ZEITmagazin
Rate card 2026

ZEITmagazin MANN

ZEITmagazin WOCHENMARKT

/ Publishers details

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

Internet address
zeit.de/magazin

Bank account
Commerzbank Stuttgart
IBAN: DE20600400710525525200
BIC: COBADEFF600

General terms and conditions
Any advertisement order implies acceptance of the general terms and conditions as laid down under advise.zeit.de/agb.pdf

Payment terms
Due on publication date; 2 % discount if paid before publication and no previous invoices are overdue.

VAT
The quoted rates exclude Value Added Tax which may apply.

Publication rhythm
Weekly, on Thursdays

The circulation of ZEITmagazin is IVW audited.
PZN: 592491

/ ZEIT universe

academics

My Country talks
My Company talks

Studio ZX

ZEIT Shop & Editionen

ZEIT Akademie

e-fellows.net

Good Jobs

ZEIT Reisen

HeyStudium

ZEIT Veranstaltungen

ZEIT für die Schule

Freunde der ZEIT

DIE ZEIT
VERLAGSGRUPPE

Knowledge · history · Science · Art · Culture · Politics · Business · Travel · Sustainability · Environment protection · Education · Children

/ Overview of titles in the ZEIT universe

	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 and graduates, 18 – 28 years	high school graduates and students changing their studies, 16 – 22 years	Children 7 – 13 years and their parents
Copy price	6.95 €	Supplement in DIE ZEIT	11.00 €	8.50 €	3.95 €	12.95 €	6.50 €
Frequency	weekly	weekly	2x yearly	6x yearly	4x yearly	Yearly	6x yearly
Ad rate	63,920.64 €	41,100 €	19,900 €	18,900 €	18,900 €	11,250 €	10,200 €
Sold circulation	633,352 copies	633,352 copies	40,000 copies	103,625 copies[1]	97,350 copies [1]	90,000[3]	50,000 copies[2]
Subscriptions	504,404 copies	504,404 copies	20,000 copies	52,191 copies[1]	n/a	n/a	35,000 copies[2]
Coverage	1.86 m.	1.13 m.	n/a	725,000	447,000	n/a	242,000

All advertising rates plus VAT if applicable

* circulation IVW II / 2025
** publisher info
*** printed circulation

Ad rates: DIE ZEIT Magazine format 4c, Magazines 1/1 page 4c
Coverage AWA 2025, ZEIT LEO Kinder Medien Monitor 2020

/ Title profile

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

AXEL SPRINGER PREIS FÜR JUNGE JOURNALISTEN

Theodor-Wolff-Preis
Journalistenpreis der Digitalpublisher und Zeitungsverleger

REPORTER:INNEN forum

/ Publication dates 1st half

* Closing date is on the day at 12 a.m.
** for the following premium positions: cover pages, page 4, 1st right-hand page, 1st and 2nd DPS the closing date is ahead of the regular closing date
*** Different colour profile for cover pages in these topics

week	issue	Publication date	Day of the week	Closing date*	Closing date premium position**	Material deadline	topic
2	01	30.12.2025	Dienstag	25.11.2025	18.11.2025	19.12.2025	
3	02	08.01.2026	Thursday	25.11.2025	18.11.2025	19.12.2025	
4	03	15.01.2026	Thursday	02.12.2025	25.11.2025	02.01.2026	Design (core topic)
5	04	22.01.2026	Thursday	09.12.2025	02.12.2025	09.01.2026	
6	05	29.01.2026	Thursday	15.12.2025	08.12.2025	16.01.2026	
7	06	05.02.2026	Thursday	16.12.2025	09.12.2025	23.01.2026	Fashion***
8	07	12.02.2026	Thursday	19.12.2025	12.12.2025	30.01.2026	Mens Fahion (core topic)***
9	08	19.02.2026	Thursday	05.01.2026	29.12.2025	06.02.2026	
10	09	21.02.2026	Saturday	05.01.2026	29.12.2025	05.02.2026	Special issue
11	10	26.02.2026	Thursday	12.01.2026	05.01.2026	13.02.2026	Outdoor Fashion & Design (core topic)
12	11	05.03.2026	Thursday	19.01.2026	12.01.2026	20.02.2026	
13	12	12.03.2026	Thursday	26.01.2026	19.01.2026	27.02.2026	
14	13	19.03.2026	Thursday	02.02.2026	26.01.2026	06.03.2026	Wining & Dining***
15	14	26.03.2026	Thursday	09.02.2026	02.02.2026	13.03.2026	Watches (core topic)***
16	15	01.04.2026	Wednesday	13.02.2026	06.02.2026	19.03.2026	
17	16	09.04.2026	Thursday	19.02.2026	12.02.2026	25.03.2026	Design***
18	17	16.04.2026	Thursday	03.03.2026	24.02.2026	01.04.2026	Travel
18	18	23.04.2026	Thursday	10.03.2026	03.03.2026	10.04.2026	
20	19	29.04.2026	Wednesday	16.03.2026	09.03.2026	16.04.2026	
21	20	07.05.2026	Thursday	23.03.2026	16.03.2026	23.04.2026	
21	21	09.05.2026	Saturday	23.03.2026	16.03.2026	21.04.2026	Special issue
22	22	13.05.2026	Wednesday	31.03.2026	24.03.2026	29.04.2026	
23	23	21.05.2026	Thursday	06.04.2026	30.03.2026	07.05.2026	
24	24	28.05.2026	Thursday	13.04.2026	06.04.2026	13.05.2026	Design (core topic)
25	25	03.06.2026	Wednesday	20.04.2026	13.04.2026	20.05.2026	World Cup (Soccer) – core topic
26	26	11.06.2026	Thursday	27.04.2026	20.04.2026	29.05.2026	
27	27	18.06.2026	Thursday	04.05.2026	27.04.2026	05.06.2026	
28	28	25.06.2026	Thursday	11.05.2026	04.05.2026	12.06.2026	

(as of September 2025 – subject to alteration)

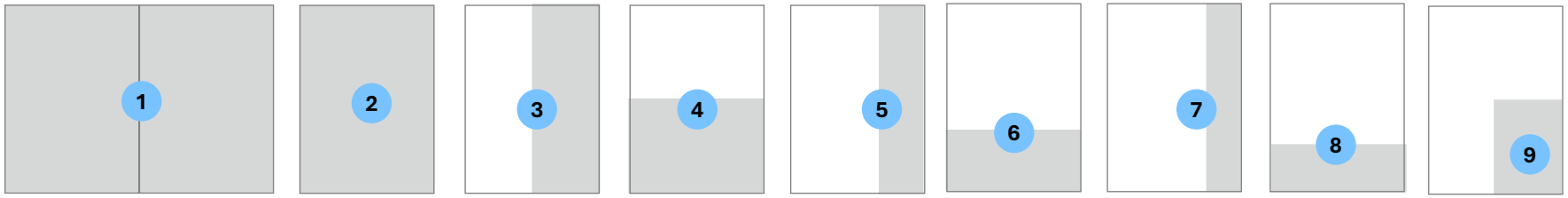
/ Publication dates 2nd half

* Closing date is on the day at 12 a.m.
** for the following premium positions: cover pages, page 4, 1st right-hand page, 1st and 2nd DPS the closing date is ahead of the regular closing date
*** Different colour profile for cover pages in these topics

Woche	Ausgabe	Erscheinungstermin	Wochentag	Anzeigenschluss*	AS Premiumplatzierungen**	Druckunterlagenschluss	Speziale
27	29	02.07.2026	Thursday	19.05.2026	12.05.2026	19.06.2026	
28	30	09.07.2026	Thursday	26.05.2026	19.05.2026	26.06.2026	
29	31	16.07.2026	Thursday	02.06.2026	26.05.2026	03.07.2026	
30	32	23.07.2026	Thursday	09.06.2026	02.06.2026	10.07.2026	
31	33	30.07.2026	Thursday	16.06.2026	09.06.2026	17.07.2026	
32	34	06.08.2026	Thursday	22.06.2026	15.06.2026	24.07.2026	
33	35	13.08.2026	Thursday	29.06.2026	22.06.2026	31.07.2026	
34	36	20.08.2026	Thursday	06.07.2026	29.06.2026	07.08.2026	
35	37	27.08.2026	Thursday	10.07.2026	03.07.2026	12.08.2026	Art Special ***
36	38	03.09.2026	Thursday	20.07.2026	13.07.2026	21.08.2026	Fashion***
37	39	10.09.2026	Thursday	27.07.2026	20.07.2026	28.08.2026	Mens Fashion (core topic)***
38	40	17.09.2026	Thursday	03.08.2026	27.07.2026	04.09.2026	
39	41	24.09.2026	Thursday	10.08.2026	03.08.2026	11.09.2026	
40	42	01.10.2026	Thursday	17.08.2026	10.08.2026	18.09.2026	
40	43	05.10.2026	Monday	17.08.2026	10.08.2026	18.09.2026	Special issue: Literature
41	44	08.10.2026	Thursday	24.08.2026	17.08.2026	25.09.2026	Design***
42	45	15.10.2026	Thursday	31.08.2026	24.08.2026	02.10.2026	
43	46	22.10.2026	Thursday	07.09.2026	31.08.2026	09.10.2026	Fashion (core topic)
44	47	29.10.2026	Thursday	14.09.2026	07.09.2026	16.10.2026	
45	48	05.11.2026	Thursday	21.09.2026	14.09.2026	23.10.2026	Watches & Jewellery***
46	49	12.11.2026	Thursday	28.09.2026	21.09.2026	30.10.2026	Travel
47	50	19.11.2026	Thursday	05.10.2026	28.09.2026	06.11.2026	Wining & Dining
48	51	26.11.2026	Thursday	12.10.2026	05.10.2026	13.11.2026	
49	52	03.12.2026	Thursday	19.10.2026	12.10.2026	20.11.2026	
49	53	05.12.2026	Saturday	19.10.2026	12.10.2026	20.11.2026	Special issue: Yearly review
50	54	10.12.2026	Thursday	26.10.2026	19.10.2026	27.11.2026	
51	55	17.12.2026	Thursday	02.11.2026	26.10.2026	04.12.2026	
52	56	23.12.2026	Mittwoch	09.11.2026	02.11.2026	10.12.2026	
53	01/27	30.12.2026	Mittwoch	12.11.2026	05.11.2026	17.12.2026	

(as of June 2026, subject to alterations)

/ Basic rates



	Format	Bleed format (W x H)	Type area (W x H)	rate 4c
1	Double page	430 x 289 mm	400 x 262 mm	78.100,– €
	1st double page	430 x 289 mm	400 x 262 mm	98.640,– €
	2nd double page	430 x 289 mm	400 x 262 mm	90.420,– €
2	1/1 page	215 x 289 mm	191 x 262 mm	41.100,– €
	1/1 page: Cover page (IFC, OBC, IBC)	215 x 289 mm	191 x 262 mm	51.375,– €
	1/1 page: opposite content (page 4)	215 x 289 mm	191 x 262 mm	49.320,– €
	1/1 page: 1st right-hand page	215 x 289 mm	191 x 262 mm	49.320,– €
	1/1 page: 2nd right-hand page	215 x 289 mm	191 x 262 mm	45.210,– €
3	1/2 page vertical	105 x 289 mm	96 x 262 mm	24.660,– €
4	1/2 page horizontal	215 x 145 mm	191 x 132 mm	24.660,– €
5	1/3 page vertical:	68 x 289 mm	56 x 262 mm	18.495,– €
6	1/3 page horizontal	215 x 95 mm	191 x 88 mm	18.495,– €
7	1/4 page vertical	54 x 289 mm	48 x 262 mm	14.385,– €
8	1/4 page horizontal	215 x 72 mm	191 x 66 mm	14.385,– €
9	1/4 page magazine format	108 x 145 mm	86 x 127 mm	14.385,– €

Please allow additional 5 mm on all edges for bleed format.

All advertising rates plus VAT if applicable

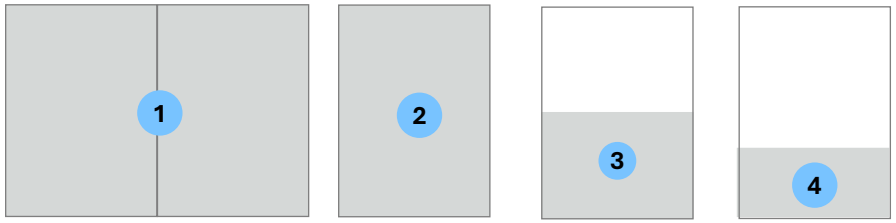
/ Title profile

The best of the simple" - this is what ZEITmagazin WOCHENMARKT stands for, the food and gourmet magazine from ZEIT Verlag. The newsstand magazine is published twice a year and presents its readers with epicurean highlights of the season and the best recipes from Elisabeth Raether's popular weekly column WOCHENMARKT.

Information and tips on the perfect kitchen equipment, culinary travel destinations as well as restaurant and cookbook recommendations make ZEITmagazin WOCHENMARKT a pleasure to read and an inspiration for all gourmets and for everyone who loves to cook.

issue	Publication date	Closing date	Material deadline
10/2026	10.04.2026	02.03.2026	11.03.2026
11/2026	01.10.2026	25.08.2026	03.09.2026

/ Rates



	Format	Bleed (W x H)	Type area (W x H)	rate 4c
1	Doppelseite	430 x 289 mm	400 x 262 mm	37.810,– €
	Opening Spread	430 x 289 mm	400 x 262 mm	49.750,– €
	1st double page	430 x 289 mm	400 x 262 mm	47.760,– €
2	1/1 page	215 x 289 mm	191 x 262 mm	19.900,– €
	1/1 cover page	215 x 289 mm	191 x 262 mm	24.875,– €
	1/1 page: 1st-3rd. Right-hand page	215 x 289 mm	191 x 262 mm	23.880,– €
3	1/2 page horizontal	215 x 145 mm	191 x 132 mm	12.935,– €
4	1/3 page horizontal	215 x 95 mm	191 x 88 mm	9.950,– €

Please allow additional 5 mm on all edges for bleed format.

All advertising rates plus VAT if applicable

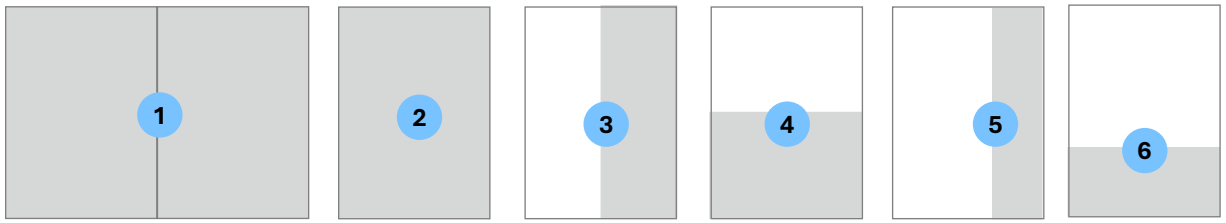
/ Title profile

ZEITmagazin MANN is the men's magazine from ZEIT Verlag. The newsstand magazine with the quality standards of DIE ZEIT is published twice a year in spring and autumn. It is aimed at educated men with high incomes and strong personalities.

It focuses on what men want and dream of for their lives and shows a product world that reflects the attitude to life and the style of these men. It inspires and gives valuable recommendations. Besides unique columns and fashion spreads, each edition focuses on a celebrity who has made his dreams come true.

issue	Publication date	Closing date	Material deadline
01/2026	19.03.2026	17.02.2026	23.02.2026
02/2026	08.10.2026	08.09.2026	14.09.2026

/ Rates



	Format	Bleed (W x H)	Type area (W x H)	rate 4c
1	Double page	430 x 289 mm	400 x 262 mm	37.810,– €
	Opening Spread	430 x 289 mm	400 x 262 mm	49.750,– €
	1st double page	430 x 289 mm	400 x 262 mm	47.760,– €
	2nd-3rd double page	430 x 289 mm	400 x 262 mm	43.780,– €
2	1/1 page	215 x 289 mm	191 x 262 mm	19.900,– €
	1/1 page: cover pages	215 x 289 mm	191 x 262 mm	24.875,– €
	1/1 page: 1.-3. left-hand page	215 x 289 mm	191 x 262 mm	23.880,– €
	1/1 page: 1. right-hand page	215 x 289 mm	191 x 262 mm	23.880,– €
	1/1 page: 2.-3. right-hand page	215 x 289 mm	191 x 262 mm	21.890,– €
3	1/2 page vertical	105 x 289 mm	96 x 262 mm	12.935,– €
4	1/2 page horizontal	215 x 145 mm	191 x 132 mm	12.935,– €
5	1/3 page vertical	68 x 289 mm	56 x 262 mm	9.950,– €
6	1/3 page horizontal	215 x 95 mm	191 x 88 mm	9.950,– €

Please allow additional 5 mm on all edges for bleed format.

All advertising rates plus VAT if applicable

Technical Details

FORMATS

ZEITmagazin	Bleed size: 215 mm w, 289 mm h + 5 mm trim ; Type Area 191 mm w, 262 mm h
ZEITmagazin WOCHENMARKT **ZEITmagazin MANN**	Bleed size: 215 mm w, 289 mm h + 5 mm trim (Adhesive binding) Type area: 191 mm w, 262 mm h Shortening of each page by approx. 3 mm due to perfect binding. The adhesive binding reduces the 5 mm on the inside cover pages.

COLOUR PROFILES https://www.anzeigeneingang.de/#/color-profile

ZEITmagazin	Cover & inner pages = SC paper_eci.icc Cover pages special issues = ISOcoated v2 (Fogra 39)***
ZEITmagazin WOCHENMARKT **ZEITmagazin MANN**	Cover & inner pages: PSO uncoated v3 Cover & Inner pages: ISO coated v2_300_eci.icc

DATA PARAMETERS

Total ink coverage	Cover & content 280%
Resolution	Lines: 1.270 dpi Colour pictures: 304 dpi Greyscale pictures: 304 dpi
Typo & Lines	The minimum font size is 6 points. Font modifiers such as "bold" or "italic" must not be used. Multiple master fonts and double-byte fonts may not be used. The stroke width of lines must be be at least 0.05 mm.
Data volume	In order to avoid oversized data volumes, please use please use Photoshop to crop the image to the necessary size. When placing greyscale TIFs or bmp files, please set the image background to white in the design programme.
Data formats	Adobe-PDF/X1a:2001, Adobe-PDF/X3:2002 or Adobe-PDF/X4:2010 in CMYK mode. Fonts are to be be included. Images are to be included. The quality of JPEG-compressed images is determined by the supplier. Embedded ICC profiles are not evaluated.
Printing material	Files should preferably be supplied in printable PDF format with a colour-accurate digital proof (plus UGRA/FOGRA media wedge). In the case of delivery digital image data without a digital proof, the publisher is not responsible for factual and colour accuracy. Colour printouts from commercially available inkjet printers are not considered to be a colour-compliant digital proof and will not be accepted by the publisher.

DELIVERY

Delivery options	Via Web-Upload at www.anzeigeneingang.de Via Email ato zeit-magazin@anzeigeneingang.de
Upload	Information can be retrieved via the following portal: www.anzeigeneingang.de/zeitverlag
Contact	For any technical queries please contact: Telephone: +49-931/6001-758 zeit-magazin@anzeigeneingang.de
Postal Address:	Main-Post GmbH z. Hd. Digitale Bearbeitung – DIE ZEIT – Vorstufe 1. OG Berner Straße 2 97084 Würzburg

Please check the copy deadlines!

Important information!

When delivering your ad via **email** or **internet** please provide the respective **publication** and **issue-number / -date** for better allocation.

Regardeless of the transfer of your ad the publishing company needs a **written ad-order**.

Please let us know in advance, how your ad will be transferred.

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