We initiate debate within society.
ZEIT ONLINE MEDIA DATA
What can you expect?

What ZEIT ONLINE stands for

Winner of multiple awards

Target group & key facts

New features & highlights
ZEIT ONLINE is one of Germany’s biggest news websites and is a byword for quality journalism of the highest standard. It provides the relevant context for the latest news – and engages in multimedia storytelling and time-consuming data-driven journalism.

The editorial team promotes debate and frequently outlines different standpoints on controversial issues that help readers to form their own opinion.

This is one of the ways in which ZEIT ONLINE initiates debate and discussion within society, renders complex issues more readily understandable, and enters into dialogue with its readers on equal terms.

In addition, the loyal readership is highly enthusiastic about special sections like ZEITmagazin and ZEIT Campus.
Following the tradition of an annual special section, ZEIT ONLINE created the “X” section in 2018 focusing on major issues for which one article isn’t enough and there is normally too little time.

The editorial team devotes multiple core topic sections to passionate debate on the central issues of our times – be it living, mobility, nutrition or education, inequality or gender roles.
We want to talk to each other.

The “Germany Talks” format, winner of the Grimme Award, is now entering its third year.

“Germany Talks” is a kind of dating platform for people with opposite political views. More than 12,000 people contact us every year to be teamed up with someone who has entirely different political opinions.

The idea of enabling political discussion between different people has generated so much enthusiasm that it has been imitated not only in Europe but even further afield.
ZEIT ONLINE supports this endeavour with formats like the annual Z2X Festival of New Visionaries, which kicked off in 2016.

Every year, thousands of idealists between the ages of 20 and 29 meet up and ask themselves the following questions:

**HOW DO WE WANT TO LIVE?**

**HOW DO WE WANT TO LOVE?**

**HOW DO WE WANT TO WORK?**

They come together in workshops to develop ideas about how to improve our lives – or indeed the world.

See: [https://z2x.zeit.de/](https://z2x.zeit.de/) and [https://www.zeit.de/serie/neue-visionaere](https://www.zeit.de/serie/neue-visionaere)
ZEIT ONLINE ... OUR READERS
Your direct line to exactly the right target group for your campaign

Decision-makers & opinion leaders
Between the ages of 40 and 59
67% are firmly established in their job.
38% are innovative and initiate discussion\(^1\).
46% have a net household income of 3,000 € plus\(^2\).
81% are very quality-conscious\(^3\).

Young elite
Between the ages of 20 and 39
66% have above-average educational qualifications\(^4\).
82% actively shape their own future\(^5\).
41% are trendsetters and shape the debate within society\(^6\).
100% say that multi-device use is part and parcel of their everyday life\(^7\).

Source: Ifop daily digital facts, Ø month for the past three months (Jan - Mrz 2020), total population 16+ (with VuMA characteristics) | \(^1\) Question: I’m an original thinker, someone who shares new ideas | \(^2\) Question: I am willing to pay more for quality | \(^3\) Question: I use mobile and/or stationary offerings | \(^4\) Uni (of applied sciences) entrance qualification/University degree | \(^5\) I generally take the lead when discussing topics in a group | \(^6\) I use mobile and/or stationary offerings | \(^7\) I have lots of plans and ideas that I want to put into practice
According to the LAE 2019 survey, we reach up to 74% of all decision-makers in Germany.

- **C-level decision-makers**: 87,000 | 17% reach
- **Financial decision-makers**: 270,000 | 51% reach
- **SME decision-makers**: 290,000 | 55% reach
- **Business management decision-makers**: 406,000 | 77% reach

Source: LAE 2019, digital reach users per week *Sole decision-makers/Decision influencers and delegation decision-makers
Reading example: 87,000 of all users who use Zeit Online are C-level decision-makers. This corresponds to 16% of all C-level decision-makers in Germany.
ZEIT ONLINE ... KEY FACTS
Reach our loyal and interested readers.

Mobile 11.69 million UUs + Online 6.55 million UUs = 16.64 million UNIQUE USERS - digital

344,279,206 Pls - digital

144,642,586 VISITS - digital

Source: agof daily digital facts, last month (April 2020), total population 16+ | IVW 2020-03
ZEIT ONLINE Editor-in-Chief Jochen Wegner was named “Editor-in-Chief of the Year” in 2017: “He has developed into a pioneering thinker for digital quality journalism in Germany.”

The “Germany Talks” project launched by ZEIT ONLINE was presented with the “Grimme Online Award” in 2018. In the words of the jury, “this is a type of journalism that counteracts polarisation and promotes mutual respect between political opponents”.

In 2018, Christoph Amend and Jochen Wegner received the LeadAward in Gold as “Digital Leaders of the Year”.

ZEIT ONLINE ... RECOGNITION FOR QUALITY
Benefit from our trusted environment.
With its new “The Answer” section, ZEIT ONLINE creates a new space in which the solution becomes a story.

This is where ZEIT ONLINE reports in greater depth on people and their projects that can play a part in making our world a better place.

Our aim with this format is to provide a positive and forward-looking counterbalance to the main body of journalism, which – as is only right and important – tends to focus on problems.
EVERGREEN ... THE ZEIT ONLINE HOMEPAGE

Showcase your brand over a large area with strong visuals.

Use the powerful appeal of the ZEIT ONLINE media brand and strong visuals to transfer the positive image and trustworthiness of our medium to your brand message!

Our branding formats offer you the perfect solution to showcase your brand.

You can find more information in our rate card.
ZEIT ONLINE produces the most listened-to quality podcasts in Germany.

“CRIME” with Sabine Rückert, Deputy Editor-in-Chief of DIE ZEIT, is already the most successful ZEIT ONLINE podcast with up to 400,000 downloads*.

To date, every episode has topped the rankings in the iTunes podcast charts.

Reach: 400,000 net downloads*  

* Sum of downloads during the booking period
SOMETHING SPECIAL ... ZEIT ONLINE BRAND STORY
Tell a story that inspires people.

Present your brand in the editorial environment and position yourself as an expert in your specialist field.

ZEIT ONLINE is the stage for the story you can tell to a highly attentive & exclusive user base – complete with impressive visuals.
ZEIT ONLINE ... ALL THE ADVERTISING OPTIONS
One click away from more detailed information
INTERESTED?
Please call us. We’ll be happy to advise you.

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