ZE.TT MEDIA DATA
ze.tt is devoted to the big debates in Generation Y.
What can you expect?

What ze.tt stands for

Target group & key facts

New features & highlights
ze.tt is a byword for emotive content that surprises and fascinates; we showcase the special moments and the big and small heroes of everyday life.

We pick up on trending topics and we curate the best content from the Internet, generating attention with our own videos and texts.

ze.tt is devoted to the big debates in Generation Y, mirrors strong opinions and adopts its own clear-cut stance.

We are engaged and get involved: we show what we think needs to change and how to make things better.
ZE.TT ... OUR READERS
Reach exactly the right target group for your campaign.

Job & career

What is important to millennials in their daily working lives

- Friendly work atmosphere
- Work-life balance
- Career prospects
- Good salary
- International scope
- Creativity and innovation
- Further training options

Leisure time

- Family
- Friends
- Sport
- Fitness
- Delivery services
- Series
- News
- Art
- Culture

Values

What millennials value

- Sustainable and regional products
- Financial independence
- Balanced diet
- Discovering the world
- Starting a family

What moves millennials

- Social inequality
- Politics
- Terrorism | War
- Healthcare system
- Environmental protection

Source: Statista Millennials Dos und "Job & Career" | ageofdaily digital facts
ZE.TT ... KEY FACTS
Your direct line to our loyal and committed readers

2.13 million unique users - digital ¹

11.33 million agof contacts ¹

Over 140,000 Facebook fans ²

More than 55,700 Instagram followers ²

Sources: ¹ agof daily digital facts, last month (February 2020), total population 16+ ² desk research (January 2020)
EVERGREEN ... ZE.TT SPONSORED POST
Showcase your brand in the editorial environment.

Position yourself as an expert in your field.

Following a kick-off call, the ze.tt branded content team pens a customised article for the client in the style of ze.tt with maximum appeal for your desired target group.

You can find exciting examples here (german website)
LISTEN UP! ... ZE.TT SPONSORED PODCAST
Your topic in the form of a podcast series

Your content in touch with the latest trends:

The ze.tt branded content team produces three sponsored podcasts for your target group. The podcasts are also available on spotify and iTunes.

Each podcast is tied in with a sponsored post and publicised in native teasers on ze.tt.

You can find exciting examples here
(german website)
SOMTHING SPECIAL ... ZE.TT SPONSORED VIDEO
Tell a story that fascinates users.

Your content in touch with the latest trends:

The ze.tt branded content team produces a special sponsored video for the ze.tt community. The video is also aired on YouTube.

The video is tied in with a sponsored post and publicised in native teasers on ze.tt.

You can find exciting examples here (german website)
ZE.TT ... ALL ADVERTISING OPTIONS
One click away from more detailed information
INTERESTED?
Please call us. We’ll be happy to advise you.

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