At a glance

<table>
<thead>
<tr>
<th>Publication date:</th>
<th>1/2020</th>
<th>2/2020</th>
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<tr>
<td>28.05.2020</td>
<td>26.11.2020</td>
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<td>Closing date:</td>
<td>10.04.2020</td>
<td>09.10.2020</td>
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<td>Material deadline:</td>
<td>11.05.2020</td>
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Editorial concept

In the past, ZEITmagazin has regularly taken a closer look at Frankfurt and the unique life and culture of this major city. Photographer Jürgen Teller profiled Frankfurt in ZEITmagazin, for example, generating an overwhelming and positive response. Then there was the new Frankfurt-based ‘Tatort’ crime series team that celebrated an exclusive advance premiere in ZEITmagazin as well as the special issue of ZEITmagazin to mark the 70th birthday of the metropolis on the Main river. All the issues so far have been extremely well received - reason enough for the editorial team to launch a dedicated ZEITmagazin Frankfurt.

ZEITmagazin Frankfurt will be enclosed in DIE ZEIT in a print run of 70,000 copies alongside the national edition of ZEITmagazin. It will also feature the popular ZEITmagazin columns, all of which will naturally focus on the city of Frankfurt.

The first issue describes the life attitude of a metropolis with an international flair and a dynamic business and cultural scene.

Editorial examples

Benefits for advertisers: your direct line to urban opinion multipliers

The readers of ZEITmagazin are style-aware, earn high incomes and attach great importance to quality. They belong to the group of trendsetters and innovators – their opinions count. Showcase your brand in an exclusive environment reflecting the flair of a dynamic metropolis, and communicate with an exclusive readership.

excerpt: Advertising rates, introductory offer*

1/1 page
- width 191/215
- height 262/289
- 8,890 Euros

1/3 page
- width 58/68
- height 262/289
- 3,425 Euros

1/2 page
- width 191/215
- height 132/145
- 5,040 Euros

*Further formats on request

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