

2022

Für die Präsentation Ihrer Institution im Ausland

ZEIT Germany - Study & Research

ZEIT GERMANY – Study & Research

Internationaler Guide zur deutschen Wissenschaftslandschaft



Profil

ZEIT GERMANY beleuchtet emotional und informativ die deutsche Hochschul- und Wissenschaftslandschaft und berichtet über Optionen für einen ersten Berufseinstieg in Deutschland.

Das englischsprachige Magazin wird weltweit kostenlos in mehr als 200 Ländern über alle wichtigen und relevanten Netzwerke von deutschen Informationsbüros für ausländische Studieninteressierte oder NachwuchswissenschaftlerInnen verteilt – so z.B. über den DAAD e.V., dessen Auslandsbüros und Informationszentren, über die Goethe Institute, die deutschen Botschaften und deutschen Schulen im Ausland. Außerdem ist die langfristig sichtbare Jahrespublikation ZEIT GERMANY auch über das digitale Angebot www.zeit.de/germany abzurufen. Das Magazin liegt auf internationalen Veranstaltungen (z.B. an deutschen Hochschulständen) aus und wird darüber hinaus über international agierende Wissenschaftsinstitutionen (z.B. GSO, AVH, Fulbright) in die Zielgruppen getragen.

› **Auflage:** Rund 100.000 gedruckte und verteilte Exemplare¹

› **Verbreitung:** In mehr als 200 Ländern wird ZEIT GERMANY verteilt¹

Termine

ET	AS	DU
18.07.2022	16.05.2022	10.06.2022

¹ Verlagsangabe

ZEIT GERMANY – Study & Research

Nutzen und Stärken

Hohe Reichweite
in Deutschland
und weltweit



DEFINING VOCABULARY

German universities have a language all their own. Key terms to help cut through the jargon

BY DEBORAH STEINBOHN ILLUSTRATION FOR EN ROBIN

BAFÖG n. (German Federal Training Allowance Act) a federal act regulating state-funded financial assistance for students in higher education. Half of this financial support usually takes the form of a grant; the other half is an interest-free state loan of up to 10,000 euros. The loan must be repaid in installments after completion of studies.

BOLOGNA-PROZESS m. (higher education reform) 1. a series of agreements between 49 European countries to ensure common standards of higher education (named after the university where education ministers from 29 countries signed a declaration in 1999). 2. introduction of a two-tiered structure of bachelor's and master's degrees, as well as easy transfer of credits between institutions within this bloc of countries, which is known as the European Higher Education Area, or EHEA.

DEUTSCHER AKADEMISCHER AUSTAUSCHDIENST (DAAD) m. (German Academic Exchange Service) 1. a large federally and state-funded, self-governing support organization for international academic cooperation. 2. a popular source of scholarship funding and research grants for foreigners studying in Germany. www.daad.de/en

DEUTSCHE FORSCHUNGSGEMEINSCHAFT (DFG) f. (German Research Foundation) an organization that funds research at universities and other institutions through a variety of grants and prizes. It's the largest funding organization in Europe. www.dfg.de/en

DUALES STUDIUM n. (dual study) 1. a system of combining

an apprenticeship at a company or non-profit organization with higher education in a particular field. 2. a program mostly used by students of business administration, engineering, and social services.

ERASMUS-PROGRAMM n. (Erasmus Program) 1. a student-exchange program financed by the European Union, combining all current EU schemes for education, training, youth, and sports. 2. acronym for European Region Action Scheme for the Mobility of University Students.

EXZELLENZSTRATEGIE f. (excellence strategy) 1. a long-term effort by the German Ministry of Education and Research to promote cutting-edge research conditions for scholars, better cooperation between academic disciplines as well as institutions, and the global reputation of German universities and research institutions. 2. an initiative awarding special status to 11 German public universities. According to the Times Higher Education World University Ranking 2021, five of these so-called elite universities are among Europe's top 25: Ludwig-Maximilians-Universität München, Technical University of Munich, Charité-Universitätsmedizin Berlin, Heidelberg University, and University of Tübingen.

FACHHOCHSCHULE f. (university of applied sciences) 1. an institution of higher vocational education, often focusing on specific areas such as engineering or business. On average, an institution of this kind hosts 5,000 students. 2. an educational body that usually doesn't confer doctorates.

FORSCHUNGSTITUT n. (research institute) a research body typically outside of the university system. The top four, Fraunhofer-Gesellschaft, Helmholtz Association, Max Planck Society, and Leibniz Association, employ about 87,000 researchers and research assistants.

HABILITATION f. (post-doctoral qualification) 1. a postdoctoral degree necessary for a full professorship at German universities. 2. Germany's highest academic qualification, requiring defense of a major work of independent scholarship.

HOCHSCHULRANKING n. (university ranking) a ranking of institutions of higher learning based on diverse factors. The CHE University Ranking, for example, ranks institutions according to student and faculty assessments. <https://www.ranking.de/de/che/>

MENSA f. (dining hall) a campus location that provides meals to university students and staff; subsidized meals usually cost less than four euros.

PRÜFUNGSAMT n. (examination office) a university division that handles all matters related to student exams and also issues educational certificates. Students need to register to take exams in Germany.

STUDIENKOLLEG n. (preparatory program) a public educational institution in Germany, Austria, and Switzerland that prepares students whose secondary school certificate isn't recognized as equivalent to the Abitur (high-school diploma).

TECHNISCHE HOCHSCHULE f. (technical university) a university that specializes in engineering, technology, and related fields. Some confer doctorates, while others do not.

UNIVERSITÄT (UNI) f. (university) 1. an institution of higher learning with facilities for teaching and research that also awards bachelor's and master's degrees. It hosts on average 16,000 students. 2. an educational body with the right to confer doctorates.

WOHNGEMEINSCHAFT (WG) f. (shared apartment) a private living arrangement that accommodates several biologically unrelated people. Tenants share common areas such as bedrooms, kitchen, and living areas but occupy their own bedrooms.

FAU Friedrich-Alexander-Universität Erlangen-Nürnberg (FAU) is one of the largest research universities in Germany. Our values of innovation, diversity and passion are the key to our consistently high national and international rankings. Come and join the FAU family.

Let's set Knowledge in Motion

- 38000+ students
- 275+ years of history
- 260+ degree programs
- #1 research

<https://study-at-fau.de>

Ihr Nutzen

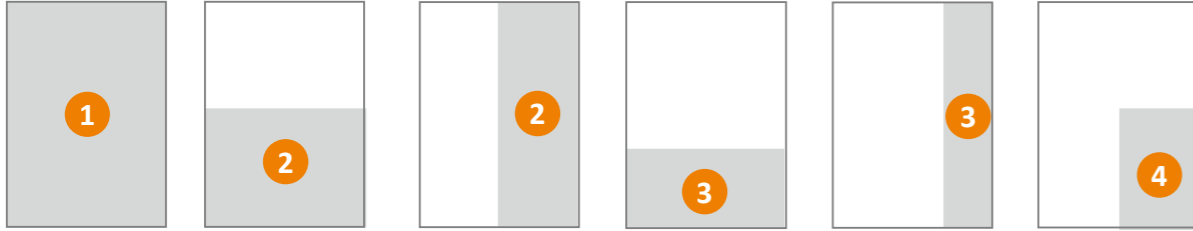
- › Eine hohe Erreichbarkeit von an Deutschland interessierten Studierenden und qualifizierten AbsolventInnen sowie NachwuchswissenschaftlerInnen
- › Die Möglichkeit, den internationalen, wissenschaftlichen Nachwuchs in einem einzigartigen Umfeld auf Ihre Angebote aufmerksam zu machen
- › Langfristige Präsenz und internationale Sichtbarkeit

Unsere Stärken

- › Weltweite Reichweite unmittelbar in der internationalen Zielgruppe der AbiturientInnen, Studierenden und NachwuchswissenschaftlerInnen, die vor allem ein Studium oder den ersten Schritt in eine akademische Karriere anstreben.
- › Lebensnahe Berichterstattung, die die Leserinnen und Leser emotional und informativ in die deutsche Hochschul- und Wissenschaftswelt und die Perspektiven danach einführt.

ZEIT GERMANY – Study & Research

Formate und Preise



Format	Satzspiegel in mm (B x H)	Anschnitt ¹ in mm (B x H)	Preis
1/1 Seite (U2/U3/U4)	188 x 237	215 x 262	17.380,- €
① 1/1 Seite	188 x 237	215 x 262	13.900,- €
② 1/2 Seite quer / hoch	188 x 117 / 89 x 237	215 x 131 / 99 x 262	9.040,- €
③ 1/3 Seite quer / hoch	188 x 74 / 56 x 237	215 x 89 / 66 x 262	7.180,- €
④ 1/4 Seite ²	90 x 117	-	5.560,- €

¹Beschnittzugabe bei Ansnittformaten an allen Seiten 5 mm ²Keine Alleinplatzierung.

Alle Preise zzgl. MwSt.

Es gelten die Allgemeinen Geschäftsbedingungen, siehe media.zeit.de/agb.pdf.

ZEIT GERMANY – Study & Research

Imagewerbung - Beispielformate



1/1 SEITE

¼ SEITE*

188 x 237 mm
13.900,- €

90 x 117 mm
5.560,- €

Alle Preise zzgl. MwSt. Es gelten die Allgemeinen Geschäftsbedingungen, siehe media.zeit.de/agb.pdf * Keine Alleinplatzierung möglich

Kontakt

Wir beraten Sie gern persönlich

SALES NATIONAL

Nicolas Gauert
Director Account Management National
Telefon +49 211 887 3586
nicolas.gauert@iqm.de

Andreas Wulff
Head of Account Management
Telefon +49 40 30183 156
andreas.wulff@iqm.de

Sandra Holstein
Senior Account Manager
Telefon +49 40 30183 194
sandra.holstein@iqm.de

Susanne Janzen
Senior Account Manager
Telefon +49 211 887 2344
susanne.janzen@iqm.de

Oliver Mond
Senior Account Manager
Telefon +49 69 2424 4536
oliver.mond@iqm.de

Anne Sasse
Senior Account Manager
Telefon +49 89 545907 15
anne.sasse@iqm.de

Carsten Thum
Senior Account Manager
Telefon +49 69 2424 4126
carsten.thum@iqm.de

Natalie Wesemann- Otte
Senior Account Manager
Telefon +49 211 887 1319
natlie.wesemann-otte@iqm.de

Eva-Maria Guckes
Sales Consultant
Telefon +49 69 24 24 4511
eva-maria.guckes@iqm.de

Yvonne Lau
Sales Consultant
Telefon +49 40 30183 157
yvonne.lau@iqm.de

Christian Leopold
Sales Consultant
Telefon +49 69 2424 4510
christian.leopold@iqm.de

SALES INTERNATIONAL

Gerda Gavric- Hollender
Director Sales International Print
Telefon +49 211 887 2343
gerda.gavric-hollender@iqm.de

Bettina Goedert
Senior Sales Consultant International
Telefon +49 211 887 1336
bettina.goedert@iqm.de

Xin Ting Li
Sales Consultant International
Telefon +49 211 887 2337
xin.li@iqm.de

Vanessa Schäfer
Junior Sales Consultant
Telefon +49 151 5515 2464
vanessa.schaefer@iqm.de

iq media marketing gmbh | Ein Unternehmen der HANDELSBLATT MEDIA GROUP | Toulouser Allee 27 | 40211 Düsseldorf | www.iqm.de/kontakt/iq-media/