

ZEIT Germany Study & Research 2026

Für die
Präsentation Ihrer
Institution im
Ausland

Internationaler Guide zur deutschen Hochschullandschaft

Profil

ZEIT GERMANY beleuchtet emotional und informativ die deutsche Hochschul- und Wissenschaftslandschaft und berichtet über Optionen für einen ersten Berufseinstieg in Deutschland.

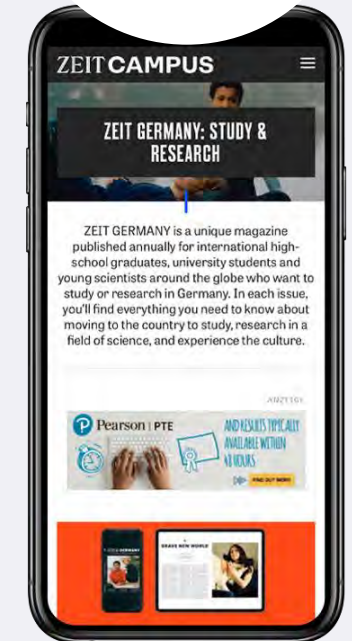
Das englischsprachige Magazin wird weltweit kostenlos in 89 Ländern an mehr als 200 Standorten über alle wichtigen und relevanten Netzwerke von deutschen Informationsbüros für ausländische Studieninteressierte oder Nachwuchswissenschaftler:innen verteilt – so z.B. über den DAAD e.V., dessen Auslandsbüros und Informationszentren, über die Goethe Institute, die deutschen Botschaften und deutschen Schulen im Ausland. Außerdem ist die langfristig sichtbare Jahrespublikation ZEIT GERMANY auch über das digitale Angebot www.zeit.de/germany abzurufen. Das Magazin liegt auf internationalen Veranstaltungen (z.B. an deutschen Hochschulständen) aus und wird darüber hinaus über international agierende Wissenschaftsinstitutionen (z.B. GSO, AVH, Fulbright) in die Zielgruppen getragen.

- **Auflage:** Rund 100.000 verbreitete Exemplare¹
- **Verbreitung:** In 89 Ländern an über 200 Standorten wird ZEIT GERMANY verteilt¹

¹crossmedial, Verlagsangabe



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Erscheinungstermin	Anzeigenschluss	Druckunterlagenschluss
11.08.2026	09.07.2026	14.07.2026

/ Nutzen und Stärken

Hohe
Reichweite
weltweit

Ihr Nutzen

- Hohe Erreichbarkeit von an Deutschland interessierten Studierenden und qualifizierten Absolvent:innen sowie Nachwuchswissenschaftler:innen
- Möglichkeit, den internationalen, wissenschaftlichen Nachwuchs in einem einzigartigen Umfeld auf Ihre Angebote aufmerksam zu machen
- Langfristige Präsenz und internationale Sichtbarkeit

Unsere Stärken

- Weltweite Reichweite unmittelbar in der internationalen Zielgruppe der Abiturient:innen, Studierenden und Nachwuchswissenschaftler:innen, die vor allem ein Studium oder den ersten Schritt in eine akademische Karriere anstreben.
- Lebensnahe Berichterstattung, die die Leserinnen und Leser emotional und informativ in die deutsche Hochschul- und Wissenschaftswelt und die Perspektiven danach einführt.



/ Judith Gilbert - Redaktionsleitung

“Deutschland ist für Menschen aus dem Ausland nach wie vor ein attraktiver Ort für Studium und Forschung.

Mit ZEIT GERMANY wollen wir genau das zeigen und Leserinnen und Lesern nutzwertige Informationen für ein Studium in Deutschland an die Hand geben.“



/ Redaktionelles Konzept

ZEIT GERMANY – Study & Research ist ein Schaufenster für den Wissenschaftsstandort Deutschland. Das Magazin beinhaltet Geschichten in Form von Features und unterhaltsamen Kurzbetrachtungen aus der Perspektive von jungen, internationalen Menschen über die deutsche Hochschul- und Wissenschaftslandschaft. Servicebereiche bieten Leserinnen und Lesern zusätzlich Infosammlungen, Tipps und nutzwertige Übersichten. So entsteht das Bild eines zukunftsstarken, chancenreichen Standorts, der die unterschiedlichen Zielgruppen nachhaltig anspricht.

ZEIT GERMANY gibt Orientierung für die akademische Aus- und Weiterbildung und zeigt die vielfältigen Möglichkeiten von Wissenschaft, Forschung und Karriere in Deutschland auf. Nebenbei kommen auch kulturelle Aspekte wie Sprache und regionale Unterschiede, politische Gepflogenheiten oder Deutschland als Wohnort nicht zu kurz.



Blick ins Heft

HEAT CASTLES AND SMALL WORKERS
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THE WORLD ON YOUR PLATE
The world is on your plate. The world is on your plate. The world is on your plate. The world is on your plate.

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CAMPUS FOR PIONEERS
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MODERN AND TRADITIONAL
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WHY STUDY IN GERMANY?

With a reputation for academic excellence and institutions that consistently appear in top global rankings, Germany is an attractive destination for international students.

UNIVERSITY OF APPLIED SCIENCES
The University of Applied Sciences is a leading institution for practical education. It offers a wide range of programs in engineering, design, and business.

PRIVATE UNIVERSITIES
Private universities in Germany offer high-quality education and research opportunities. They provide a more flexible and personalized learning experience.

STATE UNIVERSITIES
State universities in Germany are known for their academic excellence and research focus. They offer a wide range of programs in various fields of study.

TECHNICAL UNIVERSITIES (TU)
Technical universities in Germany are specialized institutions for engineering and technology. They offer advanced programs and research opportunities in these fields.

THE FUTURE OF RESEARCH

Considering moving abroad for research purposes? These researchers share their experiences and explain why they ended up choosing Germany.

PARADISE FOR STUDENTS?
Germany is a paradise for students. It offers a high-quality education and a rich cultural experience. The country is a paradise for students.

RESEARCH OPPORTUNITIES
Germany offers excellent research opportunities. It is a leading country in various fields of research. The country offers excellent research opportunities.

A-Z ESSENTIALS

As a student in Germany, you'll find certain words and phrases useful again. Here's a quick guide.

ADVERTISING
Advertising in Germany is a highly competitive market. It offers a wide range of opportunities for international students.

BAUGIS
Baugis in Germany is a highly competitive market. It offers a wide range of opportunities for international students.

STUDIENBEREICH
The Studienbereich in Germany is a highly competitive market. It offers a wide range of opportunities for international students.

WISSENSCHAFTLICHE ARBEIT
Wissenschaftliche Arbeit in Germany is a highly competitive market. It offers a wide range of opportunities for international students.

Study abroad – Welcome to Magdeburg and Stendal

RECHENKUNST
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Rehabilitation in Germany is a highly competitive market. It offers a wide range of opportunities for international students.

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Reisemöglichkeiten in Germany are extensive. They offer a wide range of opportunities for international students.

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Reisemöglichkeiten in Germany are extensive. They offer a wide range of opportunities for international students.

/ Stimmen aus der internationalen Leserschaft

»Nothing better than reading the latest edition of ZEIT Germany, cover to cover!«

– Alexandra Swanson, international graduate of Universität Hamburg and American expat in Berlin

»German higher education offers unique opportunities to international students, but studying abroad can seem daunting. ZEIT Germany magazine demystifies the situation in a lively, welcoming manner, with pages filled with news updates, engaging features, and an abundance of practical advice.«

– Anne Nelson, professor, Columbia University Graduate School of Journalism and author,
“Shadow Network: Media, Money, and the Secret Hub of the Radical Right”

Advertorialpreise und -formate



Option 1



Option 2

Format	Spezifikationen	Mediapreis	Kreativpreis	Gesamtpreis
1/1 Seite Option 1 (188 x 237 mm)	Bild : 188 x 95 mm Titel: max. 40 Zeichen Titel Schriftgröße: 25 Pt. Text: max. 1950 Zeichen Informationen „kurz gefasst“ Text: max. 200 Zeichen	16.000,- €	780,00 €	16.780,- €
1/1 Seite Option 2 (188 x 237 mm)	Bild : 188 x 95mm Titel: max. 75 Zeichen Titel Schriftgröße: 25 Pt. Text: max. 1630 Zeichen Informationen „kurz gefasst“ Text: max. 200 Zeichen	16.000,- €	780,00 €	16.780,- €

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Advertorialpreise und -formate



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1/2 Seite hoch Option 1 (89 x 237 mm)	Bild : 89 x 67 mm Titel: max. 40 Zeichen Titel Schriftgröße: 20 Pt. Text: max. 1080 Zeichen	10.400,- €	450,00 €	10.850,- €
1/2 Seite hoch Option 2 (89 x 237 mm)	Bild : 89 x 67 mm Titel: max. 40 Zeichen Titel Schriftgröße: 20 Pt. Text: max. 1140 Zeichen	10.400,- €	450,00 €	10.850,- €

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Advertorialpreise und -formate



Option 1

Option 2

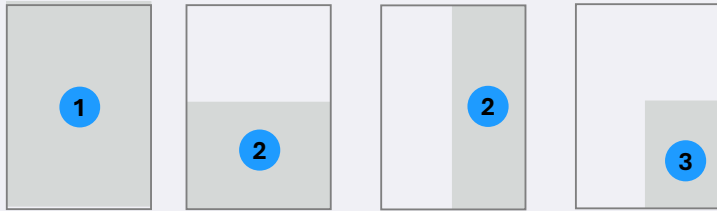
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1/2 Seite quer Option 1 (188 x 117mm)	Bild : 92,5 x 58,5mm Titel: max. 50 Zeichen Titel Schriftgröße: 20 Pt. Text: max. 1050 Zeichen	10.400,- €	450,00 €	10.850,- €
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Formate und Preise 2026



Format	Satzspiegel in mm (B x H)	Anschnitt ¹ in mm (B x H)	Grundpreis ²
1 1/1 Seite (U4/U3/U2)	188 x 237	215 x 262	20.000,- €
1 1/1 Seite	188 x 237	215 x 262	16.000,- €
2 1/2 Seite quer/hoch	188x 117 / 89 x 237	215 x 131 / 99 x 262	10.400,- €
3 1/4 Seite Magazin quer hoch /Eckfeld	90 x 117	-	6.400,- €

¹Beschnittzugabe bei Anschnittformaten an allen Seiten 5 mm ²Keine Alleinplatzierung.


²Alle Preise zzgl. MwSt.

Es gelten die AGB des Zeitverlages, siehe advise.zeit.de/agb.pdf.

Imagewerbung - Beispielformate

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ATA GLANCE
Course of study/degree (e.g.)
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Length of study:
BSc: 3 years (6 semesters)
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Tuition fees:
BSc: €1000/semester
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Admission requirements:
University entrance qualification and evidence of the required English language skills

Contact
Kühne Logistics University
Oster Straßens 1
20475 Hamburg | Germany
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study@klu.org | www.klu.org



Leading with an Operations Mindset

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LANGUAGE

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Study abroad – Welcome to Magdeburg and Stendal



with: Philippa Degenhardt (photo: @ philippa Degenhardt)
right: Michaela Engel (photo: @ Michaela Engel)

RECHENZENTRUM
This can be translated as "computer center" or "IT services." The *Rechenzentrum* helps students as well as faculty or administrative staff with all matters concerning computers, the internet and university email accounts.

REFERAT
This is a presentation on a particular subject that is held in front of a class. *Referat* is the word that designates a public speaker or someone making a presentation in front of an audience.

SCHWARZES BRETT
Although the literal translation of this expression is "blackboard," this is actually a noticeboard. Often found in the corridors of university buildings, it may contain official notifications as well as messages from other students.

SEKRETARIAT
This is the Registrar's Office, an important place where students can ask questions, get documents, etc.

STUDIERENDENWERK
This is the Student Services, which helps students with a wide range of issues outside their actual studies. It can provide help with housing, for example, offer financial advice, help arrange childcare or give support in matters of mental health. Sometimes it is called *Studienwerk*, which is now a gender-neutral word.

STUDIERENDENWOHNHEIM
This is a student dormitory or residence hall. Many of these are publicly funded and generally the cheapest form of housing for students. Sometimes it is called a *Studentenwohnheim*, which is not a gender-neutral word, or *Studentinnenwohnheim* if the dorm is only for women.

WOHNGEMEINSCHAFT (WG)
This refers to shared housing, generally a shared apartment or house.

ZULASSUNG
In a university context, this word means "admission." Having a *Zulassung* entitles you to study at an institution, for example, or to join a particular class. Similar words for this include *Berechtigungs- or Erlaubnis*.

Studying in Germany is very attractive due to its low tuition fees and a high educational standard. Well-known universities are tempting, but Magdeburg-Stendal University of Applied Sciences is a perfect choice in terms of academic quality and future career prospects.

The focus on practical knowledge is an appealing benefit, as Michaela Engel, an Indian Bachelor student in Mechanical Systems Engineering, emphasizes. The university not only focuses on theoretical aspects but also provides important soft skills for his future career. This made it very easy for him to find a student job that fits in with his studies, and he feels best prepared for his future working life.

As a member in the University's buddy programme, he helps new students settle in and find their way around campus, as does Francesco Pinna from Italy. She is studying SREM, one of the English-language degree programmes at Magdeburg-Stendal University of Applied Sciences, in the city of finding solutions to the challenges of climate change.

Not just students like Michaela and Francesco help newcomers to arrive; the student advisory service also supports the search for the right degree programme and the application process.

More information can be found on the website and blog: studieren_h2.de, h2.de/welcome-to-germany



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Seite

RESEARCH

ment of their supervisors." Italian researcher D'Uso agrees. "You can decide how to manage your work and how to do everything. Nobody puts you under pressure – but, of course, there are deadlines," she notes.

A PROCESS-DRIVEN ENVIRONMENT
The pace of work may be a little slower in Germany than in other countries, at least when compared to the pressure that researchers in China may face, Li says. "The atmosphere is totally different because everyone – supervisors, tutors and professors in China – seem to be desperate to get results," he explains. Li believes that German researchers pay more attention to the processes and the integrity of the research, and that also affects how researchers are treated in the lab. "At the beginning, I will lack knowledge in explainable artificial intelligence, but they give me the time to learn," Li says. He doubts that would have been the case in China.

However, although the preference for processes may serve researchers well while conducting their work, it can be a disadvantage in other situations. Li says it took more than a month for him to start working at the lab after receiving the job offer. His contract, which was many pages long and required many signatures, was delayed because one person who needed to sign it was on vacation. That wouldn't have been the case in results-driven China, where Li would have probably started working within a week of being offered the job in the research lab, he says.

The research environment in the US is also fast-paced. And, according to Rohmann, the US makes it easier to spin off a company from a research project at an institution. She says she learned this while translating standards between the American and German academic systems. Bureaucracy is something Germany struggles with, but the trade-off, Rohmann says, is

Li believes that German researchers pay more attention to processes and integrity

that the fast-paced US environment, which also tends to have more flexibility, can create a regular work environment in which researchers are expected to work longer hours.

Rohmann's contract will end in 2025, but she's hoping to stay on in research in Berlin. Li also plans to stay at the Max Planck Institute for the Dynamics of Complex Systems in Berlin, where he is accepted for the doctorate program in business informatics at TU Berlin. Marina D'Uso, however, has opted to leave Germany on from academia – in part, because of the challenges associated with *Kostenverträge*. Instead, she will work remotely as a freelance nutritional

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