

AGENDA KULTUR: DIE ZEIT



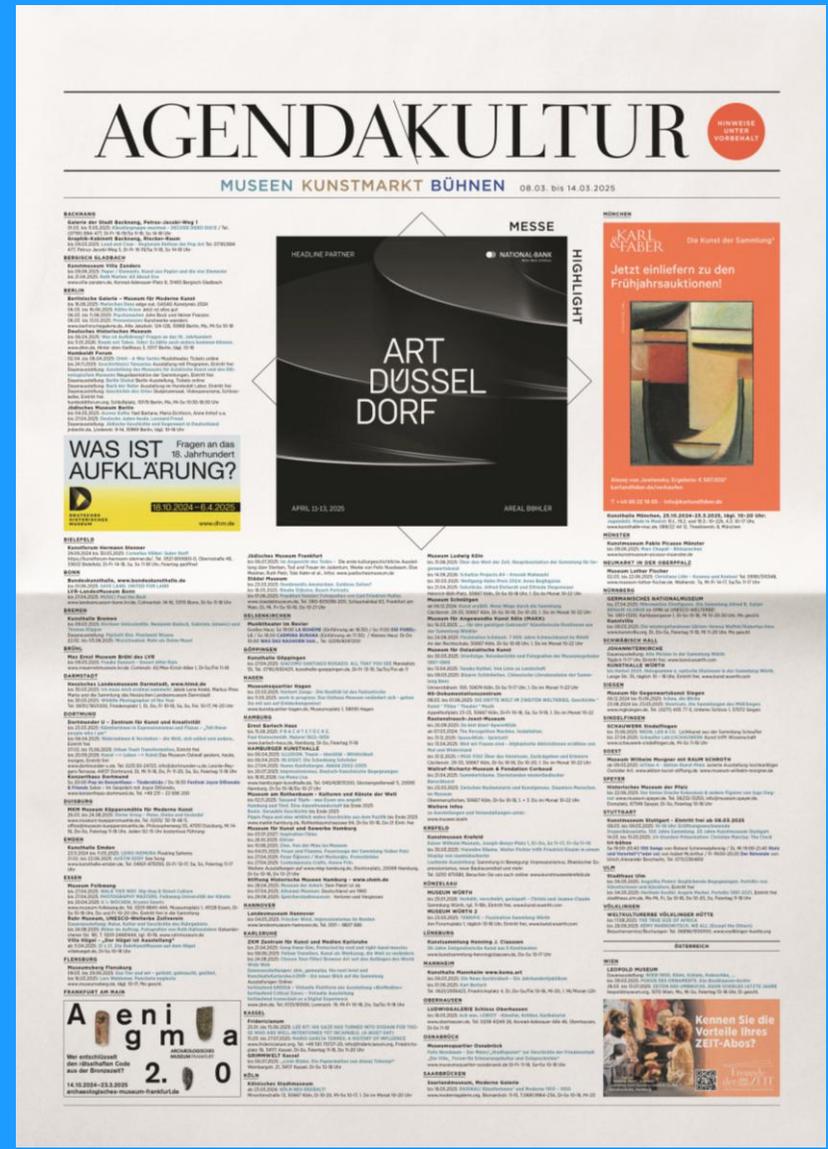
/ DIE ZEIT Feuilleton

Culture at a glance

The large art and culture calendar informs ZEIT readers about the current highlights of museums, galleries, theatres and the art market. AGENDA\KULTUR is published once a week in the feuilleton section of the ZEIT.

Your benefits

- AGENDA\KULTUR is diverse and impresses with the sum of its parts: from spoken theatre to opera premieres, from exhibitions to art auctions, from classical concerts to modern dance – everyone has their place here.
- The cultural calendar is gaining in relevance and shines with a clear and modern layout.
- The layout of the double-page spread has been restructured so that cultural planning becomes an inspiring reading experience thanks to easier orientation.
- The AGENDA\KULTUR combines different target groups and offers inspiration far beyond the reader's initial interest.
- The large cultural calendar invites ZEIT readers to linger and keeps them informed about the current highlights in the arts and culture scene.



Prices and Advert Formats

1 AGENDA\KULTUR Highlight

Format	Width x Height	Price
Highlight	150 x 150 mm	4,056.- €

2 AGENDA\KULTUR

Format	Width x Height	Price
Advertising field I	91,5 x 50 mm	845.- €
Advertising field II	91,5 x 100 mm	1,690.- €
Advertising field III	91,5 x 150 mm	2,535.- €

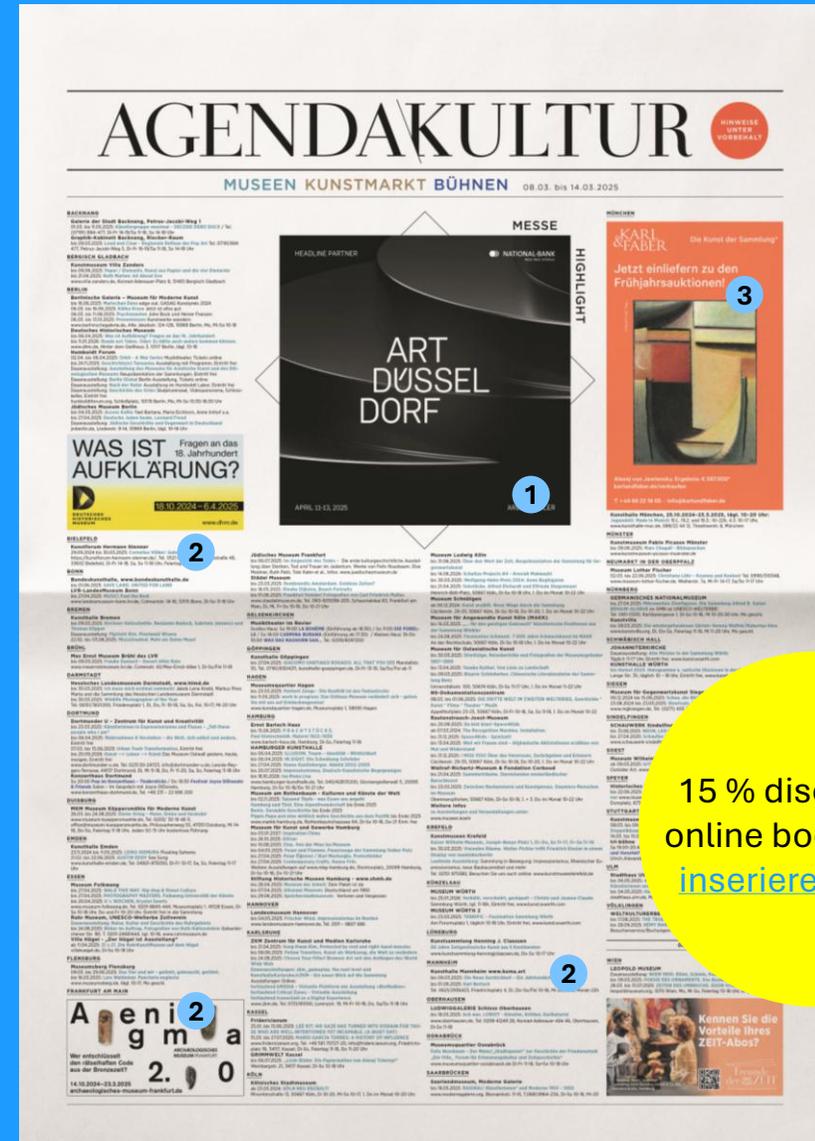
3 AGENDA\KULTUR Text

Format	Three lines	Per additional line
Classic	60.- €	23.- €

Approx. 75 characters per line.

All prices plus VAT.

advise.zeit.de



→ AGENDA\KULTUR

ZEIT Advise

/ New: Advertorial in Editorial Style

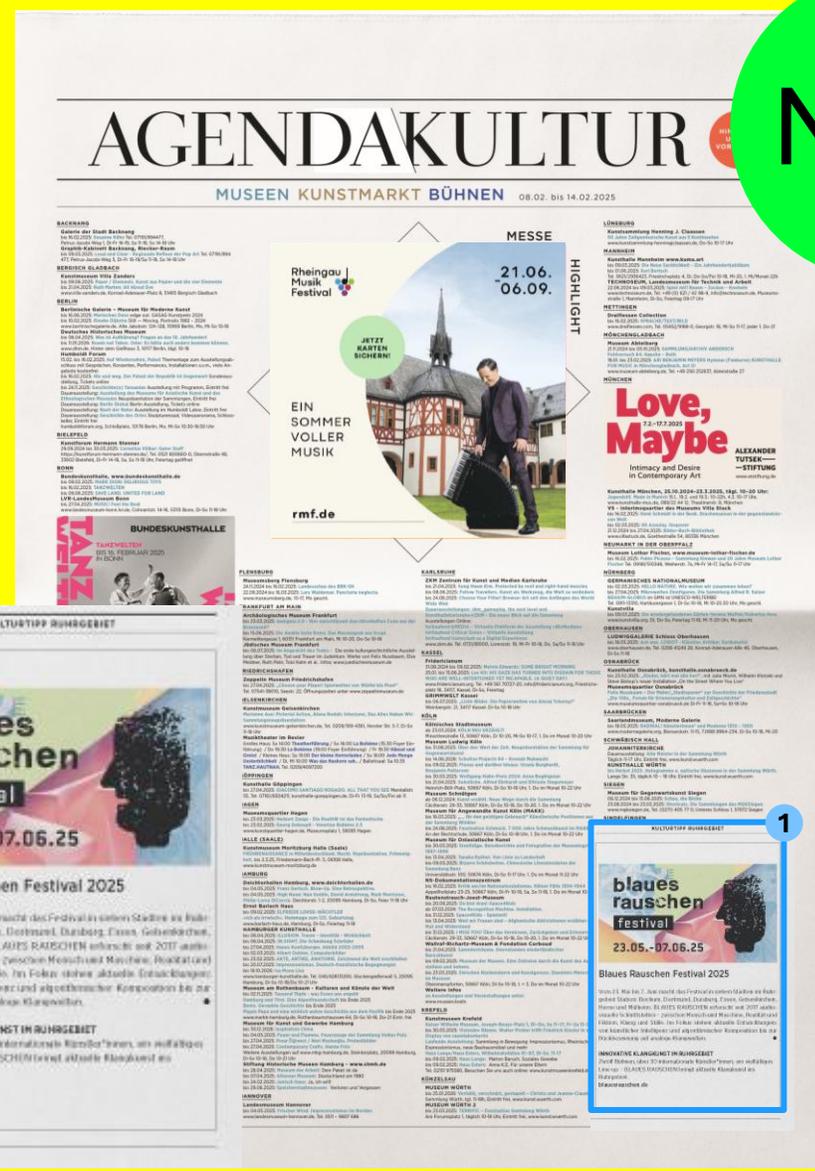


Advertorial in the large art and culture calendar

With the introduction of an advertorial in the AGENDA\CULTURE, we are opening an attractive opportunity for partners to specifically present their exhibitions, events, or cultural initiatives to a culture-interested audience – embedded in the high-quality editorial environment of ZEIT.

Strengths:

- Present placement at the handle corner
- Enables detailed storytelling and has a recommendation character
- The Zeitverlag takes care of the implementation of your appearance
- You only provide text and image material



1 AGENDA\KULTUR Advertorial

Format	Width x Height	Media Price	Creative Price	Overall Price
Advertorial	91.5 x 132 mm	2,230.80 €	165. - €	2,395.80 €

All prices plus VAT.

→ AGENDA\KULTUR

/ Dates

Week	Issue	Publication Date	Weekday
	01	30.12.2025	Tuesday
2	02	08.01.2026	Thursday
3	03	15.01.2026	Thursday
4	04	22.01.2026	Thursday
5	05	29.01.2026	Thursday
6	06	05.02.2026	Thursday
7	07	12.02.2026	Thursday
8	08	19.02.2026	Thursday
8	08	21.02.2026	Saturday
9	09	26.02.2026	Thursday
10	10	05.03.2026	Thursday
11	12	12.03.2026	Thursday
12	13	19.03.2026	Thursday
13	14	26.03.2026	Thursday
14	15	01.04.2026	Wednesday
15	16	09.04.2026	Thursday
16	17	16.04.2025	Thursday
17	18	23.04.2026	Thursday
18	19	29.04.2026	Wednesday

Week	Issue	Publication Date	Weekday
19	20	07.05.2026	Thursday
19	21	09.05.2026	Saturday
20	22	13.05.2026	Wednesday
21	23	21.05.2026	Thursday
22	24	28.05.2026	Thursday
23	25	03.06.2026	Wednesday
24	26	11.06.2026	Thursday
25	27	18.06.2026	Thursday
26	28	25.06.2026	Thursday
27	29	02.07.2026	Thursday
28	30	09.07.2026	Thursday
29	31	16.07.2026	Thursday
30	32	23.07.2026	Thursday
31	33	30.07.2026	Thursday
32	34	06.08.2026	Thursday
33	35	13.08.2026	Thursday
34	36	20.08.2026	Thursday
35	37	27.08.2026	Thursday
36	38	03.09.2026	Thursday

Week	Issue	Publication Date	Weekday
37	39	10.09.2026	Thursday
38	40	17.09.2026	Thursday
39	41	24.09.2026	Thursday
40	42	01.10.2026	Thursday
41	43	08.10.2026	Thursday
42	44	15.10.2026	Thursday
43	45	22.10.2026	Thursday
44	46	29.10.2026	Thursday
45	47	05.11.2026	Thursday
46	48	12.11.2026	Thursday
47	49	19.11.2026	Thursday
48	50	26.11.2026	Thursday
48	51	28.11.2026	Saturday
49	52	03.12.2026	Thursday
50	53	10.12.2026	Thursday
51	54	17.12.2026	Thursday
52	55	23.12.2026	Wednesday
53	01/27	30.12.2026	Wednesday

Issues with a different publication date.
Please also note the information in DIE ZEIT itself.

Advertorial Deadline: Thursday, four weeks before publication, 4 pm
Advertising Deadline: Thursday, one week before publication, 4 pm

/ We would be happy to advise you personally!



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