ZEIT Campus ratecard 2027





ZEIT Studienführer

ZEIT Campus brand world



ZEIT Campus
Magazin



ZEIT Campus
Instagram



TikTok



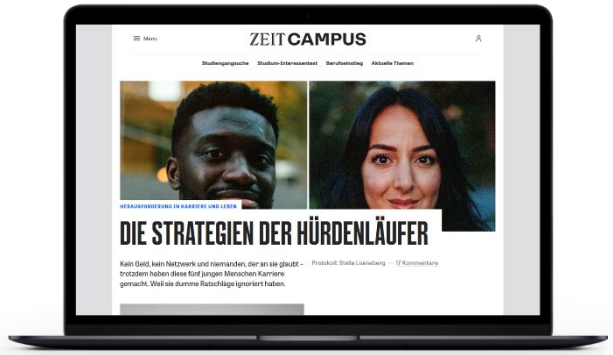
ZEIT Campus
Events

ZEIT CAMPUS

Magazine, Digital, Social Media, Audio and Live

More than 2 m users

(gross coverage and publishers information)



ZEIT Campus
Online

Title profile



coverage:
437,000 readers (AWA 2026)

Sold circulation:
82,462 (IVW II/2026)

published:
4x per year

Target group:
Students, graduates and young professionals

ZEIT Campus – the youth magazine of ZEIT.
ZEIT Campus accompanies school leavers, students and young professionals through their studies and into their first jobs. Four times a year, the editorial team covers the topics that move the young generation in the sections Leben (Living), Studieren (Studying) and Arbeiten (Working): from big life questions to choosing a course and taking the first steps at work.

No.	Topic in the section LEBEN (=living)	Topic in the section STUDIEREN (=studying)	Topic in the section ARBEITEN (=working)	Publication date	Closing date	Material deadline
02/27	Looks & Living	Focus: master's guide	Future of work	11.03.2027	09.02.2027	15.02.2027
03/27	Music, Food & Festivals	The future is now: studying future-proof	Getting into consulting	10.06.2027	05.05.2027	13.05.2027
04/27	Looks & Living	Promotion	To be announced	09.09.2027	10.08.2027	16.08.2027
01/28	30 to 30	Master rankings	To be announced	09.12.2027	09.11.2027	15.11.2027

Topics and dates subject to change. Early closing dates apply to advertorials.

Readership data

At the Heart of the Target Group

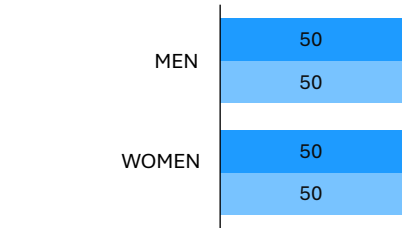
ZEIT Campus is where students spend their time: at home, in shared flats, at universities and halls of residence, in cafes and libraries. With a high subscription share, classic single-copy sales and personal distribution at locations relevant to the target group, the magazine is the leading medium for students across Germany.

The AWA 2026 study further confirms: ZEIT Campus reaches young, well-educated readers with a broad range of interests. They set trends and belong to the strong-personality multipliers.

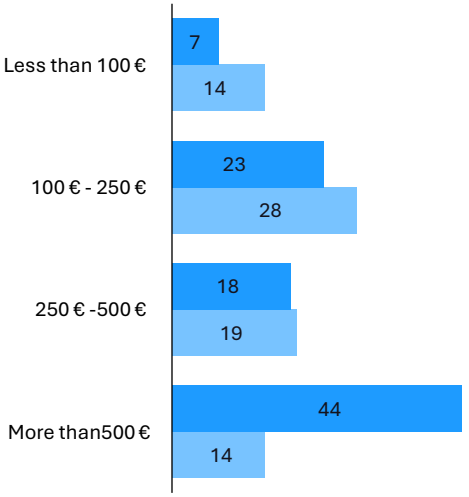
Award-Winning Magazine

Over the past years, ZEIT Campus has repeatedly excelled at prestigious competitions and received several awards. According to Universum Talent Research 2025, ZEIT Campus is the most-read career medium.

Gender



Financial leeway

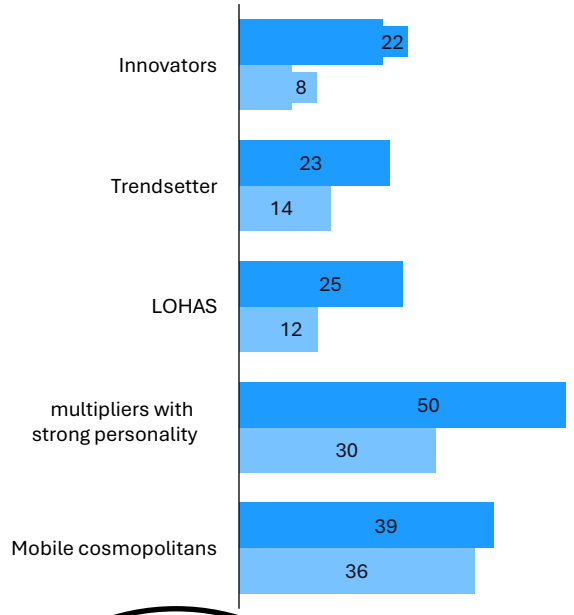


ZEIT Campus structure in %

Students in %

Source: AWA 2026

Typology



For **84%** of ZEIT CAMPUS readers, print media hold high value.
(ZEIT CAMPUS Copytest 2025)

Sections

Leben (=living)



Diverse – Captivating – Entertaining
This section reflects the diversity of topics from students' multifaceted everyday lives on and around campus: politics and social engagement, sustainability and climate, lifestyle and fashion, leisure, travel and culture, diversity, mental health, and relationships.

Studieren (=studying)



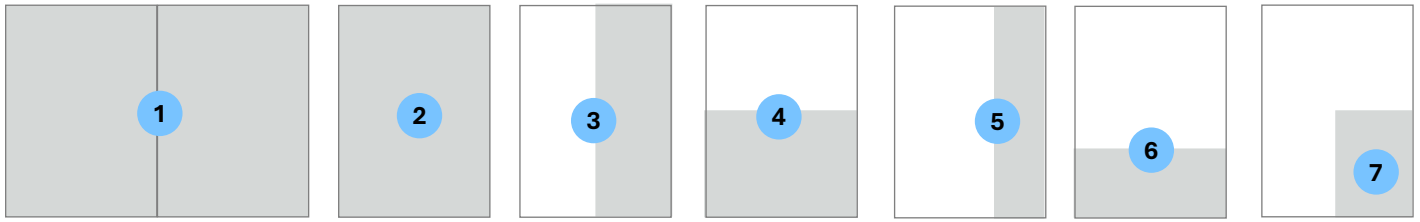
Informative – Well-Founded – Committed
Structuring your studies, managing finances, planning a semester abroad, writing a thesis, pursuing a master's degree, or working toward a doctorate — what really matters? This section provides guidance and answers to the questions that concern students most.

Arbeiten (=working)



Forward-Thinking – Inspiring – Service-Oriented
The world of work is changing. This section offers exciting insights into industries and career paths, entrepreneurship and professional development. It explains what New Work, Female Leadership, Cultural Fit, and digitalization mean — and how to successfully start a career while maintaining a healthy work-life balance.

Rates



	Format	Bleed (W x H)	Type area (W x H)	Gross rate
1	Double page	430 x 262 mm	410 x 237 mm	39.200,00 €
	Opening Spread	430 x 262 mm	410 x 237 mm	49.000,00 €
2	1/1 page	215 x 262 mm	188 x 237 mm	19.600,00 €
	1/1 page: U2*/U3/U4	215 x 262 mm	188 x 237 mm	24.500,00 €
3	1/2 page vertical	99 x 262 mm	89 x 237 mm	12.740,00 €
4	1/2 page horizontal	215 x 131 mm	188 x 117 mm	12.740,00 €
5	1/3 page vertical	66 x 262 mm	56 x 237 mm	9.800,00 €
6	1/3 page horizontal	215 x 89 mm	188 x 74 mm	9.800,00 €
7	1/4 page Magazine format**	--	90 x 117 mm	7.840,00 €

* 1st left-hand page if an OPS is booked. ** Non-solus placement only. All prices exclusive of VAT. Subject to change.

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DELIVERING VALUE

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