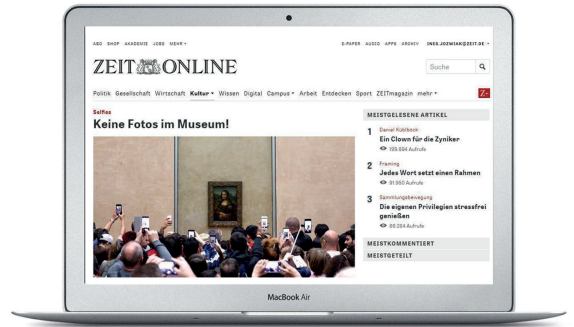


FACTSHEET 2022

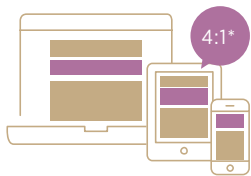
ZEIT ONLINE



GOOD REASONS FOR ZEIT ONLINE

- Wide distribution: with your advertisement you can reach 17.53 million unique users.
- Interest in culture: up to 3.08 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.

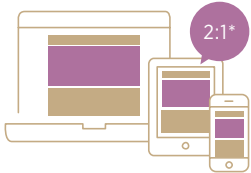
AD FORMATS & PRICES



PRODUCT
4:1 banner
SIZE IN PIXELS (w x h)
1000 x 250
TCP DESKTOP
PK1: € 28,40
PK2: € 20,40



PRODUCT
3:1 banner
SIZE IN PIXELS (w x h)
1000 x 333
TCP DESKTOP
PK1: € 28,40
PK2: € 20,40



PRODUCT
2:1 banner
SIZE IN PIXELS (w x h)
1000 x 500
TCP DESKTOP
PK1: € 28,40
PK2: € 20,40



PRODUCT
1:2 banner (halfpage ad)
SIZE IN PIXELS (w x h)
1000 x 500
TCP DESKTOP
PK1: € 28,40
PK2: € 20,40

* all formats are responsive.

Further formats possible | All dimensions in pixels | Valid as from 01.01.2022
Prices in EUROS | All prices if applicable plus VAT.

ZEIT ONLINE

• PAGE IMPRESSIONS

218.26 Mio. per month (MAPP Ø Juni-August 2021)

• UNIQUE USERS

17.53 million per month
(AGOF digital facts Ø März-Mai 2021)

• VISITS

91.22 million per month
(MAPP Ø Juni-August 2021)

INVOICING THOUSAND-CONTACT PRICE

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

RECOMMENDED TARGETING CRITERIA

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

more targeting criteria possible.

PRICE CATEGORIES

- PK1:
- Classified ad rotation
 - Classified ad rotation with basic targeting (+15 % targeting surcharge)
 - Portal rotation with premium targeting
- PK2:
- Portal rotation (RoS)
 - Portal rotation + basic targeting (+15 % targeting surcharge)

ADVICE AND SALES

ZEITVERLAG GERD BUCERIUS GmbH & CO. KG

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✉ michael.menzer@zeit.de

DATA

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