ZEIT für UNTERNEHMER ratecard 2027





BRAND WORLD

Social Media



Events



Magazine



Special in DIE ZEIT



Newsletter

Seminars

Qualified Recipients

The database is built on long-standing and successful SME conferences and targeted B2B marketing. In recent years, it has been continuously expanded through high-quality registrations at various B2B events and via the platform zeitfuerunternehmer.de. The result is qualified data sets with well over 90,000 entrepreneurs from medium-sized companies across Germany.



SME research

ZEIT FÜR UNTERNEHMER



Podcast

Title profile

ZEIT für UNTERNEHMER is the business magazine from ZEIT's editorial team. It focuses on the key questions that concern entrepreneurs and decision-makers in the SME sector, highlighting those who shape Germany's economy. The magazine delivers practical insights, explores relevant developments in business, politics, and technology, presents concrete case studies, and profiles influential personalities. It creates a space where entrepreneurs and founders can learn from one another and build valuable networks.

Leverage the **ZEIT für UNTERNEHMER brand** to directly engage decision-makers in the SME sector across multiple touchpoints.



Several times a year
ZEIT für UNTERNEHMER event offer direct contact with the target audience.

Reading duration (Ø) 90 minutes*



4 x per year
ZEIT für UNTERNEHMER-Magazin is read by 90,000 decision-makers**.



4 x per year
ZEIT für UNTERNEHMER-Special in the business section of DIE ZEIT – reaches 1,86 million readers***.



12 x per year
ZEIT für UNTERNEHMER-Newsletter subscribed by 42,000 entrepreneurs**.

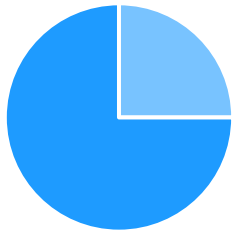
source: * readers survey 2023, ** publishers information, *** AWA 2026

Readership data

ZEIT für UNTERNEHMER reaches the SME sector in Germany without scatter loss.
Thanks to its content and substance, ZEIT für UNTERNEHMER precisely targets all opinion leaders and decision-makers in the German SME sector nationwide.
Its readers have a high net household income and are predominantly executives with budget responsibility across various business areas.



Gender



25 % women ■ 75 % men

Age (Ø)



HIGH HOUSEHOLD NET INCOME

66 %

of ZEIT für UNTERNEHMER readers have a monthly net household income starting at €5,000.

EXECUTIVE LEVEL

83 %

of ZEIT für UNTERNEHMER readers work at the top or middle management level within their companies.

BUDGET RESPONSIBILITY

69%

OF ZEIT FÜR UNTERNEHMER READERS HOLD BUDGET RESPONSIBILITY ACROSS VARIOUS AREAS OF THEIR COMPANIES.

MULTIPLIERS

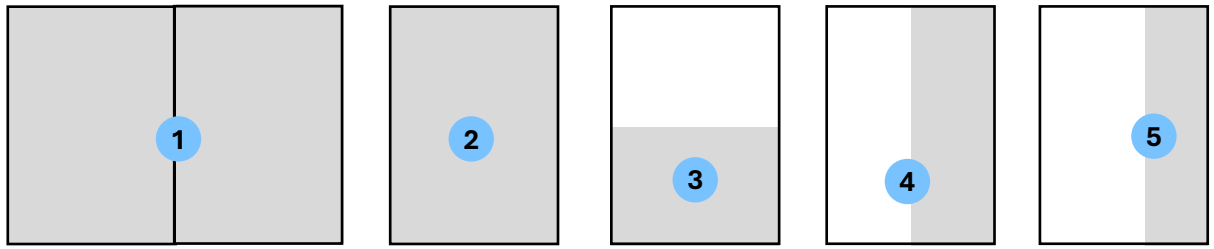
76 %

der ZEIT für UNTERNEHMER-readers frequently inform their networks about the latest developments.

Source. Readership survey 2023

Rates & Dates

Formats & Rates



	Format	Type area in mm (W x H)	bleed (W x H)	Gross rate
1	Double page	403 x 237 mm	430 x 262 mm	41.000,– €
	Opening Spread	--	430 x 262 mm	51.250,– €
2	1/1 page	188 x 237 mm	215 x 262 mm	20.500,– €
3	1/1 page: IFC, IBC, OBC	--	215 x 262 mm	25.625,– €
4	1/2 page horizontal	188 x 117 mm	215 x 131 mm	13.325,– €
5	1/2 page vertical	89 x 237 mm	99 x 262 mm	13.325,– €
	1/3 page vertical	56 x 237 mm	66 x 262 mm	10.250,– €

Please allow surbleed of 5 mm on all edges.

Alle Preise zzgl. MwSt.

Dates

issue	Core topic	Publication date	Closing date
01/27	Digitalization	25.03.2027	16.02.2027
02/27	Financing	01.07.2027	24.05.2027
03/27	Sustainability	23.09.2027	17.08.2027
04/27	AI and Industry 5.0	18.11.2027	11.10.2027

Subject to alteration.



CONTACT → SALES INTERNATIONAL

Darwin Santo
Director New Business International
Telefon +49 211 887 2371
darwin.santo@iqm.de

Hanna Underberg
Sales Manager International
Telefon +49 160 9770 8048
hanna.underberg@iqm.de

Bettina Goedert
Senior Sales Manager International &
Lead of International Marketing &
Transformation
Telefon +49 211 887 1336
bettina.goedert@iqm.de

Or our Worldwide network
of international representatives
refer to: www.iqmedia.de/contact

IQMEDIA.DE