

EFFECTIVE JANUARY 1, 2012

Ratecard no. 6 www.iqm.de/zeitmagazin/rates

**Lead
Magazine
of the year
2011**



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TITLE PROFILE ZEITmagazin

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ZEITmagazin – an awarded medium



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 1.34 million readers, putting it ahead of SZ Magazin (1.03 million readers) straight out of the blocks.

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 by 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:



Title profile

Readership data
Publisher's data

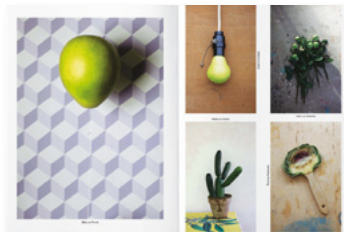
Publication dates

Image and
Display advertising
The DIE ZEIT universe

The DIE ZEIT universe
Technical Data

International
Representatives

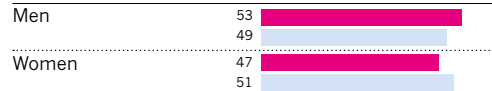
READERSHIP DATA



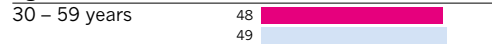
As the AWA 2011 survey impressively confirms, ZEITmagazin provides advertisers with a direct line to a top-flight target group. Its readers are extremely well-educated, hold down top jobs and belong to the group of high earners. They are high-consuming individuals with the requisite high purchasing power. More than

one in two readers describe their financial situation as good to excellent. Accordingly, their product preferences are geared towards luxury and quality. ZEITmagazin puts you in touch with opinion leaders and multipliers who have wide-ranging interests and who set their own trends.

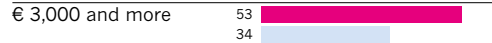
Gender



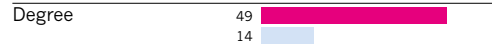
Age



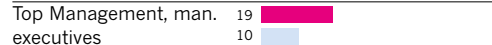
Household net income



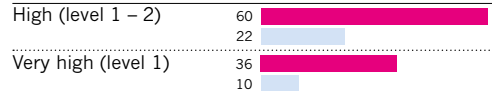
Education



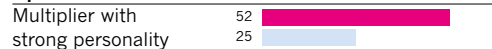
Occupational groups



Socio-economic status

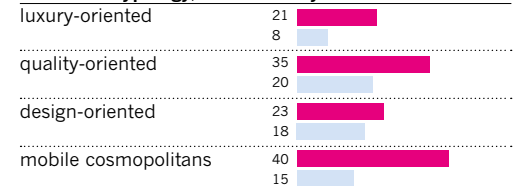


Opinion-leader

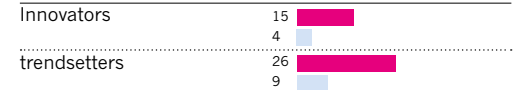


■ ZEITmagazin in %
 ■ total population in %

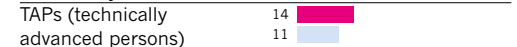
Consumer typology, consumer style



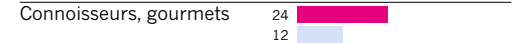
Innovation-oriented



Technically oriented



Eating habits



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/magazin

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

Bank accounts

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

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



ZEITmagazin circulation
is officially audited.

PZN: 592 491

PUBLICATION DATES

ZEITmagazin ratecard no. 6, effective January 1, 2012

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1. half

Week	Issue	Day of publication	Day of the week	Closing date	Day of the week	Material deadline	Specials
1	No. 2	05.01.2012	Thursday	16.12.2011	Friday	22.12.2011	
2	No. 3	12.01.2012	Thursday	23.12.2011	Friday	30.12.2011	
3	No. 4	19.01.2012	Thursday	02.01.2012	Monday	06.01.2012	Fashion Week (ore topic)
4	No. 5	26.01.2012	Thursday	09.01.2012	Monday	13.01.2012	
5	No. 6	02.02.2012	Thursday	16.01.2012	Monday	20.01.2012	
6	No. 7	09.02.2012	Thursday	23.01.2012	Monday	27.01.2012	Berlinale
7	No. 8	16.02.2012	Thursday	30.01.2012	Monday	03.02.2012	Fashion
8	No. 9	23.02.2012	Thursday	06.02.2012	Monday	10.02.2012	
9	No. 10	01.03.2012	Thursday	13.02.2012	Monday	17.02.2012	
10	No. 11	08.03.2012	Thursday	20.02.2012	Monday	24.02.2012	Watches and Jewellery (core topic)
11	No. 12	15.03.2012	Thursday	27.02.2012	Monday	02.03.2012	
12	No. 13	22.03.2012	Thursday	05.03.2012	Monday	09.03.2012	
13	No. 14	29.03.2012	Thursday	12.03.2012	Monday	16.03.2012	
14	No. 15	04.04.2012	Wednesday	16.03.2012	Friday	22.03.2012	Design
15	No. 16	12.04.2012	Thursday	22.03.2012	Thursday	28.03.2012	
16	No. 17	19.04.2012	Thursday	29.03.2012	Thursday	04.04.2012	Wining & Dining
17	No. 18	26.04.2012	Thursday	05.04.2012	Thursday	13.04.2012	
18	No. 19	03.05.2012	Thursday	13.04.2012	Friday	19.04.2012	
19	No. 20	10.05.2012	Thursday	20.04.2012	Friday	26.04.2012	Watches and Jewellery (core topic)
20	No. 21	16.05.2012	Wednesday	26.04.2012	Thursday	04.05.2012	
21	No. 22	24.05.2012	Thursday	07.05.2012	Monday	10.05.2012	Issue of Ideas
22	No. 23	31.05.2012	Thursday	11.05.2012	Friday	16.05.2012	EM 2012 (core topic)
23	No. 24	06.06.2012	Wednesday	16.05.2012	Wednesday	23.05.2012	
24	No. 25	14.06.2012	Thursday	25.05.2012	Friday	01.06.2012	Photography
25	No. 26	21.06.2012	Thursday	04.06.2012	Monday	08.06.2012	
26	No. 27	28.06.2012	Thursday	11.06.2012	Monday	15.06.2012	
27	No. 28	05.07.2012	Thursday	18.06.2012	Monday	22.06.2012	Fashion Week (core topic)

PUBLICATION DATES

ZEITmagazin ratecard no. 6, effective January 1, 2012

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2. half

Week	Issue	Day of publication	Day of the week	Closing date	Day of the week	Material deadline	Specials
28	No. 29	12.07.2012	Thursday	25.06.2012	Monday	29.06.2012	
29	No. 30	19.07.2012	Thursday	02.07.2012	Monday	06.07.2012	Olympia 2012 (core topic)
30	No. 31	26.07.2012	Thursday	09.07.2012	Monday	13.07.2012	
31	No. 32	02.08.2012	Thursday	16.07.2012	Monday	20.07.2012	
32	No. 33	09.08.2012	Thursday	23.07.2012	Monday	27.07.2012	
33	No. 34	16.08.2012	Thursday	30.07.2012	Monday	03.08.2012	Youth
34	No. 35	23.08.2012	Thursday	06.08.2012	Monday	10.08.2012	
35	No. 36	30.08.2012	Thursday	13.08.2012	Monday	17.08.2012	
36	No. 37	06.09.2012	Thursday	20.08.2012	Monday	24.08.2012	Fashion
37	No. 38	13.09.2012	Thursday	27.08.2012	Monday	31.08.2012	
38	No. 39	20.09.2012	Thursday	03.09.2012	Monday	07.09.2012	
39	No. 40	27.09.2012	Thursday	10.09.2012	Monday	14.09.2012	
40	No. 41	04.10.2012	Thursday	14.09.2012	Friday	20.09.2012	
41	No. 42	11.10.2012	Thursday	21.09.2012	Friday	27.09.2012	Literature
42	No. 43	18.10.2012	Thursday	28.09.2012	Friday	05.10.2012	Design
43	No. 44	25.10.2012	Thursday	08.10.2012	Monday	12.10.2012	
44	No. 45	31.10.2012	Wednesday	12.10.2012	Friday	18.10.2012	
45	No. 46	08.11.2012	Thursday	22.10.2012	Monday	26.10.2012	Watches & Jewellery
46	No. 47	15.11.2012	Thursday	29.10.2012	Monday	02.11.2012	
47	No. 48	22.11.2012	Thursday	05.11.2012	Monday	09.11.2012	Wining & Dining
48	No. 49	29.11.2012	Thursday	12.11.2012	Monday	16.11.2012	
49	No. 50	06.12.2012	Thursday	19.11.2012	Monday	23.11.2012	
50	No. 51	13.12.2012	Thursday	26.11.2012	Monday	30.11.2012	
51	No. 52	20.12.2012	Thursday	03.12.2012	Monday	07.12.2012	
52	No. 01/12	27.12.2012	Thursday	07.12.2012	Friday	12.12.2012	

Title profile

Readership data
Publisher's data

Publication dates

Image and
Display advertising
The DIE ZEIT universe

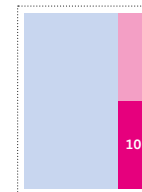
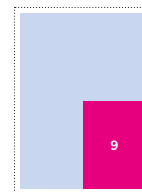
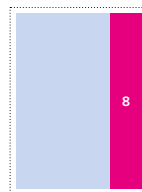
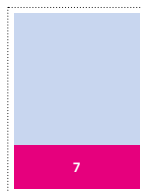
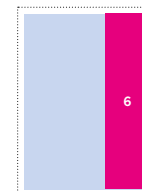
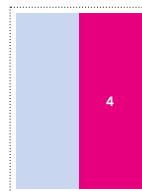
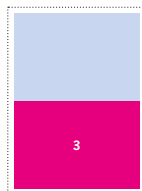
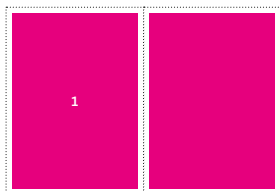
The DIE ZEIT universe
Technical Data

International
Representatives

DISPLAY / IMAGE ADVERTISING

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Reservations for premium positions expire automatically unless a written booking order is received at least four weeks prior to the closing date.

Solus positioned ads

No.	Fixed formats	Premium position	Type area w x h (in mm)	Bleed w x h (in mm)**	rates	Discount structure
1	2/1 page		400 x 262	430 x 289	€ 43,000.00	3 pages 3%
1	2/1 page	first DPS in issue (page 6+7)	400 x 262	430 x 289	€ 45,500.00	6 pages 6%
2	1/1 page		191 x 262	215 x 289	€ 22,800.00	9 pages 11%
2	1/1 page	cover pages	191 x 262	215 x 289	€ 27,500.00	12 pages 14%
2	1/1 page	opposite contents page/page 4	191 x 262	215 x 289	€ 27,500.00	18 pages 16%
2	1/1 page	first right-hand page	191 x 262	215 x 289	€ 27,500.00	24 pages 17%
3	1/2 page horizontal		191 x 132	215 x 145	€ 13,000.00	30 pages 18%
4	1/2 page vertical		96 x 262	105 x 289	€ 13,000.00	48 pages 20%
5	1/3 page horizontal		191 x 88	215 x 95	€ 9,200.00	
6	1/3 page vertical		56 x 262	68 x 289	€ 9,200.00	
7	1/4 page horizontal		191 x 66	215 x 72	€ 7,500.00	
8	1/4 page vertical		48 x 262	54 x 289	€ 7,500.00	
9	1/4 page corner		86 x 127	108 x 145	€ 7,700.00	
10	1/6 page**		only bleed format	68 x 140	€ 4,050.00	

* please allow 5 mm on all edges for bleed format
b/w and colour rates

** solus position is not possible.

**Existing DIE ZEIT
volume discounts will
be considered.**

**Special advertising
formats on request!**

**Please refer to our
separate information
for classified advertising!**

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

Title profile

Readership data
Publisher's data

Publication dates

Image and
Display advertising
The DIE ZEIT universe

The DIE ZEIT universe
Technical Data

International
Representatives

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.

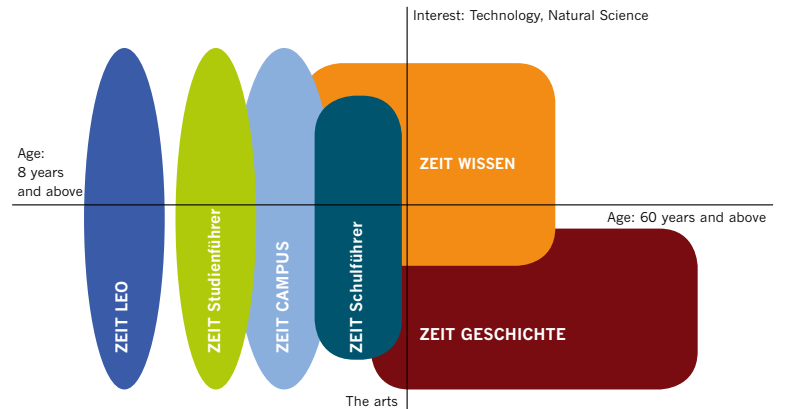
The **ZEIT children’s magazine LEO** educates and entertains our youngest readers – and is also read by their parents.

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.



Request of digital printing documents

delivery:	per Mail, FTP Server or data carrier (CD-Rom)
operating system:	Apple OSX, DOS
data preparation:	Composite Highend PDF with included typefonts, pictures 304 dpi, no RGB please.
biggest ad size/ page size:	215 mm width, 289 mm height + 5 mm 191 mm width, 262 mm height
screen width:	70 lines/cm
Mac programmes:	Indesign CS QuarkXPress 3.32-5.0 Macromedia Freehand till Version 10.0; Adobe Illustrator till Version CS; Adobe Photoshop till Version CS If you send an open QXP file please deliver logos, pictures and typefonts with it!
resolution:	line work 1270 dpi colour pictures 304 dpi
colour profiles:	The ICC-profile for picture editing is available at www.anzeigeneingang.de
Technical declaration for printing process proofs:	Please send 1 print or proofs.
inside / contents:	Rotogravure
cover / jacket:	Rotogravure
profile:	PSR_SC_PLUS_V2_PT.icc
printing process:	Rotogravure (see above)
colour sum:	360 %

Besides the data transfer to the publishing house above we need to have a written advertisement order and also a Copy of the ad per fax 0049/40/3280-105. Please mention on your orderform how you will transfer your files and inform us of the name of the transferred files.

Information

postal address: Mediengruppe Mainpost GmbH
z. Hd. Digitale Bearbeitung – ZEIT Magazin
Vorstufe 1.0G
Bernstr. 2
97084 Würzburg

For further information please look up the following link: www.anzeigeneingang.de/zeitverlag

If you have any questions about the data transfer or ads on CD ROM please contact us at: Mrs. Herold Telephone +49 931 6001-758

E-mail: zeit-magazin@anzeigeneingang.de

Delivery time: 00.00 – 24.00 Uhr; please check advertisement deadline

INTERNATIONAL SALES OFFICES AND REPRESENTATIVES

Australia

Hogan Media
John Byrne
Unit 1 – 48 Kishorn Rd.
Applecross, PO Box 849
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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

proxymedia e.U
Internationale Medienvertretung & Service
Michael Schachinger-Brauner
Wiesengasse 3
A-2801 Katzelsdorf
Phone (+43) 2622/36755
Mobil (+43)676/9701517
Fax (+43)1/25330333989
E-mail michael.schachinger@proxymedia.at

Benelux

Mediacontact International
Jean Mineur
Place Jean Vander Elst 20
1180 Brussels
Belgium
Phone (+32)2343 4372
Fax (+32)2343 4376
E-mail j.mineur@mediacontact.net

Brazil

SIX-Serviço de Imprensa
Antonio Scavone jr.
Rua Piracuama, n.316 cj. 81
05017-040 São Paulo
Phone (+55)11 38739725
Fax (+55)11 38731843
E-mail six@midiainternacional.com.br

China

Affinity Media China
9 Che Gong Zhuang Da Jie
D2-302 Wu Dong Da Lou
Beijing 100044
Phone (+86)10 88395326
Fax (+86)10 88395338
E-mail zhao@affinitymediachina.com

C.I.S./Baltic States

Oleg Nikiforov
Golubinskaja Ulitza
Dom 29, Korpus 3, Quartier 948
C.I.S.-117463 Moscow
Phone (+7)495 4232147
Fax (+7)495 4232147
E-mail olegn@online.ru

France

Affinity Media
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Phone (+33)1 53059401
E-mail f.lahalle@affinity-media.fr

Greece

A & O Media Worldwide
Nikos Barbopoulos
11, Tzavella str.
Halandri 152 31
Phone (+30)210 6742023
Fax (+30)210 6771431
E-mail info@a-omedia.com

Hong Kong

Asian In-flight Media Ltd.
Peter Jeffery
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Hong Kong
Phone (+852)2850 4013
Fax (+852)2850 4097
E-mail peterjeffery@asianimedia.com

Italy

K.media
Bernard Kedzierski
Via Bonaventura Cavalieri, 1
20121 Milan
Phone (+39)02 2906 1094
Fax (+39)02 2906 2341
E-mail info@kmedianet.com
bernard.kedzierski@kmedianet.com

INTERNATIONAL SALES OFFICES AND REPRESENTATIVES

India

Global Media Network
(A Division of GMN Media Pvt. Ltd.)
Vimal Anand
M-138 Greater Kailash-II,
New Delhi 110048, India
Phone (+91)11-41638077
Fax (+91)11-29210993
E-mail vimal@gmnindia.net

Japan

Pacific Business Inc.
Yoshinori Ikeda
Akutagawa Bldg., 7-7,
Nihonbashi Kabutocho,
Chuo-ku, Tokyo 103-0026
Phone (+81)03 3661-6138
Fax (+81)03 3661-6139
E-mail pbi2010@gol.com

Korea

DOOBEE Inc.
DooBee Bldg., 8th Floor
11-3, Jeong-dong
Jung-gu
Seoul 100-120
Phone (+82)02 3702-1740
Fax (+82)02 7555-9860
E-mail dbi@doobee.com

Middle East

Integrated Advertising services
Ali Asgar Mir
1105 Grosvenor Business Tower
Tecom Site C
Near Media Rotana Hotel
P.O. Box 27671
Dubai
UAE
Phone (+ 97)14 4475760
Fax (+ 97)14 4475761
E-mail alimir@iasmedia.com

North America

Iconic International Communications, Inc.
Guy Holroyd
1992 Commerce Street (Suite 314)
Yorktown Heights, NY 10598-0314
USA
Phone (+1)914-205-2355
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Title profile

Readership data
Publisher's data

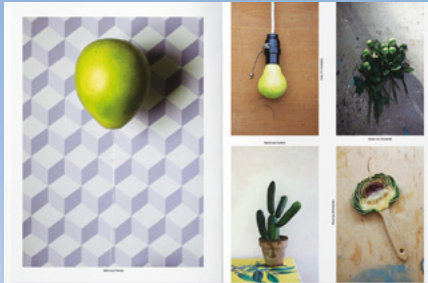
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