DIE ZEIT ratecard 2026

„ The no. 1 among German quality newspapers

source: AWA 2025

European Newspaper AWARD

Deutscher Journalistenpreis
Die Kraft des Wortes

Theodor-Wolff-Preis
Journalistenpreis der Digitalpublisher und Zeitungsverleger

iqmedia.de

iq media

/ Title profile

The Quality Media Brand

DIE ZEIT is Germany's leading opinion-forming weekly newspaper. It covers topics from politics and business, culture and science, technology and medicine, society and education, to travel and lifestyle. In-depth reports, thoroughly researched facts, and precise analyses make DIE ZEIT a vital source of current information. DIE ZEIT sets agendas, takes positions, discusses perspectives, and shapes opinions. The ZEITmagazin is an integral part of the publication and offers weekly orientation and entertainment at the highest journalistic level.

Its quality journalism and award-winning layout make DIE ZEIT a highly engaged medium, with readers who predominantly belong to the upper educational, professional, and income segments—ideal conditions for strong consumer behavior.
With DIE ZEIT, your advertising message reaches an attractive target audience.

In short, DIE ZEIT stands for:
* Passionate journalism
* Challenging articles and contrasting viewpoints
* Sharp commentary
* Background information
* Precise analysis

DIE ZEIT is a counterbalance to information overload, egocentrism, and social polarization—and a beacon in Germany's quality press.

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iq media

/ Sections in DIE ZEIT

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 yearly in a big and attractively presented format.

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: Knowledge unites

A variety of informative future topics from health to technology.

Feuilleton: Background & Critism

Profiles the yearly's most interesting events in the cultural scene

Discover: Stories from our daily lives

Stories about friendship and family, leisure time and the good things in life – always with a personal touch

Readership data

DIE ZEIT – Germany's Leading Quality Newspaper

According to AWA 2025, over 1.86 million people read DIE ZEIT on average every week, making it the largest medium in the quality newspaper segment. In ma PM II 2025, DIE ZEIT reaches 1.3 million readers, showing growing reach. Since IVW 4/2021, DIE ZEIT has consistently reached its readers across Germany with over 600,000 copies sold per issue.

DIE ZEIT Reaches the Educational and Income Elite

51% of DIE ZEIT's readership is between 20 and 59 years old.

74% have a university entrance qualification or a higher education degree, and

66% have a monthly net household income of €3,500 or more.

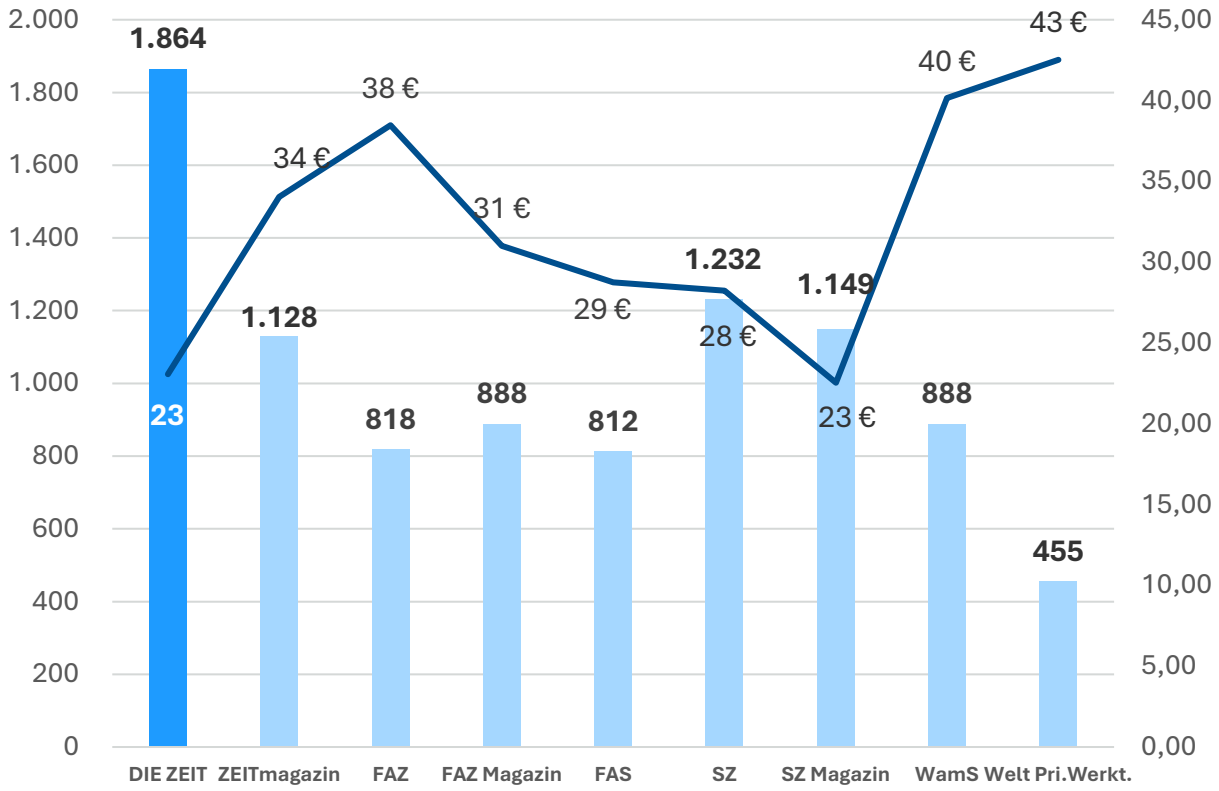
DIE ZEIT Readers Are Opinion Leaders and Influencers

DIE ZEIT readers have strong personalities and a high demand for information.

They often act as advisors and therefore significantly influence social attitudes and purchasing decisions.

Top coverage in the competitive environment

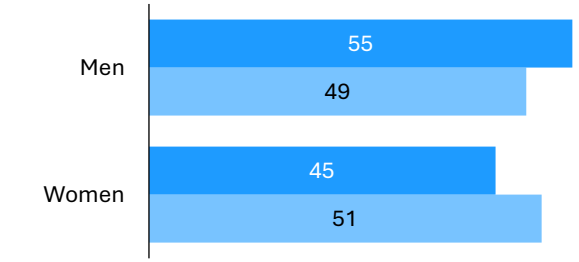
Convincing cost-efficiency in CPM comparison



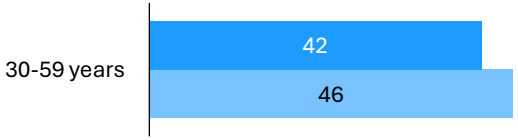
AWA 2025, German-speaking total population 14 years+. 70 m. people, rates 2025: magazines: 1/1 page 4c, newspaper.: 1/4 corner ad 4c.

/ Readership data

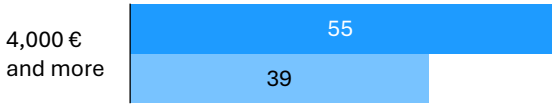
Gender



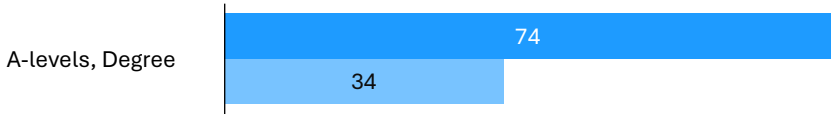
Age



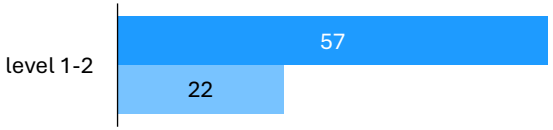
Household net income



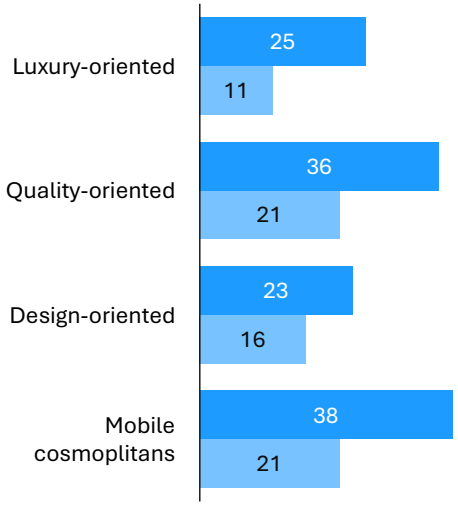
Education



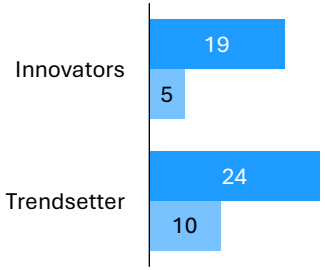
Socio-economic status



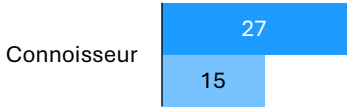
Consumer styles



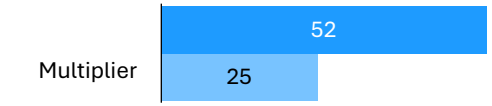
Innovators, Trendsetter



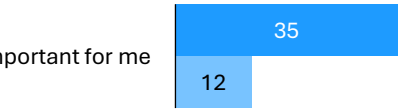
Connoisseurs



Opinion-leader



Sustainability



Readership structure DIE ZEIT in %, Base 1.86 m. readers

Structure German population (universe) in %

source: AWA 2025

/ 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

4 addtional special issues

week	issue	publication date	Day of the week	Closing date and material deadline*	Closing date premium position**
	01	30.12.2025	Tuesday	23.12.2025	04.11.2025
2	02	08.01.2026	Thursday	05.01.2026	11.12.2025
3	03	15.01.2026	Thursday	12.01.2026	18.12.2025
4	04	22.01.2026	Thursday	19.01.2026	23.12.2025
5	05	29.01.2026	Thursday	26.01.2026	02.01.2026
6	06	05.02.2026	Thursday	02.02.2026	08.01.2026
7	07	12.02.2026	Thursday	09.02.2026	15.01.2026
8	08	19.02.2026	Thursday	16.02.2026	22.01.2026
8	09	21.02.2026	Saturday	05.02.2026	08.01.2026
9	10	26.02.2026	Thursday	23.02.2026	29.01.2026
10	11	05.03.2026	Thursday	02.03.2026	05.02.2026
11	12	12.03.2026	Thursday	09.03.2026	12.02.2026
12	13	19.03.2026	Thursday	16.03.2026	19.02.2026
13	14	26.03.2026	Thursday	23.03.2026	26.02.2026
14	15	01.04.2026	Wednesday	27.03.2026	05.03.2026
15	16	09.04.2026	Thursday	06.04.2026	12.03.2026
16	17	16.04.2025	Thursday	13.04.2026	19.03.2026
17	18	23.04.2026	Thursday	20.04.2026	26.03.2026
18	19	29.04.2026	Wednesday	24.04.2026	02.04.2026
19	20	07.05.2026	Thursday	04.05.2026	09.04.2026
19	21	09.05.2026	Saturday	23.04.2026	26.03.2026
20	22	13.05.2026	Wednesday	08.05.2026	16.04.2026
21	23	21.05.2026	Thursday	18.05.2026	23.04.2026
22	24	28.05.2026	Thursday	22.05.2026	30.04.2026
23	25	03.06.2026	Wednesday	29.05.2065	07.05.2026
24	26	11.06.2026	Thursday	08.06.2026	13.05.2026
25	27	18.06.2026	Thursday	15.06.2026	21.05.2026
26	28	25.06.2026	Thursday	22.06.2026	28.05.2026
27	29	02.07.2026	Thursday	29.06.2026	04.06.2026
28	30	09.07.2026	Thursday	06.07.2026	11.06.2026
29	31	16.07.2026	Thursday	13.07.2026	18.06.2026
30	32	23.07.2026	Thursday	20.07.2026	25.06.2026
31	33	30.07.2026	Thursday	27.07.2026	02.07.2026
32	34	06.08.2026	Thursday	03.08.2026	09.07.2026
33	35	13.08.2026	Thursday	10.08.2026	16.07.2026
34	36	20.08.2026	Thursday	17.08.2026	23.07.2026
35	37	27.08.2026	Thursday	24.08.2026	30.07.2026
36	38	03.09.2026	Thursday	31.08.2026	06.08.2026
37	39	10.09.2026	Thursday	07.09.2026	13.08.2026
38	40	17.09.2026	Thursday	14.09.2026	20.08.2026
39	41	24.09.2026	Thursday	21.09.2026	27.08.2026
40	42	01.10.2026	Thursday	28.09.2026	03.09.2026
41	43	05.10.2026	Monday	02.09.2026	16.09.2026
41	44	08.10.2026	Thursday	05.10.2026	10.09.2026
42	45	15.10.2026	Thursday	12.10.2026	17.09.2026
43	46	22.10.2026	Thursday	19.10.2026	24.09.2026
44	47	29.10.2026	Thursday	26.10.2026	01.10.2026
45	48	05.11.2026	Thursday	02.11.2026	08.10.2026
46	49	12.11.2026	Thursday	09.11.2026	15.10.2026
47	50	19.11.2026	Thursday	16.11.2026	22.10.2026
48	51	26.11.2026	Thursday	23.11.2026	29.10.2026
49	52	03.12.2026	Thursday	30.11.2026	05.11.2026
49	53	05.12.2026	Saturday	02.11.2026	16.11.2026
50	54	10.12.2026	Thursday	07.12.2026	12.11.2026
51	55	17.12.2026	Thursday	14.12.2026	19.11.2026
52	56	23.12.2026	Wednesday	18.12.2026	26.11.2026
53	1/27	30.12.2026	Wednesday	23.12.2026	03.12.2026

Issues with different publication day
As of April 2026

* Closing date and material deadline at 10 am
** Premium positions: 1st book Politics and book Wirtschaft 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
Weiterbilden: MBA	13	19.03.2025	05.02.2026
ZEIT Forschungskosmos: Transfer – von der Wissenschaft zur Praxis	16	09.04.2026	26.02.2026
Arbeiten im Public Sector	17	16.04.2026	19.03.2026
STUDIEREN: Entscheidung Studium (Rankingissue)	22	13.05.2026	15.04.2026
ZEIT Forschungskosmos: Nachhaltigkeit & Klimaneutralität	38	03.09.2026	23.07.2026
ZEIT Forschungskosmos: Zukunftstechnologien & Raumfahrt	44	15.10.2026	03.09.2026
Frauen in der Wissenschaft	47	05.11.2026	08.10.2026
ZEIT Forschungskosmos: Gesundheit & Wissenschaft	48	12.11.2026	01.10.2026
Arbeiten im Public Sector	49	19.11.2026	22.10.2026
ZEIT Forschungskosmos: „Spitzenforschung“	54	17.12.2026	05.11.2026

ZEIT Green (Special)			
ZEIT Green	02	08.01.2026	28.11.2025
ZEIT Green	06	05.02.2026	08.01.2026
ZEIT Green	11	05.03.2026	05.02.2026
ZEIT Green	15	01.04.2026	03.03.2026
ZEIT Green	20	07.05.2026	09.04.2026
ZEIT Green	25	03.06.2026	06.05.2026
ZEIT Green	29	02.07.2026	04.06.2026
ZEIT Green	34	06.08.2026	09.07.2026
ZEIT Green	38	03.09.2026	06.08.2026
ZEIT Green	42	01.10.2026	03.09.2026
ZEIT Green	47	05.11.2026	08.10.2026
ZEIT Green	52	03.12.2026	05.11.2026

Subject to alteratiion, as of September 2025

Schule & Erziehung (Auszug)	issue	Publication date	Closing date
Internate in Deutschland (Landkarte)	04		
Privatschulen in Deutschland (Landkarte)	06	05.02.2026	29.12.2025
Zwischen Tradition und Innovation: Internate in Deutschland	15	01.04.2026	04.03.2026
Schule & Bildung	46	29.10.2026	21.09.2026
ZEIT ABITUR / ZEIT ABITUR ELTERN (Beilage)	47	05.11.2026	17.09.2026

ZEIT für UNTERNEHMER (Special in DIE ZEIT)			
ZEIT für UNTERNEHMER	14	26.03.2026	26.02.2026
ZEIT für UNTERNEHMER	28	25.06.2026	28.05.2026
ZEIT für UNTERNEHMER	41	24.09.2026	27.08.2026
ZEIT für UNTERNEHMER	49	19.11.2026	22.10.2026

ZEIT Geld			
ZEIT Geld	13	19.03.2026	19.02.2026
ZEIT Geld	24	28.05.2026	30.04.2026
ZEIT Geld	39	10.09.2026	13.08.2026
ZEIT Geld	53	10.12.2026	12.11.2026

Art, Literature, Music (excerpt)			
ZEIT LITERATUR zur Leipziger Buchmesse	12	12.03.2026	05.02.2026
Kinder- und Jugendbuch (Spezial) mit LUCHS Jahresissue 2026	13	19.03.2026	19.02.2026
ZEIT KUNST	18	23.04.2026	17.02.2026
KULTURSOMMER	20	07.05.2026	02.04.2026
KULTURHERBST	39	10.09.2026	06.08.2026
ZEIT LITERATUR zur Frankfurter Buchmesse	42	01.10.2026	27.08.2026
Musik	49	19.11.2026	22.10.2026
ZEIT LITERATUR Weihnachten	49	19.11.2026	22.10.2026

/ Special topics (3/3)

Travel (excerpt)	issue	Publication date	Closing date
Entdecken – Reise (Reise-Spezial)	11	05.03.2026	05.02.2026
Kreuzfahrten	17	16.04.2026	19.03.2026
Bunt unterwegs	18	23.04.2026	26.03.2026
Reiseträume	23	21.05.2026	23.04.2026
Lust auf Sommer	25	03.06.2026	06.05.2026
Reiseträume	40	17.09.2026	20.08.2026
Entdecken – Reise (Reise-Spezial)	45	22.10.2026	24.09.2026
Reiseträume	54	17.12.2026	19.11.2026

Medicine and Health (excerpt)			
Onkologie	05	29.01.2026	15.12.2025
Longevity	13	19.03.2026	19.02.2026
Gesundheit: Meningitis	17	16.04.2026	19.03.2026
Eierstockkrebs	20	07.05.2026	09.04.2026
Gesundheit: Alzheimer	40	17.09.2026	20.08.2026
Seelische Gesundheit / Mental Health	43	08.10.2026	10.09.2026
Impfen & Vorsorge	44	15.10.2026	17.09.2026
„Movember“ / Männergesundheit	47	05.11.2026	08.10.2026
Gesundheit: Diabetes	48	12.11.2026	15.10.2026
AIDS	52	03.12.2026	05.11.2026

	issue	Publication date	Closing date
Sustainability (excerpt)			
Bewusst leben, nachhaltig handeln	18	23.04.2026	26.03.2026
Nachhaltiges Bauen	28	25.06.2026	28.05.2026
Nachhaltigkeit: Energie & Rohstoffe	41	24.09.2026	27.08.2026
Nachhaltigkeit: Transformation im Unternehmen	43	08.10.2026	10.09.2026
Mobility and Technology (excerpt)			
Industrie 4.0: Digitalisierung & Automatisierung	12	12.03.2026	12.02.2026
Next Mobility: Mobilitätskonzepte zwischen Straße, Schiene, Luft und KI	26	11.06.2026	14.05.2026
Megatrend Smart Living: Komfort, Energieeffizienz, Sicherheit und Lebensqualität	38	03.09.2026	06.08.2026
IT & Digitalisierung	46	29.10.2026	01.10.2026
Cybersecurity: Sicherheit in einer vernetzten Welt	46	29.10.2026	01.10.2026
Industrie 5.0: Mensch & Maschine im Einklang	49	19.11.2026	22.10.206
Real estate (excerpt)			
Fertighauswelten	14	26.03.2026	26.02.2026
Wohnen im Alter	17	16.04.2026	19.03.2026
Tag des deutschen Fertigbaus	20	07.05.2026	09.04.2026
Bauen der Zukunft	39	10.09.2026	13.08.2026
Exklusives Wohnen	42	01.10.2026	03.09.2026

Subject to alteratiion, as of September 2025

/ Basic rates (1/2)

Rate per mm

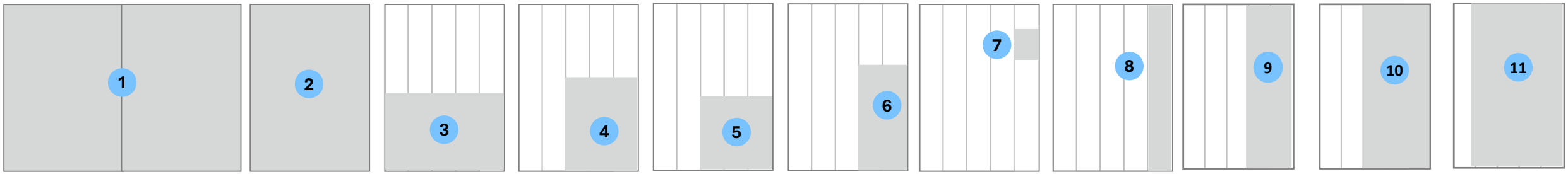
Format	rate 4c	Premium 4c**
Basic rates	32,80 €	39,36 €
Solus positioned rate*	45,92 €	55,11 €

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	8.976 mm	282.594,40 €	338.013,28 €
2	1/1 page	371 x 528 mm	4.224 mm	138.547,20 €	166.256,64 €
3	1/2 page horizontal	371 x 264 mm	2.112 mm	69.273,60 €	83.128,32 €
4	Magazine format	220,5 x 290 mm	1.392 mm	63.920,64 €	76.699,20 €
5	1/4 page corner ad a	220,5 x 220 mm	1.056 mm	48.491,52 €	58.185,60 €
6	1/4 page corner ad b	145,5 x 330 mm	1.056 mm	48.491,52 €	58.185,60 €
7	Per textcolumn-mm***	70,5 x 50 mm	Minimum format	172,50 €	--

	Format	Type area (W x H)	total	rate 4c	Premium 4c*
8	1/5 page	70,5 x 528 mm	845 mm	51.274,60 €	61.532,90 €
9	2/5 page	145,5 x 528 mm	1.690 mm	72.061,60 €	86.477,30 €
10	3/5 page	220,5 x 528 mm	2.535 mm	83.148,00 €	99.777,60 €
11	4/5 page	295,5 x 528 mm	3.380 mm	110.864,00 €	133.036,80 €

* Minimum format corner ad: 1,056 mm

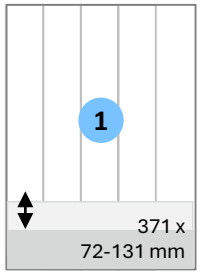
** Premium 4c: Placement within the 1st book (Politics) or “Wirtschaft“ (Business) Page 3; Fixed format 132mm/8 col., page 3 not bigger than magazine format
Reservations will be obsolete if no written insertion order is issued 4 weeks prior to booking deadline.

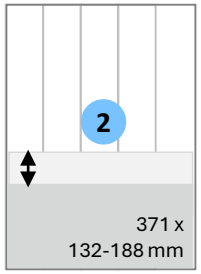
Positioning hint: If an OPS is integrated advertisements that have already been booked are moved back by two pages.

All advertising rates plus VAT if applicable

/ Basic rates (2/2)

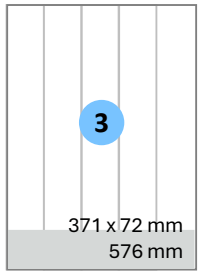
Horizontal strip ads (varying heights)

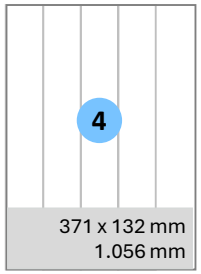


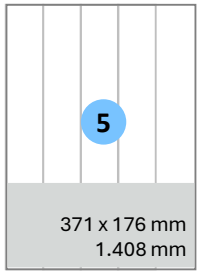


	Format	rate 4c	Premium 4c*
1	72 – 131 mm high, per mm	60,68 €	72,82 €
2	132 – 188 mm high, per mm	42,64 €	51,17 €

Horizontal strip ads (fixed formats)







	Format	rate 4c	Premium 4c*
3	72er strip	34.951,68 €	41.944,32 €
4	1/4 page	45.027,84 €	54.035,52 €
5	1/3 page	60.037,12 €	72.047,36 €

* Premium 4c: Placement within the 1st book (Politics) or “Wirtschaft“ (Business) Page 3;
Fixed format 132mm/8 col., page 3 not bigger than magazine format
Reservations will be obsolete if no written insertion order is issued 4 weeks prior to booking deadline.

textcolumns

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

adcolumns

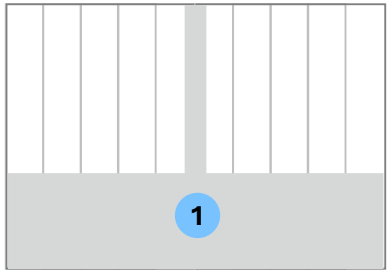
Spalten	1	2	3	4	5	6	7	8
width in mm	45	91,5	138	184,5	231	277,5	324	371

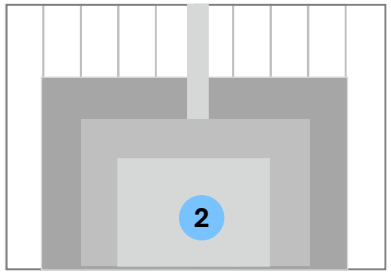
All advertising rates plus VAT if applicable

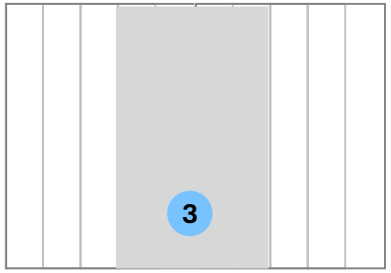
Type area
371 mm w x 528 mm h, col.
via gutter 28 mm w
1 text col. mm = 1.6 ad col.
mm calculated with ad col. mm

Special formats

Special formats across the gutter





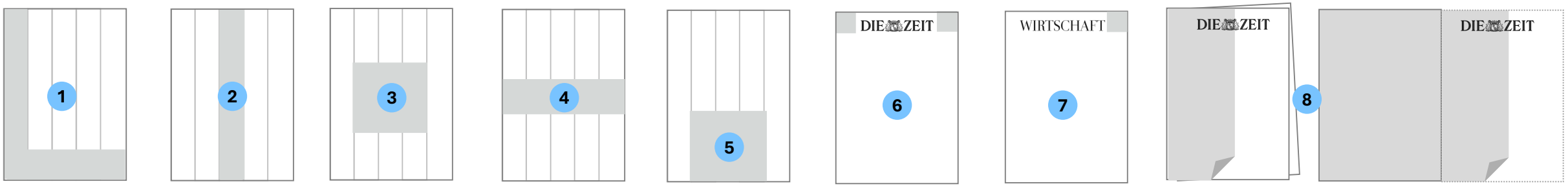


		Format	rate 4c	Premium	Gutter surcharge
1	Panorama ad	770 mm x 132 – 188 mm	42,64 €	51,17 €	5.500,00 €
1	Panorama ad	770 mm x 188 – 528 mm	32,80 €	39,36 €	5.500,00 €
2	Panorama-tunnel ad	minimum format: 2 x 2 text columns + gutter: 319 x 220 mm 2 x 3 text columns + gutter: 469 x 330 mm Maximum format: 2 x 4 text columns + gutter: 619 x 395 mm	45,92 €	55,10 €	5.500,00 €
3	Center page	319 x 528 mm	149.623,20 €	178.454,60 €	

Further formats on request.

All advertising rates plus VAT if applicable

/ Special formats



		Format	rate 4c	Premium
1	L ad	on request	78.459,24 €	94.156,26 €
2	Column ad	70,5 x 528 mm	66.656,98 €	79.992,77 €
3	Island ad	220,5 x 220 mm	72.737,28 €	87.278,40 €
4	Sandwich ad	371 x 132 mm	67.541,76 €	81.053,28 €
5	Tunnel ad	220,5 x 220 mm	63.038,98 €	75.641,28 €
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

We develop and design your custom ad format or promotional material—entirely according to your wishes.

You define the content, and we implement it in the style of DIE ZEIT. The result: a promotional medium that speaks directly to DIE ZEIT readers, both in design and messaging.

In addition to the classic ad formats of the ZEIT family, cross-media solutions are also available.

Content creation is carried out in close coordination with you—from the initial briefing and concept draft to the final product.

Requirements

Editorial-style advertorials are subject to clearly defined visual standards that these ad formats must meet. For further information and comprehensive advice, please contact us.

/ ENTDECKEN (TRAVEL SPECIAL)

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

Festformate	Type area (W x H)	bleed (W x H)	rates
2/1 page	488 x 328 mm	520 x 365 mm	53.100,– €
1/1 page	231 x 328 mm	260 x 365 mm	29.500,– €
1/2 page horizontal	231 x 163 mm	260 x 183 mm	17.700,– €
1/4 page corner ad	110,5 x 163 mm	--	11.800,– €

5 mm bleed surcharge on all edges.

Publication date	Closing date
05.03.2026	05.02.2026
22.10.2026	24.09.2026

ZEIT REISETRÄUME

ZEIT REISETRÄUME is the travel magazine from ZEIT REISEN that takes a **fresh look** at the changed world of travel. It merges **inspiration and information** for ZEIT readers and ZEIT REISEN customers who love to travel, combining **enjoyment with respect** and openness. The broad spectrum of topics ranges from discovery trips to inspiring city breaks, special hotel recommendations and personal travel stories. Presented with **innovative storytelling, sophisticated photography and reliable service.**

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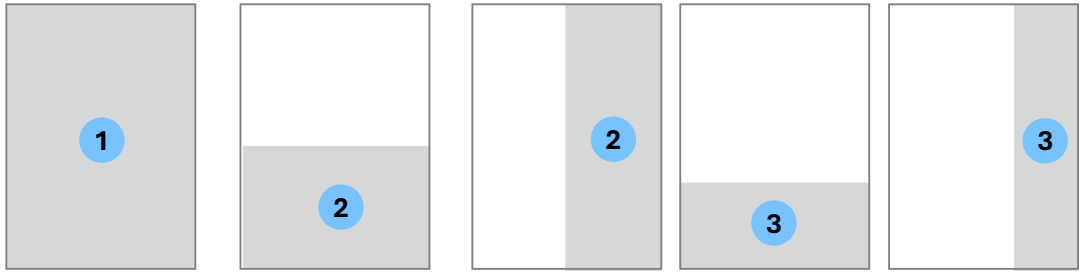
Your benefits

- **High coverage via subscription edition in DIE ZEIT and integration in the travel newsletter (90,000 subscribers) and at zeitreisen.zeit.de**
- Frequency of publication: three times a year (May, September and December)
- High-quality design and additional advertising ensure a high level of attention
- Strong travel expertise
- Great value through high-journalistic, service-orientated content
- Advance announcements of topics and attractive special formats

Publication date	Closing date
21.05.2026	23.04.2026
17.09.2026	20.08.2026
17.12.2026	19.11.2026

ZEIT REISETRÄUME



ZEIT REISETRÄUME	215 x 262 mm	188 x 117 mm	120,5 x 315 mm	241 x 82 mm	80,3 x 315 mm

	Formats	ZEIT REISETRÄUME
1	1/1 page	14.250,– €
	1/1 page cover page	15.675,– €
2	1/2 page	7.450,– €
3	1/3 page	--

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 170 g/m^2; bigger than DIN A6 up to DIN A4 (210 x 297 mm) min. paper weight 120 g/m^2. Bigger sizes with grammage of 60 g/m^2 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/m^2 is required or these inserts must be folded again. Special coordination is required for inserts over 50 g/expl. Maximum weight and paper weight on request.

Fold types, trim
Only cross fold, wraparound or centre fold, no leporello or altar 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	195 €
Up to 25 g	200 €
Up to 30 g	205 €
Up to 35 g	210 €
Up to 40 g	215 €
Up to 45 g	220 €
Up to 50 g	230 €
Higher weights on request	

Subscription circulation
For inserts up to 50 g, postal charges of € 16 per 1,000 copies are due when the subscription circulation is used (total or partial). Postal charges are not eligible for AE or discounts.

Please note: The postal charge is levied in full for expiring inserts, a maximum of one federal state can be used for expiring inserts, the postal charge is calculated for the total subscription edition of the corresponding federal state.

Split circulation
Partial print runs are possible on request. Min. amount 25,000 copies.

Postponement Right
The publisher reserves the right to shift inserts weighing more than 50 g or partial inserts.

Surcharge joint inserts
Inserts that are used jointly by several advertisers are only possible by special agreement. For such inserts, surcharges of 50 % on the basic price will be charged.

Booking/Cancellation Deadline
2 weeks prior to publication date

Delivery date
At the latest 5 working days prior to publication date, earliest 7 working days prior to publication date
Monday & Tuesday 8 .00 am – 3 pm
WEDNESDAY. NO DELIVERY POSSIBLE
Thursday & Friday 8 .00 am – 3 pm
Saturday closed

Delivery instruction
The inserts must be properly processed, packaged and labelled. The guidelines of the Bundesverband Druck e. V. (German Printing Association) are decisive for the condition and layer height between 80 and 100 mm on the Euro pallets.

Loose insert sample
10 copies up to 10 days prior to publication date
DIE ZEIT: Detaillierte Beilagenrichtlinie 2025

Delivery address
Süddeutscher Verlag Zeitungsdruck GmbH
Weiterverarbeitung
Zamdorfer Straße 40
DE 81677 München

Rates plus VAT if applicable

/ Technical data

Delivery	via Web-Upload at www.anzeigeneingang.de via email to zeit@anzeigeneingang.de
Printing Process	Newspaper offset (ZRO, ISO 12647-3:2005:)
Newspaper size	400 mm w, 570 mm h
Type area	371 mm w, 528 mm h
Colour profiles	Colour: ISOnewspaper26v4.icc Greyscale: ISOnewspaper26v4_gr.icc Tonal value increase 26 % by 40 % half tone value **Please download the ICC profile at www.anzeigeneinang.de**
Total ink coverage	max. 240 %
Screen width	48 lines/cm
Resolution	Line work: 1.270 dpi Colour pictures: 240 dpi Greyscale pictures: 240 dpi
Data formats	Adobe-PDF/X1a:2001 or Adobe-PDF/X3:2002 in CMYK-mode, fonts must be embedded. The minimum type size has to be 6 point. Fine serifs should be avoided in small letterings. Modifying fonts like »bold« or »italic« are not permitted. So do Multiple-Master- and double byte-fonts. Pictures must be included. The quality of JPEG-compressed pictures is defined by the deliverer. Embedded ICC-profiles will not be interpreted.
Types & Lines	Must be a minimum of 0.15 mm
Spotcolours	converted in CMYK-colour-space; the obtainable colour rendition has to correlate to **HKS-Z colour table of 05.06.2004** **(ISO 2846 or ISO12647-3:2005)** (the colour table is accessible at www.anzeigeneingang.de)

File size	To avoid outsized files please crop the image section to the necessary size by Photoshop. If greyscale-tiffs or bmp-files are used in the document the background color should be set to white.
Proofs	One colour-binding proof. The contract proof has to be made 1:1 of the delivered digital advertisement and must contain the Ugra/Fogra-medium wedge.

Postal address	Mediengruppe Main-Post GmbH z. Hd. Digitale Bearbeitung – DIE ZEIT – Vorstufe 1. OG Berner Straße 2 97084 Würzburg
Contact	For any questions please contact: Mr. Koch Telephone: +49-931/60 01-758 Email: zeit@anzeigeneingang.de
Upload	Information can be retrieved at www.anzeigeneingang.de/zeitverlag

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. Regardless 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.

/ 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

/ Publishers details

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

Internet address
zeit.de

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 DIE ZEIT is IVW audited.
PZN: 545 231

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Or our

Worldwide network of international representatives

refer to: Contact - iq media