

DIE ZEIT

Special advertising formats and positions 2010



DIE ZEIT

Partner for creative solutions



From small-sized insertions in the advertising section to a double-page panorama ad:
DIE ZEIT offers advertising options to cater to all creative concepts and to meet any budget.

Alongside standard ads, many other formats can also be booked in **DIE ZEIT**.

A range of attractive special positions are also available in the various sections of **DIE ZEIT**.

The following pages provide an overview of the options for advertisers.

Please feel free to contact us for individual solutions.



Basic data

Type area

text columns

ad columns

528 mm height x 371 mm width

1 = 70.5 mm

1 = 45.0 mm

2 = 145.5 mm

2 = 91.5 mm

3 = 220.5 mm

3 = 138.0 mm

4 = 295.5 mm

4 = 184.5 mm

5 = 371.0 mm

5 = 231.0 mm

6 = 277.5 mm

7 = 324.0 mm

8 = 371.0 mm

Conversion factor for text columns: 1.6

1 text column mm = 1.6 ad column mm

Ad rates are calculated on the basis of ad column mm

Special formats

Panorama ads

Panorama ad

Min. Height 176 mm, Width 770 mm
(2 x 8 ad columns + gutter)

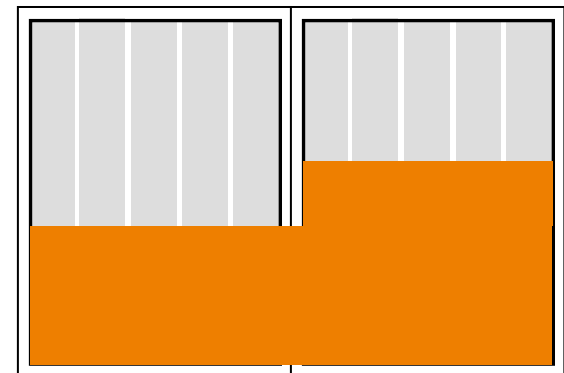
	mm-rate €	
bw	10.30	Calculation gutter: 5,000.00 €, regardless of height
2c	12.20	
3c/4c	14.60	



Panorama staircase ad

Min. Height 176 mm, Width: first format
399 mm (8 ad columns + gutter), higher second format
(8 ad columns)

	mm-rate €	
bw	10.30	Calculation gutter: 5,000.00 €, regardless of height
2c	12.20	
3c/4c	14.60	



gross ratee 2010, VAT may apply

Panorama tunnel ads

Panorama tunnel ad

minimum format

2 x 2 text columnn + gutter, Height 330 mm, alternatively
2 x 3 text columnn + gutter, Height 220 mm

maximum format

2 x 4 text columnn + gutter, Height 395 mm

Calculation gutter:
5,000.00 €, regardless of height

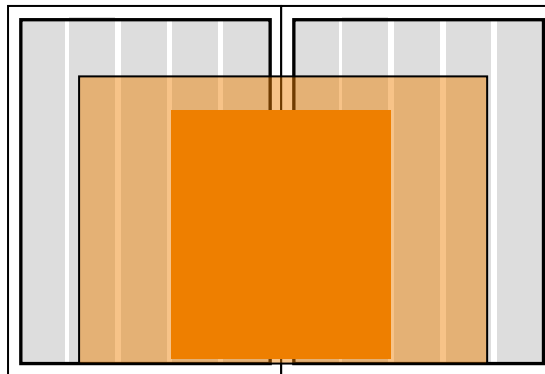
mm-rate €

corner ad

bw 12,60

2c 14,90

3c/4c 17,90



Calculation example Panorama tunnel ad

minimum format 2 x 1/4 page 4c (2 x 220 mm high
/3 text columnn) across the gutter

rate 4c:

1.056 mm á 17,90 = 18.902,40 x 2 = 37.804,80

rate gutter: 5.000,00

total 42.804,80

maximum format 2 x 395 mm high/4 text columnn)
across the gutter:

rate 4c:

2.528 mm á 17,90 = 45.251,20 x 2 = 90.502,40

rate gutter: 5.000,00

total 95.502,40

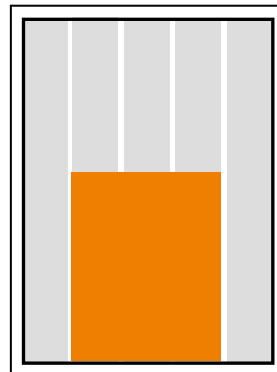
gross ratee 2010, VAT may apply

Tunnel ads; Chessboard ads

Tunnel ad

Min. Height 220 mm, Max. Height 290 mm,
Width 220,5 mm (3 text columnn)

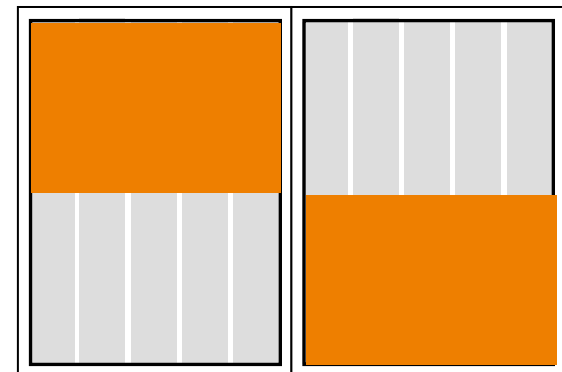
	mm-rate €
bw	16.38
2c	19.37
3c/4c	23.27



Chessboard ad

2 x 1/2 page, Height 264 mm each, Width 371 mm each
= 4,224 mm

	gross rate €
bw	56,559.36
2c	66,992.64
3c/4c	80,171.52



gross ratee 2010, VAT may apply

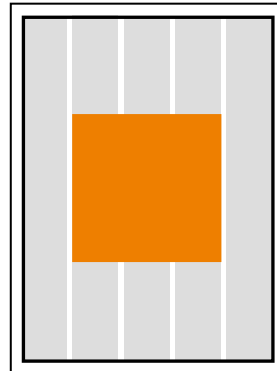
Islands ads, L-ads

Island ad

Height 220 mm, Width 220,5 mm (3 text columnn)
= 1.056 mm

	gross rate €
bw	19,958.40
2c	23,601.60
3c/4c	28,353.60

Sections on request

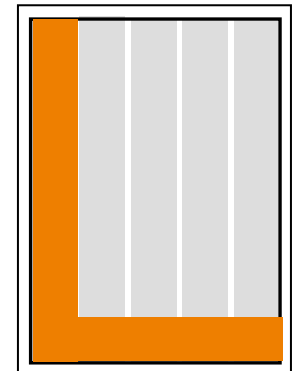


L-ad

senkrechter Schenkel 70,5 mm breit (458 mm high),
waagerechter Schenkel 70 mm high (blattbreit)
= 1.293 mm

	gross rate €
bw	18,102.00
2c	27,153.00
3c/4c	33,359.40

Position on a left-hand page



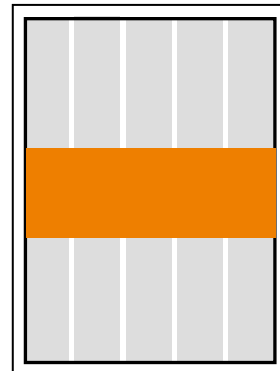
gross ratee 2010, VAT may apply

Sandwich/Column ads

Sandwich ad (1/4 page)

Height 132 mm, Width 371 mm = 1,056 mm

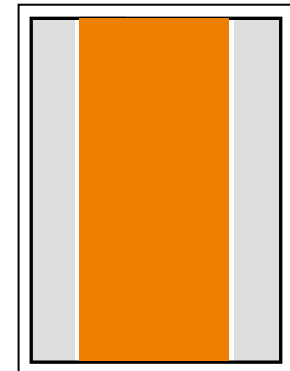
	gross rate €
bw	27,456.00
2c	31,680.00
3c/4c	37,171.20



Column ad – 3columns

Height 528 mm, Width 220,5 mm (3 text columnn)
= 2,535 mm

	gross rate €
bw	34,602.75
2c	41,193.75
3c/4c	48,114.30



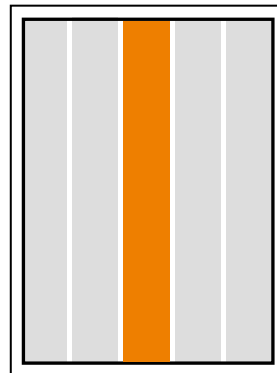
gross ratee 2010, VAT may apply

Column ads

Column ad in the middle

Height 528 mm, Width 70,5 mm (1 text column)
= 845 mm

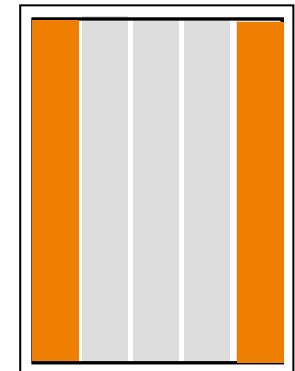
	gross rate €
bw	15,379.00
2c	23,068.50
3c/4c	28,341.30



Column ad at the edges

Height 528 mm, Width 70,5 mm (1 text column)
= 845 mm x 2 = 1690 mm

	gross rate €
bw	28,392.00
2c	42,588.00
4c	52,322.40



gross rate 2010, VAT may apply

Special advertising activities

Zipper – formats & costs

Costs for following format example 4c:

1/1 page incl. zipper coupon

(vertical strip on front and back page=

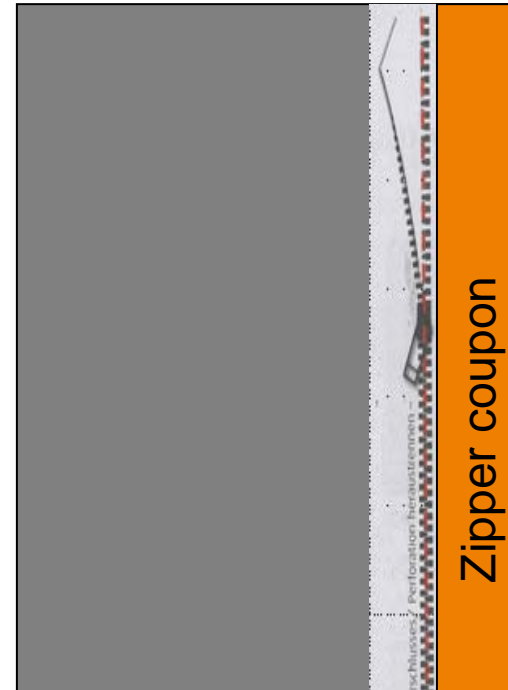
89,500.00 €

other formats:

1/1 page incl. Zipper coupon (strip 2/5 vertical)

1/1 page incl. Zipper coupon (strip 3/5 vertical)

1/1 page incl. Zipper coupon (strip 4/5 vertical)



Flying Page

It is possible to book a flying page covering the business section

Flying-Page –

booking of front and back cover (total = 2 x 1/1page)

€ 123,340.80 + € 12,000.00 technical costs



gross rates 2010, VAT may apply.

Strip ad + post it or postcard

- circulation 400,000 copies
200,000 copies for each printer
- distribution mix of subscriptions, single sales, on-board copies, other sales
- Ad strip 160 mm height
- Position Cover page Wirtschaft (business), Reise (travel) or Feuilleton
- Ad costs 4c 22,528 € gross ad (strip ad)
- Format 371 mm w x 160 mm h
- Glue costs 14,400 € (/.. 15 % agency comm.)
- Technical costs 10,000 € net
without production of postcard or post-it
- Closing date 3 weeks



gross ratee 2010, VAT may apply

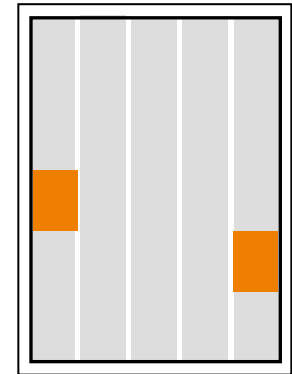
Special positions

Couple ads

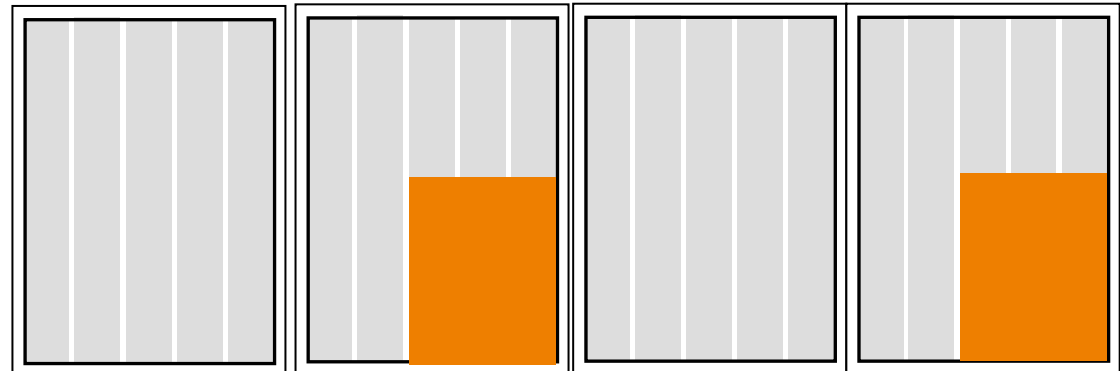
Position surcharge

10 % on the gross rate

Example:
2 flyers on one page



Example:
2 ads on consecutive right-hand pages



gross ratee 2010, VAT may apply

Ear pieces

Title ear pieces + 1/2 page

Height 35 mm each, Width 48 mm each (fixed format)

gross rate per insertion **9,900.00 €**

3 months duration + 1 x 1/2 page **159,535.20 €**

6 months duration + 2 x 1/2 page **319,070.40 €**

12 months duration + 3 x 1/2 page **607,305.60 €**



gross ratee 2010, VAT may apply

Section header

1 ad Height 35 mm, Width 48 mm
(Fixed format)

gross rate
per insertion
4,950.00

Minimum booking period business section: 12 weeks
Travel and Feuilleton 4 weeks



Strip below the content/corner ad on financial page



Strip ad below the content

Height 132 mm, Width 371 mm (fixed format)

gross rate €

bw	15,100.80
2c	17,424.00
3c/4c	20,444.16



corner ad on financial page

Height 220 mm, Width 220.5 mm (fixed format)

gross rate €

bw	13,305.60
2c	15,734.40
3c/4c	18,902.40



gross ratee 2010, VAT may apply

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