80,000 copies with personalised delivery; 40,000 copies dispatched by standard mail
ePaper: 40,000 copies
Additional distribution via events staged by ZEIT subsidiary Studio ZX
- › **Target group:**
SME entrepreneurs and top management executives

"ZEIT for ENTREPRENEURS"

... is the big business medium for SMEs; the individualised mailing concept ensures that it reaches SME entrepreneurs in all sectors all over Germany – and with a personal touch.

... provides brands with a direct line to company owners and management executives in SMEs without wastage.

... is a product from the ZEIT business editorial team and meets the same high journalistic standards as leading medium DIE ZEIT.

... focuses on entrepreneurs as well their role in society; addresses trends and topical developments in SMEs, such as digitalisation, new work, leadership, innovation, sustainability, change of generation, SME financing, mobility and much more.

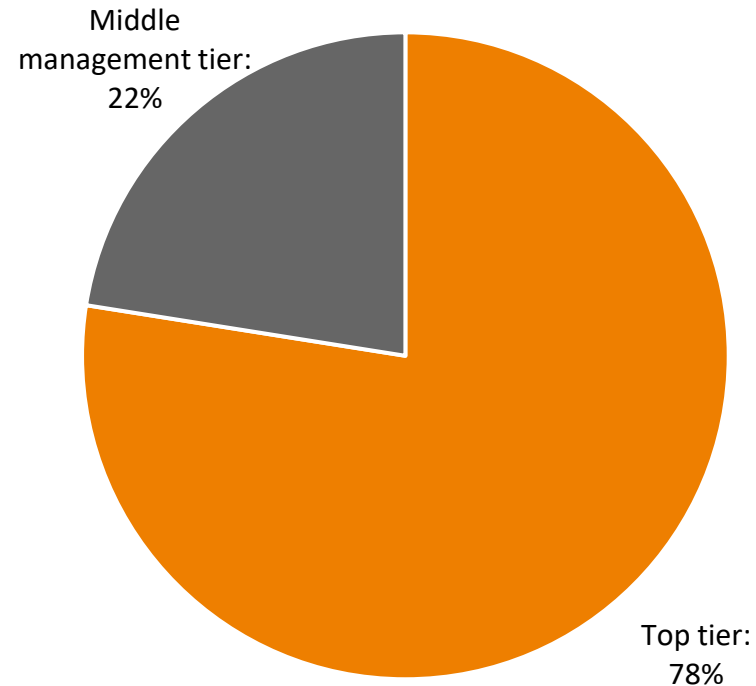
... is an indispensable medium for your targeted communication with SMEs.

Source: publisher's figures; ad rate effective January 1, 2024; all prices plus VAT; subject to change

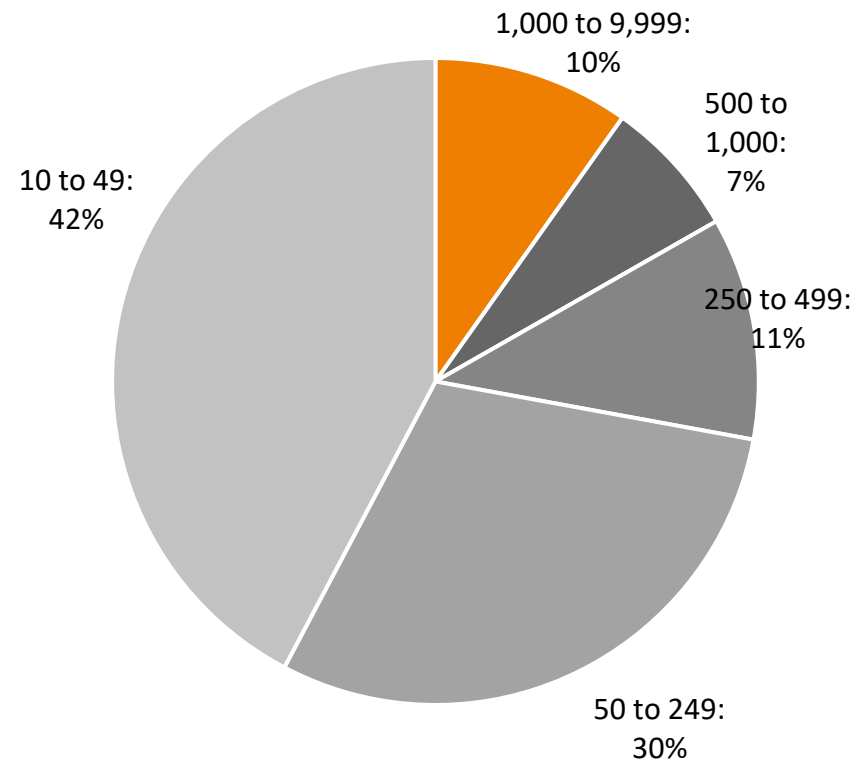
"ZEIT for ENTREPRENEURS"

For precision communication with your target group

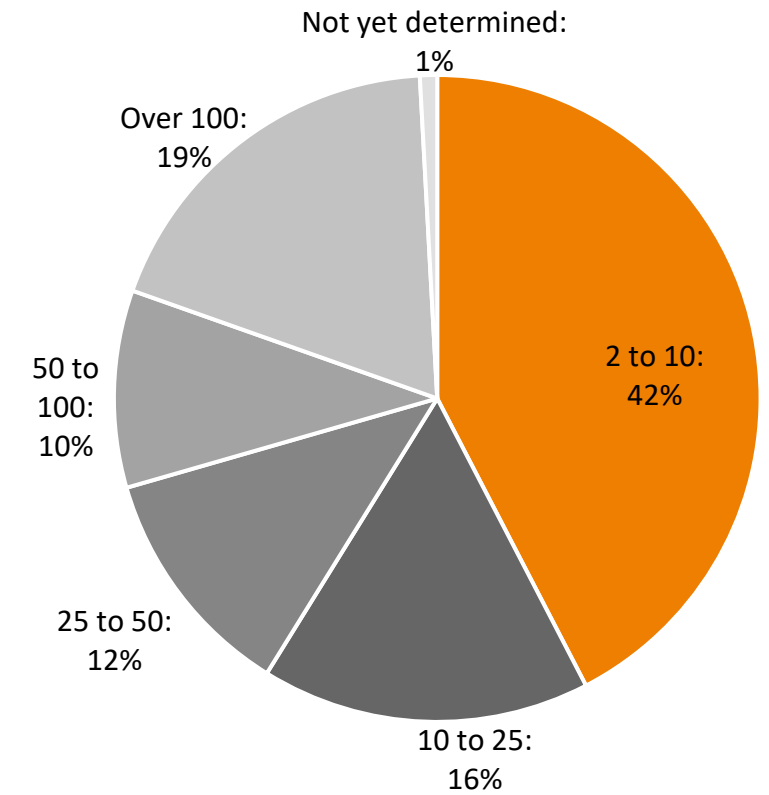
Management tiers reached directly by
"ZEIT for ENTREPRENEURS"



Company sizes by number of employees



Annual turnover by size of company



Source: publisher's figures

"ZEIT for ENTREPRENEURS"

Wide range of matching topics & environments



Digitali-
sation

Finance

Mobility

Inno-
vation

WHY THIS SECTION IS SO IMPORTANT

A single yet decisive aspect in modern companies

A VISIT TO ...

... German innovation clusters

THE BEST IDEAS ON A SPECIFIC TOPIC

“HOW do I motivate my employees?”, “WHERE can I find my data?”, WHAT does the government subsidise?”

A DAY WITH ... an entrepreneur

POSITIONING

Where do we stand: who helps, who harms? Where are the decisive points in the debate? Where is politics heading?

HOW DID YOU DO IT?

The big interview

DIGITAL WORLD CHAMPIONS

Where and how German SMEs are making waves in the Internet.

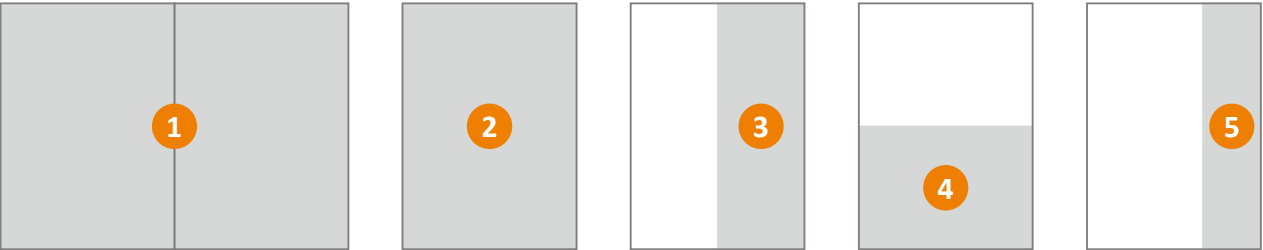
THE INVENTION OF MY LIFE

Short interview

Änderungen vorbehalten

"ZEIT for ENTREPRENEURS"

Rates and dates



Format	Type area in mm (W x H)	Bleed* in mm (W x H)	Price (4c)
1 2/1 page	403 x 237	430 x 262	35,200 €
1 Opening spread		430 x 262	45,700 €
2 1/1 page	188 x 237	215 x 262	18,500 €
2 C4, C3, C2		215 x 262	23,100 €
3 1/2 page vert.	89 x 237	99 x 262	12,000 €
4 1/2 page horiz.	188 x 117	215 x 131	12,000 €
5 1/3 page vert.	56 x 237	66 x 262	9,600 €

5 mm trim allowance for bleed formats on all sides

Volume discounts:

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

Gross prices, effective January 1, 2024; subject to change; all prices plus VAT

Dates and core topics

Issue no.	Core topic	PD	ABD
01/2024	Digitalisation	21/03/2024	13/02/2024
02/2024	Sustainability	20/06/2024	13/05/2024
03/2024	Finance	30/09/2024	22/08/2024
04/2024	Industry 4.0	21/11/2024	11/10/2024

Topics and dates subject to change; PD = Publication date; ABD = Ad booking deadline

Technical specifications

- › Copy/Artwork & upload:
<https://www.anzeigeneingang.de/#/die-zeit#kiosk-magazine.zeit-fur-unternehmer>
- › Printing process
Offset print / Heatset, staple binding
- › ICC PROFILE:
Content: PSO_LWC_Improved_eci.icc
Cover: ISOcoated_v2_300_eci.icc

"ZEIT for ENTREPRENEURS"

Loose inserts

Prices

Weight	Price for full circulation 40,000 copies	Price for circulation split At least 20,000 copies
20 g	194 €	214 €
30 g	211 €	231 €
40 g	228 €	248 €

General notes

Content and design of the inserts must be coordinated with the publisher prior to printing. The basis for calculation is always the current print circulation. Inserts used by multiple advertisers are possible by special arrangement; details of surcharges are available on request. In the event of processing problems, production of the circulation takes priority. The actual number of required inserts must be coordinated prior to the commencement of printing. The average planning volume (print share) is 40,000 pieces + 2% additional delivery.

Models

- › The publisher requires 3 binding models 4 weeks prior to publication of the magazine at the latest. Inserts of a more complex nature must be reviewed for processability prior to placing of the order.
- › Additional delivery for standard inserts: 2%

Subject to change

Delivery

- › Inserts must be flawlessly packaged, suitable for mechanical processing and delivered in layers of 10–12 cm grip height in one direction. They must be delivered free at destination in line with the specifications in the order confirmation.

Insertion options

Full circulation (print share: 40,000 copies)

Circulation split by postcode; minimum volume: 20,000 copies

Order and cancellation deadline: 6 weeks prior to the first day of sale

Formats

Minimum format: 100 x 120 mm (W x H); max. format: 205 x 252 mm (W x H)

Paper weight

With 2 pages at least 100 g/sqm; with 4 pages at least 80 g/sqm

Technical information

Inserts must always be suitable for mechanical processing. Inserts open on all sides (such as accordion folds) cannot be processed. Multi-page inserts must be joined by stapling, folding or gluing. They are inserted with the closed side parallel to the spine of the magazine. Postcards should be attached inside the insert. Postcards on the outside must be firmly glued at the closed insert side across the full height. The gluing line must be no more than 10 mm from the edge of the postcard. The glue bond must be on the side facing the gutter of the insert. Inserts with perforations, different geometries or film covers are outside these standards and must be reviewed in advance.

"ZEIT for ENTREPRENEURS"

Bound inserts

Prices

Price per 1,000 copies	Full circulation
4 pages	261 €
8 pages	279 €

Other bound insert formats on request

General notes

Content and design of the inserts must be coordinated with the publisher prior to printing. The basis for calculation is always the current print circulation. Inserts used by multiple advertisers are possible by special arrangement; details of surcharges are available on request. In the event of processing problems, production of the circulation takes priority. The actual number of required inserts must be coordinated prior to the commencement of printing. The average planning volume (print share) is 40,000 pieces + 2% additional delivery.

Models

- › The publisher requires 3 binding models 4 weeks prior to publication of the magazine at the latest. Inserts of a more complex nature must be reviewed for processability prior to placing of the order.
- › Additional delivery for standard bound inserts: 2%

Subject to change

Insertion options

- › Full circulation (print share: 40,000 copies)

Order and cancellation deadline

- › 6 weeks prior to the first day of sale

Formats

- › Format: 215 mm x 262 mm (W x H)
- › Trim allowance: 15 mm head trim, 8 mm binding flap, 3 mm printed trim allowance

Paper weight

- › Up to 4 pages: at least 100 g/sqm
- › Up to 8 pages: at least 70 g/sqm

Technical information

Bound inserts with designs that are not recognisable as advertising must be identified by the word "Advertisement" in 9-point semi-bold type. Bound inserts have lateral trim fluctuations that depend on the length of the magazine. It is therefore advisable to place important parts of the motif approx. 5 mm from the lateral trim. Delivery must be in untrimmed magazine format (3-sided trim + gutter cutting margin). Other non-standard bound insert formats such as bound inserts with glued-on elements, posters, glue-ons, pull-out sheets etc. are possible on request and must be reviewed for processability prior to placing of the order.

WE LOOK FORWARD TO HEARING FROM YOU



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#WERT
STIFTER**