



Social Media



Events



Magazine



Special in DIE ZEIT



Newsletter



Seminars



SME research

Qualified Recipients

The Studio ZX database is built on the long-standing and successful SME conferences organized by the agency Convent. In recent years, the data pool has been enriched through targeted qualitative and quantitative marketing, as well as registrations from Studio ZX events and the “ZEIT für X” platform. This has resulted in qualified B2B datasets, including well over 87,000 entrepreneurs from medium-sized companies across Germany.

ZEIT für UNTERNEHMER



Podcast

/ Title profile

ZEIT für UNTERNEHMER is the business magazine from ZEIT's editorial team. It focuses on the key questions that concern entrepreneurs and decision-makers in the SME sector, highlighting those who shape Germany's economy. The magazine delivers practical insights, explores relevant developments in business, politics, and technology, presents concrete case studies, and profiles influential personalities. It creates a space where entrepreneurs and founders can learn from one another and build valuable networks.

Leverage the **ZEIT für UNTERNEHMER brand** to directly engage decision-makers in the SME sector across multiple touchpoints.



Several times a year
ZEIT für UNTERNEHMER events offer direct contact with the target audience.

Reading duration (Ø)
90 minutes*



4 x per year
ZEIT für UNTERNEHMER-Magazin is read by 87,000 decision-makers**.



4 x per year
ZEIT für UNTERNEHMER-Special in the business section of DIE ZEIT – reaches 1,86 million readers***.



12 x per year
ZEIT für UNTERNEHMER-Newsletter subscribed by 40,000 entrepreneurs**.

source: * readers survey 2023, ** publishers information, *** AWA 2025

Readership data

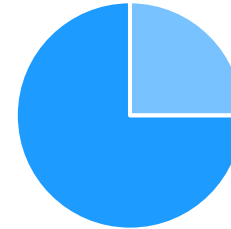
ZEIT für UNTERNEHMER reaches the SME sector in Germany without scatter loss.

Thanks to its content and substance, ZEIT für UNTERNEHMER precisely targets all opinion leaders and decision-makers in the German SME sector nationwide.

Its readers have a high net household income and are predominantly executives with budget responsibility across various business areas.



Gender



■ 25 % women ■ 75 % men

Age (Ø)



HIGH HOUSEHOLD NET INCOME

66 %

of ZEIT für UNTERNEHMER readers have a monthly net household income starting at €5,000.

EXECUTIVE LEVEL

83 %

of ZEIT für UNTERNEHMER readers work at the top or middle management level within their companies.

BUDGET RESPONSIBILITY

69%

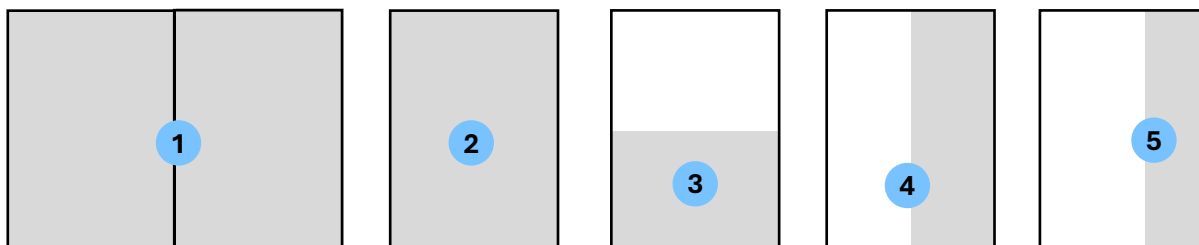
OF ZEIT FÜR UNTERNEHMER READERS HOLD BUDGET RESPONSIBILITY ACROSS VARIOUS AREAS OF THEIR COMPANIES.

MULTIPLIERS

76 %

der ZEIT für UNTERNEHMER-readers frequently inform their networks about the latest developments.

Formats & Rates



Format	Type area in mm (W x H)	bleed (W x H)	Gross rate
1 Double page	403 x 237 mm	430 x 262 mm	37.810,- €
Opening Spread	--	430 x 262 mm	49.750,- €
2 1/1 page	188 x 237 mm	215 x 262 mm	19.900,- €
1/1 page: IFC, IBC, OBC	--	215 x 262 mm	24.875,- €
3 1/2 page horizontal	188 x 117 mm	215 x 131 mm	12.935,- €
4 1/2 page vertical	89 x 237 mm	99 x 262 mm	12.935,- €
5 1/3 page vertical	56 x 237 mm	66 x 262 mm	9.950,- €

Please allow surbleed of 5 mm on all edges.

Dates

issue	Core topic	Publication date	Closing date
01/26	Digitalization	26.03.2026	17.02.2026
02/26	Sustainability	25.06.2026	13.05.2026
03/26	Financing	24.09.2026	18.08.2026
04/26	AI and Industry 5.0	19.11.2026	13.10.2026

Subject to alteration.



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DELIVERING VALUE

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