ZEITmagazin Rate card 2027





ZEITmagazin MANN



ZEITmagazin WOCHENMARKT

Publishers details

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

Internet address
zeit.de/magazin

Bank account
Commerzbank Stuttgart
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BIC: COBADEFF600

General terms and conditions

Advertising and insert orders are subject to the publisher's terms 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.

VAT

Statutory VAT applies; quoted rates exclude VAT.

Publication frequency

Weekly, on Thursdays.

Closing date / cancellation

At the advertising deadline, 12 noon. Advertorials and special topics have different deadlines and rates.

Box-number fee

€25 for domestic and international forwarding.

The circulation of ZEITmagazin is IVW audited.
PZN: 592491

ZEIT universe



Work · Education · Digital · Family · Money · Food · History · Health · Art · Culture · Literature · Mobility · Politics · Travel · Games · Sport · Business · Knowledge

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

Week	Issue	Publication date	Weekday	Closing date*	Premium closing date**	Material deadline	Special topics
	01	30.12.2026	Wednesday	12.11.2026	05.11.2026	17.12.2026	
1	02	07.01.2027	Thursday	19.11.2026	12.11.2026	21.12.2026	
2	03	14.01.2027	Thursday	01.12.2026	24.11.2026	29.12.2026	Design focus
3	04	21.01.2027	Thursday	08.12.2026	01.12.2026	06.01.2027	
4	05	28.01.2027	Thursday	14.12.2026	07.12.2026	15.01.2027	
5	06	04.02.2027	Thursday	17.12.2026	10.12.2026	21.01.2027	Fashion special***
6	07	11.02.2027	Thursday	21.12.2026	14.12.2026	28.01.2027	Men’s fashion focus***
7	08	18.02.2027	Thursday	05.01.2027	29.12.2026	05.02.2027	
7	09	20.02.2027	Saturday	05.01.2027	29.12.2026	05.02.2027	Special issue
8	10	25.02.2027	Thursday	11.01.2027	04.01.2027	12.02.2027	Outdoor / design focus
9	11	04.03.2027	Thursday	18.01.2027	11.01.2027	19.02.2027	
10	12	11.03.2027	Thursday	25.01.2027	18.01.2027	26.02.2027	
11	13	18.03.2027	Thursday	01.02.2027	25.01.2027	04.03.2027	Food & design special***
12	14	24.03.2027	Wednesday	05.02.2027	29.01.2027	10.03.2027	Watches & jewellery focus***
13	15	01.04.2027	Thursday	11.02.2027	04.02.2027	17.03.2027	
14	16	08.04.2027	Thursday	18.02.2027	11.02.2027	23.03.2027	Design special***
15	17	15.04.2027	Thursday	02.03.2027	23.02.2027	02.04.2027	Travel special
16	18	22.04.2027	Thursday	09.03.2027	02.03.2027	09.04.2027	
16	19	24.04.2027	Saturday	11.03.2027	04.03.2027	12.04.2027	Special issue
17	20	29.04.2027	Thursday	16.03.2027	09.03.2027	16.04.2027	
18	21	05.05.2027	Wednesday	17.03.2027	10.03.2027	21.04.2027	
19	22	13.05.2027	Thursday	31.03.2027	24.03.2027	30.04.2027	
20	23	20.05.2027	Thursday	05.04.2027	30.03.2027	06.05.2027	
21	24	26.05.2027	Wednesday	12.04.2027	05.04.2027	13.05.2027	Design focus
22	25	03.06.2027	Thursday	20.04.2027	13.04.2027	21.05.2027	
23	26	10.06.2027	Thursday	27.04.2027	20.04.2027	28.05.2027	
24	27	17.06.2027	Thursday	03.05.2027	26.04.2027	04.06.2027	
25	28	24.06.2027	Thursday	11.05.2027	04.05.2027	11.06.2027	
26	29	01.07.2027	Thursday	18.05.2027	11.05.2027	18.06.2027	

As of September 2026; subject to change. * Deadline: 12 noon. ** Earlier deadlines: cover pages, p. 4, first right-hand page, first/second DPS.

*** Special cover colour profiles may apply; see technical portal.

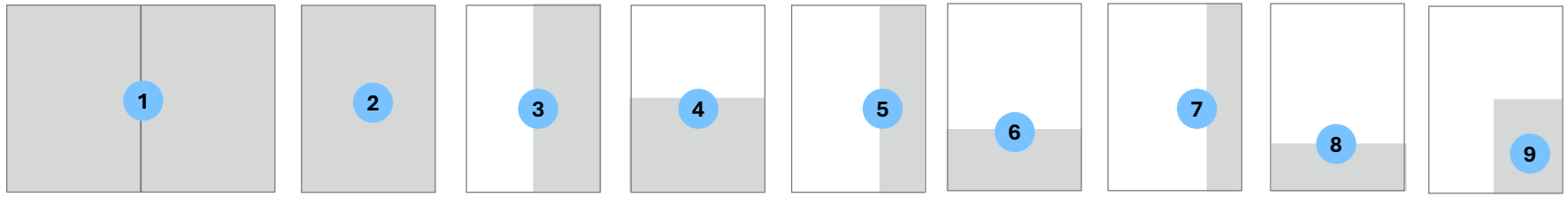
Publication dates 2nd half

Week	Issue	Publication date	Weekday	Closing date*	Premium closing date**	Material deadline	Special topics
27	30	08.07.2027	Thursday	25.05.2027	18.05.2027	25.06.2027	
28	31	15.07.2027	Thursday	01.06.2027	25.05.2027	02.07.2027	
29	32	22.07.2027	Thursday	08.06.2027	01.06.2027	09.07.2027	
30	33	29.07.2027	Thursday	15.06.2027	08.06.2027	16.07.2027	
31	34	05.08.2027	Thursday	21.06.2027	14.06.2027	23.07.2027	
32	35	12.08.2027	Thursday	29.06.2027	22.06.2027	30.07.2027	
33	36	19.08.2027	Thursday	06.07.2027	29.06.2027	06.08.2027	
34	37	26.08.2027	Thursday	12.07.2027	05.07.2027	12.08.2027	
35	38	02.09.2027	Thursday	19.07.2027	12.07.2027	19.08.2027	Fashion special***
36	39	09.09.2027	Thursday	26.07.2027	19.07.2027	26.08.2027	Men’s fashion focus***
37	40	16.09.2027	Thursday	03.08.2027	27.07.2027	03.09.2027	
38	41	23.09.2027	Thursday	10.08.2027	03.08.2027	10.09.2027	
39	42	30.09.2027	Thursday	17.08.2027	10.08.2027	17.09.2027	
39	43	02.10.2027	Saturday	19.08.2027	12.08.2027	20.09.2027	Special issue
40	44	07.10.2027	Thursday	19.08.2027	12.08.2027	22.09.2027	Design special***
41	45	14.10.2027	Thursday	30.08.2027	23.08.2027	01.10.2027	
42	46	21.10.2027	Thursday	07.09.2027	31.08.2027	08.10.2027	Fashion focus
43	47	28.10.2027	Thursday	10.09.2027	03.09.2027	15.10.2027	
44	48	04.11.2027	Thursday	16.09.2027	09.09.2027	20.10.2027	Watches & jewellery special***
45	49	11.11.2027	Thursday	28.09.2027	21.09.2027	29.10.2027	Travel special
46	50	18.11.2027	Thursday	04.10.2027	27.09.2027	04.11.2027	Food & design special***
47	51	25.11.2027	Thursday	12.10.2027	05.10.2027	12.11.2027	Christmas focus
48	52	02.12.2027	Thursday	18.10.2027	11.10.2027	19.11.2027	
48	53	04.12.2027	Saturday	21.10.2027	14.10.2027	22.11.2027	Special issue
49	54	09.12.2027	Thursday	26.10.2027	19.10.2027	26.11.2027	
50	55	16.12.2027	Thursday	02.11.2027	26.10.2027	03.12.2027	
51	56	22.12.2027	Wednesday	08.11.2027	01.11.2027	09.12.2027	
52	01/28	29.12.2027	Wednesday	11.11.2027	04.11.2027	13.12.2027	

As of September 2026; subject to change. * Deadline: 12 noon. ** Earlier deadlines: cover pages, p. 4, first right-hand page, first/second DPS.

*** Special cover colour profiles may apply; see technical portal.

Basic rates



Format	Bleed (W × H)	Type area (W × H)	Basic rate 4c
2/1 page	430 x 289 mm	400 x 262 mm	85,000.00 €
1st double-page spread (pp. 6–7)	430 x 289 mm	400 x 262 mm	102,000.00 €
2nd double page	430 x 289 mm	400 x 262 mm	93,500.00 €
1/1 page	215 x 289 mm	191 x 262 mm	42,500.00 €
1/1 page: IFC/IBC/OBC	215 x 289 mm	191 x 262 mm	53,125.00 €
1/1 page: opposite content (page 4)	215 x 289 mm	191 x 262 mm	51,000.00 €
1/1 page: 1st right-hand page	215 x 289 mm	191 x 262 mm	51,000.00 €
1/1 page: 2nd right-hand page	215 x 289 mm	191 x 262 mm	46,750.00 €
1/2 page vertical	105 x 289 mm	96 x 262 mm	25,500.00 €
1/2 page horizontal	215 x 145 mm	191 x 132 mm	25,500.00 €
1/3 page vertical	68 x 289 mm	56 x 262 mm	19,125.00 €
1/3 page horizontal	215 x 95 mm	191 x 88 mm	19,125.00 €
1/4 page vertical	54 x 289 mm	48 x 262 mm	14,875.00 €
1/4 page horizontal	215 x 72 mm	191 x 66 mm	14,875.00 €
1/4 page magazine format*	108 x 145 mm	86 x 127 mm	14,875.00 €

Add 5 mm bleed on all edges. * Quarter-page magazine format: no stand-alone placement.

All rates exclude VAT; subject to change. Terms: advise.zeit.de/agb.pdf

Title profile



"The best of the simple" – ZEITmagazin WOCHENMARKT is the food and gourmet magazine from ZEIT Verlag. Published twice a year at newsstands, it presents seasonal culinary highlights and the best recipes from Elisabeth Raether's popular weekly WOCHENMARKT column.

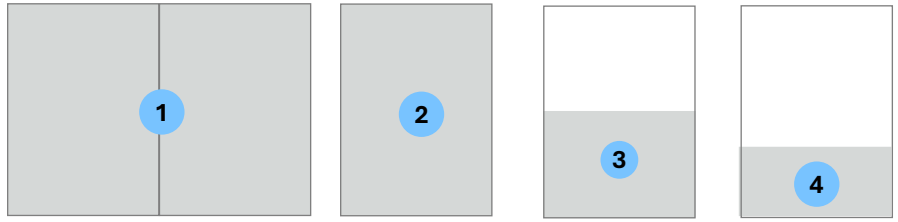
Kitchen equipment, culinary destinations, restaurant tips and cookbook recommendations make it a pleasure to read and an inspiration for gourmets and everyone who loves cooking.





Issue	Publication date	Closing date	Material deadline
12/2027	09.04.2027	26.02.2027	11.03.2027
13/2027	01.10.2027	25.08.2027	06.09.2027

/ Rates



Format	Bleed (W × H)	Type area (W × H)	Basic rate 4c
2/1 page	430 x 289 mm	400 x 262 mm	41,000.00 €
Opening Spread	430 x 289 mm	400 x 262 mm	51,250.00 €
1st double page	430 x 289 mm	400 x 262 mm	49,200.00 €
1/1 page	215 x 289 mm	191 x 262 mm	20,500.00 €
1/1 page: IFC* / IBC / OBC	215 x 289 mm	191 x 262 mm	25,625.00 €
1/1 page: 1st right-hand page	215 x 289 mm	191 x 262 mm	24,600.00 €
1/2 page horizontal	215 x 145 mm	191 x 132 mm	13,325.00 €
1/3 page horizontal	215 x 95 mm	191 x 88 mm	10,250.00 €

Add 5 mm bleed on all edges.

* If an opening spread is booked, IFC becomes the first left-hand page in the issue.



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.

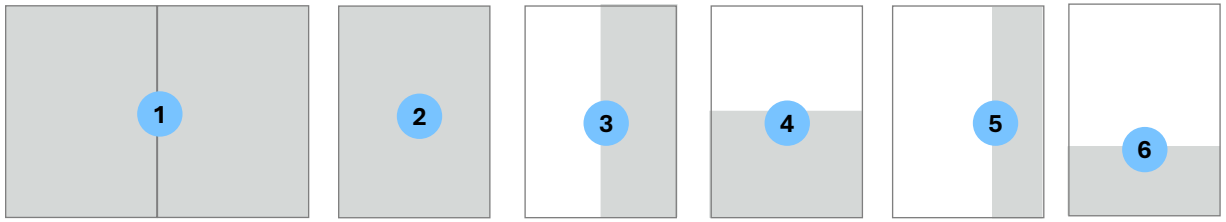




Issue	Publication date	Closing date	Premium closing*	Material deadline
01/2027	18.03.2027	15.02.2027	05.02.2027	19.02.2027
02/2027	07.10.2027	07.09.2027	27.08.2027	13.09.2027

* Applies to cover pages, 1st right-hand page, 1st–3rd left-hand pages and 2nd/3rd right-hand pages

Rates



Format	Bleed (W × H)	Type area (W × H)	Basic rate 4c
2/1 page: inside	430 x 289 mm	400 x 262 mm	41,000.00 €
2/1 page: opening spread	430 x 289 mm	400 x 262 mm	51,250.00 €
2/1 page: 1st double-page spread	430 x 289 mm	400 x 262 mm	49,200.00 €
2/1 page: 2nd/3rd double-page spread	430 x 289 mm	400 x 262 mm	45,100.00 €
1/1 page: inside	215 x 289 mm	191 x 262 mm	20,500.00 €
1/1 page: U2* / U3 / U4	215 x 289 mm	191 x 262 mm	25,625.00 €
1/1 page: 1st right / 1st–3rd left	215 x 289 mm	191 x 262 mm	24,600.00 €
1/1 page: 2nd/3rd right	215 x 289 mm	191 x 262 mm	22,550.00 €
1/2 page vertical	105 x 289 mm	96 x 262 mm	13,325.00 €
1/2 page horizontal	215 x 145 mm	191 x 132 mm	13,325.00 €
1/3 page vertical	68 x 289 mm	56 x 262 mm	10,250.00 €
1/3 page horizontal	215 x 95 mm	191 x 88 mm	10,250.00 €

Add 5 mm bleed on all edges.

* If an opening spread is booked, IFC becomes the first left-hand page..





All advertising rates plus VAT if applicable

Technical Details

For the latest print specifications, please consult the external portal below. This portal is also used to upload advertising files.

ZEITmagazin

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Use the current specifications and observe the material deadlines listed in this ratecard.

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