

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



ZEIT CAMPUS Keyfacts

440,000

coverage

(AWA 2024)

96,502

Sold circulation

(IVW QII/2024)



4 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.
- 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.

Variety of topics

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



ZEIT CAMPUS, a vital media brand for Gen Z, 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

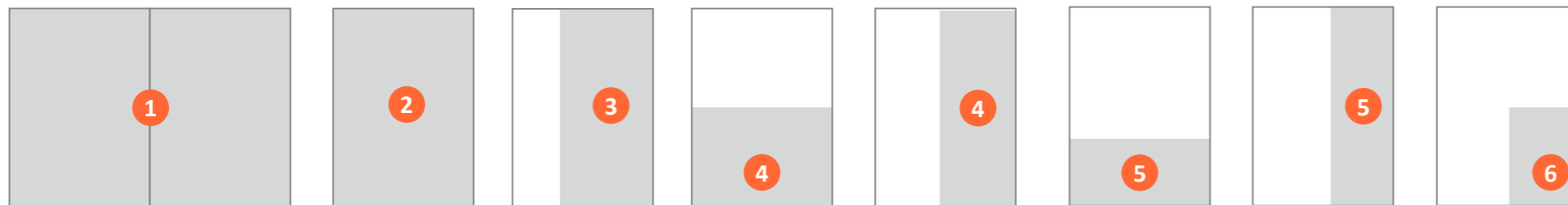
Topics and dates 2025

Nr.	Topics in section Leben (life)	Topics in section Studieren (study)	Topics in section Arbeiten (work)	Publication date	Closing date	Material deadline
2/25 *	Lifestyle & Fashion	New Learning	Career Paths in the Public Sector	13.03.2025	11.02.2025	17.02.2025
3/25	Mental Health	Career in science	Diversity/Consulting	12.05.2025	08.05.2025	14.05.2025
4/25	Lifestyle & Fashion	Study at Universities of Applied Sciences	New Work	11.09.2025	12.08.2025	18.06.2025
1/26	Finance	Master rankings/Education for the Future: Teaching studies	KI and the working world	11.12.2025	11.11.2025	17.11.2025

Subject to alteration, * copytest issue

ZEIT CAMPUS

Rates 2025



Format	Bleed in mm (B x H)	Type area in mm (B x H)	Rates
① Double page	430 x 262	410 x 237	35,100 €
1. Double page (IFC + page 3)	430 x 262	410 x 237	45,600 €
② 1/1 page	215 x 262	188 x 237	18,500 €
1/1 page: IFC*/OBC/1. RH page	215 x 262	188 x 237	23,100 €
1/1 page: IBC	215 x 262	188 x 237	23,100 €
③ 2/3 page vertical	132 x 262	122 x 237	16,200 €
④ 1/2 page vertical	99 x 262	89 x 237	12,000 €
④ 1/2 page horizontal	215 x 131	188 x 117	12,000 €
⑤ 1/3 page vertical	66 x 262	56 x 237	9,500 €
⑤ 1/3 page horizontal	215 x 89	188 x 74	9,500 €
⑥ 1/4 page magazine format**		90 x 117	7,300 €

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**