ZEIT WISSEN
Ratecard 2027



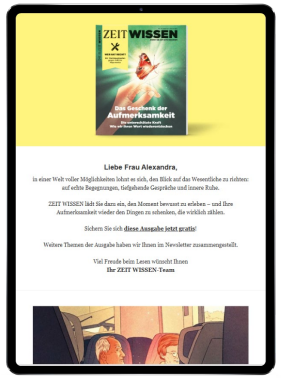
BRAND WORLD



ZEIT WISSEN
events



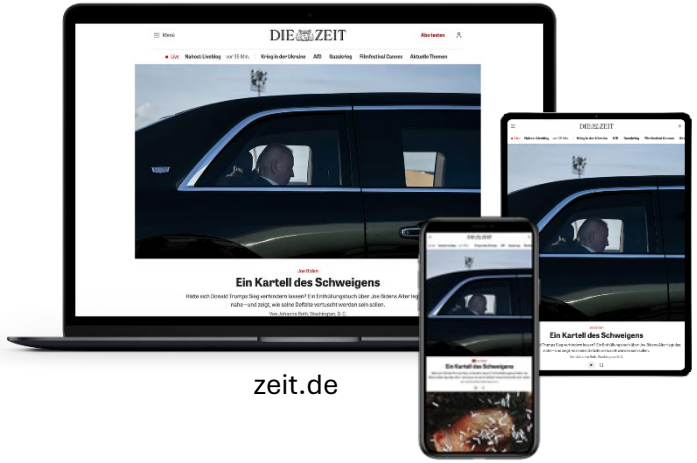
ZEIT WISSEN
Magazine



ZEIT WISSEN
Newsletter



ZEIT WISSEN
Podcast



zeit.de

DIE ZEIT & ZEIT WISSEN
A strong combination

2.6 m

Readers:
2.6 million readers and only
229,000 overlaps in readership
(AWA 2026)



DIE ZEIT
section WISSEN

Title profile

Paid circulation
ZEIT WISSEN sold
100,236 copies
in print.



coverage:
703,000 readers (AWA 2026)

Circulation:
100,236 copies sold
52,772 subscription copies
(IVW II/2026)

Publication frequency:
Bi-monthly

Target audience:
Open-minded and opinionated readers aged between 20 and 59.

Inspiration that lasts
ZEIT WISSEN sparks curiosity, broadens horizons, and encourages deeper thinking — always open, free, and on equal footing.

Well-researched – yet easily accessible
Combines in-depth research with reading enjoyment, remaining clear, entertaining, and easy to understand.

Knowledge that amazes
ZEIT WISSEN surprises, opens up new perspectives, and delivers insights you can't simply Google.

Topics that truly resonate
At the heart are people and their lives. ZEIT WISSEN shows what moves us, makes solutions visible, and lets positivity shine.

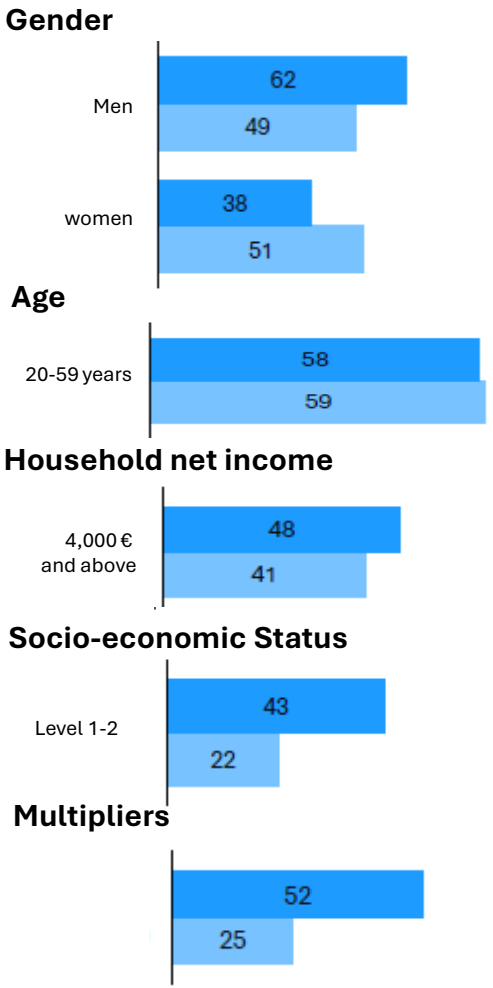
Making complexity come alive
Even challenging topics are vividly told through clear language and strong visuals — understandable, humorous, and with a touch of lightness.

Readership data

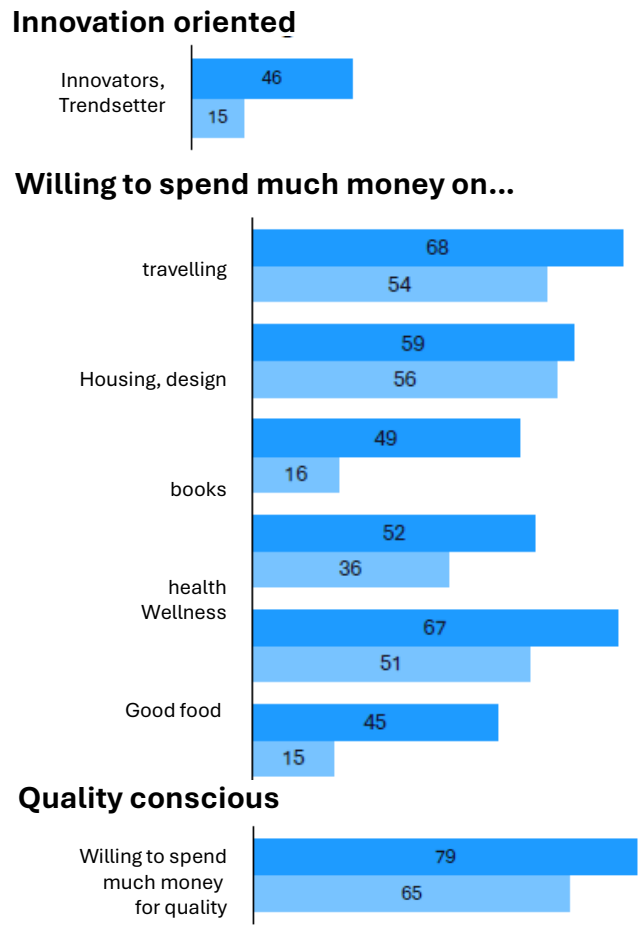
Our readers are affluent and quality-conscious

Through its content and substance, ZEIT WISSEN precisely reaches an innovation-driven and sustainability-oriented readership aged 20 to 59. The magazine appeals equally to both female and male audiences — opinion leaders and changemakers with high levels of education and purchasing power, who are eager to discover new perspectives on themselves and the world, and to be positively inspired.





Source. AWA 2026



Topics/sections

ZEIT WISSEN makes complex topics understandable and engaging — from science and technology to society and the environment, and to questions that directly affect our lives.
Thoroughly researched and told in surprising ways, the magazine consistently inspires fresh and thoughtful ideas.
ZEIT WISSEN appeals to people who approach life with curiosity and openness.



82 %*
of readers read more than half of all articles in each issue.

* Reader survey

Society – People, Health, Psychology
What impact do innovations have on our society, our everyday lives, our working environments, and our personal lives?
ZEIT WISSEN invites readers to explore the connection between science and life.
It addresses both fundamental relationships and questions that shape our daily lives in the areas of society, health, and nutrition.



Topics/sections

Economy – Research, Technology, Innovations
What are the major innovations of our time? Which developments and products will enrich our lives?
ZEIT WISSEN always takes an optimistic look ahead and invites its readers to explore exciting new perspectives.



Environment – Earth, Climate, Resources
How can we live in an environmentally conscious and sustainable way?
ZEIT WISSEN explores this key question for the future from ecological, social, and economic perspectives. With clear analyses and surprising viewpoints, the magazine opens up new perspectives on the foundations of our lives.



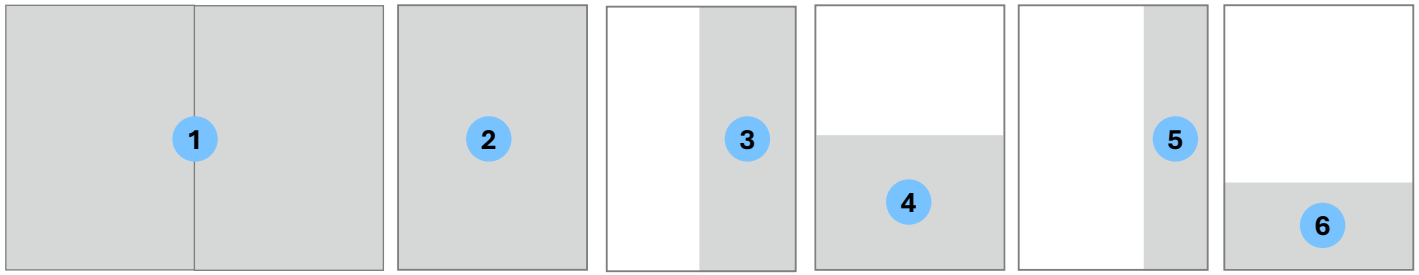
Topics



issue	topic		Publication date	Closing date	Material deadline
02/27	Travel		12.02.2027	11.01.2027	14.01.2027
03/27	Housing, design	Pharma research	16.04.2027	11.03.2027	16.03.2027
04/27	Building	Electro mobility	25.06.2027	21.05.2027	26.05.2027
05/27	Energy supply of the future	Finance	27.08.2027	26.07.2027	29.07.2027
06/27	Health: new research	Generosity	15.10.2027	13.09.2027	16.09.2027
01/28	Digitalisation	Longevity	10.12.2027	08.11.2027	11.11.2027

Dates and topics subject to change.

Rates



	Format	Bleed (W x H)	Type area (W x H)	Gross rate
1	2/1 page	430 x 262 mm	410 x 237 mm	39.200,00 €
	First 2/1 page before content page	430 x 262 mm	410 x 237 mm	47.040,00 €
	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 €
	IFC**/IBC/OBC	215 x 262 mm	188 x 237 mm	24.500,00 €
	First right-hand page	215 x 262 mm	188 x 237 mm	23.520,00 €
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 €
	First 1/3 page	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 €

** IFC becomes 1st left-hand page if an OPS is booked in the issue.

Bleed plus 5 mm on all edges

Plus VAT which may apply.

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