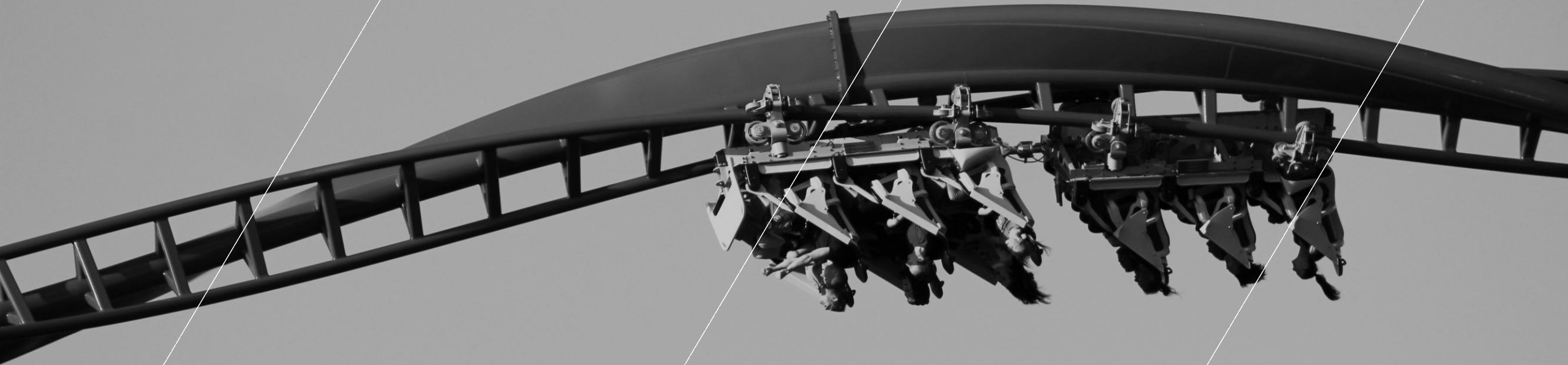


# ZEITmagazine

## The emotional part of ZEIT



# / ZEITmagazine

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**Type of publication:**

Supplement der ZEIT

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**Publication:**

weekly (every Thursday)

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**Paid circulation DIE ZEIT:**

606.220 (Ø IVW Q 1-4/2023)

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**Coverage:**

1,22 Mio. (AWA 2024)

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**Target group:**

Multiplikator:innen,  
Trendsetter:innen, Kosmpolit:innen

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**Channels:**

Print, digital, Events

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... is the emotional, vibrant and personal section of Germany's leading weekly newspaper DIE ZEIT.

... stands for high-quality journalism with high credibility and relevance, which is confirmed by the many awards it has received.

... offers a wide variety of topics ranging from lifestyle, politics, culture, society and travel with corresponding focus issues.

... has received multiple awards and has won all major journalism prizes.

...with DIE ZEIT, it achieves the highest paid circulation (IVW 2023, Q1-Q4) among quality newspapers and stands out with a high reach in AWA 2024.

... is nationwide and supraregional.



# Editorial Highlights



**Martenstein**

With plenty of wit: A colorful mix of topics from everyday life, humorously highlighted by one of Germany's most popular columnists.



**Wochenmarkt**

Fresh from the market: Aromatic recipes with seasonal, fresh ingredients for everyday enjoyment.



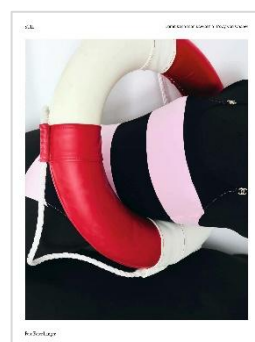
**Liebe Leute**

Very entertaining: Every week, style editor Claire Beermann reports on the quirks of celebrities in her column 'Liebe Leute'.



**Tyler Mitchell**

Simply brilliant: In his photo column, the New York-based fashion and art photographer presents his perspective on the USA and pop culture every week.



**Stil**

Fashion at its core: Tilmann Prüfer discovers the latest trends and highlights from the fashion scene week after week.



**Shortlist**

Creative: Style editor Amelie Apel shows us something beautiful and useful on a theme every week, inspiring the readers.



**Prüfers Töchter**

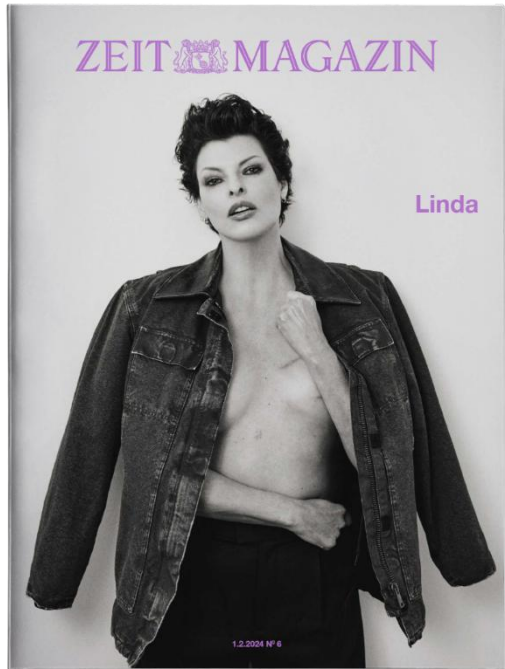
Very humorous: Style editor Tilmann Prüfer writes in this column about his life as the father of four daughters.



**Was ich gern früher gewusst hätte**

Insightful: Every week, celebrities reveal what they only realized much later in life.

# These are the ZEITmagazin readers



**ZEIT-READERS**

**1,22 Mio.**

People read the ZEITmagazin every week.

**SOCIO-ECONOMIC STATUS**

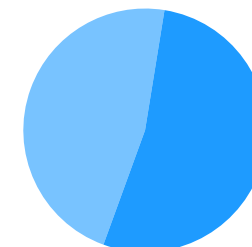
**0,71 Mio.**

ZEIT readers belong to levels 1-2.

**Ø Age**



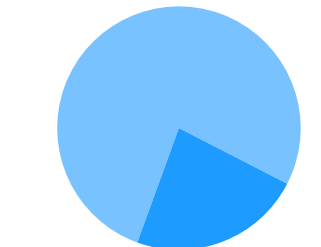
**Gender**



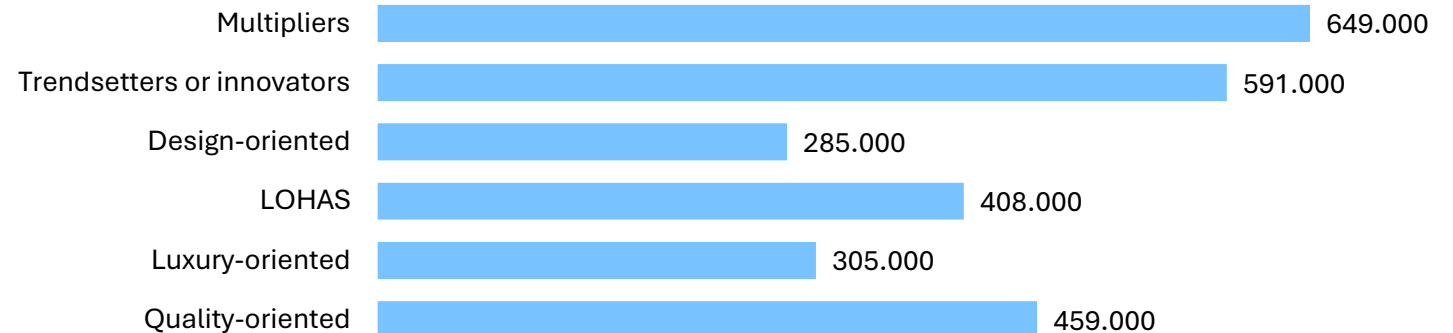
**Ø HHNE**



**Abitur/University**



**Target groups, typologies**



Source: AWA 2024

# Publication dates 1st half 2025

Week	Issue	Publication day	Week day	Closing date*	Closing date premium position**	Material deadline	Specials
2	02	09.01.2025	Thursday	22.11.2024	15.11.2024	18.12.2024	Design (core topic)
3	03	16.01.2025	Thursday	05.12.2024	28.11.2024	02.01.2025	
4	04	23.01.2025	Thursday	12.12.2024	05.12.2024	09.01.2025	
5	05	30.01.2025	Thursday	16.12.2024	09.12.2024	17.01.2025	
6	06	06.02.2025	Thursday	18.12.2024	11.12.2024	23.01.2025	Fashion special
7	07	13.02.2025	Thursday	06.01.2025	23.12.2024	27.01.2025	Mens fashion (core topic)
8	08	20.02.2025	Thursday	13.01.2025	07.01.2025	06.02.2025	
9	09	27.02.2025	Thursday	20.01.2025	13.01.2025	13.02.2025	Outdoor fashion & design (core topic)
10	10	06.03.2025	Thursday	27.01.2025	20.01.2025	20.02.2025	
11	11	13.03.2025	Thursday	03.02.2025	27.01.2025	26.02.2025	
12	12	20.03.2025	Thursday	07.02.2025	29.01.2025	03.03.2025	Wochenmarkt special
13	13	27.03.2025	Thursday	12.02.2025	03.02.2025	10.03.2025	Watches (core topic)
14	14	03.04.2025	Thursday	20.02.2025	13.02.2025	17.03.2025	Design special
15	15	10.04.2025	Thursday	28.02.2025	21.02.2025	27.03.2025	
16	16	16.04.2025	Wednesday	07.03.2025	28.02.2025	02.04.2025	Travel special
17	17	24.04.2025	Thursday	13.03.2025	06.03.2025	10.04.2025	
18	18	30.04.2025	Wednesday	19.03.2025	12.03.2025	16.04.2025	
18	19	08.05.2025	Thursday	27.03.2025	20.03.2025	24.04.2025	
20	20	15.05.2025	Thursday	03.04.2025	27.03.2025	30.04.2025	
21	21	22.05.2025	Thursday	10.04.2025	03.04.2025	08.05.2025	
21	22	24.05.2025	Saturday	15.04.2025	08.04.2025	12.05.2025	Special publication
22	23	28.05.2025	Wednesday	17.04.2025	10.04.2025	14.05.2025	Design (core topic)
23	24	05.06.2025	Thursday	25.04.2025	14.04.2025	22.05.2025	
24	25	12.06.2025	Thursday	30.04.2025	23.04.2025	28.05.2025	
25	26	18.06.2025	Wednesday	07.05.2025	30.04.2025	04.06.2025	
26	27	26.06.2025	Thursday	19.05.2025	12.05.2025	12.06.2025	
27	28	03.07.2025	Thursday	26.05.2025	19.05.2025	18.06.2025	

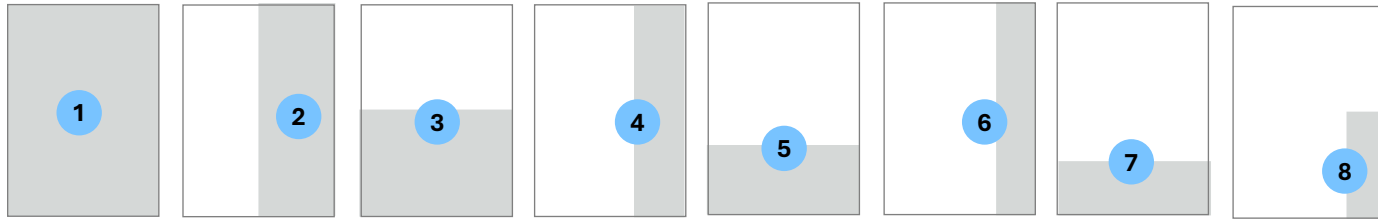
\*12 a.m. \*\*For cover pages, page 4, 1st and 2nd right-hand page, 1st and 2nd double page (defined as premium positions) \*\*\* Different colour profile for ads on cover pages in these issues

# Publications dates 2nd half 2025

Week	Issue	Publication day	Week day	Closing date*	Closing date premium position**	Material deadline	Specials
28	29	10.07.2025	Thursday	30.05.2025	23.05.2025	26.06.2025	
29	30	17.07.2025	Thursday	05.06.2025	28.05.2025	03.07.2025	German fashion (core special)
30	31	24.07.2025	Thursday	16.06.2025	05.06.2025	10.07.2025	
31	32	31.07.2025	Thursday	23.06.2025	16.06.2025	17.07.2025	
32	33	07.08.2025	Thursday	30.06.2025	23.06.2025	24.07.2025	
33	34	14.08.2025	Thursday	07.07.2025	30.06.2025	31.07.2025	
34	35	21.08.2025	Thursday	14.07.2025	07.07.2025	07.08.2025	
35	36	28.08.2025	Thursday	21.07.2025	18.07.2025	15.08.2025	
36	37	04.09.2025	Thursday	25.07.2025	21.07.2025	20.08.2025	Fashion special
37	38	11.09.2025	Thursday	01.08.2025	25.07.2025	27.08.2025	Men (core topic)
37	39	13.09.2025	Saturday	07.08.2025	31.07.2025	01.09.2025	Special publication
38	40	18.09.2025	Thursday	11.08.2025	04.08.2025	04.09.2025	Munich special
39	41	25.09.2025	Thursday	18.08.2025	11.08.2025	11.09.2025	
40	42	02.10.2025	Thursday	20.08.2025	13.08.2025	18.09.2025	
41	43	09.10.2025	Thursday	28.08.2025	21.08.2025	24.09.2025	Design special
42	44	16.10.2025	Thursday	08.09.2025	01.09.2025	01.10.2025	
43	45	23.10.2025	Thursday	15.09.2025	08.09.2025	09.10.2025	Fashion (core topic)
44	46	30.10.2025	Thursday	18.09.2025	11.09.2025	16.10.2025	Alps special
45	47	06.11.2025	Thursday	22.09.2025	15.09.2025	20.10.2025	Watches and jewellery special
46	48	13.11.2025	Thursday	06.10.2025	29.09.2025	30.10.2025	Travel special
47	49	20.11.2025	Thursday	10.10.2025	02.10.2025	06.11.2025	Wochenmarkt special
48	50	27.11.2025	Thursday	20.10.2025	13.10.2025	13.11.2025	
48	51	29.11.2025	Saturday	21.10.2025	14.10.2025	17.11.2025	Special publication
49	52	04.12.2025	Thursday	27.10.2025	20.10.2025	20.11.2025	
50	53	11.12.2025	Thursday	03.11.2025	27.10.2025	27.11.2025	
51	54	17.12.2025	Wednesday	05.11.2025	29.10.2025	03.12.2025	
52	55	23.12.2025	Tuesday	12.11.2025	05.11.2025	09.12.2025	
	01/26	30.12.2025	Tuesday	13.11.2025	06.11.2025	12.12.2025	

\*12 a.m. \*\*For cover pages, page 4, 1st and 2nd right-hand page, 1st and 2nd double page (defined as premium positions) \*\*\* Different colour profile for ads on cover pages in these issues

# Prices & Formats 2025



Format	Type area (B x H)	Bleed (B x H)	Price
1 1/1 page	215 x 289 mm	191 x 262 mm	14.689,- €
1 U2/3/4, 1.re S. , S. 4	215 x 289 mm	191 x 262 mm	17.947,- €
2 1/2 page portrait	105 x 289 mm	96 x 262 mm	8.843,- €
3 1/2 page landscape	215 x 145 mm	191 x 132 mm	8.843,- €
4 1/3 page portrait	68 x 289 mm	56 x 262 mm	6.475,- €
5 1/3 page landscape	215 x 95 mm	191 x 88 mm	6.475,- €
6 1/4 page portrait	54 x 289 mm	48 x 267 mm	4.995,- €
7 1/4 page landscape	215 x 72 mm	191 x 66 mm	4.995,- €
8 1/6 page*	68 x 140 mm	--	2.886,- €

\* Bleed allowance for bleed formats 5 mm on all sides. \* No exclusive placement possible, typeset format



# / We would be happy to advice you personally



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