**ZEIT WISSEN**

... gives you good notions

*Source: AWA 2019*

- Copy price: 6.95 Euro
- Erscheinungsweise: bimonthly
- Ad rates 1/1 page 2020: 15,950 Euro
- Paid circulation: IWW 0/2018: 93,082 copies
- Coverage: 850,000 readers (AWA 2019)
- Target group*: innovation-interested, sustainability-oriented and opinion building readers between 20 and 49 years of age.

**ZEIT WISSEN**

... is the source of inspiration for smart people

... animates with narrative charm to change perspectives and opens up surprising insights

... dives into all disciplines of science and creates new correlations

... opens up access to complex topics

... achieves a stable coverage in the current AWA

… reaches more than 1 million readers with each issue, including a high number of multipliers with strong personalities (48%) who are extremely interested in innovations and new trends (50%)

… has won multiple awards
DIE ZEIT readers
850,000
people read every issue of ZEIT Wissen.

Socio-economic status
435,000
DIE ZEIT readers belong to level 1-2.

Target groups

<table>
<thead>
<tr>
<th>Category</th>
<th>Readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multipliers</td>
<td>441,000</td>
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<tr>
<td>Innovators</td>
<td>201,000</td>
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<td>Trendsetters</td>
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<td>Very interested</td>
<td>300,000</td>
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<td>Luxury-oriented</td>
<td>163,000</td>
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<td>Brand-oriented</td>
<td>303,000</td>
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<td>Mobile cosmopolitans</td>
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Source: AWA 2019 total population 14 years old and above.
<table>
<thead>
<tr>
<th>No.</th>
<th>Core topic</th>
<th>Sustainability “compact”</th>
<th>Publ. date</th>
<th>Closing date</th>
<th>Material deadline</th>
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<tbody>
<tr>
<td>2/20</td>
<td>Health</td>
<td>ZEITWissen Award I: Courage for Sustainability 2020 / nominations</td>
<td>18.02.2020</td>
<td>20.01.2020</td>
<td>23.01.2020</td>
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<td>3/20</td>
<td>Travel</td>
<td>ZEITWissen Award II: Courage for Sustainability 2020 / topic</td>
<td>21.04.2020</td>
<td>19.03.2020</td>
<td>24.03.2020</td>
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<td>4/20</td>
<td>Automotive</td>
<td>Energy and efficiency</td>
<td>16.06.2020</td>
<td>13.05.2020</td>
<td>18.05.2020</td>
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<td>5/20</td>
<td>Finance &amp; Insurance</td>
<td>Building and living</td>
<td>18.08.2020</td>
<td>20.07.2020</td>
<td>23.07.2020</td>
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<tr>
<td>1/21</td>
<td>Eat, drink and indulgence</td>
<td>Lifelong learning</td>
<td>08.12.2020</td>
<td>09.11.2020</td>
<td>12.11.2020</td>
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Subject to change
ZEIT WISSEN
Formats and rates 2020

1/1 page
width 188/215
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width 188/215
height 117/131
rate 10,100 €

1/2 page vertical
width 89/99
height 237/262
rate 10,100 €

IFC / OBS / 1st right hand page
width 188/215
height 237/262
rate 18,600 €

1/3 page horizontal
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height 74/89
rate 8,000 €

1/3 page vertical
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height 237/262
rate 8,000 €
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