Profile
As Germany’s leading weekly, DIE ZEIT caters to the broad interests of its readers with its diverse range of topics. The paper’s highly editorial nature and credibility make it a valued source of information. With its quality journalism and award-winning layout, DIE ZEIT has established itself as a highly popular publication and is generally compared with the Guardian and the Times. In the section ZEIT WISSEN, which focuses on science and academia, topical issues are discussed with an eye to the scientific community. The paper’s job listings are the market leader in the field of research and teaching. Both in the newspaper and online.

Our strengths
› High quality and credibility
› In-depth background information
› High circulation and wide reach

Your benefits
› A first-class environment for your advertisements
› The opportunity to position your organisation or company in a thematically targeted manner
› Multifaceted formats, making it possible to customize your message for your target group

Exceptional reach
2.34 m readers¹ reached with 500,767² copies purchased per week.

Relevance
1.14 m decision-makers read DIE ZEIT each week.¹

Sources: ¹AWA 2019, ²IVW/2020
Profile

ZEIT WISSEN brings its readers ever-changing, high-quality, editorial focal topics, which are set to centre around the areas of science, technology, humanities and education. An interested, highly qualified academic audience therefore comes guaranteed. Reach many more interested users by taking a cross-media advertising approach.

Target group

› Students and graduates
› Doctoral candidates, postdoctoral students
› Professors, administrative staff, professionals

Benefits

› Reaches exactly the right target group
› High reach among readers with an interest in science
› Potential for cross-media approach

Well-educated

1.17 m

ZEIT readers have completed a university degree.¹

High subject-specific interest

436,000

ZEIT readers work in the fields of science and/or technology.³

¹Source: AWA 2019
### TOPICS ZEIT WISSEN

#### Editorial specials 2020

<table>
<thead>
<tr>
<th>Issue</th>
<th>Topic</th>
<th>Publication date</th>
<th>Copy deadline</th>
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</thead>
<tbody>
<tr>
<td>11/2020</td>
<td>Frauen in der Wissenschaft (Women in Science)</td>
<td>05.03.2020</td>
<td>07.02.2020</td>
</tr>
<tr>
<td>14/2020</td>
<td>Forschungswelten I: WISSEN für die Gesellschaft (Worlds of research I: KNOWLEDGE for society)</td>
<td>26.03.2020</td>
<td>13.02.2020</td>
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<tr>
<td>18/2020</td>
<td>Wie wird geforscht in Berlin – Brandenburg (How is research done in Berlin-Brandenburg)</td>
<td>23.04.2020</td>
<td>12.03.2020</td>
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<tr>
<td>20/2020</td>
<td>STUDIEREN – Entscheidung Studium (STUDYING – studies decision)</td>
<td>07.05.2020</td>
<td>10.04.2020</td>
</tr>
<tr>
<td>22/2020</td>
<td>Wie wird geforscht in NRW (How is research done in North Rhine-Westphalia)</td>
<td>20.05.2020</td>
<td>08.04.2020</td>
</tr>
<tr>
<td>24/2020</td>
<td>WEITERBILDEN – MBA &amp; Leadership (CONTINUING EDUCATION – MBA &amp; Leadership)</td>
<td>04.06.2020</td>
<td>08.05.2020</td>
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<tr>
<td>26/2020</td>
<td>Promotion (Doctoral studies)</td>
<td>18.06.2020</td>
<td>22.05.2020</td>
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<tr>
<td>28/2020</td>
<td>Forschungswelten II: Forschen an Fachhochschulen (Worlds of science II: Research at polytechnics)</td>
<td>02.07.2020</td>
<td>21.05.2020</td>
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<tr>
<td>39/2020</td>
<td>Forschungswelten III: Spitzenforschung (Worlds of science III: top research)</td>
<td>17.09.2020</td>
<td>06.08.2020</td>
</tr>
<tr>
<td>40/2020</td>
<td>Forschungswelten IV: Außenuniversitäre Forschung (Worlds of science IV: non-university research)</td>
<td>24.09.2020</td>
<td>13.08.2020</td>
</tr>
<tr>
<td>44/2020</td>
<td>ZEIT ABITUR + ZEIT ABITUR ELTERN</td>
<td>22.10.2020</td>
<td>25.09.2020</td>
</tr>
<tr>
<td>46/2020</td>
<td>Wie wird geforscht in Bayern (How is research done in Bavaria)</td>
<td>05.11.2020</td>
<td>24.09.2020</td>
</tr>
<tr>
<td>1/2021</td>
<td>Wie wird geforscht in der Schweiz (How is research done in Switzerland)</td>
<td>30.12.2020</td>
<td>18.11.2020</td>
</tr>
</tbody>
</table>

*Limited space for advertising. No placements guaranteed*
ZEIT WISSEN
IMAGE ADVERTISEMENT – TYPICAL FORMATS

Large corner ad space
220.5 x 220 mm
€12,800

Small corner ad space
140 x 140 mm
€5,490

1/4 page
184.5 x 264 mm
€9,900

All prices are exclusive of German VAT. General terms and conditions apply, please see www.zeit.de/mediadaten.
OVERVIEW OF NEW FORMATS

New job market section from 05.09.2019

Formats and prices

<table>
<thead>
<tr>
<th>Format</th>
<th>Width × height</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Events calendar S</td>
<td>57 × 22.5 mm</td>
<td>€795</td>
</tr>
<tr>
<td>Events calendar M</td>
<td>57 × 45 mm</td>
<td>€1,495</td>
</tr>
<tr>
<td>Events calendar L</td>
<td>108 × 78 mm</td>
<td>€4,000</td>
</tr>
<tr>
<td>Leaderboard advertorials</td>
<td>70.5 × 86 mm</td>
<td>€2,995</td>
</tr>
<tr>
<td>Premium placement TOP job or TOP employer</td>
<td>4 columns × 280 mm</td>
<td>€19,995</td>
</tr>
</tbody>
</table>

Please note: new deadline

Deadline amended for ad and print materials for print and online job advertisements:
Monday of the week of publication, 2 p.m.
EVENTS CALENDAR

The perfect setting for your ad

VERANSTALTUNGSKALENDER

WUPPERTAL 12 – 13.09.2019
Wissenschaftliche Nachwuchs- und Akademie
Ein Unternehmen, das den Leuten eine präzise, aber auch ausführliche Zusammenfassung von Wissenschaft und Wirtschaft bietet.

ESSEN 07.09.2019
Wissenschaftliche Nachwuchs- und Akademie
Die Veranstaltung gibt den Leuten eine präzise, aber auch ausführliche Zusammenfassung von Wissenschaft und Wirtschaft.

DIECESE 11 – 12.09.2019
Wissenschaftliche Nachwuchs- und Akademie
Die Veranstaltung gibt den Leuten eine präzise, aber auch ausführliche Zusammenfassung von Wissenschaft und Wirtschaft.

Bremen 07.09.2019
Wissenschaftliche Nachwuchs- und Akademie
Die Veranstaltung gibt den Leuten eine präzise, aber auch ausführliche Zusammenfassung von Wissenschaft und Wirtschaft.

ESSEN 07.09.2019
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Product details

The new events calendar appears in our job market section at the start of each month. It is not only suitable to attract visitors, who might not travel abroad but for visibility and image transfer of your institution among the readers.

Upcoming events can be announced here in as much detail as you like; there are three different formats to choose from.

Formats and prices

<table>
<thead>
<tr>
<th>Format</th>
<th>W × H</th>
<th>Number of characters</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>S*</td>
<td>57 × 22.5 mm</td>
<td>210 char. / 185 char. (headline running over 1 or 2 lines)</td>
<td>€795</td>
</tr>
<tr>
<td>M*</td>
<td>57 × 45 mm</td>
<td>580 char. / 550 char. (headline running over 1 or 2 lines)</td>
<td>€1,495</td>
</tr>
<tr>
<td>L</td>
<td>108 × 78 mm</td>
<td>Custom-made ad</td>
<td>€4,000</td>
</tr>
</tbody>
</table>

Deadline for ad and print materials: Monday of the week before publication.

*Please note: appropriate, final texts are to be provided in the correct length for formats S and M. Price does not include proofreading.
LEADERBOARD ADVERTORIALS

Flexible modular design for your ad

WISSEN FÜR DIE GESELLSCHAFT

40 Z. Digital Summit Schulung im Dialog

40 Z. Molekular eine kurze Headline

40 Z. Prof. Theresia Winterfeld

40 Z. Insernt Headline bring Molekular

40 Z. Ende Headline

WAS TUN?!

60 Zeichen Schulung Digitalbranche - Digital Summit Headline

40 Z. Technopub von digitaler App Comp. nach Schule und Publikum

START UP & TRANSFER

40 Z. Molekular eine kurze Headline

40 Z. Molekular eine kurze Headline

40 Z. Ende Headline bring Molekular

25 Z. einzigartige Headline

Image shows five single-column modules

Image shows one three-column and two one-column modules

Product details

So-called leaderboard advertorials have a highly visible position above the job ads. The modular design comprises a total of five individual modules that can be combined and consolidated subject to requirement and availability.

They offer a compact way of conveying social messages (“Third Mission”), presenting start-ups or teasing special innovations. The format can also be used to introduce individuals and brilliant minds, or to draw attention to publications.

The advertorial comprises image and text material created and coordinated together with Tempus Corporate, our corporate publishing partner.

Formats and prices

<table>
<thead>
<tr>
<th>Format</th>
<th>W × H</th>
<th>Number of characters</th>
<th>Price*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per module</td>
<td>70.5 × 86 mm</td>
<td>See images to the left for options</td>
<td>€2,995</td>
</tr>
</tbody>
</table>

*No agency commission possible.

Deadline for ad and print materials: Mondays, two weeks prior to publication.

All prices are exclusive of German VAT. General terms and conditions apply please see www.zeit.de/mediadaten
TOP EMPLOYER / TOP JOB

Premium placement on the first page

TOP ARBEITGEBER

Valencia Rilke est Wissenschaft

120 Z. Die Universität hat uns premsponsorem quwm, ni quatuor consedii dolore, volesit aligualunrt aut veilt spectrum Wissen.

Product details

Present yourself as “TOP employer” or advertise your “TOP job” on the cover page of the job market section and secure the biggest reach possible for your organisation and advertisement.

Both placements are assigned exclusively for every issue.

The “TOP employer” piece consists of images and text alongside address details. It is created and coordinated together with Tempus Corporate, our corporate publishing partner.

The “TOP job” piece consists of an advertisement / job posting provided by you.

Formats and prices

<table>
<thead>
<tr>
<th>Format</th>
<th>W × H</th>
<th>Number of characters</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOP employer</td>
<td>4 columns × 280 mm</td>
<td>See image to the left for options</td>
<td>€19,995</td>
</tr>
<tr>
<td>TOP job</td>
<td>4 columns × 280 mm</td>
<td>Custom-made ad*</td>
<td>€19,995</td>
</tr>
</tbody>
</table>

Deadline for ad and print materials:
TOP employer: Mondays, three weeks prior to publication.
TOP job: Friday of the week before publication.

*For the TOP job layout, we recommend that you provide your ad without a frame. All prices are exclusive of German VAT. General terms and conditions apply, please see www.zeit.de/premium

www.zeit.de
CONTACT

We would be happy to advise you.

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3  +49-40/32 02-7344
4  ingve.grovenExtern@zeit.de