

DIE ZEIT ratecard 2027

„The no. 1
among German
quality
newspapers

source: AWA 2026



European
Newspaper
AWARD

Européan
Préss
Prize

snd
SOCIETY FOR NEWS DESIGN

Deutscher Journalistenpreis
Die Kraft des Wortes

WERNER
HOLZER
PREIS

Theodor-Wolff-Preis
Journalistenpreis der Digitalpublisher
und Zeitungsverleger

Otto
Brenner
Preis

is media

/ Title profile

DIE ZEIT ratecard no. 72,
effective January 1, 2027

2

Orientation through context, analysis and debate

DIE ZEIT is Germany's leading opinion-forming weekly newspaper. Thoroughly researched reports, precise analyses and pointed commentary set the agenda, take positions and explore perspectives. Every week it covers politics and business, culture and science, technology and medicine, society and education, travel and lifestyle. Its outstanding writing encourages readers to reassess their views and think further.

As an integral part of DIE ZEIT, ZEITmagazin adds an emotional perspective to its analytical strength, with rich imagery, unexpected viewpoints and stories that resonate. Together, they offer an intensive examination of the week's issues – a counterweight to superficiality and oversimplified debate.

DIE ZEIT reaches an engaged readership with above-average representation in higher education, professional and income groups, giving advertisers access to an attractive target audience.

DIE ZEIT stands for:

- Strongly opinionated journalism
- Informed context and precise analysis
- Challenging articles and diverse perspectives
- Pointed commentary and debate



European
Newspaper
AWARD

Europäer
Presse
Prize

nsnd
SOCIETY FOR NEWS DESIGN

Deutscher Journalistenpreis
Die Kraft des Wortes

Theodor-Wolff-Preis
Journalistenpreis der Digitalpublisher
und Zeitungsverleger

WERNER
HOLZER
PREIS

Otto
Brenner
Preis

a

Sections in DIE ZEIT

DIE ZEIT ratecard no. 72,
effective January 1, 2027

3



Politics: Topical content & background
Gives structure to current affairs, explaining how they fit in to the big political, social and economic picture.



Dispute: Room for debate and controversy
The section for contentious issues.



Dossier: In-depth and unique
The story of the week, told through immersive reportage.



Business: Exciting and easy-to-understand
Provides insights into today's business and economic developments from totally different and new perspectives.



GREEN: Sustainability
For people looking for solutions (once per month in the business section)



Knowledge: Informative, innovative and inspiring
A broad range of topics, from education and health to science and technology.



Feuilleton: Background and criticism
Introduces the week's most interesting cultural events.



Discover: Zeitgeist and everyday culture
The section closest to readers' everyday lives and outlook.

/ Readership data

IDIE ZEIT – Germany’s largest quality newspaper

According to AWA 2026, more than 1.85 million people read DIE ZEIT in an average week, making it the largest publication in the quality newspaper segment. In ma PM II 2026, DIE ZEIT recorded a stable readership of 1.27 million. Since IVW 4/2021, DIE ZEIT has regularly sold more than 600,000 copies, including e-paper, reaching readers throughout Germany.

DIE ZEIT reaches highly educated and affluent audiences

52% of DIE ZEIT’s readership is aged between 20 and 59. 75% have a high-school diploma or university degree, and 66% have a monthly net household income of €3,500 or more.

DIE ZEIT readers are opinion leaders and influencers

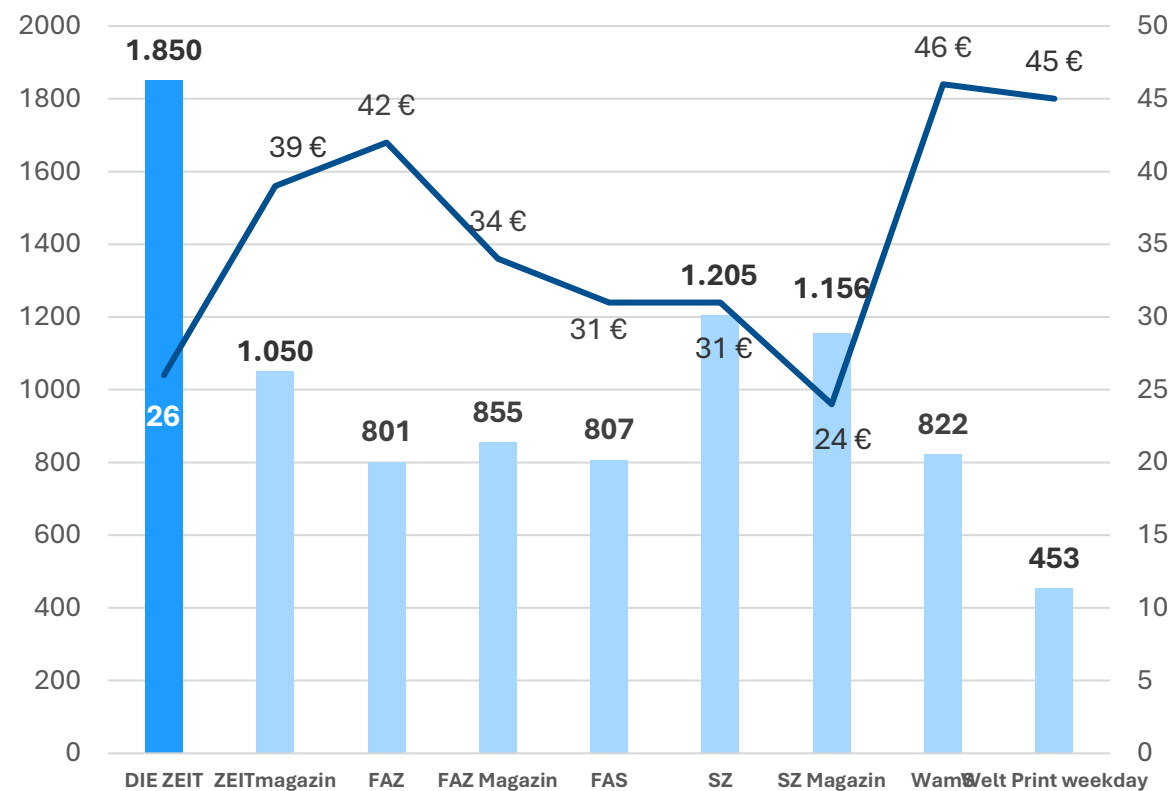
DIE ZEIT readers are strong-minded and have a keen interest in information. They are often sought out for advice and therefore have significant influence on social attitudes and purchasing decisions.

Further information

For further information, please get in touch.

Top coverage in the competitive environment

Convincing cost-efficiency in CPM comparison



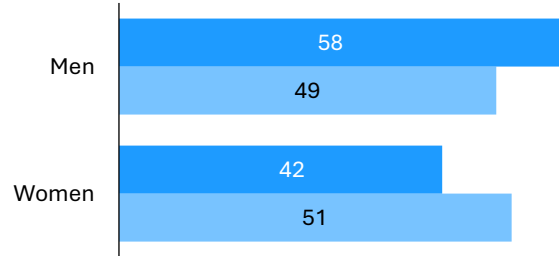
AWA 2026: German-speaking population aged 14+, 70.03 m. Rates 2026: magazines 1/1 page 4c; newspapers 1/4 corner ad 4c.

/ Readership data

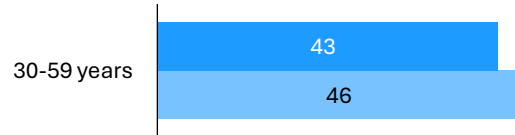
DIE ZEIT ratecard no. 72,
effective January 1, 2027

5

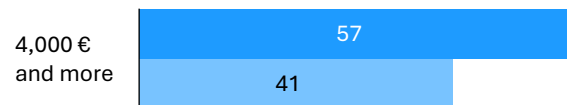
Gender



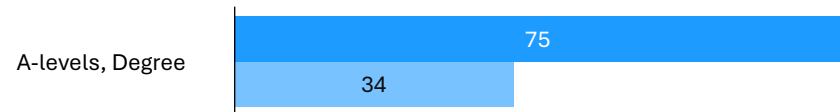
Age



Household net income



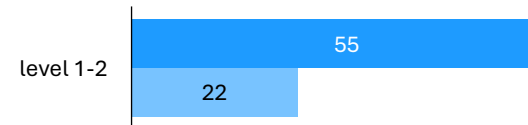
Education



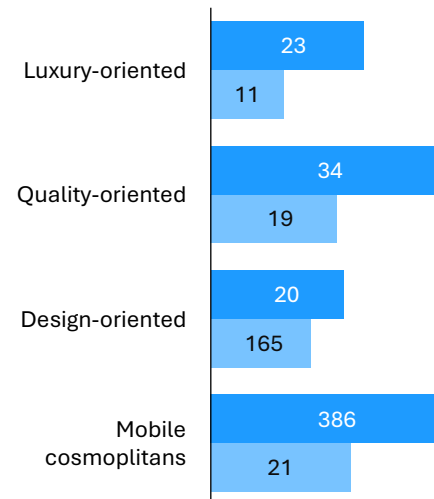
■ DIE ZEIT readership in %, base 1.85 m. readers

■ German-speaking population aged 14+ in %, base 70 m.

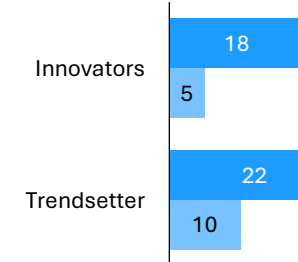
Socio-economic status



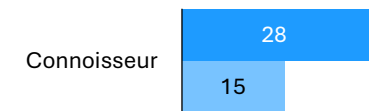
Consumer styles



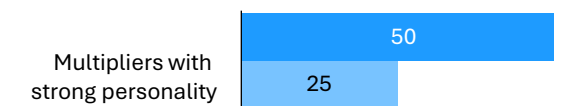
Innovators, Trendsetter



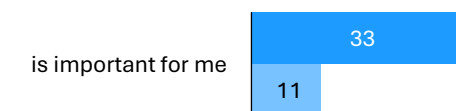
Connoisseurs



Opinion-leader



Sustainability



Source: AWA 2026



The glossy pages of DIE ZEIT — where the exceptional moves you

As a weekly magazine, ZEITmagazin complements DIE ZEIT with a personal, style-conscious perspective on the people and issues shaping our times.

It discovers the exceptional in all its forms: in fashion, design, culture, food and travel, as well as in the defining questions and upheavals of our age. Its young editorial team brings these stories to life through compelling features, remarkable profiles, exclusive interviews and finely crafted columns.

Combining journalistic excellence, unexpected perspectives and lavish imagery, ZEITmagazin brings beauty and glamour together with intensity, passion and drama. Celebrities, too, reveal themselves here with unusual openness and candour.

For advertisers, the magazine's special themed issues offer an added advantage: clearly defined, trusted advertising environments.

With its wide range of topics and consistently high quality, ZEITmagazin reaches 1.05 million readers every week (AWA 2026) — an influential, discerning and high-calibre audience.

ZEITmagazin — an award-winning publication

ZEITmagazin and its contributors have received numerous awards, including the Henri Nannen Prize, LeadAward, ADC Award, Theodor Wolff Prize and German Fashion Award. At the LeadAwards, the magazine is regularly among the top winners: it has been named “Lead Magazine of the Year” multiple times and has often ranked among the titles receiving the most awards.

ZEITmagazin – an award-winning medium

LEAD AWARDS



Theodor-Wolff-Preis
Journalistenpreis der Digitalpublisher
und Zeitungsverleger



AXEL
SPRINGER
PREIS
FÜR JUNGE
JOURNALISTEN



REPORTER:INNEN
forum

/ Publication dates

4 additional
special issues

DIE ZEIT ratecard no. 72,
effective January 1, 2027

7

week	issue	publication date	Day of the week	Closing date and material deadline*	Closing date premium position**
	01	30.12.2026	Wednesday	23.12.2026	03.12.2026
1	02	07.01.2027	Thursday	04.01.2027	10.12.2026
2	03	14.01.2027	Thursday	11.01.2027	17.12.2026
3	04	21.01.2027	Thursday	18.01.2027	23.12.2026
4	05	28.01.2027	Thursday	25.01.2027	30.12.2026
5	06	04.02.2027	Thursday	01.02.2027	07.01.2027
6	07	11.02.2027	Thursday	08.02.2027	14.01.2027
7	08	18.02.2027	Thursday	15.02.2027	21.01.2027
7	09	20.02.2027	Saturday	21.01.2027	07.01.2027
8	10	25.02.2027	Thursday	22.02.2027	28.01.2027
9	11	04.03.2027	Thursday	01.03.2027	04.02.2027
10	12	11.03.2027	Thursday	08.03.2027	11.02.2027
11	13	18.03.2027	Thursday	15.03.2027	18.02.2027
12	14	24.03.2027	Wednesday	19.03.2027	24.02.2027
13	15	01.04.2027	Thursday	25.03.2027	04.03.2027
14	16	08.04.2027	Thursday	05.04.2027	11.03.2027
15	17	15.04.2027	Thursday	12.04.2027	18.03.2027
16	18	22.04.2027	Thursday	19.04.2027	25.03.2027
16	19	24.04.2027	Saturday	01.04.2027	16.03.2027
17	20	29.04.2027	Thursday	26.04.2027	01.04.2027
18	21	05.05.2027	Wednesday	30.04.2027	07.04.2027
19	22	13.05.2027	Thursday	10.05.2027	15.04.2027
20	23	20.05.2027	Thursday	17.05.2027	22.04.2027
21	24	26.05.2027	Wednesday	21.05.2027	28.04.2027
22	25	03.06.2027	Thursday	31.05.2027	05.05.2027
23	26	10.06.2027	Thursday	07.06.2027	13.05.2027
24	27	17.06.2027	Thursday	14.06.2027	20.05.2027
25	28	24.06.2027	Thursday	21.06.2027	27.05.2027
26	29	01.07.2027	Thursday	28.06.2027	03.06.2027

Four additional special issues. Dates and issue numbers as in the German 2027 ratecard; subject to change.

week	issue	publication date	Day of the week	Closing date and material deadline*	Closing date premium position**
27	30	08.07.2027	Thursday	05.07.2027	10.06.2027
28	31	15.07.2027	Thursday	12.07.2027	17.06.2027
29	32	22.07.2027	Thursday	19.07.2027	24.06.2027
30	33	29.07.2027	Thursday	26.07.2027	01.07.2027
31	34	05.08.2027	Thursday	02.08.2027	08.07.2027
32	35	12.08.2027	Thursday	09.08.2027	15.07.2027
33	36	19.08.2027	Thursday	16.08.2027	22.07.2027
34	37	26.08.2027	Thursday	23.08.2027	29.07.2027
35	38	02.09.2027	Thursday	30.08.2027	05.08.2027
36	39	09.09.2027	Thursday	06.09.2027	12.08.2027
37	40	16.09.2027	Thursday	13.09.2027	19.08.2027
38	41	23.09.2027	Thursday	20.09.2027	26.08.2027
39	42	30.09.2027	Thursday	27.09.2027	02.09.2027
39	43	02.10.2027	Saturday	02.09.2027	19.08.2027
40	44	07.10.2027	Thursday	04.10.2027	09.09.2027
41	45	14.10.2027	Thursday	11.10.2027	16.09.2027
42	46	21.10.2027	Thursday	18.10.2027	23.09.2027
43	47	28.10.2027	Thursday	25.10.2027	30.09.2027
44	48	04.11.2027	Thursday	01.11.2027	07.10.2027
45	49	11.11.2027	Thursday	08.11.2027	14.10.2027
46	50	18.11.2027	Thursday	15.11.2027	21.10.2027
47	51	25.11.2027	Thursday	22.11.2027	28.10.2027
48	52	02.12.2027	Thursday	29.11.2027	04.11.2027
48	53	04.12.2027	Saturday	04.11.2027	21.10.2027
49	54	09.12.2027	Thursday	06.12.2027	11.11.2027
50	55	16.12.2027	Thursday	13.12.2027	18.11.2027
51	56	22.12.2027	Wednesday	17.12.2027	25.11.2027
52	01/28	29.12.2027	Wednesday	23.12.2027	01.12.2027

* Deadlines: 10 am. Feuilleton / Entdecken: 1 week before publication, 10 am; Wissen: on request.

** Premium positions: first book (Politics & Debate) or book Business page 3.

/ Special topics (1/3)

DIE ZEIT offers a diverse range of topics

This variety is meaningfully complemented by numerous special publications. DIE ZEIT features a series of editorial environments that speak to readers in a “ZEIT-appropriate” way, focusing on the interests and topics of specific target groups.

If you do not find a suitable theme for your communication goals, feel free to contact us. Our content marketing products are individually tailored to your clients and their target audience.



Special topics(2/3)

Knowledge topics (excerpt)	Issue	Publication date	Closing date
Training, university and careers	7	11.02.2027	17.12.2026
ZEIT Forschungskosmos: Science & democracy	15	01.04.2027	18.02.2027
ZEIT Forschungskosmos: Research in the regions	23	20.05.2027	08.04.2027
ZEIT Forschungskosmos: Knowledge transfer	31	15.07.2027	03.06.2027
ZEIT Forschungskosmos: High-tech agenda & space research	42	30.09.2027	19.08.2027
ABITUR: What next?	45	14.10.2027	02.09.2027
Careers in science	48	04.11.2027	07.10.2027
Continuing education	50	18.11.2027	07.10.2027
ZEIT Forschungskosmos: Cutting-edge research	55	16.12.2027	04.11.2027

ZEIT Green (editorial special)	Issue	Publication date	Closing date
ZEIT Green	02	07.01.2027	27.11.2026
ZEIT Green	06	04.02.2027	07.01.2027
ZEIT Green	11	04.03.2027	04.02.2027
ZEIT Green	15	01.04.2027	03.03.2027
ZEIT Green	21	05.05.2027	07.04.2027
ZEIT Green	25	03.06.2027	06.05.2027
ZEIT Green	30	08.07.2027	10.06.2027
ZEIT Green	34	05.08.2027	08.07.2027
ZEIT Green	38	02.09.2027	05.08.2027
ZEIT Green	44	07.10.2027	09.09.2027
ZEIT Green	48	04.11.2027	07.10.2027
ZEIT Green	52	02.12.2027	04.11.2027

Schools & education (excerpt)	Issue	Publication date	Closing date
Map: Boarding & private schools in Germany	04	21.01.2027	14.12.2026
Map: Boarding schools in Germany	14	24.03.2027	15.02.2027
Map: Boarding & private schools in Germany	46	21.10.2027	13.09.2027
Schools & education	56	22.12.2027	10.11.2027

ZEIT für UNTERNEHMER (special in DIE ZEIT)	Issue	Publication date	Closing date
ZEIT für UNTERNEHMER	14	24.03.2027	24.02.2027
ZEIT für UNTERNEHMER	29	01.07.2027	03.06.2027
ZEIT für UNTERNEHMER	41	23.09.2027	26.08.2027
ZEIT für UNTERNEHMER	50	18.11.2027	21.10.2027

ZEIT Geld	Issue	Publication date	Closing date
ZEIT Geld	13	18.03.2027	18.02.2027
ZEIT Geld	24	26.05.2027	28.04.2027
ZEIT Geld	39	09.09.2027	12.08.2027
ZEIT Geld	54	09.12.2027	11.11.2027

Art, literature & music (excerpt)	Issue	Publication date	Closing date
ZEIT LITERATUR: Leipzig Book Fair	12	11.03.2027	11.02.2027
Children's & young adult books (spring)	13	18.03.2027	18.02.2027
ZEIT KUNST	18	22.04.2027	16.02.2027
KULTURSOMMER	21	05.05.2027	31.03.2027
KULTURHERBST	39	09.09.2027	12.08.2027
Literature special edition	43	02.10.2027	02.09.2027
Music	50	18.11.2027	21.10.2027
ZEIT LITERATUR: Christmas	50	18.11.2027	21.10.2027
Art planner	55	16.12.2027	02.11.2027

Special topics (3/3)

Travel (excerpt)	Issue	Publication date	Closing date
ENTDECKEN – Travel special	13	18.03.2027	18.02.2027
Cruises	17	15.04.2027	18.03.2027
Colourful journeys	18	22.04.2027	25.03.2027
ZEIT REISETRÄUME	23	20.05.2027	22.04.2027
Cruises	37	26.08.2027	29.07.2027
ZEIT REISETRÄUME	40	16.09.2027	19.08.2027
ENTDECKEN – Travel special	46	21.10.2027	23.09.2027
ZEIT REISETRÄUME	55	16.12.2027	18.11.2027

Medicine & health (excerpt)	Issue	Publication date	Closing date
Oncology 1: World Cancer Day – prevention, research & treatment	6	04.02.2027	07.01.2027
Personalised diagnostics & tailored treatments	25	03.06.2027	06.05.2027
Oncology 2: Visionary therapies & innovation leaders	42	30.09.2027	02.09.2026*
From laboratory to life: Clinical research	44	07.10.2027	09.09.2027
November: Men's health & prevention	48	04.11.2027	07.10.2027
World Diabetes Day: Quality of life	49	11.11.2027	14.10.2027
Oncology 3: Progress, awareness & patient-centred care	51	25.11.2027	28.10.2027

	issue	Publication date	Closing date
--	-------	------------------	--------------

Sustainability	Issue	Publication date	Closing date
Conscious living, sustainable action	40	16.09.2027	19.08.2027

Sustainability: Business transformation	44	07.10.2027	09.09.2027
---	----	------------	------------

Mobility & technology (excerpt)	Issue	Publication date	Closing date
Cyber security, cloud, AI & unified communications	13	18.03.2027	18.02.2027
Next Mobility: Autonomous, connected, electric	26	10.06.2027	13.05.2027
Smart Living: Comfort, efficiency & security	38	02.09.2027	05.08.2027
IAA Mobility: Automotive, technology & infrastructure	39	09.09.2027	12.08.2027
Cybersecurity: Security in a connected world	47	28.10.2027	30.09.2027

Real estate (excerpt)	Issue	Publication date	Closing date
Prefabricated homes: Leading suppliers	14	24.03.2027	24.02.2027
German Prefabricated Building Day	16	08.04.2027	11.03.2027
Building the future	23	20.05.2027	22.04.2027
Sustainable construction	28	24.06.2027	27.05.2027
Show Home Day (BDF)	40	16.09.2027	19.08.2027
Later-life / exclusive living / property investment	42	30.09.2027	02.09.2027

/ Basic rates (1/2)

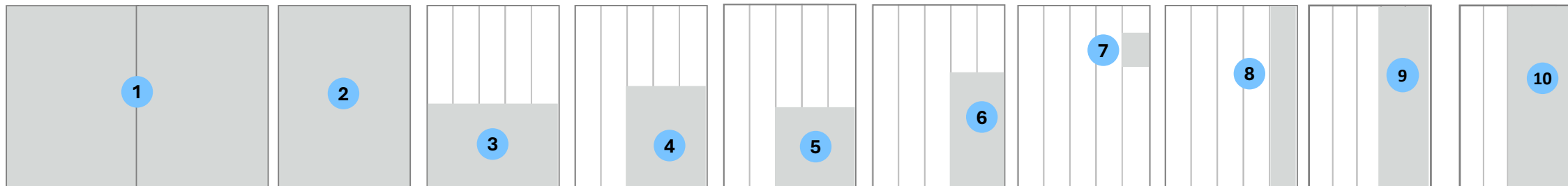
Rate per mm

Format	rate 4c	Premium 4c**
Basic rates	34,50 €	41,40 €
Corner ad rate*	48,30 €	57,96 €

Calculation ad rates

Height of ad in mm x number of columns (for text col. x 1.6) x mm-rate.

Standard formats



Vertical strip ads

Format	Type area (W x H)	total	rate 4c	Premium 4c*
1 2/1 page	770 x 528 mm	8.448 mm	297.206,00 €	355.497,20 €
2 1/1 page	371 x 528 mm	4.224 mm	145.728,00 €	174.873,60 €
3 1/2 page horizontal	371 x 264 mm	2.112 mm	72.864,00 €	87.436,80 €
4 Magazine format	220,5 x 290 mm	1.392 mm	67.233,60 €	80.680,32 €
5 1/4 page corner ad a	220,5 x 220 mm	1.056 mm	51.004,80 €	61.205,76 €
6 1/4 page corner ad b	145,5 x 330 mm	1.056 mm	51.004,80 €	61.205,76 €
7 Per text-column mm**	70,5 x 50 mm	Minimum format	180,00 €	--

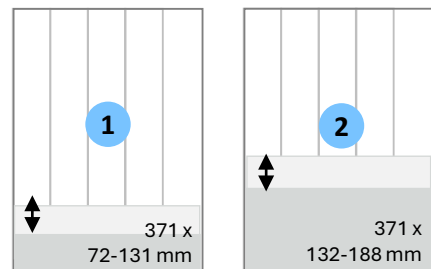
Format	Type area (W x H)	total	rate 4c	Premium 4c*
8 1/5 page	70,5 x 528 mm	845 mm	53.932,13 €	64.718,55 €
9 2/5 page	145,5 x 528 mm	1.690 mm	75.796,50 €	90.955,80 €
10 3/5 page	220,5 x 528 mm	2.535 mm	87.457,50 €	104.949,00 €

* Minimum corner ad: 1,056 mm. Premium: first book (Politics) or Business page 3; Business page 3 no larger than magazine format.

** Ad surrounded by text on three sides. Reservations lapse without a written order four weeks before closing. Opening spreads move existing bookings back two pages. 4/5-page rate not listed for 2027: on request.

/ Basic rates (2/2)

Horizontal strip ads (varying heights)



	Format	rate 4c	Premium 4c*
1	72 – 131 mm high, per mm	63,83 €	76,59 €
2	132 – 188 mm high, per mm	44,85 €	53,82 €

* Premium 4c: first book (Politics) or Business page 3; Business page 3 no larger than magazine format. Reservations lapse without a written order four weeks before closing.

textcolumns

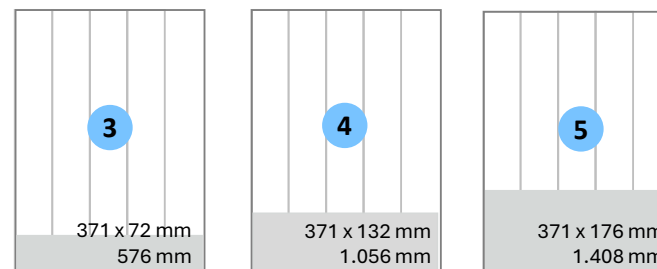
Columns	1	2	3	4	5
width in mm	70,5	145,5	220,5	295,5	371

adcolumns

Columns	1	2	3	4	5	6	7	8
width in mm	45	91,5	138	184,5	231	277,5	324	371

All advertising rates plus VAT if applicable

Horizontal strip ads (fixed formats)

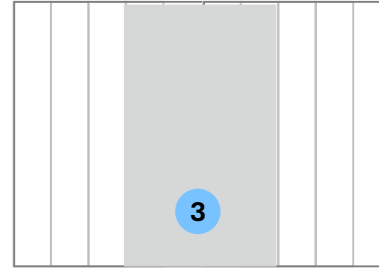
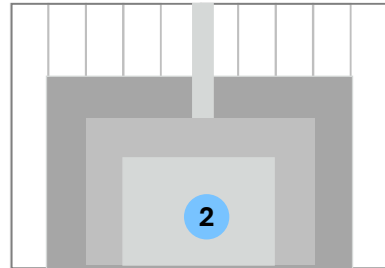
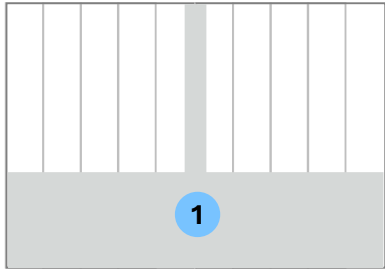


	Format	rate 4c	Premium 4c*
3	72 mm strip	36.766,08 €	44.115,84 €
4	1/4 page	47.361,60 €	56.833,92 €
5	1/3 page	63.148,80 €	75.778,56 €

Type area

371 mm w x 528 mm h, col.
via gutter 28 mm w
1 text col. mm = 1.6 ad col.
mm calculated with ad col. mm

Special formats across the gutter



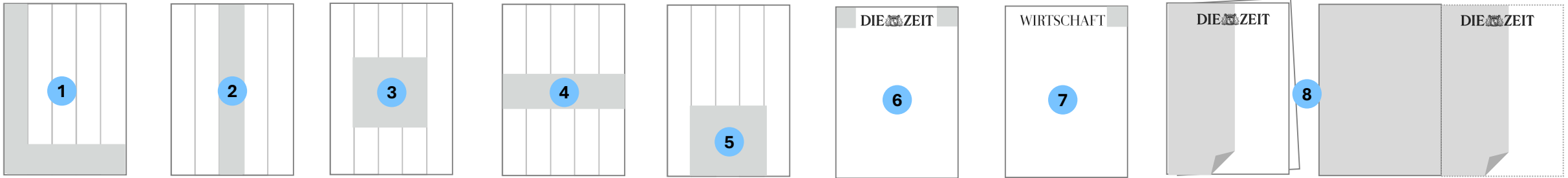
		Format	rate 4c	Premium	Gutter surcharge
1	Panorama ad	770 mm x 132 – 188 mm	44,85 €	53,82 €	5.750,00 €
1	Panorama ad	770 mm x 188 – 528 mm	34,50 €	41,40 €	5.750,00 €
2	Panorama-tunnel ad	minimum format: 2 x 2 text columns + gutter: 319 x 220 mm 2 x 3 text columns + gutter: 469 x 330 mm Maximum format: 2 x 4 text columns + gutter: 619 x 395 mm	48,30 €	57,96 €	5.750,00 €
3	Center page	319 x 528 mm	157.343,00 €	187.661,60 €	

Further formats on request.

From small-format ads in the advertising section to panoramic double-page spreads, DIE ZEIT offers advertising opportunities for every creative concept and budget.

Booking options go well beyond standard ads. Panorama, tunnel, column and island placements are also available, as are multi-page ad sequences and advertorials. In addition, advertisers can choose from attractive premium placements across DIE ZEIT's various sections, masthead ads and much more.

/ Special formats



		Format	rate 4c	Premium
1	L ad	on request	88.997,19 €	106.796,63 €
2	Column ad	70,5 x 528 mm	70.117,26 €	84.140,71 €
3	Island ad	220,5 x 220 mm	76.507,20 €	91.808,64 €
4	Sandwich ad	371 x 132 mm	71.042,40 €	85.250,88 €
5	Tunnel ad	220,5 x 220 mm	66.306,24 €	79.567,49 €
6	Masthead pieces (title page)	48 x 33 mm		21.000,00 €
7	Section header	48 x 35 mm		10.500,00 €
8	Half Cover		rate on request	

Further formats on request.

Advertorials give your company space to tell its story credibly in the right editorial environment.

We develop and design your individual advertising format or promotional material to your requirements, using the visual style of DIE ZEIT.

In addition to classic ad formats, the ZEIT family offers cross-media solutions. Content is created in close consultation with you, from the first briefing and concept to the finished product.

Design requirements

Advertorials must meet clearly defined visual standards that distinguish advertising from editorial content.

Your contact will be happy to provide detailed information and comprehensive advice.



In spring (during ITB) and in autumn, the travel special “ENTDECKEN” is published as part of the full circulation of DIE ZEIT.

Each issue focuses on a central theme, creatively presented by DIE ZEIT’s award-winning travel editorial team.

The “REISEKOMPASS” offers high practical value, appearing in the second part of the magazine as a supplement-within-the-magazine, featuring its own cover story and an extensive service section. From hotels to regions, and from outdoor to luxury travel – this is an ideal environment for your advertising message to reach DIE ZEIT readers.



rates

Fixed formats	Type area (W x H)	bleed (W x H)	rates
2/1 page	488 x 328 mm	520 x 365 mm	34.320,- €
1/1 page	231 x 328 mm	260 x 365 mm	16.560,- €
1/2 page horizontal	231 x 163 mm	260 x 183 mm	8.040,- €

Add 5 mm bleed on all edges for bleed formats.

Publication date	Closing date
18.03.2027	18.02.2027
21.10.2027	23.09.2027

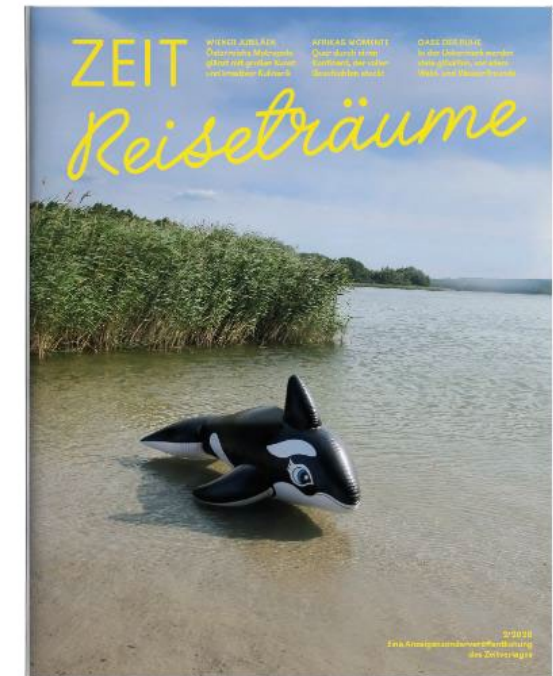
ZEIT REISETRÄUME inspires readers to travel to destinations near and far three times a year. Its varied topics range from stimulating city breaks and hotel recommendations to cruises, outdoor holidays and luxury travel.

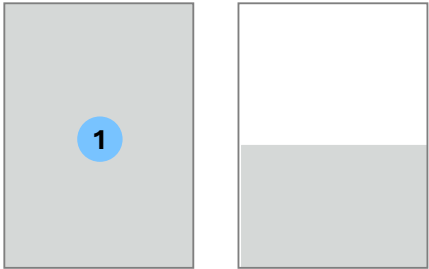
**The special is inserted into DIE ZEIT's subscription circulation and featured at zeitreisen.zeit.de.
It reaches travel-loving print and online readers.**

› **Your benefits**

- › • Three issues per year: May, September and December
- › • Distributed with DIE ZEIT's subscription circulation
- › • Online integration at zeitreisen.zeit.de
- › • High practical value and high-quality, service-oriented journalism
- › • Attractive advertising and advertorial formats

Publication date	Closing date
20.05.2027	22.04.2027
16.09.2027	19.08.2027
16.12.2027	18.11.2027





ZEIT REISETRÄUME	215 x 262 mm	188 x 117 mm

Formats	ZEIT REISETRÄUME
1 1/1 page	13.500,– €
1/1 page U2/U3/U4	14.850,– €
2 1/2 page horizontal	7.025,– €

Full page: bleed 215 x 262 mm; half page: type area 188 x 117 mm. Add 5 mm bleed on all edges where applicable. Further formats and advertorials on request.

Loose inserts

Loose inserts are published as supplements in DIE ZEIT

Content and design must be agreed with the publisher before going to press.

Insertion opportunities

Minimum format (148 mm w x 105 mm h)/Maximum format: 365 mm w x 260mm h); Fold on the longer side

Single Sheet insert

Format DIN A6 (105 x 148 mm); min. paper weight _x000B_170 g/m²; bigger than DIN A6 up to DIN A4 (210 x 297 mm) min. paper weight 120 g/m². Bigger sizes with grammage of 60 g/m² needs to be folded to DIN A4 size.

Multipage inserts

Inserts in the maximum possible format must have a minimum size of 8 pages. For smaller sizes (4 and 6 pages), a paper weight of at least 120 g/m² is required or these inserts must be folded again. Special coordination is required for inserts over 50 g/issue. Maximum weight and paper weight on request.

Fold types, trim

Only cross fold, wraparound or centre fold, gate fold permitted; no accordion fold. Inserts must be suitable for machine processing. Fold on the long side. The trim should be right-angled and of the same format. If the insert consists of several parts, a firm connection of these parts is required. The submission of a sample is a condition, also for special formats and product samples.

Rates per 1,000 copies	
Up to 20 g	205 €
Up to 25 g	210 €
Up to 30 g	215 €
Up to 35 g	220 €
Up to 40 g	225 €
Up to 45 g	230 €
Up to 50 g	235 €
Higher weights on request	

Subscription circulation

For inserts up to 50 g, postal charges of €17 per 1,000 copies apply to total or partial subscription circulation. Postal charges are not eligible for agency commission or discounts.

For regional spillover bookings, postal charges apply to the full subscription circulation of the relevant federal state; only one federal state may be used.

Partial circulation

Minimum booking: 25,000 copies.

A 5% volume discount may be available for inserts of more than 200,000 copies.

Postponement right

The publisher may reschedule inserts over 50 g or partial-circulation bookings.

Joint advertising

Inserts shared by several advertisers require agreement; a 50% surcharge on the basic rate applies.

Booking / cancellation deadline

2 weeks before publication.

Insert samples

10 copies, 10 days before publication, to:

Zeitverlag Gerd Bucerius GmbH & Co. KG
Schlussgrafik (Patrick Baden | Oliver Nagel)
Buceriusstraße, Eingang Speersort 1
20095 Hamburg

Delivery

Süddeutscher Verlag Zeitungsdruck GmbH
Weiterverarbeitung,
Zamdorfer Straße 40
DE 81677 München

5–7 working days before publication.
Mon–Tue and Thu–Fri: 8 am–3 pm.
No deliveries Wednesday or Saturday. Inserts must be correctly finished, packaged and labelled; pallet layer height 80–100 mm, following German Printing Association guidelines.

Rates plus VAT if applicable

To ensure that the latest print specifications are always available, please consult the external portal below. This is also where advertising files are uploaded.

[DIE ZEIT](#)

[ZEIT LITERATUR](#)

[ZEIT Reisen \(ENTDECKEN\)](#)

Always use the current specifications and observe the applicable material deadlines.

A smartphone screen showing a mobile app interface. At the top, there's a header with a logo and navigation icons. The main text reads: 'Hier treffen sich die klügsten Köpfe' followed by 'mit dem besten aus Studium und Berufseinstieg heraus'. Below this is a large orange button with the text 'Jetzt teilnehmen'. At the bottom, there's a small graphic of a blue folder with a pink circular sticker on it.

A smartphone screen showing the 'Suchen. Finden. Gestalten.' app. The app has a dark theme with white text. The title 'Suchen. Finden. Gestalten.' is at the top. Below it, there is a description in German: 'Das Projekt: Ein online-kommunales, für die digitale Transformation der deutschen Wirtschaft. Effizienz und Innovation sind unsere Ziele. (© 2020)'. There is a button labeled 'Projekt, Beratung, Kontakt' with a circular icon containing the number '10'. Below the button, there is a list of services: '1. Unternehmensentwicklung', '2. Strategieentwicklung', '3. Marktanalyse', '4. Produktentwicklung', and '5. Beratung, Implementierung und Evaluation'. At the bottom, there is a small text: '© 2020 Projekt, Beratung, Kontakt'.



A smartphone screen showing the 'finde-einen-job-mit-sinn' app. The app has a green and white color scheme. The title 'FINDE EINEN JOB MIT SINN' is at the top. Below it, the text reads: 'Wir helfen dir, deine berufliche Zukunft zu gestalten.' There are two input fields: 'Wo möchtest du arbeiten?' and 'Was möchtest du machen?'. A 'Suche' button is at the bottom. The phone is set against a light green circular background.

[illegible]

A circular image showing a long wooden pier extending into the ocean at sunset. The sky is a mix of orange, yellow, and blue. The sun is low on the horizon, creating a bright glow. The pier has a small structure at its end. The water is calm with gentle waves.

[illegible]

DIE ZEIT
VERLAGSGRUPPE

/ Overview of titles in the ZEIT universe



DIE ZEIT



ZEITmagazin



ZEITmagazin
WOCHENMARKT



ZEIT WISSEN



ZEIT Campus



ZEIT Studienführer



ZEIT LEO

	DIE ZEIT	ZEITmagazin	ZEITmagazin WOCHENMARKT	ZEIT WISSEN	ZEIT Campus	ZEIT Studienführer	ZEIT LEO
Readership	Upscale target group 14 years +	Upscale target group 14 years +	Quality-conscious connoisseurs	Knowledge and sustainability enthusiasts, 20 – 59 years	Students, graduates and young professionals	high school graduates and students changing their studies, 16 – 22 years	Children 7 – 13 years and their parents
Copy price	7.60 €	Supplement in DIE ZEIT	11.00 €	9.50 €	3.95 €	12.95 €	6.50 €
Frequency	weekly	weekly	2x yearly	6x yearly	4x yearly	Yearly	6x yearly
Ad rate	67,233.60 €	42,500 €	20,500 €	19,600 €	19,600 €	11,700 €	10,600 €
Sold circulation	621,030 copies ¹	621,030 copies ¹	40,000 copies ²	100,236 copies ²	82,462 copies ²	90,000 copies ⁴	55,000 copies ³
Subscriptions	502,953 copies ¹	502,953 copies ¹	18,000 copies ²	52,772 copies ²	n/a	n/a	50,000 copies ³
Coverage	1.85 m.	1.05 m.	n/a	703,000	437,000	n/a	242,000

All advertising rates plus VAT if applicable

¹ IVW II/2026 ² Average IVW Q1–4/2025 ³ Publisher information ⁴ Distributed circulation
Ad rates 2027: DIE ZEIT magazine format 4c; magazines 1/1 page 4c. Separate sector rates apply.
Reach: AWA 2026, German-speaking population aged 14+; ZEIT LEO: Kinder Medien Monitor 2020.

Address

Zeitverlag Gerd Bucerius GmbH & Co. KG
Buceriusstraße, Eingang Speersort 1
D 20095 Hamburg

Internet address

zeit.de

Bank account

Commerzbank Stuttgart
IBAN: DE20600400710525525200
BIC: COBADEFF600

General terms and conditions

Advertising and insert orders are subject to the publisher's general terms and conditions at advise.zeit.de/agb.pdf; available on request.

Payment terms

Payable immediately on receipt of invoice, without deduction. 2% discount for advance payment or direct debit on publication day. Delivery charges are excluded from this discount.

VAT

Statutory VAT applies. All quoted rates exclude VAT.

Publication frequency

Weekly, on Thursdays.

Closing date / cancellation

Black-and-white and colour ads: 3 days before publication (in the morning). Advertorials and special topics have different rates and deadlines.

Box-number fee

€25 for domestic and international forwarding.



The circulation of DIE ZEIT is IVW audited.
PZN: 545 231

/ Please contact

Sales International

Gerda Gavric-Hollender

Director Sales International Print

+49 211 887 2343

gerda.gavric-hollender@iqm.de

Darwin Santo

Director New Business International

+49 211 887 2371

darwin.santo@iqm.de

Bettina Goedert

Senior Sales Manager International

+49 211 887 1336

bettina.goedert@iqm.de

Hanna Underberg

Sales Manager International

+49 160 9770 8048

hanna.underberg@iqm.de

Or our

Worldwide network of international representatives

refer to: [Contact - iq media](#)