At a glance

Publication date: November 12, 2020
Closing date: September 25, 2020
Copy/Artwork deadline: October 26, 2020

Editorial concept

The regional issue for the metropolis of Baden Württemberg

ZEITmagazin Stuttgart, Germany’s sixth biggest city, will be published for the first time on Nov. 12, 2020.

From automobile to fashion, arts and culture, from holidays to good food: You will be suprised from the variety Stuttgart and its surroundings has to offer.

The issue will be published with a circulation of 72,000 copies, which will be inserted in the subscriptions circulation in Baden Württemberg.

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 Stuttgart 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 Stuttgart.

Excerpt: ad formats and rates*

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

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