



Basic presentation 2024

ZEITmagazin MANN

ZEITmagazin MANN

The quality magazine for men

How do I want to live my life? What choices can I make to find happiness?
And what can I learn from others in my search?

These are the questions that ZEITmagazin MANN addresses twice a year, in spring and fall. The first men's magazine with ZEIT's claim to quality is a permanent fixture on newsstands after its enormously positive launch in September 2016.

With intelligent journalism, state-of-the-art design, stunning photography and high-profile celebrities with personality - such as Adrien Brody or Lenny Kravitz - it invites readers to discover on around 150 pages what men really want for their lives and how they have found happiness.

It presents a world of products that shape these men's attitude to life and style, and provides valuable tips and suggestions. ZEITmagazin MANN, with a circulation of 50,000 copies, is aimed at educated men with high incomes and opinions who are fashion-conscious, quality-conscious, consumer-oriented and in their prime age.




ZEITmagazin MANN

Mission Statements

“

„Our magazine is about what men want and dream of for their life – and not about what others expect of them. We tell stories about men who have the courage to look for happiness – and explain how they found it. ZEITmagazin Mann is the men’s magazine with the quality standards of DIE ZEIT.“

A black and white photograph of Christoph Amend, a man with glasses, wearing a dark jacket over a light shirt, sitting on a white block.

Christoph Amend
Editorial Director
ZEITmagazin

“

„ZEITmagazin MANN is a men’s magazine for men who don’t need advice on how to get a perfect sixpack in six weeks, how to pick up women, or how to come out on top in salary negotiations. Instead, our aim is to appeal to men who have their feet firmly on the ground and who prefer to ask themselves the bigger and more profound question: how can I personally become a happier and more content human being? From the soccer player who quit the Bundesliga at the age of just 29 to the horse breeder who decided to start over again at the age of 96 and became a wine-grower – ZEITmagazin MANN tells the stories of men who have made unusual or surprising decisions and have found happiness as a result“.

A black and white photograph of Sascha Chaimowicz, a man with curly hair, wearing a dark blazer over a dark shirt, standing with one hand on a white block.

Sascha Chaimowicz
chief editor
ZEITmagazin MANN

ZEITmagazin MANN

The topics



ZEITmagazin MANN stands for...

...exclusive title stories.



STARS

ZEITmagazin MANN stands for exclusive cover stories with extraordinary celebrities. Style icons like Bryan Ferry or stars with personality like Lenny Kravitz, Christoph Waltz, Adrien Brody or Robbie Williams. **More types than stereotypes.**

ZEITmagazin MANN stands for...

...fashion



Anzug von Ermenegildo Zegna, T-Shirt von James Perse, Stiefel von Dior Men

STYLE

ZEITmagazin MANN stands for the latest fashion trends, accessories and **must-haves of the season**: unconventionally staged in opulently photographed photo spreads.

ZEITmagazin MANN stands for...

....design trends and classics in a new light.



DESIGN

ZEITmagazin MANN shows the latest **design trends** and presents the new **classics of tomorrow**, which have the potential to accompany you for a lifetime.

ZEITmagazin MANN stands for...

.....mobility from an excitingly different perspective.



DRIVE

At ZEITmagazin MANN, women call the shots when it comes to cars. In every issue of ZEITmagazin MANN, the female editors take a close look at a car in the **column "Die fahrende Frau"**. An excitingly different perspective.

ZEITmagazin MANN stands for...

... outstanding technology that is well worth seeing.



TECH

ZEITmagazin MANN shows **technology** that is **well-designed** and **brilliantly thought-out** - from record players and cameras to electronic and indispensable kitchen appliances.

ZEITmagazin MANN stands for...

... inspiration in sustainability.

SUSTAIN- ABILITY

ZEITmagazin MANN presents personalities who are already realizing their dreams of the future and convincing with sustainable ideas. With the first issue in 2022, the column "The Sustainable Man" will expand the spectrum around sustainability.



ZEITmagazin MANN stands for...

...culture, literature & music.



CULTURE

ZEITmagazin MANN asks true **role models in the cultural sphere** about their models and regularly provides tips on literature, music and art in the "**Lists of the Season**".

ZEITmagazin MANN stands for...

... sportsmanship without cliché attitudes.



SPORTS

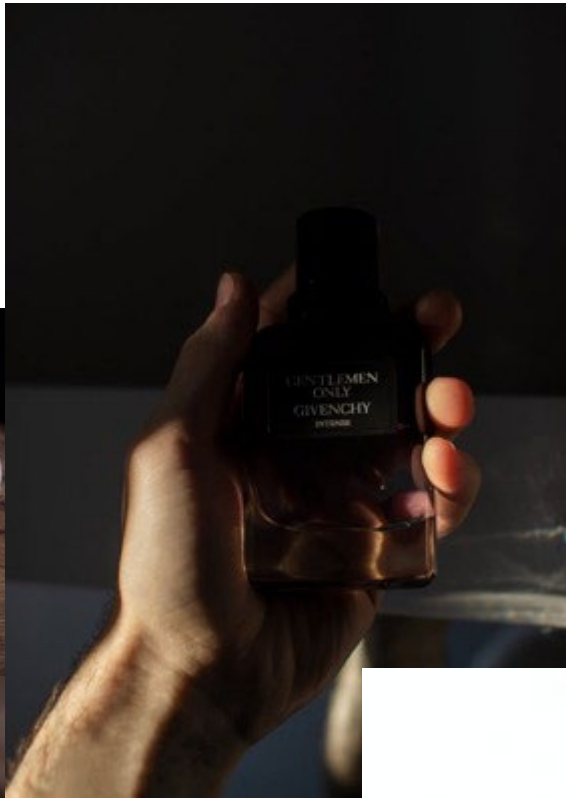
ZEITmagazin MANN moves **through the world of sports without any clichés**, takes a closer look and shows what makes heroes (not only in the section of the same name).

ZEITmagazin MANN

Product world



Fashion & Sports: suits, hats, shoes, belts, watches, sunglasses, gloves, sweaters, scarves, bags, fragrances, wallets and other accessories...



Travel & Drive:
Luxury destinations, 5-star escapes, city breaks, cruises, cars, bikes, e-bikes, skateboards...



ZEITmagazin MANN

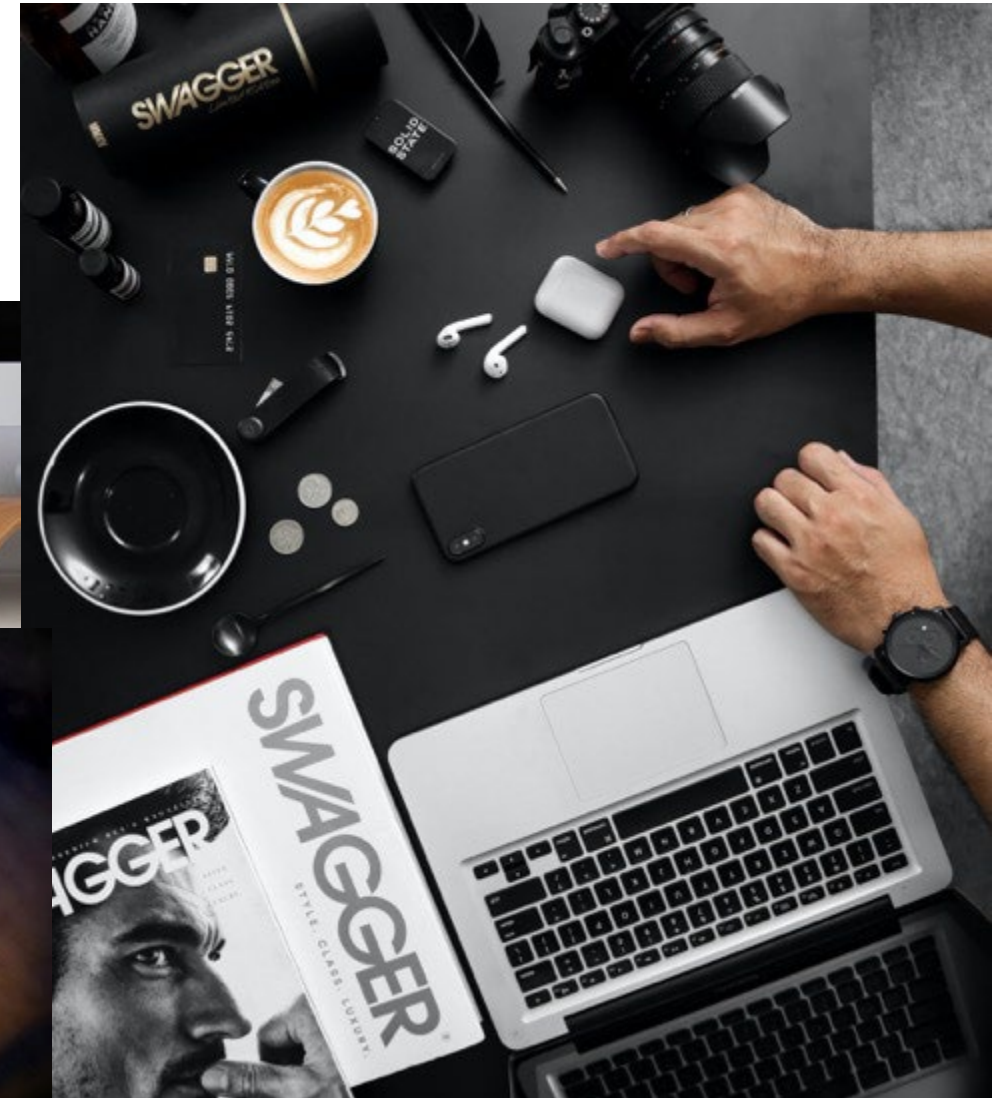
Product world



Taste: fine dining,
Cuisine, wine,
champagne,
whisky, gin,
coffee, cigars,
manufactures...



Tech: com-
puter, cameras,
headphones,
Hifi, Smart-TV,
Smartphones
loudspeaker,
sound systems...



A man is sitting in a modern, dark-colored armchair, reading a magazine. He is wearing a black and white patterned shirt and dark pants. The room is dimly lit, with light coming from a window on the left. A bed with white and dark bedding is visible in the background. A large orange percentage '70%' is overlaid on the image.

70%

When consuming magazines, they immerse themselves in the print cosmos with full attention, are fully concentrated and consciously perceive the content.

ZEITmagazin MANN - readership

Opinion-leaders - in the best age - educated - successful - high income - active - luxury-oriented - urban.



„Should have read... Great interviews, interesting topics and cool prints." *

source: *ZEIT Shop readers survey

ZEITmagazin MANN

Sale through exclusive distributors

The focus is on nationwide metropolises with

- concept stores
- top sales outlets (e.g. train station bookstores, airports)
- high-quality four- and five-star hotels
- Design hotels
- business hotels
- high-quality men's outfitters



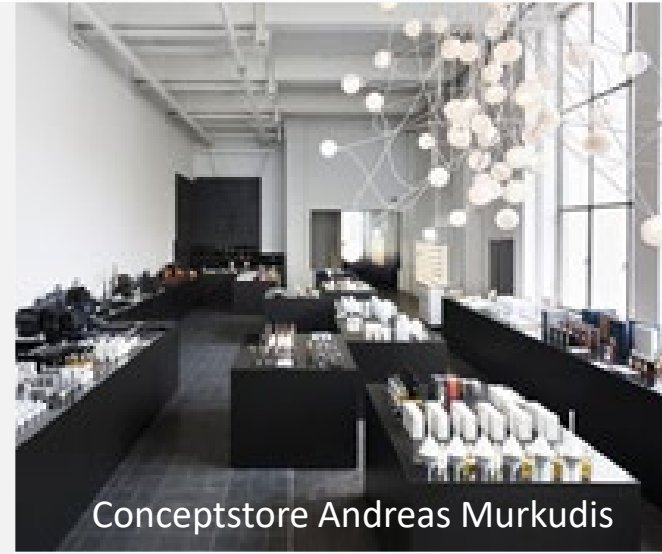
ZEITmagazin MANN - distribution

An exclusive readership



Grand Hotel Heiligendamm

ZEITmagazin MANN reaches its readers not only at newsstands but also at selected, exclusive locations, such as luxury hotels, concept stores, business lounges, golf resorts, etc.



Conceptstore Andreas Murkudis



Conceptstore APROPOS



Das Stue Berlin



Lanserhof Tegernsee



Bikini Berlin



Golfressorts

ZEITmagazin MANN

Many top brands are convinced!

AP
AUDEMARS PIGUET
Le maître de l'horlogerie depuis 1875



WOOLRICH
JOHN RICH & BROS.

BVLGARI

ORIS
HÖLSTEIN 1904

L'ORÉAL



ROLEX

NOMOS
GLASHÜTTE

EDUARD DRESSLER
Finest Menswear. Since 1929.

HUGO
HUGO BOSS

vanLaack

VERSACE

PIQUADRO

OLYMP

PRADA



MONCLER®

STONE ISLAND



Glashütte
ORIGINAL

FALKE

D&G
DOLCE & GABBANA

CLOSED

JOOP!

SIERRA MADRE

Occhio



CLARINS
PARIS



Floris van Bommel

Ermenegildo Zegna



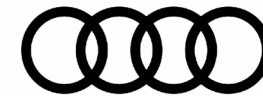
HERNO

LACOSTE



PORSCHE DESIGN

HUBLOT



KUHN
Maßkonfektion

PATEK PHILIPPE
GENEVE

Marc O'Polo

IRIS v ARNIM

GUCCI

Cartier



Lornamead

SUNNEI

Santoni

BIRKENSTOCK
Made in Germany • Tradition seit 1774

LAMY

GIORGIO ARMANI

DOUCAL'S

ZEITmagazin MANN

The men's magazine with aspirations



Edition	Publication date	Booking deadline	Copy deadline
01/2023	21.03.2024	20.02.2024	26.02.2024
02/2023	26.09.2024	27.08.2024	02.09.2024

ZEITmagazin MANN

... .. is the men's magazine with the journalistic quality standards of DIE ZEIT and the visual, often polarizing appeal of ZEITmagazin.

... focuses on what men really want and approaches classic men's topics (sports, cars, tech) in an unconventional way.

.... tells entertaining stories about men who are looking for happiness and how they found it.

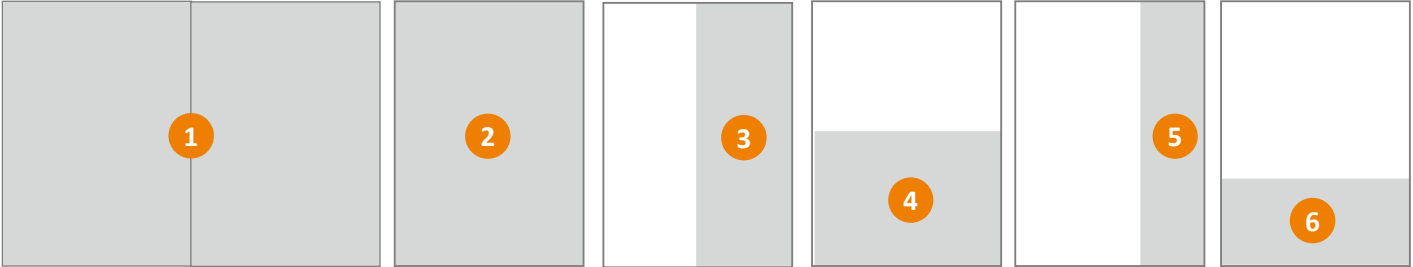
... presents in each issue a celebrity with personality who has successfully realized his dreams.

....reports more about types instead of stereotypes and shows a product world that shapes the lifestyle and style of these men and provides valuable tips and suggestions.

... reaches a top target group: intellectual, high-income, quality-conscious, highly educated, in their prime, cosmopolitan, active, urban.

ZEITmagazin MANN

rates 2024



Format	Bleed (B x H)	Type Area (B x H)	Rates
1 2/1 page	430 x 289 mm	400 x 262 mm	35,900 €
Opening Spread	430 x 289 mm	400 x 262 mm	46,800 €
1st 2/1 page in the magazine	430 x 289 mm	400 x 262 mm	43,200 €
2nd to 3rd 2/1 page in the magazine	430 x 289 mm	400 x 262 mm	41,400 €
2 1/1 page	215 x 289 mm	191 x 262 mm	18,900 €
1/1 page: C2/C3/C4	215 x 289 mm	191 x 262 mm	23,700 €
1/1 page: opposite content	215 x 289 mm	191 x 262 mm	23,700 €
1/1 page: 1st right hand page	215 x 289 mm	191 x 262 mm	22,700 €
1/1 page: 2nd to 3rd right hand page	215 x 289 mm	191 x 262 mm	21,800 €
3 1/2 page vertical	96 x 262 mm	105 x 289 mm	12,300 €
4 1/2 page horizontal	191 x 132 mm	215 x 145 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 5 mm on all edges for bleed format;



ZEITmagazin MANN

Technical data

bleed format (w x h): 215 mm x 289 mm
type area: 191 mm x 262 mm
please allow 5 mm on all edges for bleed format

Printing process: rotary offset

Paper: 90 g/sqm, cover 250 g/sqm

Total ink coverage: max. 280%

screen width: 70lines/cm

binding: adhesive bond

colours: ISOcoated_V2_300_eci.icc

Proof: One color-binding proof. The contract proof has to be made 1:1 of the delivered digital advertisement and must contain the Ugra/Fogra-medium wedge.

File formats: Adobe-PDF/X1a:2001 or Adobe-PDF/X3:2002 in CMYK-mode

colour pictures: 300 dpi

Contact: Main-Post GmbH & Co. KG
Digitale Bearbeitung „ZEITmagazin“,
Berner Straße 2
97084 Würzburg
Tel.: +49/(0)931/6001-414
Fax: +49/(0)931/6001-90414
E-Mail: zeit-magazin@anzeigeneingang.de

More details and upload: www.anzeigeneingang.de

PLEASE CONTACT US



SALES INTERNATIONAL

Bettina Goedert
Senior Sales Consultant International
Telefon +49 211 887 1336
bettina.goedert@iqm.de

Or our international representatives

Please refer to:

[Contact - iq media](#)

iq media marketing gmbh | Ein Unternehmen der HANDELSBLATT MEDIA GROUP | Toulouser Allee 27 | D -40211 Düsseldorf | www.iqmedia.de/international/contact

**#MEHR
#WERT
STIFTER**