

ZEITmagazin Rate card 2025



ZEITmagazin MANN



ZEITmagazin WOCHENMARKT

Address

Zeitverlag Gerd Bucerius GmbH & Co. KG
Buceriusstraße, Eingang Speersort 1 20095
Hamburg

Internet address

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General terms and conditions

Any advertisement order implies acceptance of the general terms and conditions as laid down under advise.zeit.de/agb.pdf

Payment terms

Due on publication date; 2 % discount if paid before publication and no previous invoices are overdue.

VAT

The quoted rates exclude Value Added Tax which may apply.

Publication rhythm

Weekly, on Thursdays



The circulation of ZEITmagazin is IVW audited.
PZN: 592491

/ ZEIT universe

Knowledge · History · Science · Art · Culture · Politics · Business · Travel · Sustainability · Environment Protection · Education · Children

Overview of titles in the ZEIT universe



DIE ZEIT



ZEITmagazin



ZEITmagazin
WOCHENMARKT



ZEIT WISSEN



ZEIT Campus



ZEIT Studienführer



ZEIT LEO

	DIE ZEIT	ZEITmagazin	ZEITmagazin WOCHENMARKT	ZEIT WISSEN	ZEIT Campus	ZEIT Studienführer	ZEIT LEO
Readership	Upscale target group 14 years +	Upscale target group 14 years +	Quality-conscious connoisseurs	Knowledge and sustainability enthusiasts, 20 – 59 years	Students and graduates, 18 – 28 years	high school graduates and students changing their studies, 16 – 22 years	Children 7 – 13 years and their parents
Copypreis	6.70 €	Inserted in DIE ZEIT	11.00 €	8.50 €	3.50 €	11.95 €	5.50 €
Frequency	weekly	weekly	2x year	6 x year	4 x year	1 x year	8 x year
Ad rate	59,438.40 €	39,700 €	18,900 €	17,800 €	18,500 €	10,800 €	9,700 €
Sold circulation	601,486 copies	601,486 copies	75,000 copies***	99,568 copies*	96,509 copies*	90,000**	50,000 copies**
Subscriptions	475,673 copies	475,673 copies	15,000 copies**	51,066 copies*	40,877 copies*	n/a	32,000 copies**
Coverage	1.92 m	1.22 m	n/a	714,000	440,000	n/a	242,000

All advertising rates plus VAT if applicable

* circulation IVW II / 2024

** publisher info

*** printed circulation

Ad rates: DIE ZEIT Magazine format 4c, Magazines 1/1 page 4c
Coverage AWA 2024, ZEIT LEO Kinder Medien Monitor 2020



The glossy pages of DIE ZEIT

ZEITmagazin is published yearly and enclosed in every copy of DIE ZEIT, creating an attractive high-coverage magazine platform for German readers. ZEITmagazin recorded coverage of 1.22 million readers, putting it ahead of SZ Magazin and the main media of ICON (Welt am Sonntag) and FAZ Magazin (Frankfurter Allgemeine Zeitung). In ZEITmagazin, readers can find emotional, personal and vibrant journalism of the very highest quality, characterized by variety, high standards and intellectual value.

Every yearly, ZEITmagazin is a key source of information and entertainment geared towards the high journalistic standard readers are accustomed to from DIE ZEIT, helping them to find their bearings in the Fashion world. In this way, the magazine ideally complements the parent newspaper. The exciting reports, unusual profiles, exclusive interviews and intelligent columns are what make ZEITmagazin so successful and a true “one-of-a-kind”. Driven by consistent quality and a varied topic mix, ZEITmagazin reaches a high-performing and opinion leading readership with discerning tastes every yearly which also makes the magazine a highly attractive environment for advertisers.

ZEITmagazin – an awarded medium

LEAD AWARDS



REPORTER:INNEN
forum

Theodor-Wolff-Preis

Journalistenpreis der Digitalpublisher
und Zeitungsverleger

Publication dates 1st half

* Closing date is on the day at 12 a.m.

** for the following premium positions: cover pages, page 4,
1st right-hand page, 1st and 2nd DPS the closing date is ahead of the regular closing date

*** Different colour profile for cover pages in these topics

ZEITmagazin ratecard no. 19
effective January 1, 2025

Week	issue	Publication date	Day of the week	Closing date*	Closing date premium position**	Material deadline	Topic
2	02	09.01.2025	Thursday	22.11.2024	15.11.2024	18.12.2024	
3	03	16.01.2025	Thursday	05.12.2024	28.11.2024	02.01.2025	Design (core topic)
4	04	23.01.2025	Thursday	12.12.2024	05.12.2024	09.01.2025	
5	05	30.01.2025	Thursday	16.12.2024	09.12.2024	17.01.2025	
6	06	06.02.2025	Thursday	18.12.2024	11.12.2024	23.01.2025	Fashion special ***
7	07	13.02.2025	Thursday	06.01.2025	23.12.2024	27.01.2025	Men (core topic) ***
8	08	20.02.2025	Thursday	13.01.2025	07.01.2025	06.02.2025	
9	09	27.02.2025	Thursday	20.01.2025	13.01.2025	13.02.2025	Outdoor Fashion & Design (core topic)
10	10	06.03.2025	Thursday	27.01.2025	20.01.2025	20.02.2025	
11	11	13.03.2025	Thursday	03.02.2025	27.01.2025	26.02.2025	
12	12	20.03.2025	Thursday	07.02.2025	29.01.2025	03.03.2025	Wining & Dining special***
13	13	27.03.2025	Thursday	12.02.2025	03.02.2025	10.03.2025	Watches (core topic) ***
14	14	03.04.2025	Thursday	20.02.2025	13.02.2025	17.03.2025	Design special***
15	15	10.04.2025	Thursday	28.02.2025	21.02.2025	27.03.2025	
16	16	16.04.2025	Wednesday	07.03.2025	28.02.2025	02.04.2025	Travel special
17	17	24.04.2025	Thursday	13.03.2025	06.03.2025	10.04.2025	
18	18	30.04.2025	Wednesday	19.03.2025	12.03.2025	16.04.2025	
18	19	08.05.2025	Thursday	27.03.2025	20.03.2025	24.04.2025	
20	20	15.05.2025	Thursday	03.04.2025	27.03.2025	30.04.2025	
21	21	22.05.2025	Thursday	10.04.2025	03.04.2025	08.05.2025	
21	22	24.05.2025	Saturday	15.04.2025	08.04.2025	12.05.2025	special edition
22	23	28.05.2025	Wednesday	17.04.2025	10.04.2025	14.05.2025	Design (core topic)
23	24	05.06.2025	Thursday	25.04.2025	14.04.2025	22.05.2025	
24	25	12.06.2025	Thursday	30.04.2025	23.04.2025	28.05.2025	
25	26	18.06.2025	Wednesday	07.05.2025	30.04.2025	04.06.2025	
26	27	26.06.2025	Thursday	19.05.2025	12.05.2025	12.06.2025	
27	28	03.07.2025	Thursday	26.05.2025	19.05.2025	18.06.2025	

(as of October 2024 – subject to amendments)

Publication dates 2nd half

* Closing date is on the day at 12 a.m.

** for the following premium positions: cover pages, page 4,
1st right-hand page, 1st and 2nd DPS the closing date is ahead of the regular closing date

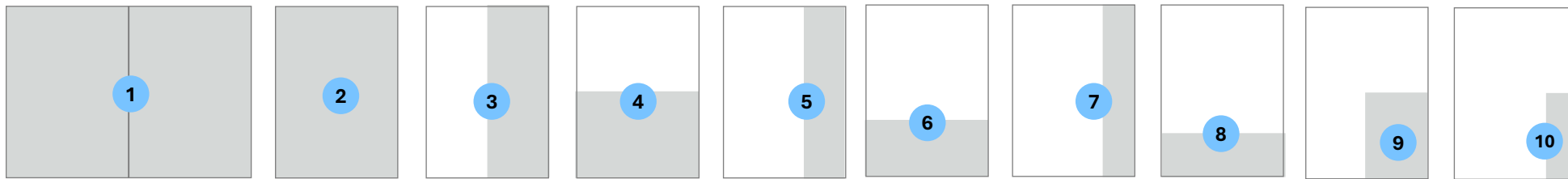
*** Different colour profile for cover pages in these topics

ZEITmagazin ratecard no. 19
effective January 1, 2025

Week	issue	Publication date	Day of the week	Closing date*	Closing date premium position**	Material deadline	Topic
28	29	10.07.2025	Thursday	30.05.2025	23.05.2025	26.06.2025	
29	30	17.07.2025	Thursday	05.06.2025	28.05.2025	03.07.2025	Fashion (core topic)
30	31	24.07.2025	Thursday	16.06.2025	05.06.2025	10.07.2025	
31	32	31.07.2025	Thursday	23.06.2025	16.06.2025	17.07.2025	
32	33	07.08.2025	Thursday	30.06.2025	23.06.2025	24.07.2025	
32	34	09.08.2025	Saturday	02.07.2025	25.06.2025	17.07.2025	Special edition
33	35	14.08.2025	Thursday	07.07.2025	30.06.2025	31.07.2025	
34	36	21.08.2025	Thursday	14.07.2025	07.07.2025	07.08.2025	
35	37	28.08.2025	Thursday	21.07.2025	18.07.2025	15.08.2025	
36	38	04.09.2025	Thursday	25.07.2025	21.07.2025	20.08.2025	Fashion special***
37	39	11.09.2025	Thursday	01.08.2025	25.07.2025	27.08.2025	Men (core topic)***
38	40	18.09.2025	Thursday	11.08.2025	04.08.2025	04.09.2025	
39	41	25.09.2025	Thursday	18.08.2025	11.08.2025	11.09.2025	
40	42	02.10.2025	Thursday	20.08.2025	13.08.2025	18.09.2025	
41	43	09.10.2025	Thursday	28.08.2025	21.08.2025	24.09.2025	Design special***
42	44	16.10.2025	Thursday	08.09.2025	01.09.2025	01.10.2025	
43	45	23.10.2025	Thursday	15.09.2025	08.09.2025	09.10.2025	Fashion (core topic)
44	46	30.10.2025	Thursday	18.09.2025	11.09.2025	16.10.2025	
45	47	06.11.2025	Thursday	22.09.2025	15.09.2025	20.10.2025	Watches and Jewellery***
46	48	13.11.2025	Thursday	06.10.2025	29.09.2025	30.10.2025	Travel special
47	49	20.11.2025	Thursday	10.10.2025	02.10.2025	06.11.2025	Wining & Dining special***
48	50	27.11.2025	Thursday	20.10.2025	13.10.2025	13.11.2025	
48	51	29.11.2025	Saturday	21.10.2025	14.10.2025	17.11.2025	Special edition
49	52	04.12.2025	Thursday	27.10.2025	20.10.2025	20.11.2025	
50	53	11.12.2025	Thursday	03.11.2025	27.10.2025	27.11.2025	
51	54	17.12.2025	Wednesday	05.11.2025	29.10.2025	03.12.2025	
52	55	23.12.2025	Tuesday	12.11.2025	05.11.2025	09.12.2025	
	01/26	30.12.2025	Tuesday	13.11.2025	06.11.2025	12.12.2025	

(as of October 2024 – subject to amendments)

Basic rates



	Format	Bleed format (W x H)	Type area (W x H)	rate 4c
1	Double page	430 x 289 mm	400 x 262 mm	75.000,- €
	1st double page	430 x 289 mm	400 x 262 mm	80.000,- €
	2nd double page	430 x 289 mm	400 x 262 mm	76.500,- €
2	1/1 page	215 x 289 mm	191 x 262 mm	39.700,- €
	1/1 page: Cover page (IFC, OBC, IBC)	215 x 289 mm	191 x 262 mm	48.500,- €
	1/1 page: opposite content (page 4)	215 x 289 mm	191 x 262 mm	48.500,- €
	1/1 page: 1st right-hand page	215 x 289 mm	191 x 262 mm	48.500,- €
	1/1 page: 2nd right-hand page	215 x 289 mm	191 x 262 mm	43.800,- €
3	1/2 page vertical	105 x 289 mm	96 x 262 mm	23.900,- €
4	1/2 page horizontal	215 x 145 mm	191 x 132 mm	23.900,- €
5	1/3 page vertical	68 x 289 mm	56 x 262 mm	17.500,- €
	1/3 page vertical: 1st 1/3 page in the issue	68 x 289 mm	56 x 262 mm	18.100,- €
6	1/3 page horizontal	215 x 95 mm	191 x 88 mm	17.500,- €
7	1/4 page vertical	54 x 289 mm	48 x 262 mm	13.500,- €
8	1/4 page horizontal	215 x 72 mm	191 x 66 mm	13.500,- €
9	1/4 page magazine format	108 x 145 mm	86 x 127 mm	13.500,- €
10	1/6 page*	68 x 140 mm	--	7.800,- €

* Non-solus; Please allow additional 5 mm on all edges for bleed format.

All advertising rates plus VAT if applicable



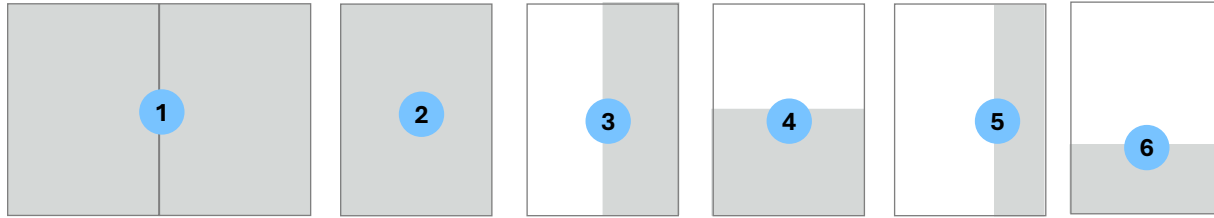
The best of the simple" - this is what ZEITmagazin WOCHENMARKT stands for, the new food and gourmet magazine from ZEIT Verlag. The newsstand magazine is published twice a year and presents its readers with epicurean highlights of the season and the best recipes from Elisabeth Raether's popular weekly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



issue	Publication date	Closing date	Material deadline
07/2025	11.04.2025	05.03.2025	14.03.2025
08/2025	02.10.2025	26.08.2025	04.09.2025

Rates



	Format	Bleed (W x H)	Type area (W x H)	rate 4c
1	Double page	430 x 289 mm	400 x 262 mm	36.000,- €
	Opening Spread	430 x 289 mm	400 x 262 mm	46.800,- €
	1st double page	430 x 289 mm	400 x 262 mm	43.200,- €
	2nd.-3rd double page	430 x 289 mm	400 x 262 mm	41.300,- €
2	1/1 page	215 x 289 mm	191 x 262 mm	18.900,- €
	1/1 page: cover page	215 x 289 mm	191 x 262 mm	23.700,- €
	1/1 page: 1.-3. right-hand page	215 x 289 mm	191 x 262 mm	22.700,- €
3	1/2 page vertical	105 x 289 mm	96 x 262 mm	12.300,- €
4	1/2 page horizontal	215 x 145 mm	191 x 132 mm	12.300,- €
5	1/3 page vertical	68 x 289 mm	56 x 262 mm	9.800,- €
6	1/3 page horizontal	215 x 95 mm	191 x 88 mm	9.800,- €

Please allow additional 5 mm on all edges for bleed format.

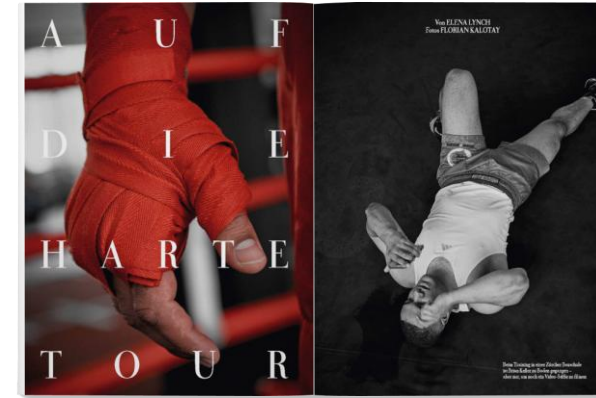
All advertising rates plus VAT if applicable





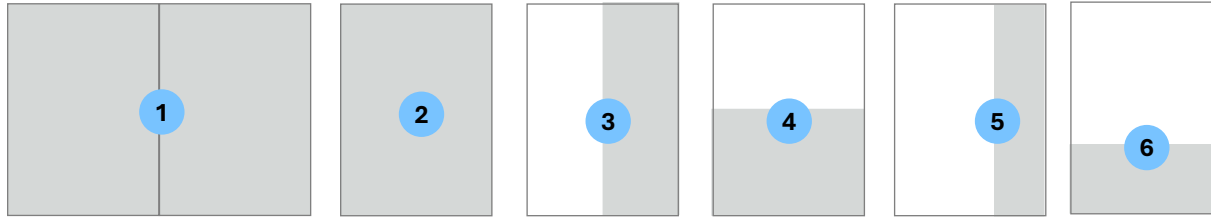
ZEITmagazin MANN is the men's magazine from ZEIT Verlag. The newsstand magazine with the quality standards of DIE ZEIT is published twice a year in spring and autumn. It is aimed at educated men with high incomes and strong personalities.

It focuses on what men want and dream of for their lives and shows a product world that reflects the attitude to life and the style of these men. It inspires and gives valuable recommendations. Besides unique columns and fashion spreads, each edition focuses on a celebrity who has made his dreams come true.



issue	Publication date	Closing date	Material deadline
01/2025	20.03.2025	18.02.2025	24.02.2025
02/2025	09.10.2025	08.09.2025	12.09.2025

Rates



	Format	Bleed (W x H)	Type area (W x H)	rate 4c
1	Double page	430 x 289 mm	400 x 262 mm	37.200,-€
	Opening Spread	430 x 289 mm	400 x 262 mm	48.400,-€
	1st double page	430 x 289 mm	400 x 262 mm	44.700,-€
	2nd-3rd double page	430 x 289 mm	400 x 262 mm	42.800,-€
2	1/1 page	215 x 289 mm	191 x 262 mm	19.600,-€
	1/1 page: cover pages	215 x 289 mm	191 x 262 mm	24.500,-€
	1/1 page: 1.-3. left-hand page	215 x 289 mm	191 x 262 mm	23.500,-€
	1/1 page: 1. right-hand page	215 x 289 mm	191 x 262 mm	23.500,-€
	1/1 page: 2.-3. right-hand page	215 x 289 mm	191 x 262 mm	22.600,-€
3	1/2 page vertical	105 x 289 mm	96 x 262 mm	12.700,-€
4	1/2 page horizontal	215 x 145 mm	191 x 132 mm	12.700,-€
5	1/3 page vertical	68 x 289 mm	56 x 262 mm	10.100,-€
6	1/3 page horizontal	215 x 95 mm	191 x 88 mm	10.100,-€

Please allow additional 5 mm on all edges for bleed format.



FORMATS

ZEITmagazin	Bleed size: 215 mm w, 289 mm h + 5 mm trim ; Type Area 191 mm w, 262 mm h
ZEITmagazin WOCHENMARKT ZEITmagazin MANN	Bleed size: 215 mm w, 289 mm h + 5 mm trim (Adhesive binding) Type area: 191 mm w, 262 mm h Shortening of each page by approx. 3 mm due to perfect binding. The adhesive binding reduces the 5 mm on the inside cover pages.
ZEITmagazin München	Bleed size: 215 mm w, 289 mm h + 5 mm trim (saddle stitched) Type Area: 191 mm w, 262 mm h

COLOUR PROFILES

<https://www.anzeigeneingang.de/#/color-profile>

ZEITmagazin	Cover & inner pages = PSO MFC Paper (Fogra 41L) Cover pages special issues = ISOcoated v2 (Fogra 39)*
ZEITmagazin WOCHENMARKT ZEITmagazin MANN	Cover & inner pages: PSO uncoated v2_300 V3 Fogra 25 Cover & Inner pages: ISO coated v2_300
ZEITmagazine regional	Cover: PSO_LWC_Improved_eci.icc Inner pages: PSO_LWC_Standard_eci.icc

DATA PARAMETERS

Total ink coverage	Cover & content 280%
Resolution	Lines: 1.270 dpi Colour pictures: 304 dpi Greyscale pictures: 304 dpi
Typo & Lines	The minimum font size is 6 points. Font modifiers such as "bold" or "italic" must not be used. Multiple master fonts and double-byte fonts may not be used. The stroke width of lines must be at least 0.05 mm.
Data volume	In order to avoid oversized data volumes, please use please use Photoshop to crop the image to the necessary size. When placing greyscale TIFs or bmp files, please set the image background to white in the design programme.
Data formats	Adobe-PDF/X1a:2001, Adobe-PDF/X3:2002 or Adobe-PDF/X4:2010 in CMYK mode. Fonts are to be included. Images are to be included. The quality of JPEG-compressed images is determined by the supplier. Embedded ICC profiles are not evaluated.
Printing material	Files should preferably be supplied in printable PDF format with a colour-accurate digital proof (plus UGRA/FOGRA media wedge). In the case of delivery digital image data without a digital proof, the publisher is not responsible for factual and colour accuracy. Colour printouts from commercially available inkjet printers are not considered to be a colour-compliant digital proof and will not be accepted by the publisher.

DELIVERY

Delivery options	Via Web-Upload at www.anzeigeneingang.de Via Email at zeit-magazin@anzeigeneingang.de
Upload	Information can be retrieved via the following portal: www.anzeigeneingang.de/zeitverlag
Contact	For any technical queries please contact: Telephone: +49-931/6001-758 zeit-magazin@anzeigeneingang.de
Postal Address:	Main-Post GmbH z. Hd. Digitale Bearbeitung – DIE ZEIT – Vorstufe 1. OG Berner Straße 2 97084 Würzburg
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Sales International

Gerda Gavric-Hollender

Director Sales International Print
+49 211 887 2343
gerda.gavric-hollender@iqm.de

Darwin Santo

Director New Business International
+49 211 887 2371
darwin.santo@iqm.de

Bettina Goedert

Senior Sales Manager International
+49 211 887 1336
bettina.goedert@iqm.de

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