



is media

# FOOD TOPICS IN OUR PORTFOLIO

# ZEITMAGAZIN

The glossy pages of DIE ZEIT



- Magazine supplement of DIE ZEIT
- Publication frequency:  
Weekly (Thursdays)
- Rate 2023:  
1/1 page: 36,608 Euro;  
1/1 page premium: 44,720 Euro
- Sold circulation:  
IVW III/2022: 621,365 copies of  
which subscriptions: 470,887 copies
- Coverage:  
1.29 m readers (AWA 2022)
- Target group:  
multipliers, trendsetters,  
cosmopolitans

## ZEITmagazin

... is the emotional and personal part of DIE ZEIT published in a compact magazine format

... is a byword for quality journalism, high credibility and maximum relevance

... features a wide range of topics from the areas of lifestyle, politics, culture and society

... has received multiple awards and won all the major journalism awards

... with DIE ZEIT has the highest sold circulation (IVW III/2022) in the segment of quality newspapers and has a higher coverage than FAZ, FAS, SZ, SZ Magazin, Welt and WamS (AWA 2022)

... is evenly distributed throughout Germany with no regional focus

# WINING AND DINING – AN EDITORIAL HIGHLIGHT

ZEITmagazin appeals to its readers



- Delicious culinary relish are very relevant to our readers. From a noble menu in an elegant restaurant or the perfect wine in a beautiful ambience to sweet treats or great culinary art - the interests and demands of our readers are diverse and of high quality.
- From an editorial point of view, the subject of indulgence has a high priority in ZEITmagazin:
  - weekly column “Wochenmarkt” (“The Weekly Market”)
  - two big specials “WOCHENMARKT”
  - Use these attractive environments for your communication.

	Publication date	Booking deadline	Copy deadline
Wochenmarkt	Weekly column		
Special No.1	05.04.2023	28.02.2023	22.03.2023
Special No.2	09.11.2023	05.10.2023	25.10.2023



# ZEITMAGAZIN “WOCHENMARKT”



The magazine for connoisseurs



- Copy price  
10 euros
- Publication frequency  
Annually
- Price for a 1/1 ad page  
17,680 euros
- Print circulation  
70,000 copies
- Length  
160 pages
- Target group  
Quality-conscious  
connoisseurs

## ZEITmagazin “Wochenmarkt”

... is a byword for savoir vivre of the highest standard

... showcases the culinary highlights of the season

... profiles high-quality products that are a must in the kitchen and for cooking

... takes readers to regions whose cuisine is extremely popular

... reaches readers who have extremely high standards when it comes to food and nutrition – and who always pay attention to quality

... appeals to readers who are happy to spend more on quality food products

	Publication date	Ad booking deadline	Copy/Artwork deadline
Spring edition	April 18, 2023	March 8, 2023	March 17, 2023
Autumn edition	October 10, 2023	August 30, 2023	Sept. 8, 2023

# BOOKING OPTIONS

2023 rates & formats



Format	Bleed in mm (WxH)	rate
Opening spread	430 x 289	43,670 €
1st double page	430 x 289	40,310 €
Double page	430 x 289	33,592 €
Cover pages	215 x 289	22,100 €
1/1 page	215 x 289	17,680 €
1/1 page, 1st right-hand page	215 x 289	21,216 €
1/2 page horiz.	215 x 145	11,492 €
1/3 page horiz.	215 x 95	9,131 €

Please send printable PDF / X-1a or PDF / X3 files in a resolution of 300 dpi to: [zeitmagazin@anzeigeneingang.de](mailto:zeitmagazin@anzeigeneingang.de)

Terms: qualifies for agency commission, no additional discounts possible; all prices plus the statutory VAT; the General Terms and Conditions of Business of the Zeitverlag publisher apply.



# TAGESSPIEGEL

## PROFILE 2023



- Publication frequency: Monday to Sunday
- Ad rate 1/1 page 2023: 42,356 Euro (MON – FRI) 44,474 Euro (SAT – SUN)
- Paid circulation: IVW II/2022 MON-SUN Paid circulation 102,309 copies
- Coverage: 397,000 readers (ma 2022)

### Tagesspiegel

...is the No. 1 among Berlin's daily newspapers in terms of reach and circulation

...provides daily background information and analyses from politics, business and culture

...is the No. 1 for capital city policy makers and for SMEs

...is the No. 1 in profitability among Berlin's daily newspapers

...leads the ranking of the most quoted regional newspaper

...has educated, professionally committed and versatile interested readers

# MORE INDULGENCE (GENUSS PAGE)

Der Tagesspiegel



In recent years, Berlin has developed into one of Europe's most exciting gourmet metropolises: from the star restaurant to food trucks, from exquisite delicacies to regional, freshly caught fish. Therefore, every Saturday we offer the big stage to the culinary side of Berlin with four pages of "more indulgence". With an extravagant, magazine-like design, reliable research and "a look behind the Berlin horizon" Der Tagesspiegel wants to reach even more connoisseurs.

**Publication date:**  
Every Saturday

**Volume:**  
4 pages

**Circulation:**  
In the book "Berlin" of Der Tagesspiegel

## Editorial Special Pages

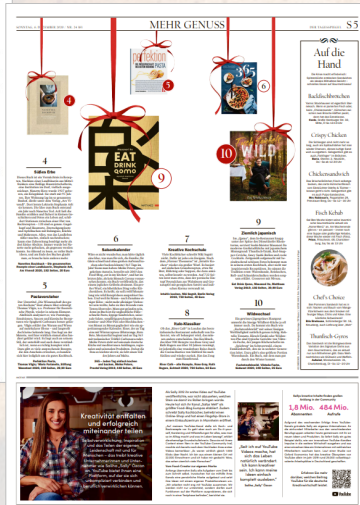
### Format

1/1 Page	44,474 EUR
1/2 Page	22,238 EUR
1/3 Page	14,824 EUR
1/4 Page	11,118 EUR
1/4 Page Solus	13,738 EUR



# INDULGENCE SPECIALS 2023

## DER TAGESSPIEGEL



Germany and especially Berlin has a lot to offer when it comes to culinary art. Therefore, Der Tagesspiegel publishes several specials throughout the year, each dedicated to the seasons, seasonal dishes as well as recipes or special wines.

Special	Publication date	Booking deadline
Easter	April 1	March 21
Barbecue	May 13	May 1
Mediterranean	September 16	September 4
Christmas 1	November 18	November 6
Christmas 2	November 25	November 13

Subject to change



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