THE ZEIT STUDY GUIDE

Content

› provide young readers with guidance as they choose their degree courses
› high-quality content and the exclusive publication of the CHE Ranking
› annual guidebook with long-term presence
› established handbook with high credibility

Target Groups

› New Students
› High school graduates (Abitur)
› Parents and Teachers
› Study Consultants

Target group presence

300,000 readers reached with 100,000 copies sold.¹

Performance-Orientated

87 % of the ZEIT Study guide readers are expecting a (very) good Abitur grade.¹

Key dates

› Publication date: 05.05.2020
› Advertisement deadline: 05.03.2020

Format

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<td>188 x 237</td>
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If ads are printed across the gutter, each page is shortened by approx. 3 mm due to adhesive binding. Adhesive binding takes up 4 mm on each of the cover pages. ² Additional bleed of 5 mm on all sides for bleed formats. ³ More than one ad on a page.

¹ Source: Publisher information

All prices are exclusive of German VAT. General terms and conditions of the Zeitverlag publishing group apply, please see www.zeit.de/mediadaten
FOCUS TOPICS

Profile: ZEIT STUDY GUIDE topics

Chapter 1: Deciding
1. Was kann ich nach dem Abi machen?
2. Studieren – was kann ich wählen?
3. Was hilft beim Entscheiden?

Chapter 2: Applying
1. Wie kriege ich einen Studienplatz?
2. Sonderfall Medizin: Was muss ich wissen?
3. Was sollte ich wann erledigen?

Chapter 3: Studying
1. Wie geht Studieren?
2. Soll ich im Studium ins Ausland gehen?
3. Wie finanziere ich mein Studium?
YOUR ADVERTISING OPTIONS

Placement

Choose between a placement of your advertisement either in the service part (deciding, applying, studying) in the front of the magazine or in the subject-specific ranking part. If you choose 6 or more pages, you will profit from a special discount.
CONTACT

We would be happy to advise you.

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