

FACTSHEET 2021

ZEIT MAGAZIN



EDITORIAL CONCEPT

ZEITmagazin is the emotional, vibrant and personal section of Germany's leading weekly newspaper DIE ZEIT. The exciting reports, unusual profiles, exclusive interviews and intelligent columns are what make ZEITmagazin a one of-a-kind.

Editorial director is Christoph Amend, publisher of the art magazine WELT-KUNST. Regular columns and big cover-stories make ART to one of the big topics in the ZEITmagazin.

With your advertisement you reach an art-oriented and financially strong target group. Position yourself and win a quality-conscious clientele.

READERSHIP & KEY BENEFITS

- The multi-award winning ZEITmagazin is an integral part of DIE ZEIT and therefore one of the biggest national magazine platforms for discerning high-quality target groups in Germany.
- ZEITmagazin targets a high-earning, opinion-leading and interested readership with maximum precision.
- ZEITmagazin readers are cosmopolitans, trendsetters and multipliers with strong personalities. They are extremely well-educated, high-earning individuals, and attach greater importance to quality than to price.
- The ZEITmagazin weekly 1.36 million readers (AWA 2021) of which approx. 1.10 million readers have a special interest in art and culture.

ADVERT FORMATS & -PRICES

• BASIC FORMATS

FORMAT	BLEED w x h	REDUCED ART MARKET PRICE incl. repro
1/1 page	215 x 289	€ 13,100.-
1/2 page portrait	105 x 289	€ 6,700.-
1/2 page landscape	215 x 145	€ 6,700.-
1/3 page portrait	68 x 289	€ 4,750.-
1/3 page landscape	215 x 95	€ 4,750.-
1/4 page landscape	215 x 72	€ 3,650.-
1/6 page*	68 x 140	€ 2,300.-

*No exclusive placing possible

Further formats possible | All measurements in mm | Valid as from 01.01.2021
Prices in euros | All prices excl. VAT

PRINT DOCUMENTS

Please submit printable PDF /X1a:2001 or PDF/X3:2002 files in a resolution of 1,270 dpi for line or 300 dpi for coloured photos and grey tones to:
zeit-magazin@anzeigeneingang.de

ZEIT MAGAZIN

• PUBLICATION

weekly, every Thursday
as a supplement in DIE ZEIT

• DEADLINE FOR ADS

Approx. 13 workdays before publication
We will be pleased to inform you
about exact dates

• CIRCULATION

weekly sold copies: 587.582 (IVW II/2021)

• COVERAGE

1.36 million readers (AWA 2021)

ADVICE AND SALES

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PAYMENT TERMS

2% discount for advance payment
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