

ZEITmagazin

The emotional part of ZEIT



/ ZEITmagazin

Type of publication:

Supplement of ZEIT

Publication date:

Weekly (every Thursday)

Price for a full-page ad (1/1 page)

2026:

41,100 Euro

Paid circulation DIE ZEIT:

607.791 (Ø IVW Q 1-4/2024)

Coverage:

1.13 Mio. (AWA 2025)

Target group:

Multipliers, trendsetters,
cosmopolitans

Channels:

Print, digital, Events

AT THE HIGHEST JOURNALISTIC STANDARD

ZEITmagazin is the vivid, personal, and emotional part of DIE ZEIT – in a handy magazine format. With outstanding, award-winning journalism, it achieves the highest level of credibility and relevance among readers.

A DISTINCTIVE VIEW OF THE WORLD

From lifestyle, politics, culture, and society to travel: ZEITmagazin offers an exceptional range of topics and regularly sets focal themes with standalone special issues. Its unmistakable perspective on things makes it a unique part of DIE ZEIT.

STRONG IN THE ADVERTISING MARKET

Together with DIE ZEIT, ZEITmagazin achieves the highest paid circulation among quality newspapers (IVW 2024, Q1-Q4) and impresses with strong reach in AWA 2025. Thanks to its nationwide, supraregional distribution, it is a particularly powerful advertising medium in the competitive landscape.



Editorial Highlights



Martenstein	Wochenmarkt	Liebe Leute	Tyler Mitchell	Stil	Shortlist	Prüfers Töchter	Was ich gern früher gewusst hätte
<p>With plenty of wit: A colorful mix of topics from everyday life, humorously highlighted by one of Germany's most popular columnists.</p>	<p>Fresh from the market: Aromatic recipes with seasonal, fresh ingredients for everyday enjoyment.</p>	<p>Very entertaining: Every week, style editor Claire Beermann reports on the quirks of celebrities in her column 'Liebe Leute'.</p>	<p>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.</p>	<p>Fashion at its core: Tilmann Prüfer discovers the latest trends and highlights from the fashion scene week after week.</p>	<p>Creative: Style editor Amelie Apel shows us something beautiful and useful on a theme every week, inspiring the readers.</p>	<p>Very humorous: Style editor Tilmann Prüfer writes in this column about life as the father of four daughters.</p>	<p>Insightful: Every week, celebrities reveal what they only realized much later in life.</p>

These are the ZEITmagazin readers



ZEIT-READERS

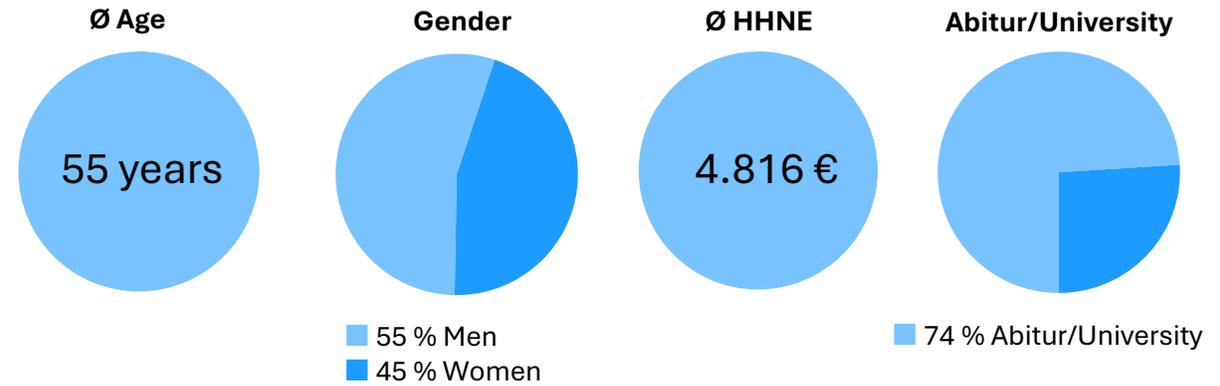
1.23 Mio.

People read the ZEITmagazin every week.

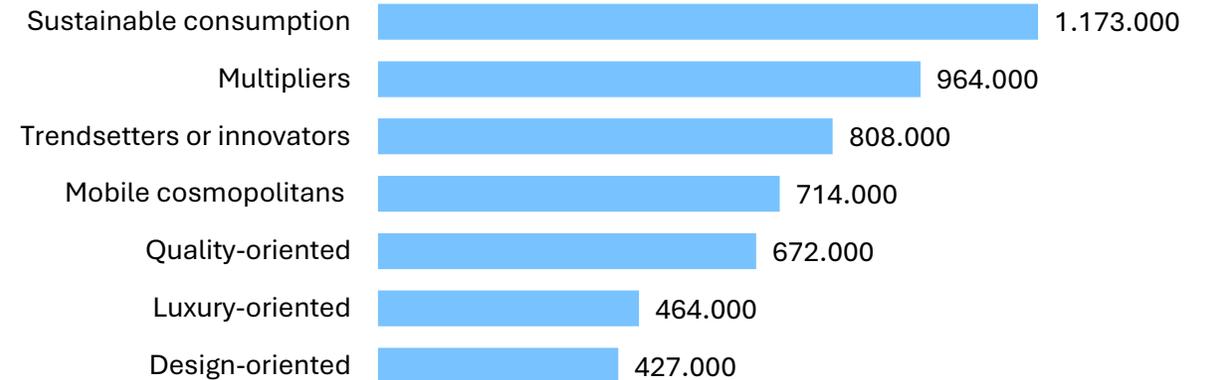
SOCIO-ECONOMIC STATUS

0.71 Mio.

ZEIT readers belong to levels 1-2.



Target groups, typologies



Source: AWA 2025

Publication dates 1st half 2026

Week	Issue	Publication day	Week day	Closing date*	Closing date premium position**	Material deadline	Specials
1	01	30.12.2025	Tuesday	25.11.2025	18.11.2025	19.12.2025	
2	02	08.01.2026	Thursday	25.11.2025	18.11.2025	19.12.2025	
3	03	15.01.2026	Thursday	02.12.2025	25.11.2025	02.01.2026	Design (core topic)
4	04	22.01.2026	Thursday	09.12.2025	02.12.2025	09.01.2026	
5	05	29.01.2026	Thursday	15.12.2025	08.12.2025	16.01.2026	
6	06	05.02.2026	Thursday	16.12.2025	09.12.2025	23.01.2026	Fashion***
7	07	12.02.2026	Thursday	19.12.2025	12.12.2025	30.01.2026	Mens fashion (core topic)***
8	08	19.02.2026	Thursday	05.01.2026	29.12.2025	06.02.2026	
8	09	21.02.2026	Saturday	05.01.2026	29.12.2025	05.02.2026	Special publication
9	10	26.02.2026	Thursday	12.01.2026	05.01.2026	13.02.2026	Outdoor fashion & design (core topic)
10	11	05.03.2026	Thursday	19.01.2026	12.01.2026	20.02.2026	
11	12	12.03.2026	Thursday	26.01.2026	19.01.2026	27.02.2026	
12	13	19.03.2026	Thursday	02.02.2026	26.01.2026	06.03.2026	Wochenmarkt special***
13	14	26.03.2026	Thursday	09.02.2026	02.02.2026	13.03.2026	Watches (core topic)***
14	15	01.04.2026	Wednesday	13.02.2026	06.02.2026	19.03.2026	
15	16	09.04.2026	Thursday	19.02.2026	12.02.2026	25.03.2026	Design***
16	17	16.04.2026	Thursday	03.03.2026	24.02.2026	01.04.2026	Travel special
17	18	23.04.2026	Thursday	10.03.2026	03.03.2026	10.04.2026	
18	19	29.04.2026	Wednesday	16.03.2026	09.03.2026	16.04.2026	
19	20	07.05.2026	Thursday	23.03.2026	16.03.2026	23.04.2026	
19	21	09.05.2026	Saturday	23.03.2026	16.03.2026	21.04.2026	Special publication
20	22	13.05.2026	Wednesday	31.03.2026	24.03.2026	29.04.2026	
21	23	21.05.2026	Thursday	06.04.2026	30.03.2026	07.05.2026	
22	24	28.05.2026	Thursday	13.04.2026	06.04.2026	13.05.2026	Design (core topic)
23	25	03.06.2026	Wednesday	20.04.2026	13.04.2026	20.05.2026	FIFA World Cup (core topic)
24	26	11.06.2026	Thursday	27.04.2026	20.04.2026	29.05.2026	
25	27	18.06.2026	Thursday	04.05.2026	27.04.2026	05.06.2026	
26	28	25.06.2026	Thursday	11.05.2026	04.05.2026	12.06.2026	

(As of September 2025 – subject to change.)

* 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

Publication dates 2nd half 2026

Week	Issue	Publication day	Week day	Closing date*	Closing date premium position**	Material deadline	Specials
27	29	02.07.2026	Thursday	19.05.2026	12.05.2026	19.06.2026	
28	30	09.07.2026	Thursday	26.05.2026	19.05.2026	26.06.2026	
29	31	16.07.2026	Thursday	02.06.2026	26.05.2026	03.07.2026	
30	32	23.07.2026	Thursday	09.06.2026	02.06.2026	10.07.2026	
31	33	30.07.2026	Thursday	16.06.2026	09.06.2026	17.07.2026	
32	34	06.08.2026	Thursday	22.06.2026	15.06.2026	24.07.2026	
33	35	13.08.2026	Thursday	29.06.2026	22.06.2026	31.07.2026	
34	36	20.08.2026	Thursday	06.07.2026	29.06.2026	07.08.2026	
35	37	27.08.2026	Thursday	13.07.2026	06.07.2026	14.08.2026	
36	38	03.09.2026	Thursday	20.07.2026	13.07.2026	21.08.2026	Fashion***
37	39	10.09.2026	Thursday	27.07.2026	20.07.2026	28.08.2026	Mens fashion (core topic)***
38	40	17.09.2026	Thursday	03.08.2026	27.07.2026	04.09.2026	
39	41	24.09.2026	Thursday	10.08.2026	03.08.2026	11.09.2026	
40	42	01.10.2026	Thursday	17.08.2026	10.08.2026	18.09.2026	
41	43	08.10.2026	Thursday	24.08.2026	17.08.2026	25.09.2026	Design***
42	44	15.10.2026	Thursday	31.08.2026	24.08.2026	02.10.2026	
43	45	22.10.2026	Thursday	07.09.2026	31.08.2026	09.10.2026	Fashion (core topic)
44	46	29.10.2026	Thursday	14.09.2026	07.09.2026	16.10.2026	
45	47	05.11.2026	Thursday	21.09.2026	14.09.2026	23.10.2026	Watches and jewelry***
46	48	12.11.2026	Thursday	28.09.2026	21.09.2026	30.10.2026	Travel special
47	49	19.11.2026	Thursday	05.10.2026	28.09.2026	06.11.2026	Wochenmarkt special***
48	50	26.11.2026	Thursday	12.10.2026	05.10.2026	13.11.2026	
48	51	28.11.2026	Saturday	13.10.2026	06.10.2026	11.11.2026	Special publication
49	52	03.12.2026	Thursday	19.10.2026	12.10.2026	20.11.2026	
50	53	10.12.2026	Thursday	26.10.2026	19.10.2026	27.11.2026	
51	54	17.12.2026	Thursday	02.11.2026	26.10.2026	04.12.2026	
52	55	23.12.2026	Wednesday	09.11.2026	02.11.2026	10.12.2026	
53	01/27	30.12.2026	Wednesday	12.11.2026	05.11.2026	17.12.2026	

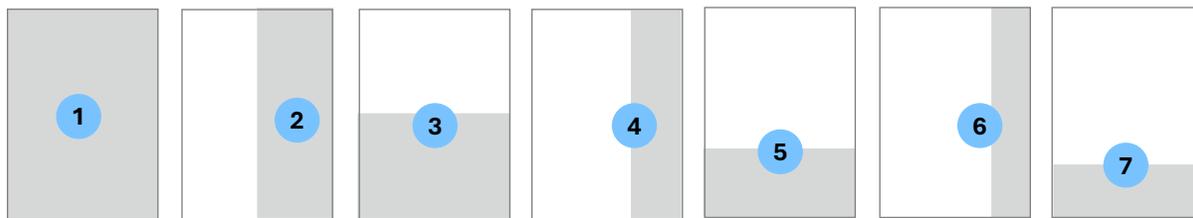
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Prices & Formats 2026



	Format	Type area (B x H)	Bleed (B x H)	Price
1	1/1 page	215 x 289 mm	191 x 262 mm	11,097.- €
1	U2/3/4, 1.re S., S. 4	215 x 289 mm	191 x 262 mm	/
2	1/2 page portrait	105 x 289 mm	96 x 262 mm	6,658.20 €
3	1/2 page landscape	215 x 145 mm	191 x 132 mm	6,658.20 €
4	1/3 page portrait	68 x 289 mm	56 x 262 mm	4,993.65 €
5	1/3 page landscape	215 x 95 mm	191 x 88 mm	4,993.65 €
6	1/4 page portrait	54 x 289 mm	48 x 267 mm	3,883.95 €
7	1/4 page landscape	215 x 72 mm	191 x 66 mm	3,883.95 €

* No exclusive placement possible; for bleed formats, add 5 mm bleed on all sides.

The prices stated here apply to b/w, 2c, and 4c.
 Transfer of the closing discount from DIE ZEIT to the base rates is possible.
 Plus VAT.



/ We would be happy to advise you personally!



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