

EFFECTIVE JANUARY 1, 2012

Rate card no. 57 www.iqm.de/zeit/rates

Every week
2.16 million
readers!*

DIE ZEIT
WOCHENZEITUNG
SSEN UND KULTUR



* AWA 2011

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EDITORIAL PROFILE OF DIE ZEIT

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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 ZEITmagazin 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.



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READERSHIP PROFILE

DIE ZEIT – Germany’s leading quality newspaper

According to the AWA 2011 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/2011 records 1.75 million readers for DIE ZEIT, the highest coverage in 18 years. With 503,559 sold copies, DIE ZEIT reaches readers all over Germany.

DIE ZEIT targets the educational and income elite

44% of ZEIT readers are between the ages of 20 and 49, while 61% are educated to “A” Level standard or hold a university degree. 52% 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: 69% of them read DIE ZEIT in a relaxed setting at the weekend – and spend an average 3 hours doing so.

Further information

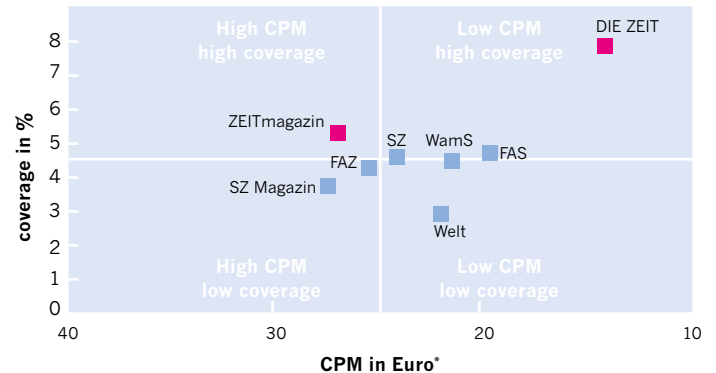
We will be happy to provide you with further readership details of DIE ZEIT. Please contact us at: +49 211 887-1336 or e-mail: bettina.goedert@iqm.de

Source: IVW II/2011, AWA 2011, ZEIT Copytest 36/2010

Top position in the competitive field

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

Socio-economic status high (level 1 – 2), potential: 15.77 million



Source: CPM base: magazines 1/1 page 4c, newspapers 1/4 page 4c, rates 2011

TITLE PROFILE / AWARDS ZEITMAGAZIN

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ZEITmagazin – an awarded medium



ZEITmagazin is the weekly national magazine for the modern elite, helping readers to find their bearings and providing written entertainment of the highest standard.

It has a stylish flair with its big stories and attractive and impressive art, photo and fashion spreads.

It offers an intelligent look at all areas of modern life, whether it be fashion or politics, love or religion, consumer goods or art.

ZEITmagazin reaches 1.34 million readers every week (AWA 2011).

Please refer to the separate ZEITmagazin ratecard no. 6.

Awards:



Theodor-Wolff-Preis
Journalistenpreis der deutschen Zeitungen



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THE DIE ZEIT UNIVERSE

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	DIE ZEIT	ZEITmagazin	ZEIT WISSEN	ZEIT CAMPUS	ZEIT GESCHICHTE	ZEIT LEO	ZEIT school guide	ZEIT study guide
core readership	upper target group, 14 years and above	upper target group, 14 years and above	People interested in popular science, 20 – 49 years	students, 18 – 28 years	people interested in culture and history, 40 years and above	children, 8 – 14 years and their parents	young families and parents, 30 – 49 years	16 – 22 years
copy price	€ 4.00	inserted in DIE ZEIT	€ 5.90	€ 2.50	€ 5.90	€ 4.90	€ 5.90	€ 7.95
frequency	weekly	weekly	6 x yearly	6 x yearly	4 x yearly	6 x yearly	yearly	yearly
advertising rate*	€ 28,953.60	€ 22,800	€ 12,900	€ 14,900	€ 6,350	€ 6,500	€ 6,950	€ 11,800
printed circulation	651,300	651,300	140,050	148,000	80,000**	100,000**	90,000**	190,000**
sold circulation	503,559	503,559	84,318	104,013	50,000**		40,000**	110,000**
subscriptions	324,894	324,894	34,936	50,886	10,000**			
coverage in thous. (AWA 2011)	2,156	1,340	981	510				

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

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

** publishers information

circulation IVW II/2010

DIE ZEIT – Germany’s premier opinion-leading weekly newspaper – is firmly established as a quality media brand providing a wide range of published content geared towards different utilisation contexts and interests and meeting the highest journalistic standards. The “magazine family” supplements and adds depth to the range of information and entertainment in the weekly newspaper and attracts new readers and users to the ZEIT brand:

ZEITmagazin is an integral part of DIE ZEIT every week and features a unique blend of high-quality reports and interviews, outstanding photo spreads and columns as well as art and style topics.

ZEIT ONLINE features daily updated reporting from the worlds of politics and business, culture and science, technology and medicine, education and studying, music, travel and sport. ZEIT ONLINE has become a by-word for a liberal, democratic and critical public forum in which ZEIT readers are actively involved.

The **ZEIT SHOP** offers a very special selection of products designed to appeal to the discerning tastes and interests of ZEIT readers. The shop offers exclusive products to complement the lifestyles of ZEIT readers: selected books, stylish writing implements, elegant wristwatches and fine wines - as well as accessories for ZEIT aficionados.

DIE ZEIT stages around **150 ZEIT events** in Germany, Austria and Switzerland every year, offering a programme that is unique in the media sector. Each year, well over 60,000 people attend the conferences, author debates, panel discussions and many other kinds of events.

The magazine family of DIE ZEIT

The longstanding DIE ZEIT newspaper has meanwhile grown into a successful brand family comprising six **ZEIT magazines** with different concepts that appeal to the interests of a wide range of readers with high expectations.

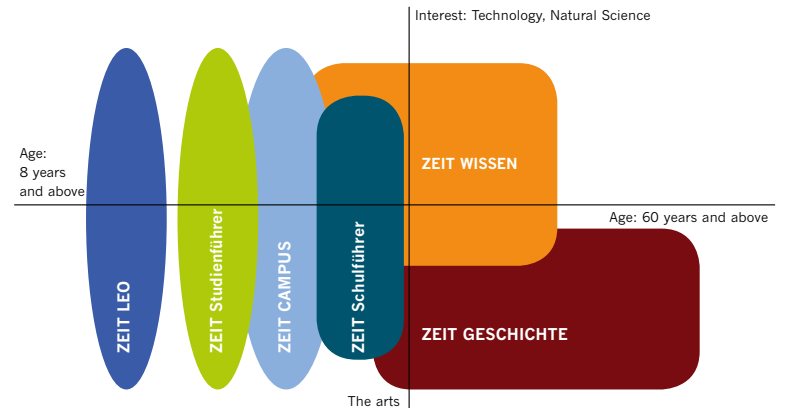
The **ZEIT children’s magazine LEO** educates and entertains our youngest readers – and is also read by their parents.

The **ZEIT Schulführer school guide** helps parents to handle school-related issues, while the **ZEIT Studienführer study guide** is an indispensable pathfinder for all would-be students and “university switchers”.

ZEIT CAMPUS helps students to find their bearings in their studies, in their career choices and in their private lives.

ZEIT WISSEN explains complex and highly scientific topics in depth and in an easy-to-understand manner.

ZEIT GESCHICHTE focuses on historic events that are of topical relevance.



Editorial profile	Readership profile Title profile	The DIE ZEIT Universe	Advertising data Publication dates	Rates and formats	Special formats Loose inserts	Technical data	International Representatives
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Publisher

Zeitverlag Gerd Bucerius GmbH & Co. KG
Buceriusstraße, Eingang Speersort 1
D-20095 Hamburg

Advertising

For classified advertisements
Zeitverlag Gerd Bucerius GmbH
(address see above)
Telephone +49 40 3280-0
Fax +49 40 3280-472

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

For display advertisements

iq media marketing gmbh
International Advertising Sales
Telephone +49 211 887-1336
Fax +49 211 88797-1336
E-mail bettina.goedert@iqm.de

Payment

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

Bank accounts

Commerzbank Stuttgart
Account no. 525 52 52
Bank code 600 400 71
BIC COBADEFF
IBAN-no DE20600400710525525200

VAT

The quoted rates exclude Value Added Tax which may apply.

Published

Weekly; on Thursdays



DIE ZEIT circulation
is officially audited.

PZN: 545 231

PUBLICATION DATES

DIE ZEIT rate card no. 57, effective January 1, 2012

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1st half

week	issue	Publication date	Day of the week	Closing date	Day of the week
1	No. 2	05.01.2012	Thursday	02.01.2012	Monday
2	No. 3	12.01.2012	Thursday	09.01.2012	Monday
3	No. 4	19.01.2012	Thursday	16.01.2012	Monday
4	No. 5	26.01.2012	Thursday	23.01.2012	Monday
5	No. 6	02.02.2012	Thursday	30.01.2012	Monday
6	No. 7	09.02.2012	Thursday	06.02.2012	Monday
7	No. 8	16.02.2012	Thursday	13.02.2012	Monday
8	No. 9	23.02.2012	Thursday	20.02.2012	Monday
9	No. 10	01.03.2012	Thursday	27.02.2012	Monday
10	No. 11	08.03.2012	Thursday	05.03.2012	Monday
11	No. 12	15.03.2012	Thursday	12.03.2012	Monday
12	No. 13	22.03.2012	Thursday	19.03.2012	Monday
13	No. 14	29.03.2012	Thursday	26.03.2012	Monday
14	No. 15	04.04.2012	Wednesday	30.03.2012	Friday
15	No. 16	12.04.2012	Thursday	05.04.2012	Thursday
16	No. 17	19.04.2012	Thursday	16.04.2012	Monday
17	No. 18	26.04.2012	Thursday	23.04.2012	Monday
18	No. 19	03.05.2012	Thursday	27.04.2012	Friday
19	No. 20	10.05.2012	Thursday	07.05.2012	Monday
20	No. 21	16.05.2012	Wednesday	11.05.2012	Friday
21	No. 22	24.05.2012	Thursday	21.05.2012	Monday
22	No. 23	31.05.2012	Thursday	25.05.2012	Friday
23	No. 24	06.06.2012	Wednesday	01.06.2012	Friday
24	No. 25	14.06.2012	Thursday	11.06.2012	Monday
25	No. 26	21.06.2012	Thursday	18.06.2012	Monday
26	No. 27	28.06.2012	Thursday	25.06.2012	Monday

2nd half

week	issue	Publication date	Day of the week	Closing date	Day of the week
27	No. 28	05.07.2012	Thursday	02.07.2012	Monday
28	No. 29	12.07.2012	Thursday	09.07.2012	Monday
29	No. 30	19.07.2012	Thursday	16.07.2012	Monday
30	No. 31	26.07.2012	Thursday	23.07.2012	Monday
31	No. 32	02.08.2012	Thursday	30.07.2012	Monday
32	No. 33	09.08.2012	Thursday	06.08.2012	Monday
33	No. 34	16.08.2012	Thursday	13.08.2012	Monday
34	No. 35	23.08.2012	Thursday	20.08.2012	Monday
35	No. 36	30.08.2012	Thursday	27.08.2012	Monday
36	No. 37	06.09.2012	Thursday	03.09.2012	Monday
37	No. 38	13.09.2012	Thursday	10.09.2012	Monday
38	No. 39	20.09.2012	Thursday	17.09.2012	Monday
39	No. 40	27.09.2012	Thursday	24.09.2012	Monday
40	No. 41	04.10.2012	Thursday	28.09.2012	Friday
41	No. 42	11.10.2012	Thursday	08.10.2012	Monday
42	No. 43	18.10.2012	Thursday	15.10.2012	Monday
43	No. 44	25.10.2012	Thursday	22.10.2012	Monday
44	No. 45	31.10.2012	Wednesday	26.10.2012	Friday
45	No. 46	08.11.2012	Thursday	05.11.2012	Monday
46	No. 47	15.11.2012	Thursday	12.11.2012	Monday
47	No. 48	22.11.2012	Thursday	19.11.2012	Monday
48	No. 49	29.11.2012	Thursday	26.11.2012	Monday
49	No. 50	06.12.2012	Thursday	03.12.2012	Monday
50	No. 51	13.12.2012	Thursday	10.12.2012	Monday
51	No. 52	20.12.2012	Thursday	17.12.2012	Monday
52	No. 01/13	27.12.2012	Thursday	20.12.2012	Thursday

Editorial profile

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The DIE ZEIT
Universe

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Publication dates

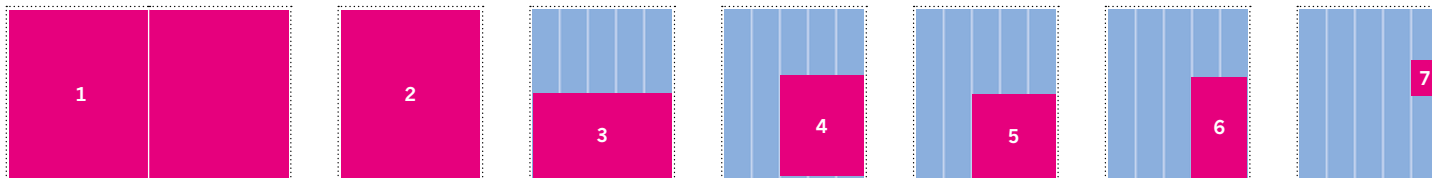
Rates and formats

Special formats
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Technical data

International
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Fixed formats



Basic formats	Type area wxh in mm	ads in mm	b/w	4c	premium 4c	
1	2/1 page (panorama ad)	770 x 528	8,976	€ 102,152.00	€ 138,478.40	—
2	1/1 page	371 x 528	4,224	€ 48,576.00	€ 66,739.20	€ 76,876.80
3	1/2 page horizontal	371 x 264	2,112	€ 24,288.00	€ 33,369.60	€ 38,438.40
4	Magazine format	220.5 x 290	1,392	€ 21,576.00	€ 28,953.60	€ 33,408.00
5	1/4 page corner a	220.5 x 220	1,056	€ 16,368.00	€ 21,964.80	€ 25,344.00
6	1/4 page corner b	145.5 x 330	1,056	€ 16,368.00	€ 21,964.80	€ 25,344.00
7	text column mm	70.5 x 50 (min.)		€ 57.00	€ 92.00	—

Type area

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

mm rates

	bw	4c	premium 4c
basic	€ 11.50	€ 15.80	€ 18.20
Corner ads	€ 15.50	€ 20.80	€ 24.00

Width textcolumns

1 column	2 columns	3 columns	4 columns	5 columns
70.5 mm	145.5 mm	220.5 mm	295.5 mm	371 mm

Calculation advertising rate

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

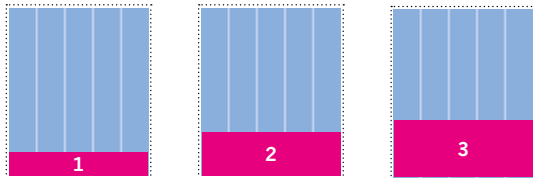
Discount structures

5 %	min. € 100,000 gross	or	6 inserts	12 %	min. € 350,000 gross
8 %	min. € 150,000 gross			15 %	min. € 450,000 gross
10 %	min. € 200,000 gross	or	12 inserts		

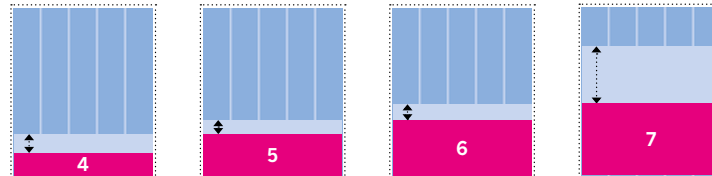
Width adcolumns

1 column	2 columns	3 columns	4 columns	5 columns	6 columns	7 columns	8 columns
45 mm	91.5 mm	138 mm	184.5 mm	231 mm	277.5 mm	324 mm	371 mm

Horizontal strips

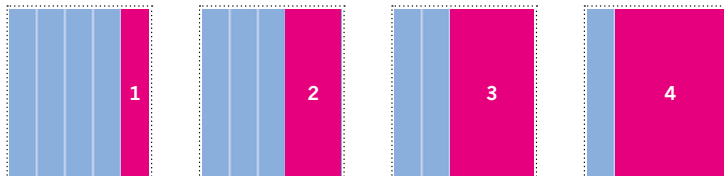


Horizontal ads

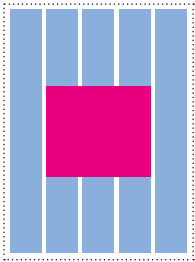


	Basic formats	Type area wxh in mm	ads in mm	b/w	4c	premium 4c
1	72 mm strip	371 x 72	576	€ 9,792.00	€ 16,416.00	€ 18,720.00
2	1/4 page	371 x 132	1,056	€ 16,262.40	€ 20,592.00	€ 23,654.40
3	1/3 page	371 x 176	1,408	€ 17,177.60	€ 23,795.20	€ 27,456.00
	Variable formats	Type area wxh in mm		b/w (per mm)	4c (per mm)	premium 4c (per mm)
4	72 – 131 mm high, per mm	371 x (72 – 131)		€ 17.00	€ 28.50	€ 32.50
5	132 – 175 mm high, per mm	371 x (132 – 175)		€ 15.40	€ 19.50	€ 22.40
6	176 – 187 mm high, per mm	371 x (176 – 187)		€ 12.20	€ 16.90	€ 19.50
7	from 188 mm high, per mm	371 x (up to max. 405)		€ 11.50	€ 15.80	€ 18.20

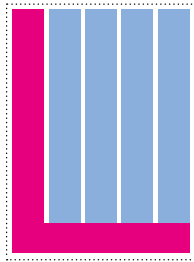
Vertical strips



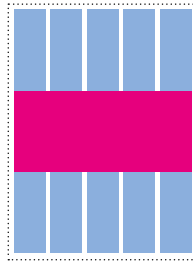
	Fixed formats	Type area wxh in mm	ads in mm	b/w rates (per mm)	4c rates (per mm)	premium 4c (per mm)
1	1/5 page	70.5 x 528	845	€ 14,365.00 (€ 17.00)	€ 24,082.50 (€ 28.50)	€ 27,462.50 (€ 32.50)
2	2/5 page	145.5 x 528	1,690	€ 26,026.00 (€ 15.40)	€ 32,955.00 (€ 19.50)	€ 37,856.00 (€ 22.40)
3	3/5 page	220.5 x 528	2,535	€ 30,927.00 (€ 12.20)	€ 42,841.50 (€ 16.90)	€ 49,432.50 (€ 19.50)
4	4/5 page	295.5 x 528	3,380	€ 38,870.00 (€ 11.50)	€ 53,404.00 (€ 15.80)	€ 61,516.00 (€ 18.20)



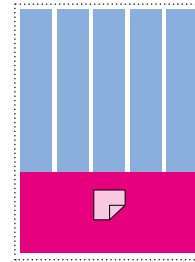
Island ad



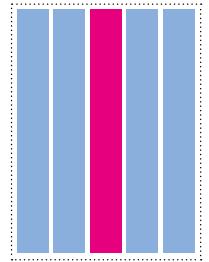
L-shaped ad



Sandwich ad



**Ad with post-it
or postcard**



column ad

Please contact us for further details.

Rates for classified advertising

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

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).

Rates

€ 115.00 per 1,000 copies up to a weight of 20 g each

€ 125.00 per 1,000 copies up to a weight of 25 g each

€ 135.00 per 1,000 copies up to a weight of 30 g each

€ 145.00 per 1,000 copies up to a weight of 35 g each

€ 155.00 per 1,000 copies up to a weight of 40 g each

€ 165.00 per 1,000 copies up to a weight of 45 g each

€ 170.00 per 1,000 copies up to a weight of 50 g each

Size

minimum format: 105 x 145 mm

maximum format: 260 x 350 mm

Fold on the longer side

Circulation

Split-run circulation possible; minimum: 20,000 copies

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
Kurahessenstr. 4–6
D-64546 Mörfelden-Walldorf
(Industriegebiet Ost)

The order confirmation will inform about delivery details.

TECHNICAL DATA

Delivery

via Web upload at: www.anzeigeneingang.de

via e-mail to: zeit@anzeigeneingang.de

via standard mail as a data medium: Mediengruppe
Mainpost GmbH
Digitale Bearbeitung
»Die ZEIT«
Vorstufe 1. OG
Berner Str. 2
97084 Würzburg

Contacts

If you have any questions on transmission or ad production, simply call us – we'd be happy to be of assistance:

Ms. Herold +49 931/60 01 -758

Mr. Koch +49 931/60 01 -758

E-mail: zeit@anzeigeneingang.de

File formats

Preferred file format: print-ready PDF or Adobe PDF/X-3:2002 file. If you have any questions on creating PDFs, please contact us – we'd be happy to help.

You can download the ZEIT distiller settings (job-options) at www.anzeigeneingang.de/zeitverlag.

Screen

48 lines per cm ZEIT

File requirements

Images: tiff files preferred (LZW-compressed); eps files in the case of trim curves; line as bmp or tiff file (LZW-compressed).

Resolution

Line 1,270 dpi

Colour images 240 dpi

Colour ads with special colours

Created as CMYK values; the required colour reproduction must be in line with the HKS-Z colour chart dated June 5, 2004 (ISO 2846 or ISO 12647-3:2005).

Press proofs / Proofs

For colour ads and panorama ads, we require a four-colour press proof with scale colours on newsprint-type paper or a proof to allow monitoring of colour and tonal reproduction. Further technical details on request.



Printing method

Newspaper offset: (ISO 12647-2)

ICC profile – colour: SC_paper_eci.icc

Printing information

With newspaper offset printing, allowance should be made for a dot gain of approx. 26% based on 50% coverage. Fonts and lines must have a line width of at least 0.15 mm.

Achromatic colour replacement

Total coverage in neutral image depth max. 300%. Please note characteristic print curve.

N.B.

To avoid excessively large data volumes, please trim the unnecessary white space from image files and crop the image excerpt to the corresponding size using Photo-shop. In the case of grey-scale tiffs or bmp files, please set the image frame to white in the design program.

Accompanying documents

Before transmitting your digital documents, please inform us by fax on +49 (0)0931 6001 90 758 of the file name and the ad motif. Please also list the name of a contact with phone number, the ad size, the issue no. and the publication date.

Please select file names that are self-explanatory, like

Smith_140909.pdf

INTERNATIONAL SALES OFFICES AND REPRESENTATIVES DISPLAY / IMAGE ADVERTISING

DIE ZEIT rate card no. 57, effective January 1, 2012 16

Australia

Hogan Media
John Byrne
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Phone (+61)8 9315 9223
Fax (+61)8 9315 9224
E-mail john@hoganmedia.com.au

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

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Fax (+55)11 38731843
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Fax (+852)2850 4097
E-mail peterjeffery@asianimedia.com

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Fax (+39)02 2906 2341
E-mail info@kmedianet.com
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INTERNATIONAL SALES OFFICES AND REPRESENTATIVES

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