

The young brand  
of DIE ZEIT.  
life. study. work.



# ZEIT CAMPUS Keyfacts

**479,000**

**coverage**

(AWA 2023)

**98,658**

**Sold circulation**

(IVW QII/2023)



**5 issues per  
year**

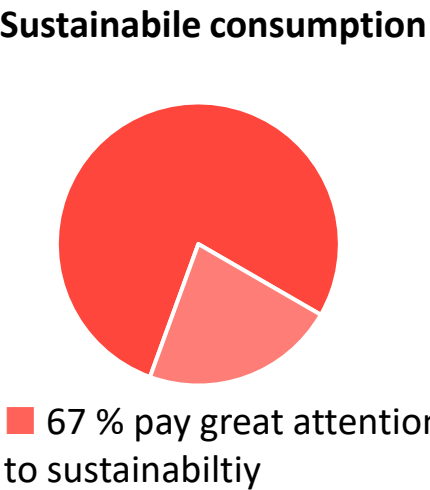
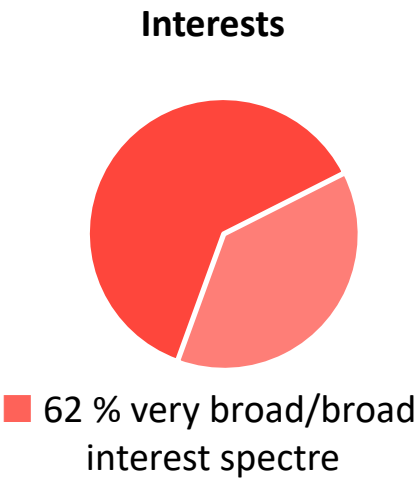
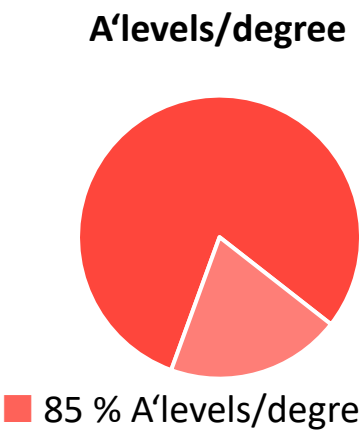
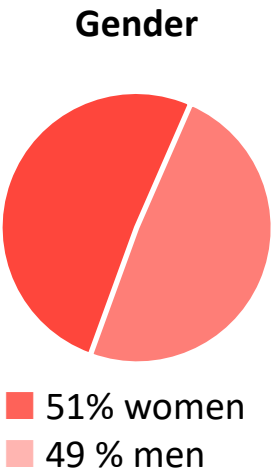
## ZEIT Campus

- Is the young magazine of the weekly newspaper DIE ZEIT and the most significant cross-media brand for Gen Z and Gen Y.
- Enriches and empowers its readers, accompanying them through one of the most exciting life phases, from their studies into their first jobs.
- Identifies trending topics and shares what students and young professionals are passionate about, what they doubt, what they fight for, and what they dream of.
- Offers a vibrant and unique blend of content with exciting reports, exclusive interviews, portraits, generous photo spreads, and essential services.
- Is present where students gather: at home, in shared apartments, in universities and dorms, in cafes, and libraries. It has a high subscriber rate, traditional single-copy sales, and personal distribution at locations relevant to the target audience.
- Is the most-read career medium (Universum Talent Research 2022)

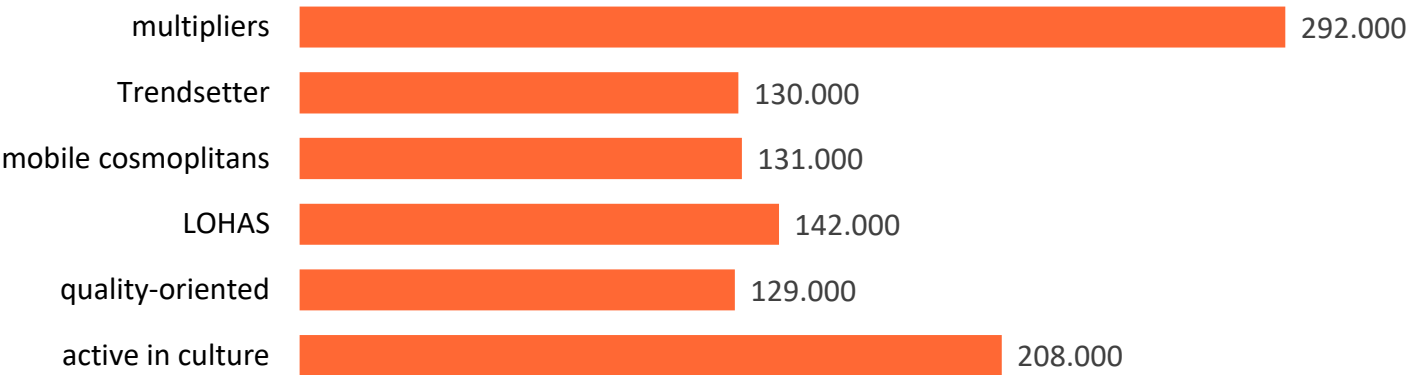
# ZEIT CAMPUS /

Readership data

Socio-economic status:  
166,000 ZEIT CAMPUS readers belong to level 1-2.



## TARGET GROUPS



Source: AWA 2023



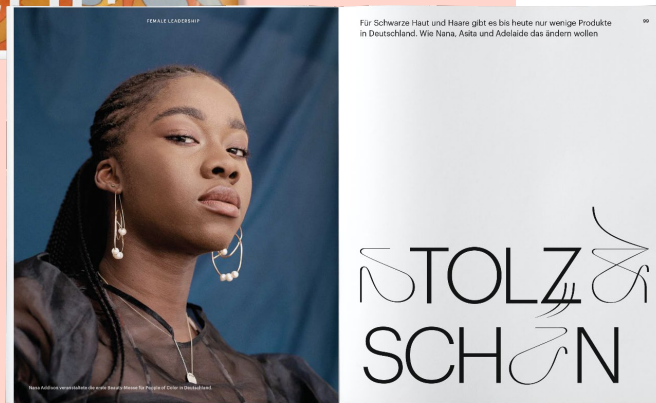
# Variety of topics

- Diversity
- New Work
- Mental Health
- Female Leadership
- Digitisation
- Sustainability
- Empowerment
- Lifestyle features



**ZEIT CAMPUS**, a vital media brand for Gen Z and Gen Y, explores trending topics and delves into the passions, doubts, struggles, and dreams of students and young professionals. It empowers and accompanies them during this transformative phase, from their studies to their first jobs.

**ZEIT CAMPUS** shines a hopeful light on the future, spotlighting visionary change-makers. It delivers critical, reflective, and superbly designed content through its magazine, online platform, and Instagram.



# ZEIT CAMPUS

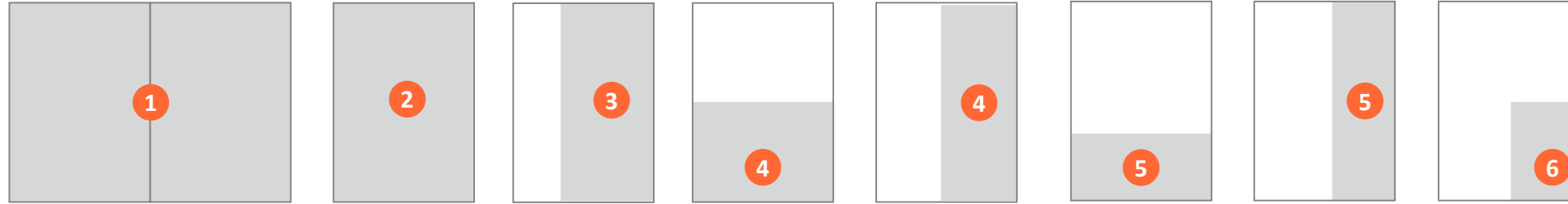
## Topics and dates 2024

Nr.	Topics in section Leben (life)	Topics in section Studieren (study)	Topics in section Arbeiten (work)	Publication date	Closing date	Material deadline
2/24	Lifestyle & Fashion	Master-Rankings   Online Universities and Distance Learning	Generation Zukunft   Career Paths in the Public Sector	08.02.2024	09.01.2024	15.01.2024
3/24	Mental Health	Female Leadership in science	MINT	18.04.2024	15.03.2024	21.03.2024
4/24	Diversity	Academization of Healthcare Professions – Nursing Sciences, Midwifery Sciences	Junior Consultants	27.06.2063	27.05.2024	03.06.2024
5/24	Lifestyle & Fashion	Promotion	Retail & E-Commerce	12.09.2024	13.08.2024	19.08.2024
1/25	Finances: How do I organize my money?   30 to 30.	Master-Rankings	Jobs in future tech: Engineers, Energy, IT	21.11.2024	18.10.2024	24.10.2024

Subject to alteration

# ZEIT CAMPUS

## Rates 2024



Format	Bleed in mm (B x H)	Type area in mm (B x H)	Rates
1 Double page	430 x 262	410 x 237	33,900 €
1. Double page (IFC + page 3)	430 x 262	410 x 237	44,100 €
2 1/1 page	215 x 262	188 x 237	17,900 €
1/1 page: IFC*/OBC/1. RH page	215 x 262	188 x 237	22,300 €
1/1 page: IBC	215 x 262	188 x 237	22,300 €
3 2/3 page vertical	132 x 262	122 x 237	15,700 €
4 1/2 page vertical	99 x 262	89 x 237	11,600 €
4 1/2 page horizontal	215 x 131	188 x 117	11,600 €
5 1/3 page vertical	66 x 262	56 x 237	9,200 €
5 1/3 page horizontal	215 x 89	188 x 74	9,200 €
6 1/4 page magazine format**		90 x 117	7,100 €

All rate excl. VAT which may apply.. \* In case of a OPS booking the IFC will become the 1st left-hand page. \*\* no solus position possible

# PLEASE CONTACT US



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#WERT  
STIFTER**