ZEIT CAMPUS ONLINE

The ZEIT student portal

www.zeit.de
ZEIT CAMPUS ONLINE

Personal, smart and strong-minded: ZEIT CAMPUS ONLINE focuses on life topics relevant to the time between leaving school and starting work. Thanks to its blend of young journalism and outstanding services – such as the course of study interest test (SIT), the study programme search engine (SuMa) and the CHE Ranking – the site is the first port of call for its target group.

Reach¹
1,12 m.
unique users visit ZEIT CAMPUS ONLINE on average every month.

Page impressions²
4.9 m.
page impressions on average on ZEIT CAMPUS ONLINE each month.

Mobile use³
61 %
of users access ZEIT CAMPUS ONLINE via a mobile device.

Strengths
› The strong and youthful ZEIT CAMPUS brand in the shape of an up-to-date online platform that offers advice
› Striking, self-assured appearance – on both mobile and desktop devices
› Reaches its target groups in their favourite places: Facebook, Twitter and Instagram

ZEIT CAMPUS ONLINE
Guidance. Comparison. Information.

▶ Study interest test (SIT)
› Free and science-based test that takes just 15 minutes
› Matches personal interests with all undergraduate degree courses in Germany using the study programme search engine (SuMa)

▶ Study programme search engine (SuMa)
› All universities recognised by the German Rectors’ Conference (HRK) are included in the search engine
› Booking premium profiles boosts profile visibility by 26 times more page impressions¹

▶ CHE University Ranking
› Germany’s largest university ranking evaluates the faculties of more than 300 higher education institutions
› The CHE faculty teaser enables the placement of ads right next to the ranking

¹Webtrekk: monthly average, Q3 2019
STUDY PROGRAMME SEARCH ENGINE PREMIUM INTERNATIONAL PROFILE

The study programme search engine (SuMa) available on ZEIT CAMPUS ONLINE provides pupils considering their study options with an optimal overview of courses on offer in Germany and abroad. The Higher Education Compass offered by the German Rectors’ Conference (HRK) lists all officially recognised degree programmes and higher education institutions together with a basic profile in the SuMa. The search engine therefore contains almost 20,000 courses offered by around 400 institutions.

Strengths
› Exhaustive: all universities listed by the German Rectors’ Conference (HRK) are included in the study programme search engine (SuMa)
› Search algorithms are perfectly tailored to the target group
› Effective orientation: SIT (course of study interest test), SuMa and CHE Ranking are closely interlinked
› Good fit: the SIT specifically matches potential students with relevant undergraduate programmes

Potential students 84,700.¹ unique users a month use the study programme search engine.

Premium profile effect 26 x more² traffic than with a basic profile.

Formats and prices ZEIT ONLINE
› Study programme search engine (SuMa)

Premium higher education and study programme profiles

<table>
<thead>
<tr>
<th></th>
<th>Runtime</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium higher education profile</td>
<td>12 months</td>
<td>€2,900.00</td>
</tr>
<tr>
<td>Premium study programme profile</td>
<td>12 months</td>
<td>€1,500.00</td>
</tr>
<tr>
<td>Basic profile for overseas universities</td>
<td>3 years</td>
<td>€540.00</td>
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</table>

¹ Webtrekk; monthly average for 01-10/2019. ² Webtrekk Ø 07-09/2019.
**ZEIT ONLINE**

**CHE FACULTY TEASER**

The teaser allows the presentation of a study programme in the largest ranking of universities in the German-speaking area. The particular placement in one of the ranked subjects offers a subject-specific communication.

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### Strengths

- Concrete presentation of your offer in the relevant faculty
- Addressing prospective students in the process of choosing a course of study
- First-class reputation of the CHE ranking
- Orientation cycle: the study interest test, the study programme search engine and the CHE ranking are closely interlinked at ZEIT CAMPUS ONLINE

### Technical details

- Size: 300 x 120 px, max. 20 kb
- Format: static jpg, gif or png files; animated gif files; no Flash
- Running time: 2 months

### Preise

<table>
<thead>
<tr>
<th>CHE - Fachbereichteaser</th>
<th>Preis</th>
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<tbody>
<tr>
<td></td>
<td>€ 2,700</td>
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</tbody>
</table>

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**Reach**

103,258¹

visitors are reached by the CHE ranking per month on average.

**Lasting impression**

409,661¹

page Impressions per month are gained by the CHE ranking on average.

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Source: ¹Webtrekk; monthly average 1-10/2019

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ZEIIT CAMPUS STUDY ORIENTATION

SPONSORED MAILING

New!
ZEIT CAMPUS STUDY ORIENTATION
SPONSORED MAILING

Personal, smart and opinionated: ZEIT CAMPUS ONLINE focuses on life topics relevant to the time between leaving school and starting work. Emails are sent out to users of the study interest test (SIT)/ the study programme search engine (SuMa), the CHE ranking and the career orientation aid (BOA) on behalf of ZEIT CAMPUS ONLINE. The content of the mailing is designed to add value by helping recipients navigate the many programmes on offer. The selection of recipients corresponds with the content and goals of the customer.

Service

› The mailings’ concept, layout and content are produced with the customer’s aim in mind and with the look and feel of ZEIT CAMPUS ONLINE (sender is ZEIT CAMPUS Study Orientation).
› The customer provides the basic content and will receive a test email for approval before the mailing is sent out.
› The recipients can be selected according to certain characteristics (e.g. user status: prospective students, (young) professionals).*
› The customer will later receive a report (open rates, click rates) for the campaign.

Prices

<table>
<thead>
<tr>
<th>Number of recipients</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>up to 5,000 recipients:</td>
<td>€6,500</td>
</tr>
<tr>
<td>up to 10,000 recipients:</td>
<td>€11,500</td>
</tr>
<tr>
<td>up to 15,000 recipients:</td>
<td>€16,000</td>
</tr>
<tr>
<td>up to 20,000 recipients:</td>
<td>€20,000</td>
</tr>
</tbody>
</table>

*Offer only valid where premium profiles have been booked; the precise number of available recipients in the preferred target group and the corresponding potential volume have to be determined in advance. The preferred date for sending out the mailing also has to be verified. Booking deadline: 4 weeks prior to publication. Data have to be provided 3 weeks prior to publication.

Source: ¹AGOF digital facts; monthly average from October - December 2019

Reach¹

1,12 m. unique users visit ZEIT CAMPUS ONLINE on average every month.

Source: ¹AGOF digital facts; monthly average from October - December 2019

|| All prices are exclusive of German VAT. General terms and conditions apply, please see www.zeit.de/mediadaten. Bookable depending on availability.
CONTACT

We would be happy to advise you.

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