

The ZEIT brand for SME topics

# ZEIT FÜR UNTERNEHMER ("ZEIT FOR ENTREPRENEURS")



# "ZEIT for ENTREPRENEURS"

Solution-focused content with direct benefit for your target group

## Profile

"ZEIT for ENTREPRENEURS" is **the magazine from the ZEIT business editorial team**. It looks at the big questions that preoccupy both entrepreneurs and management executives in SMEs. The focus is on the people who shape Germany's economy. **It supplies** entrepreneurs and start-ups with **useful knowledge, outlines relevant developments in technology, business and politics**, describes updated case studies and reports on hot topics and key figures in SMEs. "ZEIT for ENTREPRENEURS" enables **readers to learn from and interconnect with each other**.



## Target group

"ZEIT for ENTREPRENEURS" is designed to appeal specifically to all **opinion leaders and decision-makers in SMEs all over Germany**. We reach the management executives who are responsible for and drive innovation in their companies.

- › It is an indispensable medium for your targeted communication with SMEs without wastage.

# "ZEIT for ENTREPRENEURS"

The SME magazine from the Zeitverlag publisher



- › **Directly mailed magazine**
- › **Publication rhythm:**  
4 x in 2025
- › **Price for a 1/1 ad page in 2025:**  
19,100 euros
- › **Distributed circulation:**  
84,000 copies with personalised delivery; 40,000 copies dispatched by standard mail  
ePaper: 44,000 copies  
Additional distribution via events staged by ZEIT subsidiary Studio ZX
- › **Target group:**  
SME entrepreneurs and top management executives

## "ZEIT for ENTREPRENEURS"

... is the big business medium for SMEs; the individualised mailing concept ensures that it reaches SME entrepreneurs in all sectors all over Germany – and with a personal touch.

... provides brands with a direct line to company owners and management executives in SMEs without wastage.

... is a product from the ZEIT business editorial team and meets the same high journalistic standards as leading medium DIE ZEIT.

... focuses on entrepreneurs as well their role in society; addresses trends and topical developments in SMEs, such as digitalisation, new work, leadership, innovation, sustainability, change of generation, SME financing, mobility and much more.

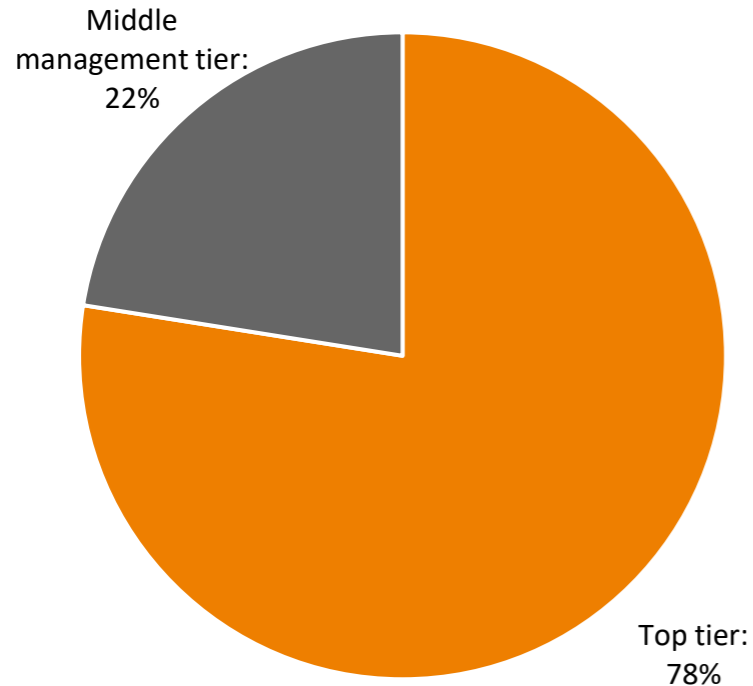
... is an indispensable medium for your targeted communication with SMEs.

Source: publisher's figures; ad rate effective January 1, 2025; all prices plus VAT; subject to change

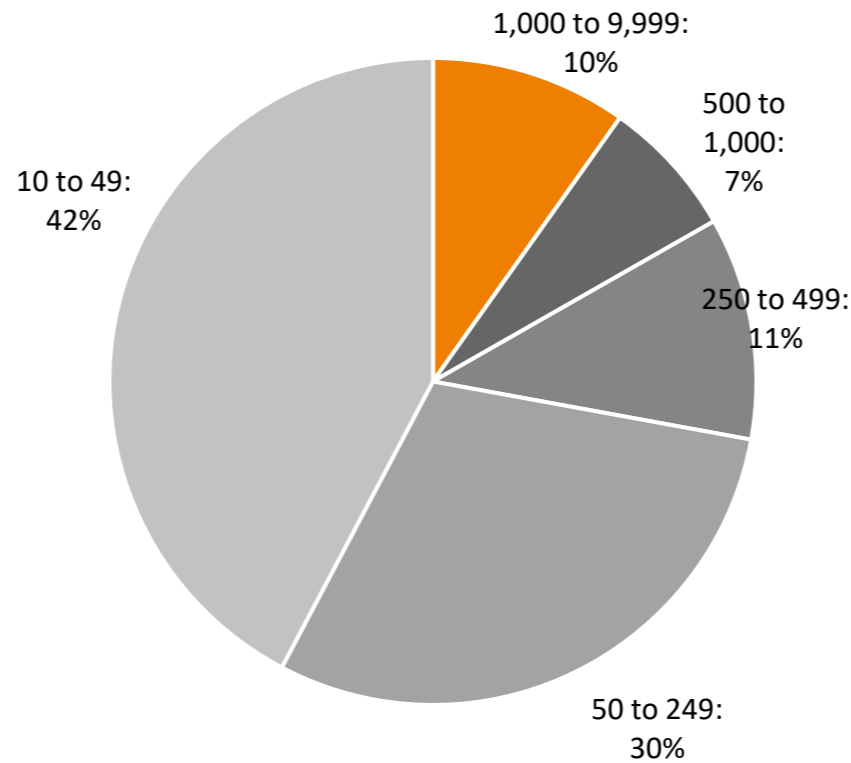
# "ZEIT for ENTREPRENEURS"

For precision communication with your target group

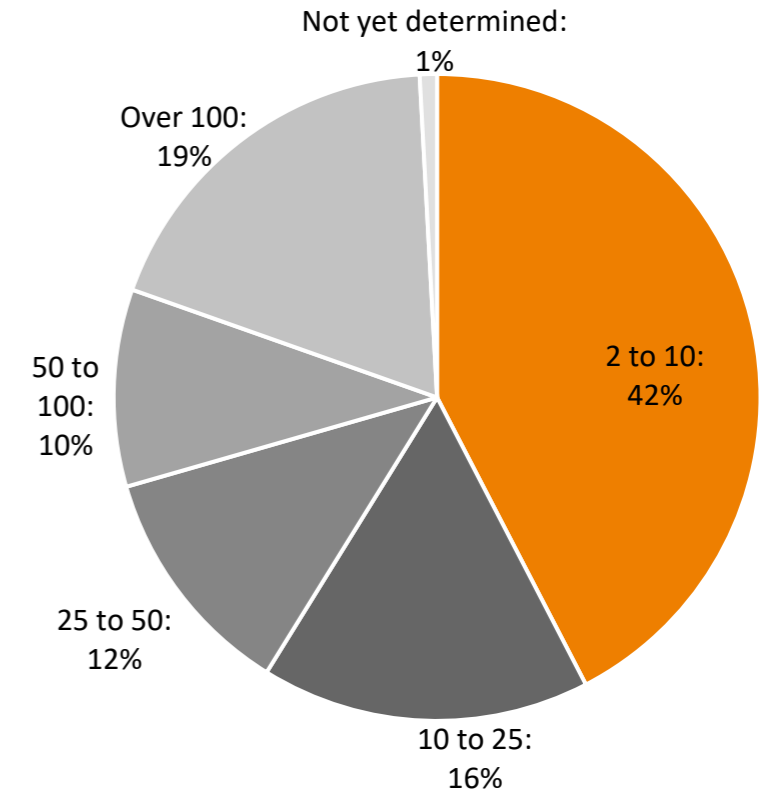
Management tiers reached directly by "ZEIT for ENTREPRENEURS"



Company sizes by number of employees



Annual turnover by size of company



Source: publisher's figures

# "ZEIT for ENTREPRENEURS"

Wide range of matching topics & environments



Digitalisation

Finance

Mobility

Innovation

**WHY THIS SECTION IS SO IMPORTANT**  
A single yet decisive aspect in modern companies

**A VISIT TO ...**  
... German innovation clusters

**THE BEST IDEAS ON A SPECIFIC TOPIC**  
"HOW do I motivate my employees?", "WHERE can I find my data?", "WHAT does the government subsidise?"

**A DAY WITH ...**  
an entrepreneur

**POSITIONING**  
Where do we stand: who helps, who harms? Where are the decisive points in the debate? Where is politics heading?

**HOW DID YOU DO IT?**  
The big interview

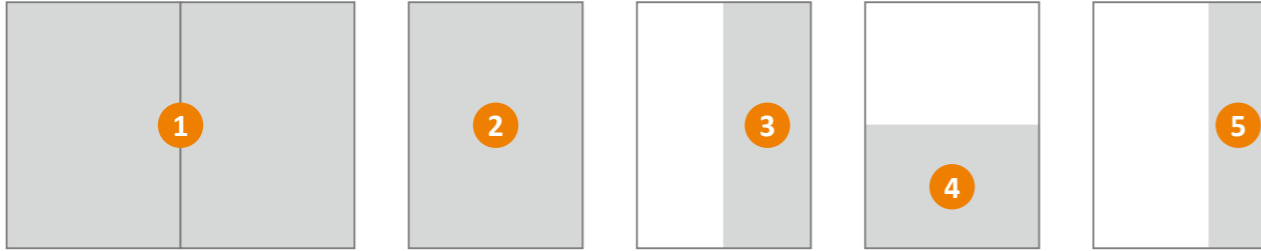
**DIGITAL WORLD CHAMPIONS**  
Where and how German SMEs are making waves in the Internet.

**THE INVENTION OF MY LIFE**  
Short interview

Änderungen vorbehalten

# "ZEIT for ENTREPRENEURS"

## Rates and dates



Format	Type area in mm (W x H)	Bleed* in mm (W x H)	Price (4c)
1 2/1 page	403 x 237	430 x 262	36,400 €
1 Opening spread		430 x 262	47,300 €
2 1/1 page	188 x 237	215 x 262	19,100 €
2 C4, C3, C2		215 x 262	23,900 €
3 1/2 page vert.	89 x 237	99 x 262	12,400 €
4 1/2 page horiz.	188 x 117	215 x 131	12,400 €
5 1/3 page vert.	56 x 237	66 x 262	9,900 €

5 mm trim allowance for bleed formats on all sides

### Volume discounts:

2 ads: 5% , 3 ads: 10%, 4 ads: 15%

Gross prices, effective January 1, 2025; subject to change; all prices plus VAT

## Dates and core topics

Issue no.	Core topic	PD	ABD
01/2025	Digitalisation	27/03/2025	18/02/2025
02/2025	Sustainability	26/06/2025	14/05/2025
03/2025	Finance	02/10/2025	05/09/2025
04/2025	Industry 4.0	27/11/2025	20/10/2025

Topics and dates subject to change; PD = Publication date; ABD = Ad booking deadline

## Technical specifications

- › Copy/Artwork & upload:  
<https://www.anzeigeneingang.de/#/die-zeit#kiosk-magazine.zeit-fur-unternehmer>
- › Printing process  
 Offset print / Heatset, staple binding
- › ICC PROFILE:  
 Content: PSO\_LWC\_Improved\_eci.icc  
 Cover: ISOcoated\_v2\_300\_eci.icc

# "ZEIT for ENTREPRENEURS"

## Loose inserts

### Prices per thous.

Weight	Price for full circulation	Price for circulation split
	44,000 copies	At least 20,000 copies
20 g	213 €	235 €
30 g	232 €	254 €
40 g	250 €	272 €

### General notes

Content and design of the inserts must be coordinated with the publisher prior to printing. The basis for calculation is always the current print circulation. Inserts used by multiple advertisers are possible by special arrangement; details of surcharges are available on request. In the event of processing problems, production of the circulation takes priority. The actual number of required inserts must be coordinated prior to the commencement of printing. The average planning volume (print share) is 40,000 pieces + 2% additional delivery.

### Models

- › The publisher requires 3 binding models 4 weeks prior to publication of the magazine at the latest. Inserts of a more complex nature must be reviewed for processability prior to placing of the order.
- › Additional delivery for standard inserts: 2%

Subject to change

### Delivery

- › Inserts must be flawlessly packaged, suitable for mechanical processing and delivered in layers of 10–12 cm grip height in one direction. They must be delivered free at destination in line with the specifications in the order confirmation.

### Insertion options

Full circulation (print share: 40,000 copies)

Circulation split by postcode; minimum volume: 20,000 copies

**Order and cancellation deadline:** 6 weeks prior to the first day of sale

### Formats

Minimum format: 100 x 120 mm (W x H); max. format: 205 x 252 mm (W x H)

### Paper weight

With 2 pages at least 100 g/sqm; with 4 pages at least 80 g/sqm

### Technical information

Inserts must always be suitable for mechanical processing. Inserts open on all sides (such as accordion folds) cannot be processed. Multi-page inserts must be joined by stapling, folding or gluing. They are inserted with the closed side parallel to the spine of the magazine. Postcards should be attached inside the insert. Postcards on the outside must be firmly glued at the closed insert side across the full height. The gluing line must be no more than 10 mm from the edge of the postcard. The glue bond must be on the side facing the gutter of the insert. Inserts with perforations, different geometries or film covers are outside these standards and must be reviewed in advance.

# "ZEIT for ENTREPRENEURS"

## Bound inserts

### Prices

Price per 1,000 copies	Full circulation
4 pages	288 €
8 pages	307 €

Other bound insert formats on request

### General notes

Content and design of the inserts must be coordinated with the publisher prior to printing. The basis for calculation is always the current print circulation. Inserts used by multiple advertisers are possible by special arrangement; details of surcharges are available on request. In the event of processing problems, production of the circulation takes priority. The actual number of required inserts must be coordinated prior to the commencement of printing. The average planning volume (print share) is 40,000 pieces + 2% additional delivery.

### Models

- › The publisher requires 3 binding models 4 weeks prior to publication of the magazine at the latest. Inserts of a more complex nature must be reviewed for processability prior to placing of the order.
- › Additional delivery for standard bound inserts: 2%

Subject to change

### Insertion options

- › Full circulation (print share: 40,000 copies)

### Order and cancellation deadline

- › 6 weeks prior to the first day of sale

### Formats

- › Format: 215 mm x 262 mm (W x H)
- › Trim allowance: 15 mm head trim, 8 mm binding flap, 3 mm printed trim allowance

### Paper weight

- › Up to 4 pages: at least 100 g/sqm
- › Up to 8 pages: at least 70 g/sqm

### Technical information

Bound inserts with designs that are not recognisable as advertising must be identified by the word "Advertisement" in 9-point semi-bold type. Bound inserts have lateral trim fluctuations that depend on the length of the magazine. It is therefore advisable to place important parts of the motif approx. 5 mm from the lateral trim. Delivery must be in untrimmed magazine format (3-sided trim + gutter cutting margin). Other non-standard bound insert formats such as bound inserts with glued-on elements, posters, glue-ons, pull-out sheets etc. are possible on request and must be reviewed for processability prior to placing of the order.



# WE LOOK FORWARD TO HEARING FROM YOU



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**#MEHR  
#WERT  
STIFTER**