

The magazine for connoisseurs

# ZEITmagazin WOCHENMARKT



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"The best of the simple" - this is what ZEITmagazin WOCHENMARKT stands for, the new food and gourmet magazine from ZEIT Verlag. The newsstand magazine is published twice a year and presents its readers with epicurean highlights of the season and the best recipes from Elisabeth Raether's popular weekly column WOCHENMARKT.

Information and tips on the perfect kitchen equipment, culinary travel destinations as well as restaurant and cookbook recommendations make ZEITmagazin WOCHENMARKT a pleasure to read and an inspiration for all gourmets and for everyone who loves to cook.

- › **Copy price**  
11.00 euros
- › **Print circulation**  
75,000 copies
- › **Length**  
160 pages



issue	Publication date	Booking deadline	Copy deadline
01/2025	11.04.2025	05.03.2025	14.03.2025
02/2025	02.10.2025	26.08.2025	04.09.2025

# ZEITmagazin WOCHENMARKT

## Readership data



### Enthusiastic readers:

88% of ZEITmagazin WOCHENMARKT readers like the title very much.

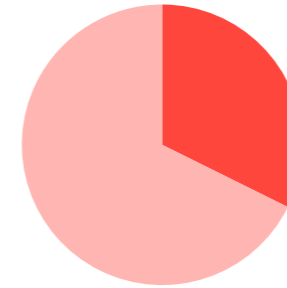
### Intensive Use:

81% of ZEITmagazin WOCHENMARKT readers read at least half of the articles and more.

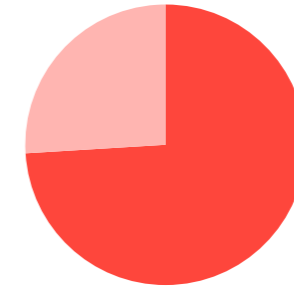
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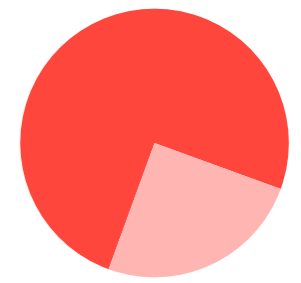
### gender



### HHNI



### A-levels/Degree

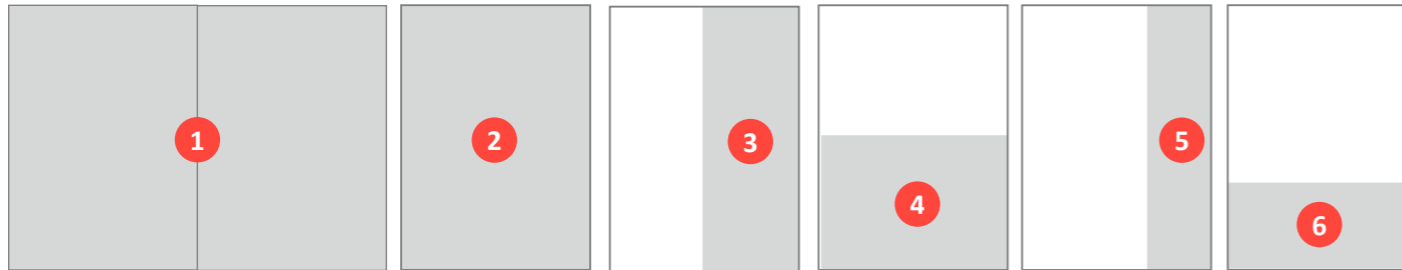


### Target groups



Source: Readers survey, ZEITmagazin WOCHENMARKT; MAY 2022

# ZEITmagazin WOCHENMARKT Rates



Format	Bleed in mm (W x H)	Type area in mm (W x H)	rate
<b>1</b> Double page	430 x 289	400 x 262	36.000,- €
1st double page	430 x 289	400 x 262	43.200,- €
<b>2</b> 1/1 page	215 x 289	191 x 262	18.900,- €
1/1 page: IFC, IBC, OBC	215 x 289	191 x 262	23.700,- €
1/1 page: 1st RHP	215 x 289	191 x 262	22.700,- €
<b>3</b> 1/2 page vertical	105 x 289	96 x 262	12.300,- €
1/2 page horizontal	215 x 145	191 x 132	12.300,- €
1/3 page vertical	215 x 95	191 x 88	9.800,- €
1/3 page horizontal	68 x 289	56 x 262	9.800,- €

All rates plus VAT if applicable



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Bettina Goedert  
Senior Sales Manager International  
Telefon +49 211 887 1336  
[bettina.goedert@iqm.de](mailto:bettina.goedert@iqm.de)

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