ZEITMAGAZIN
ZEITMAGAZIN “MUNICH 2020”

At a glance

- **Publication date:** 1/2020: May 7, 2020  
  2/2020: Sep 17, 2020
- **Closing date:** 1/2020: Mar 20, 2020  
  2/2020: Jul 21, 2020
- **Copy/Artwork deadline:** 1/2020: Apr 20, 2020  
  2/2020: Aug 31, 2020

Editorial concept

ZEITmagazin is devoting **two entire issues** to the Bavarian metropolis of Munich and showing its readers that Munich has far more to offer than just the Oktoberfest and a successful soccer club.

- The “Munich” specials will profile inspiring people from the city and showcase the most scenic locations, the best museums and the top restaurants in the Bavarian capital, providing readers with lots of tips and ideas.
- There will also be plenty of room for the Munich shopping experience in these specials, which will profile the city’s retail sector in all its glory.
- And readers will also find the well-known and popular columns from ZEITmagazin—naturally all focusing purely on Munich.

ZEITmagazin “Munich” will be published in a sold circulation of 62,000 copies in Nielsen 4 and will also be distributed in a special print run of 20,000 copies in selected locations in Munich (such as exclusive hotels, stores and museums).

Examples of editorial content

Benefit for advertisers: a direct line to connoisseurs with high quality standards

The readers of ZEITmagazin are style-conscious, earn high incomes and have high quality expectations. They belong to the group of trendsetters and innovators—their opinions count. You can systematically reach this highly attractive target group in Munich and the surrounding region while positioning your campaign in an appealing, first-rate environment that acts as a declaration of love for the city of Munich.

Excerpt: ad formats and rates*

<table>
<thead>
<tr>
<th>Format</th>
<th>Width</th>
<th>Height</th>
<th>Price</th>
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<tbody>
<tr>
<td>1/1 page</td>
<td>191/215</td>
<td>262/289</td>
<td>8,890 euros</td>
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<tr>
<td>1/3 page</td>
<td>56/68</td>
<td>262/289</td>
<td>3,425 euros</td>
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<td>1/2 page</td>
<td>191/215</td>
<td>132/145</td>
<td>5,040 euros</td>
</tr>
</tbody>
</table>

*The current rate card applies; other formats and special positions based on the rate card.