

# ZEIT Campus ratecard 2026



ZEIT Studienführer



ZEIT Campus  
Masterstudium



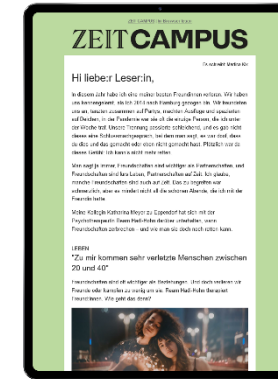
ZEIT Campus Podcast  
„Und was macht die Uni?“



ZEIT Campus  
Masterstudium



ZEIT Campus  
Magazin



ZEIT Campus  
Newsletter



ZEIT Campus  
Instagram



TikTok



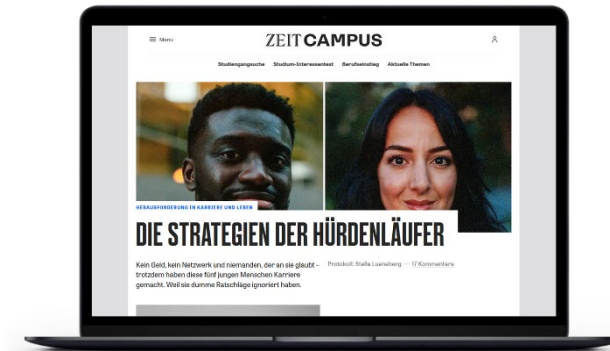
ZEIT Campus  
Events

## ZEIT CAMPUS

Magazine, Digital, Social Media, Audio and Live

# More than 2 m users

(gross coverage and publishers information)



ZEIT Campus  
Online

# Title profile



**coverage:**  
447,000 readers (AWA 2025)

**Sold circulation:**  
97,350 (IVW II/2025)

**published:**  
4x per year ZEIT Campus plus  
1x ZEIT Campus MASTERSTUDIUM

**Target group:**  
Students and  
Young Professionals

## ZEIT Campus – the youth magazine of ZEIT.

ZEIT Campus is the leading cross-media brand for Generation Z, reaching over 2 million users across its platforms.

ZEIT Campus is closely connected to students and young professionals, addressing their topics and delivering relevant content directly to this young target group across all channels: through the print magazine ZEIT Campus, ZEIT Campus Online, social media, the podcast “So *what’s university like?*”, and numerous events.

The magazine ZEIT Campus enriches and empowers its young readers, accompanying them through one of the most exciting phases of life — from university to their first job.

No.	Topic in the section <b>LEBEN (=living)</b>	Topic in the section <b>STUDIERN (=studying)</b>	Topic in the section <b>ARBEITEN (=working)</b>	Publication date	Closing date	Material deadline
2/26*	Lifestyle & Fashion	Study sustainably	Future of Work: New Work, Recruiting new job profiles through digitisation, KI	12.03.2026	10.02.2026	16.02.2026
3/26	Be outside: Music, Summer, Festivals, Barbecue	University of the Future: Flexibility etc.	Consulting	11.06.2026	06.05.2026	12.05.2026
4/26	Lifestyle & Fashion	Promotion, LLM, MBA, individual further education after the official studies	Careers in the Public Sector	10.09.2026	11.08.2026	17.08.2026
1/27	Finance   30 to 30	Master-Rankings	MINT – Jobs in future tech: Ingenieure, Energy, IT	10.12.2026	10.11.2026	16.11.2026

\* Copytest issue  
Topics are subject to alteration.

## At the Heart of the Target Group

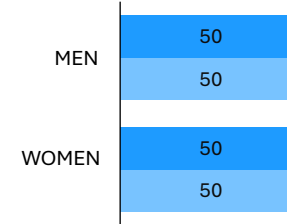
ZEIT Campus is present wherever students spend their time: at home, in shared apartments, at universities and dormitories, in cafés and libraries. With a high subscription rate, traditional single-copy sales, and direct distribution at locations relevant to the target group, the magazine stands out as the leading medium for students across Germany.

The AWA 2025 study further confirms: ZEIT Campus reaches young, well-educated readers with a wide range of interests, who set trends and belong to the group of strong-personality multipliers.

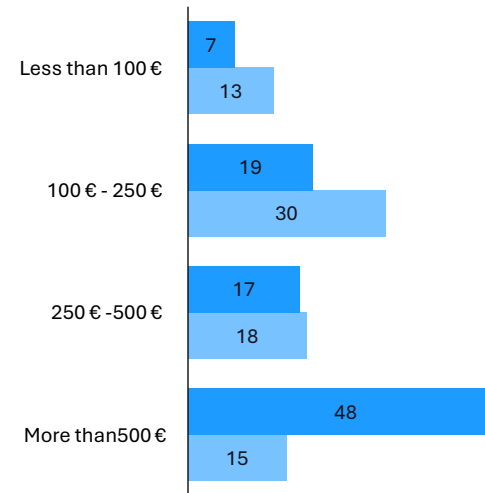
## Award-Winning Magazine

In recent years, ZEIT Campus has repeatedly excelled in prestigious competitions and received multiple awards. According to Universum Talent Research 2025, ZEIT Campus is the most-read career medium.

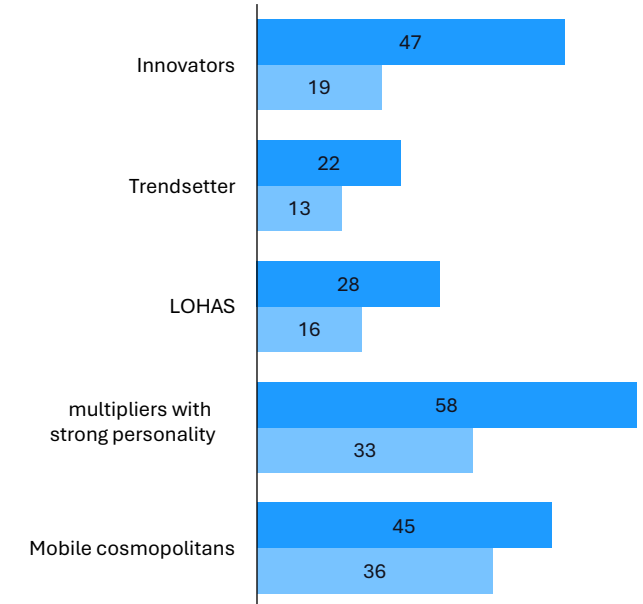
### Gender



### Financial withdrawal



### Typology



For **74%** of ZEIT CAMPUS readers, print media hold high value.  
(ZEIT CAMPUS Copytest 2025)

■ ZEIT Campus structure in %  
■ Students in %

Source: AWA 2025

## Leben (=living)



### Diverse – Captivating – Entertaining

This section reflects the diversity of topics from students' multifaceted everyday lives on and around campus: politics and social engagement, sustainability and climate, lifestyle and fashion, leisure, travel and culture, diversity, mental health, and relationships.

## Studieren (=studying)



### Informative – Well-Founded – Committed

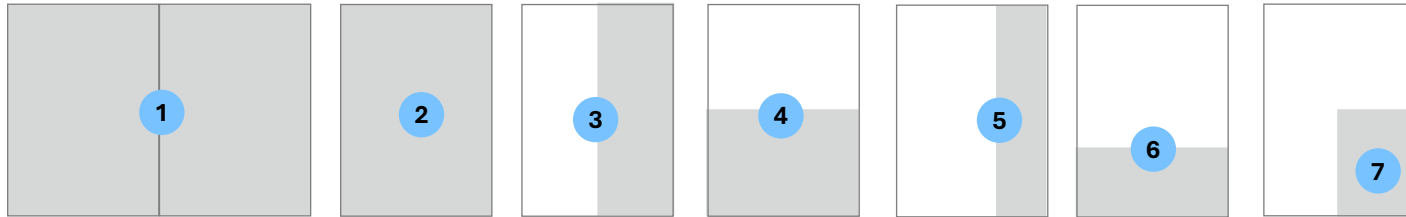
Structuring your studies, managing finances, planning a semester abroad, writing a thesis, pursuing a master's degree, or working toward a doctorate — what really matters? This section provides guidance and answers to the questions that concern students most.

## Arbeiten (=working)



### Forward-Thinking – Inspiring – Service-Oriented

The world of work is changing. This section offers exciting insights into industries and career paths, entrepreneurship and professional development. It explains what New Work, Female Leadership, Cultural Fit, and digitalization mean — and how to successfully start a career while maintaining a healthy work-life balance.

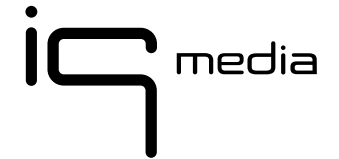


Format	bleedt (W x H)	Type area (W x H)	Gross rate
<b>1</b> Double page	430 x 262 mm	410 x 237 mm	35.910,00 €
Opening Spread	430 x 262 mm	410 x 237 mm	47.250,00 €
<b>2</b> 1/1 page	215 x 262 mm	188 x 237 mm	18.900,00 €
1/1 page:IFC*/IBC/OBC/1. RHP	215 x 262 mm	188 x 237 mm	23.625,00 €
<b>3</b> 1/2 page vertical	99 x 262 mm	89 x 237 mm	12.850,00 €
<b>4</b> 1/2 page horizontal	215 x 131 mm	188 x 117 mm	12.850,00 €
<b>5</b> 1/3 page vertical	66 x 262 mm	56 x 237 mm	9.450,00 €
<b>6</b> 1/3 page horizontal	215 x 89 mm	188 x 74 mm	9.450,00 €
<b>7</b> 1/4 page Magazine format**	--	90 x 117 mm	7.560,00 €

\* 1st left-hand page if an OPS is booked

\*\* non-solus.

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