

DIE ZEIT Ratecard 2015

Effective January 1, 2015, no. 60

DIE ZEIT



WOCHENZEITUNG FÜR POLITIK WIRTSCHAFT WISSEN UND KULTUR

“No. 1 quality
newspaper in
Germany“

Source: AWA 2014

In der
Mitte
des
Lebens

Nie gab es so viele
Menschen um die fünfzig
wie heute. Früher
wären sie alt gewesen,
heute haben sie die
wichtigsten Entscheidungen
oft noch vor sich **WISSEN**



Member of Quality Alliance 

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Advertising data

Publisher

Zeitverlag Gerd Bucerus GmbH & Co. KG
 Bucerusstraße, Eingang Speersort 1
 20095 Hamburg, Germany
 Telephone: (+49) 40 3280-0 (switch board)
 Telefax: (+49) 40 3280-472 (classified advertising)
 (+49) 40 3280-482 (display advertising)

Bank account

Commerzbank Stuttgart
 Bank code: 600 400 71
 Account no.: 525 52 52
 IBAN: DE 20600400710525525200
 Swift: COBADEFF600

Internet address

www.zeit.de

General terms and conditions

Any advertisement order implies acceptance of the general terms and conditions as laid down under www.zeit.de/mediadaten.

Payment

Due on publication date; 2% discount if paid before publication and old invoices have all been paid.

VAT

The quoted rates exclude Value Added Tax which may apply.

Published

Weekly; on Thursdays



DIE ZEIT circulation is officially audited.

PZN: 545 231

DIE ZEIT is firmly established as a quality media brand providing a wide range of published content, events and other offers with highest journalistic standards.



The DIE ZEIT universe

	DIE ZEIT	ZEITmagazin	ZEIT WISSEN	ZEIT CAMPUS	ZEIT GESCHICHTE	ZEIT LEO	ZEIT Studienführer
core readership	upper target group, 14 years and above	upper target group, 14 years and above	People interested in popular science, 20 - 59 years	students, 18 - 28 years	people interested in culture and history,	children, 8 - 13 years and their parents	16 - 22 years
copy price	4.50 €	in DIE ZEIT	5.90 €	2.80 €	5.90 €	4.90 €	7.95 €
frequency	weekly	weekly	6 x yearly	6 x yearly	4 x yearly	yearly	yearly
advertising rate*	33,825.60 €	33,825.60 €	14,600.00 €	15,200.00 €	7,200.00 €	7,900.00 €	12,200.00 €
printed circulation	635,685	635,685	146,000	106,278	100,000**	90,000**	170,000**
sold circulation	503,970	503,970	99,465	106,278	55,000**	40,000**	100,000**
subscriptions	344,160***	344,160***	50,429	49,490	17,000**	20,000**	
coverage in thous.	2,199	1,362	857	516		151	

advertising rates: DIE ZEIT magazine format. 4c, magazines 1/1 page 4c.

* Please note that there are different rates for classified advertising.

** publishers information

*** inclusive E-Paper

circulation IVW II/2014

coverage AWA 2014 (Base: German-speaking population)

The quality media brand

DIE ZEIT is Germany's premier opinion-leading weekly newspaper. It reports on topics from the worlds of politics and business, culture and science, technology and medicine, society and education, travel, lifestyle and sport. In-depth background, well-researched facts and critical analysis make DIE ZEIT an important source of up-to-date information. DIE ZEIT lays down the agenda, takes a stand, discusses issues from different perspectives and shapes opinions – while the ZEIT-magazin supplement features reading entertainment of the highest quality.

In short, DIE ZEIT is a byword for

- committed journalism
- challenging articles and controversial viewpoints
- succinct commentary, comprehensive background and critical analysis

The quality journalism and award-winning layout of DIE ZEIT are two of the key factors that underpin the intensive use of the newspaper. The readers of DIE ZEIT hold down top jobs and primarily belong to the best-educated and high-earning sections of society, which means they also tend to be high-spending consumers. In short, your advertising message in DIE ZEIT is bound to reach a highly attractive target group.



“No. 1 quality newspaper in Germany“
Source: AWA 2014

DIE ZEIT – sections



Politics

Topical content and background

Gives structure to current affairs, explaining how they fit in to the big political, social and economic picture



Dossier

In-depth and unique

The story of the week in a big and attractively presented format



Business

Exciting and easy-to-understand

Provides insights into today's business and economic developments from totally different and new perspectives



Knowledge

Entertaining and instructive

A unique combination of science and education; the latest from the world of research every week



Features

Background and criticism

Profiles the week's most interesting events in the cultural scene



KinderZEIT for kids

Knowledge, fun and orientation

The themes of DIE ZEIT for our youngest readers from the age of 8



Travel

The “travel bug” and wanderlust

Unfamiliar destinations off the beaten path



Opportunities

Value added and expertise

A guide through the maze of education and careers

DIE ZEIT - Germany's leading quality newspaper

According to the AWA 2014 survey, DIE ZEIT is read by over 2 million people on average every week, making it the leading medium in the segment of quality newspapers. The MA II/2014 records 1.62 million readers for DIE ZEIT, a stable coverage on high level. With 512,075 sold copies, DIE ZEIT reaches readers all over Germany.

DIE ZEIT targets the educational and income elite

39 % of ZEIT readers are between the ages of 20 and 49, while 63 % are educated to "A" Level standard or hold a university degree. 57 % have a net monthly household income of 3,000 € plus.

ZEIT readers are opinion leaders and multipliers

ZEIT readers have strong personalities and high-level information needs. They are often asked for advice by others and therefore exert a wide-ranging influence on general attitudes and purchase decisions.

Intensive weekend reading

DIE ZEIT is read in depth, and readers spend a lot of time with "their" newspaper: 84 % of them read DIE ZEIT in a relaxed setting at the weekend - and spend an average 3 hours doing so. *

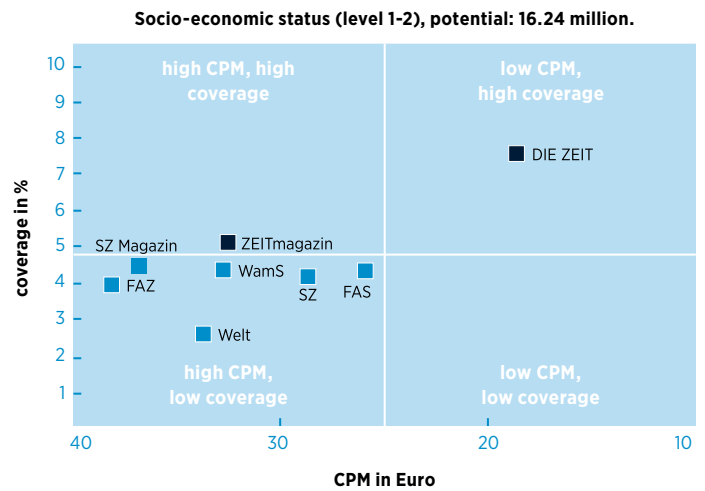
Sources: IVW II/2014, AWA 2014
*ZEIT Copytest 51/2014

Further information

We will be happy to provide you with further readership details of DIE ZEIT. Please contact us at: (+49) 211 887-1336 or e-mail: bettina.goedert@iqm.de

Top position in the competitive field

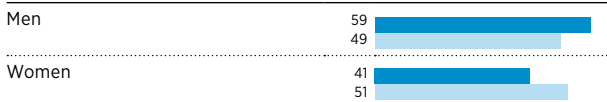
DIE ZEIT: highest coverage in the total population and in the elite target groups!



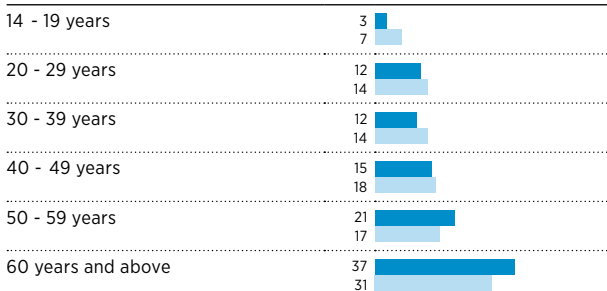
Source: AWA 2014;
CPM base: magazines 1/1 page 4c, newspapers 1/4 page 4c, rates 2014

Readership data DIE ZEIT

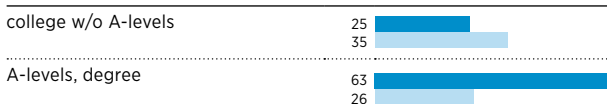
Gender



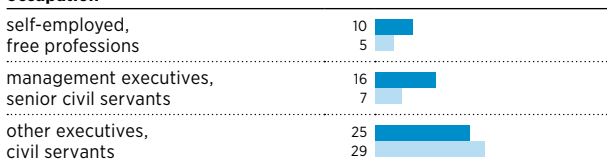
Age



Education

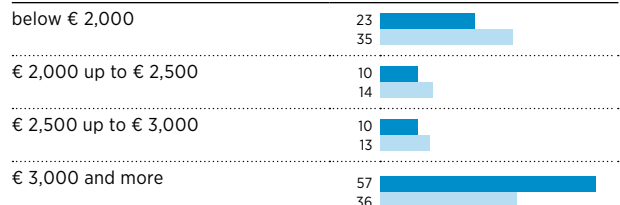


occupation

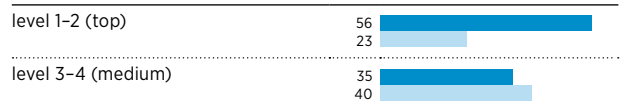


■ Readership composition DIE ZEIT in %, Base: 2.2 million readers
■ Composition total population in %

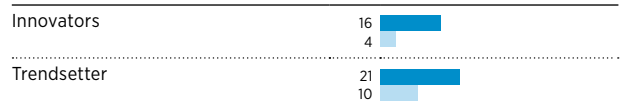
Household net income



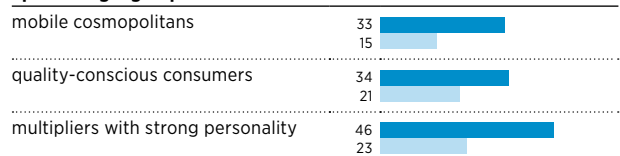
Socio-economic status



Innovation orientation

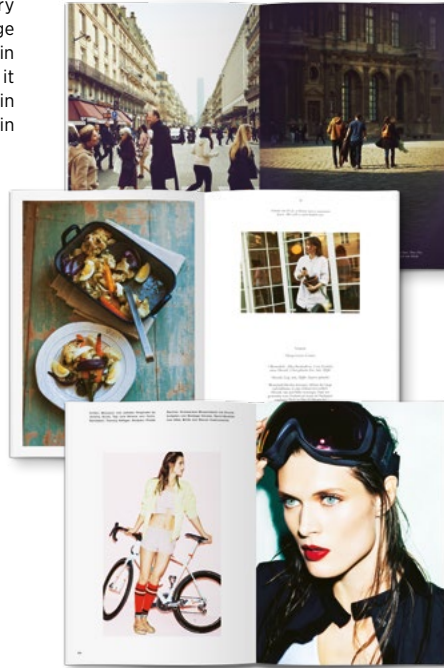
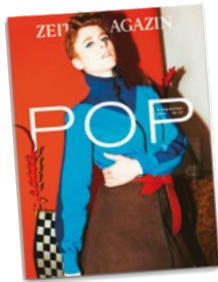


Special target groups



Source: AWA 2014
Base German-speaking population 14 years and above

ZEITmagazin is published weekly and enclosed in every copy of DIE ZEIT, creating an attractive high-coverage magazine platform for German readers. ZEITmagazin recorded coverage of 1.36 million readers, putting it ahead of SZ Magazin (1.10 million readers) and the main media of ICON (Welt am Sonntag) and FAZ Magazin (Frankfurter Allgemeine Zeitung).



In ZEITmagazin, readers can find emotional, personal and vibrant journalism of the very highest quality, characterised by variety, high standards and intellectual value. Every week, ZEITmagazin is a key source of information and entertainment geared towards the high journalistic standard readers are accustomed to from DIE ZEIT, helping them to find their bearings in the modern world. In this way, the magazine ideally complements the parent newspaper.

The exciting reports, unusual profiles, exclusive interviews and intelligent columns are what make ZEITmagazin so successful and a true “one-of-a-kind”. The selected topic mix from the worlds of society, politics, culture, fashion, design, joie de vivre and lifestyle is extremely popular with readers and is backed up stylish visuals as well as appealing and impressive photo and fashion spreads.

Driven by consistent quality and a varied topic mix, ZEITmagazin reaches a high-performing and opinion-leading readership with discerning tastes every week – which also makes the magazine a highly attractive environment for advertisers.

Awards:



Publication dates DIE ZEIT (as of Sept. 1, 2014 – subject to alteration)

1. half

Week	Issue	Publication date	Day of the week	Closing date	CD premium position
1	no. 2	08.01.2015	Thursday	05.01.2015	08.12.2014
2	no. 3	15.01.2015	Thursday	12.01.2015	15.12.2014
3	no. 4	22.01.2015	Thursday	19.01.2015	22.12.2014
4	no. 5	29.01.2015	Thursday	26.01.2015	29.12.2014
5	no. 6	05.02.2015	Thursday	02.02.2015	05.01.2015
6	no. 7	12.02.2015	Thursday	09.02.2015	12.01.2015
7	no. 8	19.02.2015	Thursday	16.02.2015	19.01.2015
8	no. 9	26.02.2015	Thursday	23.02.2015	26.01.2015
9	no. 10	05.03.2015	Thursday	02.03.2015	02.02.2015
10	no. 11	12.03.2015	Thursday	09.03.2015	09.02.2015
11	no. 12	19.03.2015	Thursday	16.03.2015	16.02.2015
12	no. 13	26.03.2015	Thursday	23.03.2015	23.02.2015
13	no. 14	01.04.2015	Wednesday	27.03.2015	02.03.2015
14	no. 15	09.04.2015	Thursday	02.04.2015	09.03.2015
15	no. 16	16.04.2015	Thursday	13.04.2015	16.03.2015
16	no. 17	23.04.2015	Thursday	20.04.2015	23.03.2015
17	no. 18	29.04.2015	Wednesday	24.04.2015	27.03.2015
18	no. 19	07.05.2015	Thursday	04.05.2015	06.04.2015
19	no. 20	13.05.2015	Wednesday	08.05.2015	10.04.2015
20	no. 21	21.05.2015	Thursday	18.05.2015	20.04.2015
21	no. 22	28.05.2015	Thursday	22.05.2015	24.04.2015
22	no. 23	03.06.2015	Wednesday	29.05.2015	01.05.2015
23	no. 24	11.06.2015	Thursday	08.06.2015	11.05.2015
24	no. 25	18.06.2015	Thursday	15.06.2015	18.05.2015
25	no. 26	25.06.2015	Thursday	22.06.2015	25.05.2015
26	no. 27	02.07.2015	Thursday	29.06.2015	01.06.2015

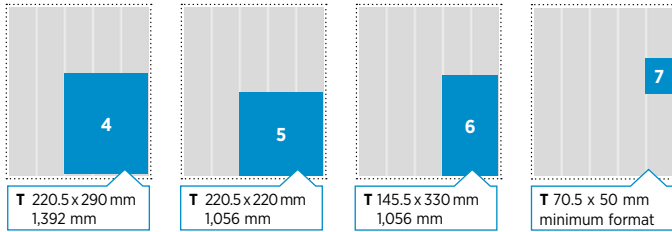
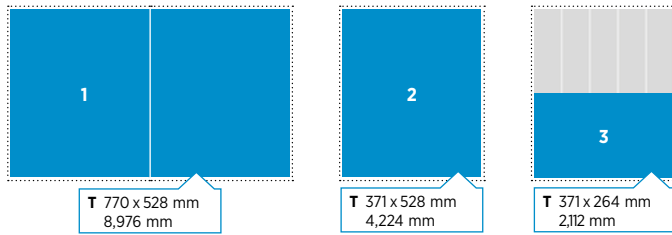
Issue with changed closing date.

2. half

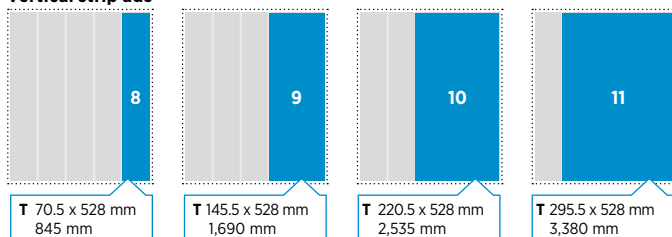
Week	Issue	Publication date	Day of the week	Closing date	CD premium position
27	no. 28	09.07.2015	Thursday	06.07.2015	08.06.2015
28	no. 29	16.07.2015	Thursday	13.07.2015	15.06.2015
29	no. 30	23.07.2015	Thursday	20.07.2015	22.06.2015
30	no. 31	30.07.2015	Thursday	27.07.2015	29.06.2015
31	no. 32	06.08.2015	Thursday	03.08.2015	06.07.2015
32	no. 33	13.08.2015	Thursday	10.08.2015	13.07.2015
33	no. 34	20.08.2015	Thursday	17.08.2015	20.07.2015
34	no. 35	27.08.2015	Thursday	24.08.2015	27.07.2015
35	no. 36	03.09.2015	Thursday	31.08.2015	03.08.2015
36	no. 37	10.09.2015	Thursday	07.09.2015	10.08.2015
37	no. 38	17.09.2015	Thursday	14.09.2015	17.08.2015
38	no. 39	24.09.2015	Thursday	21.09.2015	24.08.2015
39	no. 40	01.10.2015	Thursday	28.09.2015	31.08.2015
40	no. 41	08.10.2015	Thursday	05.10.2015	07.09.2015
41	no. 42	15.10.2015	Thursday	12.10.2015	14.09.2015
42	no. 43	22.10.2015	Thursday	19.10.2015	21.09.2015
43	no. 44	29.10.2015	Thursday	26.10.2015	28.09.2015
44	no. 45	05.11.2015	Thursday	02.11.2015	05.10.2015
45	no. 46	12.11.2015	Thursday	09.11.2015	12.10.2015
46	no. 47	19.11.2015	Thursday	16.11.2015	19.10.2015
47	no. 48	26.11.2015	Thursday	23.11.2015	26.10.2015
48	no. 49	03.12.2015	Thursday	30.11.2015	02.11.2015
49	no. 50	10.12.2015	Thursday	07.12.2015	09.11.2015
50	no. 51	17.12.2015	Thursday	14.12.2015	16.10.2015
51	no. 52	23.12.2015	Wednesday	18.12.2015	20.11.2015
53	no. 1/16	30.12.2015	Wednesday	23.12.2015	25.11.2015

Basic rates

Standard formats



Vertical strip ads



T = type area

* minimum format corner ad: 1,056 mm

mm-rates

	b/w	4c	Premium 4c**
basic rates	€ 13.40	€ 17.85	€ 20.55
corner ad-rates*	€ 18.25	€ 24.30	€ 27.95

Calculation advertising rate

Height of ad in mm x number of columns (for textcol. x 1.6) x mm-rate.

Standard formats

no.	format	b/w	4c	Premium 4c**
1	2/1 page (panorama ad)	€ 118,203.20	€ 155,796.80	€ 178,606.40
2	1/1 page	€ 56,601.60	€ 75,398.40	€ 86,803.20
3	1/2 page horizontal	€ 28,300.80	€ 37,699.20	€ 43,401.60
4	magazine format	€ 25,404.00	€ 33,825.60	€ 38,906.40
5	1/4 page corner ad a	€ 19,272.00	€ 25,660.80	€ 29,515.20
6	1/4 page corner ad b	€ 19,272.00	€ 25,660.80	€ 29,515.20
7	per text column	€ 59.00	€ 95.00	-

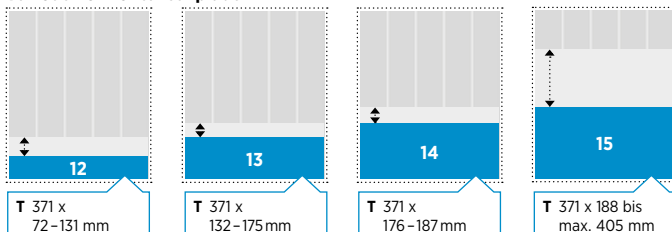
Vertical strip ads

no.	format	b/w	4c	Premium 4c**
8	1/5 page	€ 21,336.25	€ 28,096.25	€ 32,617.00
9	2/5 page	€ 29,575.00	€ 38,616.50	€ 44,447.00
10	3/5 page	€ 37,137.75	€ 49,559.25	€ 56,910.75
11	4/5 page	€ 45,292.00	€ 60,333.00	€ 69,459.00

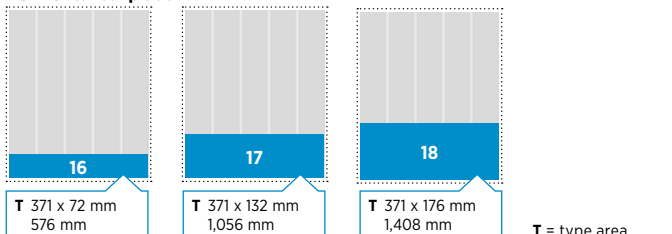
** Reservations for premium positions expire automatically unless a written booking order is received at least four weeks prior to the closing date. Premium positions: first right-hand ad in POLITIK (POLITICS) or WIRTSCHAFT (BUSINESS).

Basic rates

Various horizontal strip ads



Horizontal strip ads



Discount structures

min. € 100,000 gross	5 %	6 inserts =	5 %
min. € 200,000 gross	8 %	12 inserts =	10 %
min. € 350,000 gross	12 %	24 inserts =	15 %

Various horizontal strip ads

no.	format	b/w	4c	Premium 4c**
12	72 - 131 mm high, per mm	€ 24.95	€ 33.25	€ 38.25
13	132 - 175 mm high, per mm	€ 17.60	€ 22.85	€ 26.30
14	176 - 187 mm high, per mm	€ 14.75	€ 19.65	€ 22.60
15	from 188 mm high, per mm	€ 13.40	€ 17.85	€ 20.55

Horizontal strip ads

no.	format	b/w	4c	Premium 4c**
16	72er strip	€ 14,371.20	€ 19,152.00	€ 22,032.00
17	1/4 page	€ 18,585.60	€ 24,129.60	€ 27,772.80
18	1/3 page	€ 20,768.00	€ 27,667.20	€ 31,820.80

** Reservations for premium positions expire automatically unless a written booking order is received at least four weeks prior to the closing date. Premium positions: first right-hand ad in POLITIK (POLITICS) or WIRTSCHAFT (BUSINESS).

Width text columns

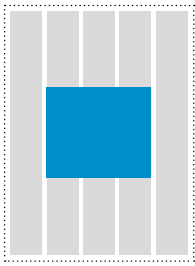
column(s)	1	2	3	4	5
width in mm	70.5	145.5	220.5	295.5	371.0

Width ad columns

column(s)	1	2	3	4	5	6	7	8
width in mm	45	91.5	138	184.5	231	277.5	324	371

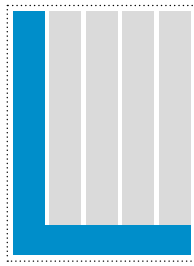
Type area

Width textcolumns
371 mm width x 528 mm height
1 textcol. mm = 1.6 ad col.
mm calculated with adcol. mm



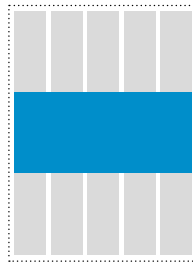
Island ad

b/w	€ 28,908.00
4c	€ 38,491.20



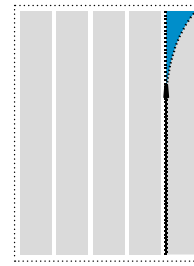
L-shaped ad

b/w	€ 32,648.25
4c	€ 42,992.25



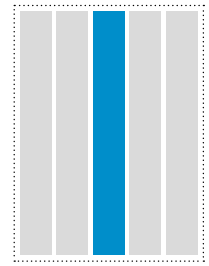
sandwich ad

b/w	€ 37,171.20
4c	€ 48,259.20



ad with zipper

b/w	€ 77,937.85
4c	€ 103,494.65



column ad

b/w	€ 27,737.13
4c	€ 36,525.13

Please contact us for further details.

Rates for classified advertising

- recruitment
 - further education
 - real estate
 - art market
 - etc.
- upon request.

Loose inserts

Formats

minimum format:	145 x 105 mm
maximum format:	350 x 260 mm
Fold on the longer side.	

Circulation

Split-run circulation possible (surcharge!);
minimum: 20,000 copies

Subscription circulation

For loose inserts in the subscription circulation we charge postal fees (10 € per 1,000 copies)

Rates, per 1,000 copies

up to a weight of 20 g each	€ 115.00
up to a weight of 25 g each	€ 125.00
up to a weight of 30 g each	€ 135.00
up to a weight of 35 g each	€ 145.00
up to a weight of 40 g each	€ 155.00
up to a weight of 45 g each	€ 165.00
up to a weight of 50 g each	€ 170.00

Surcharge for split circulation

up to 100,000 copies:	10 % surcharge
up to 250,000 copies:	5 % surcharge

Closing date

2 weeks before the issue date.

Please note that a client placing an insert containing advertising from other clients will be charged a 50 % loading.

Please contact us for further details on technical requirements and delivery process.

Delivery addresses

Axel Springer Verlag AG
Offsetdruckerei
Kornkamp 11
D-22926 Ahrensburg

Frankfurter Societäts-Druckerei
Kurhessenstr. 4 – 6
D-64546 Mörfelden-Walldorf
(Industriegebiet Ost)

The order confirmation will inform about delivery details.

Delivery	via WEB-upload at www.anzeigeneingang.de via email to zeit@anzeigeneingang.de
Trim format	400 mm width, 570 mm height + 5 mm trim allowance (saddle stitching)
Layout (type area)	371 mm width, 528 mm height
Printing process	newspaper offset rotary printing (ISO 12647-3:2005)
ICC profile	Color: ISOnewspaper26v4.icc Greyscale: ISOnewspaper26v4_gr.icc tonal value increase = 26% by 40% halftone value (please download the ICC-Profile at www.anzeigeneingang.de)
Total ink coverage	max. 240 %
Screen width	48 lines/cm
Resolution	line work: 1,270 dpi color pictures: 240 dpi greyscale pictures: 240 dpi
Data formats	Adobe-PDF/X1a:2001 or Adobe-PDF/X3:2002 in CMYK-mode, fonts have to be embedded. The minimum type size has to be 6 point. Fine serifs should be avoided in small letterings. Modifying fonts like »bold« or »italic« are not permitted. So do Multiple-Master- and doublebyte-fonts. Pictures have to be included. The quality of JPEG-compressed pictures is defined by the deliverer. Embedded ICC-profiles will not be interpreted.
Types and lines	have to be 0,15 mm minimum
Spotcolors	converted in CMYK-color-space; the obtainable color rendition has to correlate to HKS-Z color table of 05.06.2004 (ISO 2846 or ISO12647-3:2005) (the color table is accessible at www.anzeigeneingang.de)

Filesize To avoid outsized files please crop the image section to the necessary size by Photoshop. If greyscale-tiffs or bmp-files are used in the document the background color should be set to white.

Proofs One color-binding proof. The contract proof has to be made 1:1 of the delivered digital advertisement and must contain the Ugra/Fogra-medium wedge.

postal address digital advertisements Mediengruppe Main-Post GmbH & Co.KG
z. HD. Digitale Bearbeitung – DIE ZEIT –
Vorstufe 1. OG, Berner Straße 2, 97084 Würzburg

Contact If you have any questions or problems concerning the data transfer please contact us:

Mr. Koch, Telephone: (+49) 931 60 01- 758
E-mail: zeit@anzeigeneingang.de

Upload Information can be retrieved via the following:
www.anzeigeneingang.de/zeitverlag

please check advertisement deadline

Important information!

When delivering your ad via **email** or **internet** please provide the respective **publication** and **issue-number / -date** for better allocation. Regardless of the transfer of your ad the publishing company needs a **written ad-order**. Please let us know in advance, how your ad will be transferred.

correct as of Sept. 2014

Australia

Hogan Media
John Byrne
Unit 1-200 Rokeby Road,
Subiaco 6008,
Western Australia.
Phone (+61) 8 9381 3991
E-mail john@hoganmedia.com.au

**Austria/Czech Republic/Croatia/
Hungary/Slovenia/Slovakia**

proxymedia e.U
Internationale Medienvertretung & Service
Michael Schachinger-Brauner
Wiesengasse 3
A-2801 Katzelsdorf
Phone (+43) 2622/ 36 7 55
Mobil (+43) 676/970 1517
Fax (+43) 1/25 330 333 989
E-mail michael.schachinger@proxymedia.at

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