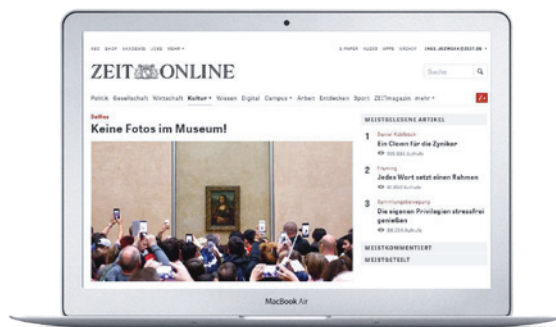


FACTSHEET 2019

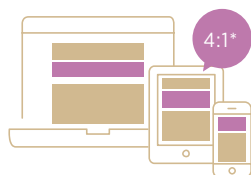
ZEIT ONLINE



GOOD REASONS FOR ZEIT ONLINE

- Wide distribution: with your advertisement you can reach 12.95 million unique users.
- Interest in culture: up to 2.09 million unique users visit the "Culture" section each month on ZEIT ONLINE.
- Multiple address: your advertising message has a particularly sustainable effect because ZEIT ONLINE is read by opinion formers and multipliers.

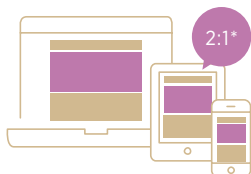
AD FORMATS & PRICES



PRODUCT
4:1 banner
SIZE IN PIXELS (w x h)
1000 x 250
TCP DIGITAL**
€ 14.00



PRODUCT
3:1 banner
SIZE IN PIXELS (w x h)
1000 x 333
TCP DIGITAL**
€ 14.00



PRODUCT
2:1 banner
SIZE IN PIXELS (w x h)
1000 x 500
TCP DIGITAL**
€ 19.00



PRODUCT
1:2 banner (halfpage ad)
SIZE IN PIXELS (w x h)
1000 x 500
TCP DIGITAL**
€ 20.00

* all formats are responsive.

** TCP digital: booking the combination desktop + mobile

Further formats possible | All dimensions in pixels | Valid as from 01.12.2018
Prices in EUROS | All prices plus VAT.

ZEIT ONLINE

• PAGE IMPRESSIONS

88.35 million per month (IVW 10/2017)

• UNIQUE USERS

12.95 million per month
(AGOF digital facts 10/2017)

• VISITS

30.60 million per month (IVW 10/2017)

INVOICING THOUSAND-CONTACT PRICE

$$\frac{\text{TCP} \times \text{ad impressions}}{1000 \text{ contacts}} = \text{Price}$$

RECOMMENDED TARGETING CRITERIA

- interest in art
- income > € 4,000
- age > 40 Jahre

additional charge (3 criteria): 15%
more targeting criteria possible.

ADVICE AND SALES

**ZEITVERLAG GERD BUCERIUS
GmbH & CO. KG**

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D-20095 Hamburg

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☎ +49-40/3280-1634

✉ elke.vogel@zeit.de

DATA

Please send your data latest three days before start to
customercare@zeit.de