**ZEIT CAMPUS**
The young magazine from DIE ZEIT

- **Copy price:** 3.30 Euro
- **Publication frequency:** bimonthly
- **Ad Rates 1/1 page 2020:** 16,050 Euro
- **Sold circulation:** 90,195 (IVW II/2019)
- **Coverage:** 444,000 readers (AWA 2019)
- **Target groups:** students, graduates

**ZEIT CAMPUS** is the young magazine from DIE ZEIT. It inspires high-school graduates, students, university graduates and young professionals, helping them to find their bearings in a setting characterised by a high standard of journalism.

The magazine challenges its readers, motivates them and encourages them to live their lives the way they want to.

**ZEIT CAMPUS** readers belong to the committed high achievers and multipliers at today’s universities.

Sound and essential advice and service elements, well-researched stories from the life world of students, and a clearly structured, modern design are what sets ZEIT CAMPUS apart from other student and high-potential magazines.
ZEIT CAMPUS readers
444,000
students, graduates and professional beginners read ZEIT CAMPUS

Socio-economic status
176,000
ZEIT CAMPUS readers belong to level 1-2.

Target groups
- Multipliers: 207,000
- Trendsetter: 116,000
- Quality-oriented: 139,000
- LOHAS: 105,000
- Mobile cosmopolitans: 165,000
- Culturally active people: 202,000

Source: AWA 2019 total population 14 years and above,
# ZEIT CAMPUS
Topics and data 2020

<table>
<thead>
<tr>
<th>No.</th>
<th>Topics</th>
<th>Publication date</th>
<th>Booking deadline</th>
<th>Copy deadline</th>
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<tbody>
<tr>
<td>2/20</td>
<td>Fashion &amp; Lifestyle</td>
<td>11.02.2020</td>
<td>10.01.2020</td>
<td>16.01.2020</td>
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<tr>
<td>3/20</td>
<td>Urban Mobility</td>
<td>07.04.2020</td>
<td>06.03.2020</td>
<td>12.03.2020</td>
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<tr>
<td>4/20</td>
<td>Music/Summer/Festivals</td>
<td>02.06.2020</td>
<td>28.04.2020</td>
<td>05.05.2020</td>
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<tr>
<td>5/20</td>
<td>Digitalisation</td>
<td>04.08.2020</td>
<td>03.07.2020</td>
<td>09.07.2020</td>
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<tr>
<td>6/20</td>
<td>Fashion &amp; Lifestyle</td>
<td>06.10.2020</td>
<td>04.09.2020</td>
<td>10.09.2020</td>
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<tr>
<td>1/20</td>
<td>Artificial intelligence</td>
<td>01.12.2020</td>
<td>30.10.2020</td>
<td>05.11.2020</td>
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</tbody>
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ZEIT CAMPUS
Rates & Formats 2020

1/1 page
- Width: 188/215
- Height: 237/262
- Rate: 16,050 Euro

1/2 page horizontal
- Width: 188/215
- Height: 117/131
- Rate: 10,300 Euro

1/2 page vertical
- Width: 89/99
- Height: 237/262
- Rate: 10,300 Euro

1/1 page IFC/OBC/1st right hand page
- Width: 188/215
- Height: 237/262
- Rate: 17,850 Euro

1/3 page horizontal
- Width: 188/215
- Height: 74/89
- Rate: 8,850 Euro

1/3 page vertical
- Width: 56/66
- Height: 237/262
- Rate: 8,850 Euro

Rates plus VAT if applicable
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