

HeyStudium Study orientation from DIE ZEIT

2025

/ HeyStudium: helping you reach the young target group

Diversity, equality and the fight against climate change are at least as important to Generation Z as the need for security. Correspondingly, they are particularly drawn to clear job profiles, permanent positions and a regular income.

Online and offline, they are naturally committed to making the world a better place and are confidently entering the job market in great numbers as digital natives. The members of Generation Z are looking for fulfilment, appreciation and security in their working life.

However, these young people do not find it easy to decide on the right study programme and profession. The variety of offers can be overwhelming.

HeyStudium offers efficient and well-founded decision-making support in the orientation phase before starting studies.

Use our HeyStudium print and digital stages to get the young target group of prospective students excited about your university and your study programmes.

* House of Yas study: "OK Zoomer – Marketing für die Gen Z".



/ A good decision: HeyStudium

One target group.

One brand.

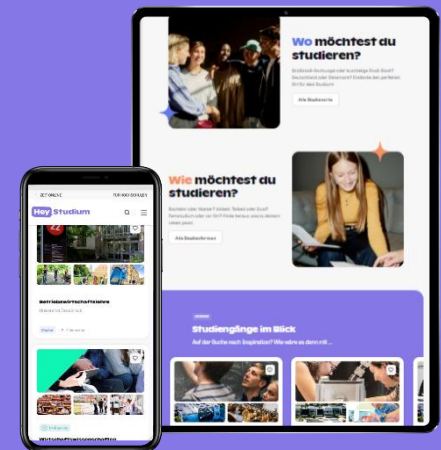
A whole universe of storytelling possibilities.

HeyStudium is the premium decision-making aid for students when choosing a study programme and university – with intelligent tools, tailored results to suit personalised interest profiles, and the unique expertise of DIE ZEIT. That makes HeyStudium the ideal environment to give a university a presence at all the touchpoints relevant to the target group, to win them over with appealing formats and to expand its own market position.

A boost to image and enrolment.



Discover
HeyStudium



Reach the Gen Z target group



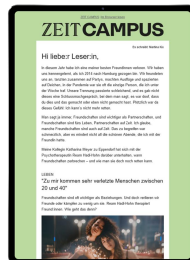
NEW! HeyStadium sponsored social video



ZEIT CAMPUS online



NEW! HeyStadium sponsored post



ZEIT CAMPUS newsletter



ZEIT CAMPUS



HeyStadium advice section



ZEIT CAMPUS MA HANDBOOK



Study programme search engine/
CHE University Ranking



DIE ZEIT Wissen – special topics relating to studying



HeyStadium content ad



Sponsored mailings



Study interest test



ZEIT ABITUR



ZEIT Study Guide

Hey Studium
Studienorientierung von DIE ZEIT

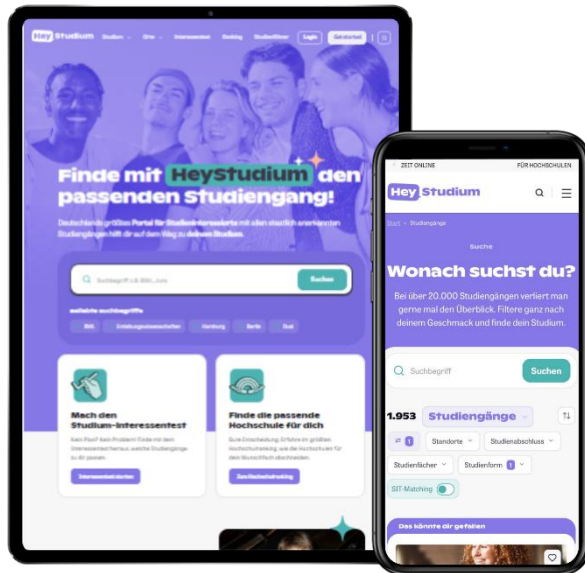
/HeyStudium DIGITAL

Study orientation from DIE ZEIT

5

/ HeyStudium – study programme search engine (SuMa)

The study programme search engine (SuMa) available on ZEIT 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 SuMa therefore contains around 22,000 courses offered by over 440 institutions.



POTENTIAL STUDENTS

126,000

visitors use the search engine every month.

Source: mapp; monthly average, full year 2023

Strengths

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

Formats and prices: HeyStudium – study programme search engine

Profiles

	Runtime	Price
University profile	12 months	€995
Study programme profile	12 months	€595

Prices valid until 31.12.2025. All prices are exclusive of German VAT.

No price guarantee; prices may be adjusted during the year and must therefore be requested before each booking.

All prices are exclusive of German VAT. No agency commission possible. Terms and Conditions of the Zeitverlag apply, see advise.zeit.de/agb.pdf.

/ HeyStudium content ad Premium placement on HeyStudium

Would you like to **stand out** with your university and study programmes **at the exact moment that highly relevant prospective students are choosing their courses** – on HeyStudium with its approximately 22,000 study programmes at more than 440 universities?

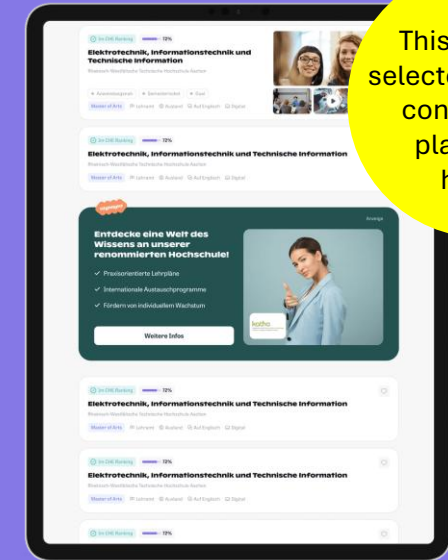
Then **premium placement with the HeyStudium content ad** is just right for you.

You can make use of premium placement with HeyStudium content ads in three categories:

1. Within **topic area pages** on HeyStudium from social sciences to engineering
2. Within **degree pages** (e.g. Bachelor, Master)
3. Within **international study pages**



Long version with subtitle



Compact version for hit lists

This design is selected when the content ad is placed in a hit list.

SPECIFICATIONS

Logo	<ul style="list-style-type: none">• File type: SVG, PNG• File size: max. 200 KB• Dimensions: min. 80 × 45 px
Image	<ul style="list-style-type: none">• File type: PNG, JPEG• File size: max. 300 KB• Dimensions: min. 800 × 1000 px
Headline	<ul style="list-style-type: none">• Number of characters: max. 65 (incl. spaces)
Subline only for long version	<ul style="list-style-type: none">• Optional• Number of characters: max. 176 (incl. spaces)
3 Bulletpoints	<ul style="list-style-type: none">• Number of characters: max. 50 each (incl. spaces)
CTA button	<ul style="list-style-type: none">• Number of characters: max. 36 (incl. spaces)
Link behind button	<ul style="list-style-type: none">• Your desired link

/ HeyStudium content ad

Prices and terms

Topic areas

Appear with your premium placement on all topic area pages on HeyStudium in the following categories:

Topic areas	Runtime	Prices*
<ul style="list-style-type: none">• Health and medicine• Engineering• Educational studies, teacher training, public administration• Economics and law	4 weeks	€595
<ul style="list-style-type: none">• Humanities, culture and arts: design, film, humanities, cultures, arts, media, music, languages and theatre• Social sciences• STEM: agriculture and forestry science, informatics, the climate, mathematics, natural sciences, the environment	4 weeks	€595

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/ HeyStudium content ad

Prices and terms

International study pages

Appear with your premium placement on pages of (non-German-speaking) countries on request and international study pages on HeyStudium:

	Runtime	Price*
<ul style="list-style-type: none">International study	4 weeks	€595

Degree pages

Cover degree pages on HeyStudium with your premium placement in the following available categories:

	Runtime	Prices*
<ul style="list-style-type: none">BachelorMaster	4 weeks	€595

* No price guarantee; prices may be adjusted during the year and must therefore be requested before each booking.
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advise.zeit.de



ZEIT Advise

/ Our multipliers for HeyStudium premium profiles

For your university and your degree programmes on HeyStudium.de

By booking premium profiles in Germany's primary study programme database, which includes all study programmes at state and state-recognised German universities, your university will attract additional attention and reach more potential students.

Our multipliers for HeyStudium premium profiles are free of charge for you and an integral part of our range of services.

SEA

Search engine advertising

All premium university and premium study programme profiles are promoted as highlighted search results in the Google and Bing search engines through their own dynamic search ads, resulting in a significant increase in traffic.

SEO

Search engine optimisation

All premium profiles are created in accordance with SEO criteria and thus optimised in all common search engines. Furthermore, profiles are linked to relevant guidance, location or specialist pages and thus receive additional attention.

Social media

Branding and advertising

Use of Instagram and TikTok channels generates additional attention for the premium profiles from the relevant target group. Selected departments, forms of study or locations are also specifically pushed through social ads.

Online campaigns

Cross-channel ads

The relevant target group is directed to HeyStudium.de through ads in various seasonally recurring campaigns and other measures, e.g. on YouTube, Twitch and Jodel, which generates additional traffic for the premium profiles.

Mailings

Automations and campaigns

We subsequently address the interest profiles generated by the study interest test (SIT) by means of regular automations with reference to suitable study programmes. In addition, you can address specific recipient lists by means of an individual sponsored mailing with you as the sender.

Cooperation partners

Presentation via partners

HeyStudium is being made visible to an extended relevant target group through a growing network of cooperation partners such as e-fellows.net. Around 75,000 teachers are reached through the "ZEIT für die Schule" programme alone.

/ HeyStudium sponsored social video

Prices and runtimes

Your own TikTok video

96% of young people now own a smartphone. Among the three most important apps on their phone is TikTok (25%).¹ The sponsored social video from HeyStudium allows you to reach young prospective students directly via this app. We translate your message into the world of Gen Z in thematic and linguistic terms.² Together with us, you develop a TikTok video produced especially for you that runs for a total of two weeks. It is displayed as a TikTok ad on HeyStudium's TikTok channel and can link to your HeyStudium premium profile.

Your options

Services	Runtime	Reach expansion	First-mover prices ³
Basic sponsored social video Compilation of a TikTok video from video material supplied by you and presentation as a TikTok ad	2 weeks	Approx. 150,000 ad impressions	€995
Premium sponsored social video Professional studio production of your own TikTok video ² with experienced voice-over artists from HeyStudium, presentation as a TikTok ad	2 weeks	Approx. 150,000 ad impressions	€2,990

¹ JIM (Jugend, Information, Medien – youth, information, media) study – basic study on media use of 12- to 19-year-olds, Medienpädagogischer Forschungsverbund Südwest, 11/2023.

² Alternatively, we can also offer you an on-site shoot. Please contact us for a customised offer in this regard.

³ No price guarantee; prices may be adjusted during the year and must therefore be requested before each booking. All prices are exclusive of German VAT. No agency commission possible. Terms and Conditions of the Zeitverlag apply, see advise.zeit.de/agb.pdf.



/ HeyStudium sponsored post

Prices and runtimes

Your own article on HeyStudium

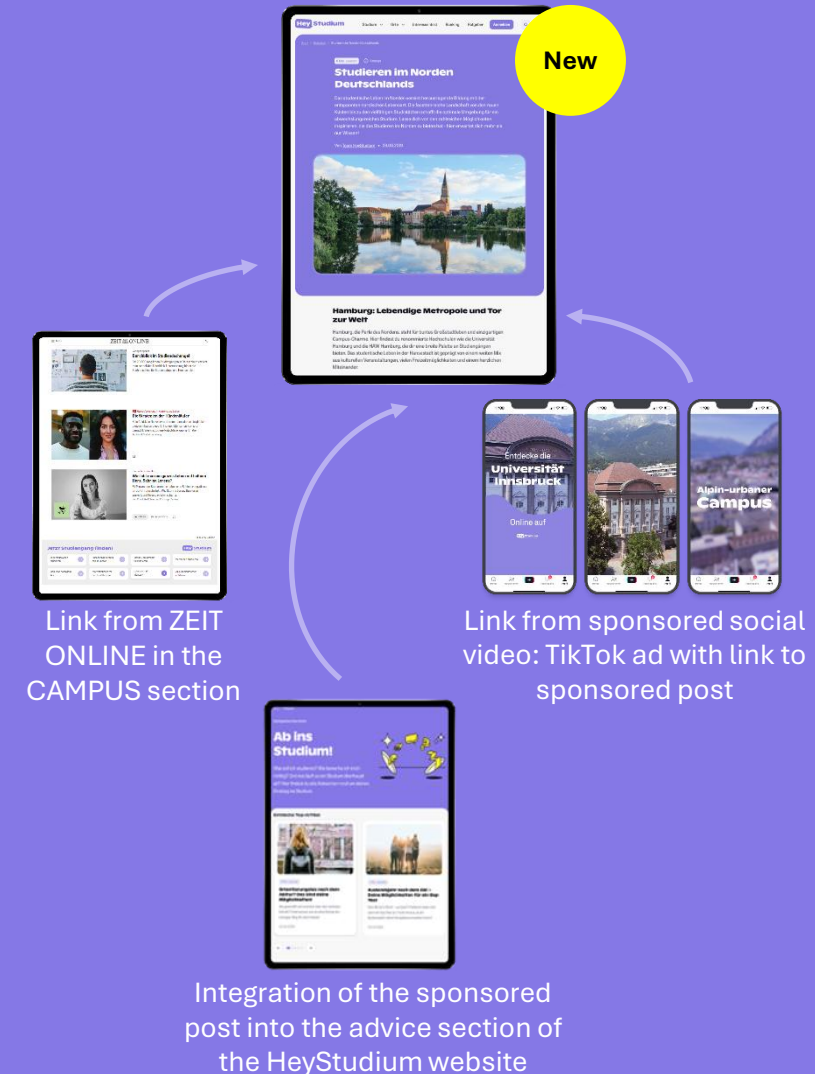
We will develop an article for you created by experienced online copywriters with the look and feel of HeyStudium. This HeyStudium article in the “Study Orientation” topic area will be addressed to Gen Z in linguistic and thematic terms and link to your study programmes and universities or institutions.

Services at a glance

HeyStudium sponsored post	Runtime	Total price	Possible add-ons
<ul style="list-style-type: none">• Production of sponsored post and integration into the “Study Orientation” topic area on HeyStudium• Creation of a basic sponsored video and promotion of the ad on TikTok; linking of this to the sponsored post and 150,000 additional ad impressions• Integration of the sponsored post into the HeyStudium advice section• Link to your sponsored post from ZEIT ONLINE (in the CAMPUS section)	2 weeks	From €5,800*	<ul style="list-style-type: none">• Increased reach through additional display banners• Combination with sponsored mailings• Upgrade sponsored social video to premium version ✓• Increase in the sponsored social video media budget• Runtime extension: €500 per week

*Production costs: €3,500, minimum booking volume media: €2,300. Prices valid until 31.12.2025. All prices are exclusive of German VAT. No agency commission possible. Terms and Conditions of the Zeitverlag apply, see advise.zeit.de/agb.pdf.

/ Generate traffic for your HeyStudium post



/ HeyStudium sponsored mailing Study-related guidance

Tailored
target group
selection

HIGH OPEN RATE¹

41.4%

of recipients
open the sponsored
mailing on average.

CLICK-TROUGH RATE¹

3–7%

of users who open
the mailing click on
at least one link.

Intelligent and opinionated

- You want to study. But what? HeyStudium supports you in choosing your subject and university – to suit your wishes and preferences.

Trustworthy

- By virtue of the HeyStudium name

Personalised

- Thanks to the individual addressing of recipients

Engaging

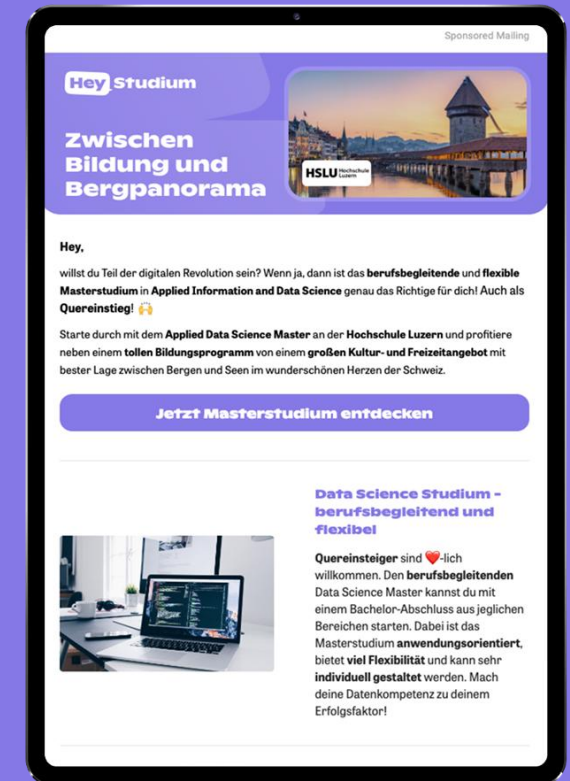
- Thanks to the inclusion of images and links

No waste coverage

- Thanks to the direct targeting of active potential students

Service

- The mailings' concept, layout and content are produced with your aims in mind and with the look and feel of HeyStudium.
- Your content input forms the basis of the mailing.
- The content of the mailing covers topics related to study orientation.
- Your logo will be integrated into the mailing.
- You will receive a final report (open rates, click-through rates).



Sources: ¹Publisher information; average performance values of sponsored mailings sent in 2023 as a whole

/ HeyStudium sponsored mailing

Target group pinpointed

Reach a specific group with targeting

- **Target group:** users of the study interest test (SIT), the study programme search engine (SuMa), the CHE Ranking or the careers guidance aid (BOA)
- **Selection:** targeting of the desired group based on interest profiles, age structure, desired study program and desired place of study
- **Timing:** one-off email with a fixed reach

Select your desired reach to address the young target group

Number of recipients	Price ¹
Up to 5,000 recipients: ²	€5,900
Up to 10,000 recipients:	€10,900

¹ The sponsored mailing offer is only valid in conjunction with at least one premium profile in the search engine for degree programs (SuMa); no agency commission possible; all prices are exclusive of German VAT. No price guarantee; prices may be adjusted during the year and must therefore be requested before each booking.

The general terms and conditions of the Zeitverlag apply, see advise.zeit.de/agb.pdf.

² Corresponds to approx. 5,000 recipients of the mailing per month (subject to seasonal fluctuations).



/ HeyStudium sponsored mailing

Specifications, timings and interest profiles

Content and process

- You supply the content in line with your communication objectives.
- This is followed by up to two approval cycles.
- Prior to dispatch, you will receive a test mailing for approval.

The RIASEC code¹ on which the SIT is based results in these interest profiles

- Technical
- Entrepreneurial
- Researching
- Teaching
- Artistic
- Social
- Administrative
- Legal

Format specifications

Image: min. width of 600 px

Link to the target URL via a button

Inclusion of your social media channels

Lead time²

Booking deadline: four weeks before sending date

Data delivery: three weeks before sending date



/ ZEIT Campus newsletter

Newsletter: ZEIT Campus

ZEIT Campus is right up close: to studying, to life, to starting a career. The weekly newsletter for students contains all the latest news about studying with tips from the editorial team.

Publication frequency: weekly, Tuesdays

Reach: 50,000 newsletter recipients

Advertising space: two ad spaces per newsletter

Copy deadline: 12 p.m. on Thursday of the previous week

Technical specifications

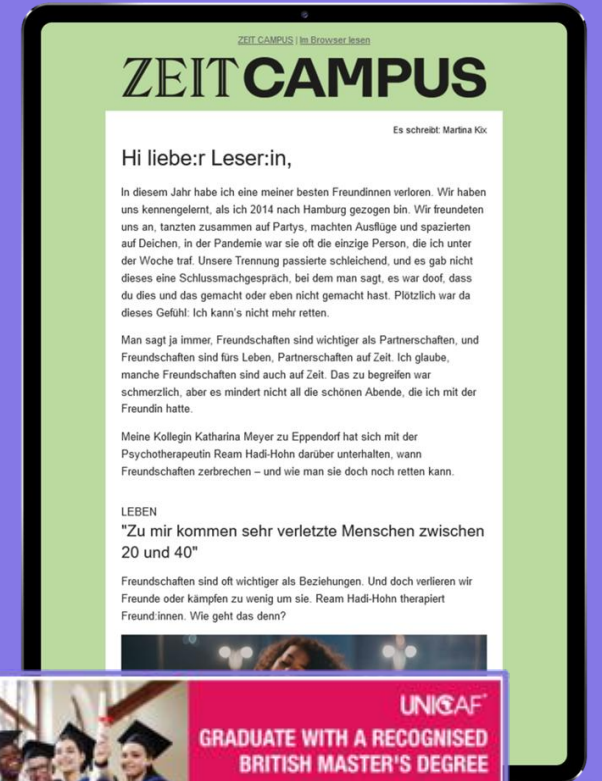
- Format: 600 x 200 px (.png, .jpg), max 60kb
- Target-URL

Placement: breaking ad

Price: 1.625,- €*

* No price guarantee; prices may be adjusted during the year and must therefore be requested before each booking.
All prices are exclusive of German VAT. No agency commission possible. The general terms and conditions of the Zeitverlag apply, see advise.zeit.de/agb.pdf.

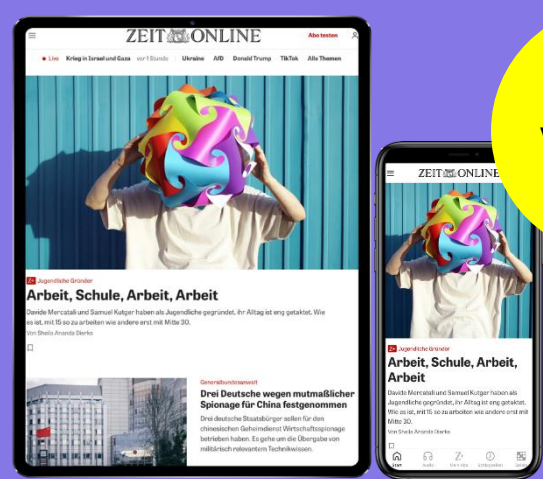
advise.zeit.de



/ ZEIT ONLINE

News, background
and debates

ZEIT ONLINE stands for high-quality online journalism with strong commentary and sophisticated reader debates. The portal appeals to a highly educated readership with an interest in many topics. Together with the long time users spend on the portal, this results in an ideal platform for directly addressing this target group.



75.03 m
Visits per
month¹

REACH
10.1 m
unique users visit ZEIT ONLINE
on average every month.¹

PAGE IMPRESSIONS
201.24 m
page impressions on average on
ZEIT ONLINE each month.²

Strengths

- With its environment, ZEIT ONLINE is the leading brand in the field of journalistic quality.
- ZEIT ONLINE has an interested, opinion-forming and successful user base.
- Different channels and targeting make a focused approach possible.

Section	Unique users	Affinity Index ¹ Pupils	Affinity Index ¹ Students	Affinity Index ¹ Young Professionals ²	Affinity Index ¹ Professionals ³
ZEIT ONLINE overall	10,100,000	96	155	179	182
CAMPUS	720,000	127	242	300	225
Arbeit (“Work“)	1,390,000	69	177	260	245
Politik (“Politics“)	3,690,000	83	163	192	201
Wirtschaft (“Economy“)	2,110,000	73	154	230	233
Wissen (“Knowledge“)	1,710,000	81	177	236	233
Digital	570,000	96	198	359	260

Source: AGOF daily digital facts, monthly average, Ø Jan – Mar 2023

¹The Affinity Index is the measure of the suitability of an advertising medium to address a specific target group. If the index is above 100, this is referred to as an above-average proportion of the target group in the readership. For example: if the proportion of young professionals in the total population is 3%, this is set as the standard index 100. If an advertising medium has a 6% share of young professionals in its readership, this corresponds to an index of 200. This therefore means that the target group “young professionals” can be reached at an above-average level via this medium.

²Young professionals: all 20–29-year-olds who work full-time and have a university degree.

³Professionals: all 30–49-year-olds who work full-time or part-time and have a university degree.

/ ZEIT ONLINE Advertorials

Advertorial Basic

Number of articles: two article pages that link to each other.

Content

- You deliver the content
- Layout design with the editorial feel (branded content) of ZEIT ONLINE, ZEIT CAMPUS, ZEIT ARBEIT or ZEITmagazin
- Updating possible
- Including picture gallery, video and audio file

Traffic measures

- Native image teaser in the desired media outlet for half the duration
- Additional media service can be booked in order to increase the reach of the campaign (50% internal linking discount)

Price: from €8,000 (4 weeks)*

*Price is understood as a minimum booking volume net/net consisting of production and media costs. Can only be booked in combination with traffic measures/media services. All prices plus German VAT. Subject to change without notice. Valid until 31.12.2025. No price guarantee; prices may be adjusted during the year and must therefore be requested before each booking. All prices are exclusive of German VAT. No agency commission possible. The general terms and conditions of Zeitverlag apply, see advise.zeit.de/agb.pdf.

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Advertorial Plus

Number of articles: max. five article pages, which are teased on a centre page.

Content

- You deliver the content
- Layout design with the editorial feel (branded content) of ZEIT ONLINE, ZEIT CAMPUS, ZEIT ARBEIT or ZEITmagazin
- Updating possible
- Including picture gallery, video and audio file

Traffic measures

- Integration in the navigation bar
- Native image teaser in the desired section for the entire duration
- Additional media service can be booked in order to increase the reach of the campaign (50% internal linking discount)

Price: from €12,500 (4 weeks)*



Advertorial
Basic



Advertorial
Plus

/ ZEIT Campus

Visits:

0.8M (on average per month)*

Page Impressions:

1M (on average per month)*

Target Group:

Students, graduates, career entrants

... accompanies world events from the perspective of 20- to 30-year-olds, starting with the question “What concerns us today?”.

... is up to date, profound, strong-minded and in touch with its readers.

... conveys, in reports, essays and columns, the spirit of the young generation in relation to big issues, from politics and protest through to diversity, the climate and sustainability or digitalisation and new work.

... covers life issues that are pressing in the phase between the Abitur* and starting a career, such as choosing a degree course, studying abroad, and master's and doctorate programmes, as well as mental health, love and relationships, finding housing, applying for jobs, starting a career, new work, insurance and finance.

... has been optimised for smartphones or tablets to be read on the go anytime and anywhere and is connected to its community through social media accounts on Instagram, Facebook and Twitter.

*Sources: * mapp (Ø August 2023 - July 2024 ** Instagram, Facebook: Status January 2025



39 thousand followers**



69 thousand followers**

ZEIT ONLINE basic cards: content format with an editorial feel within the advertising medium (digital half-page ad)

The attention-grabbing basic cards are displayed on advertising space in editorial articles. By integrating image, text and video on up to five cards, you can skilfully present your story.

Storytelling directly in the ad:

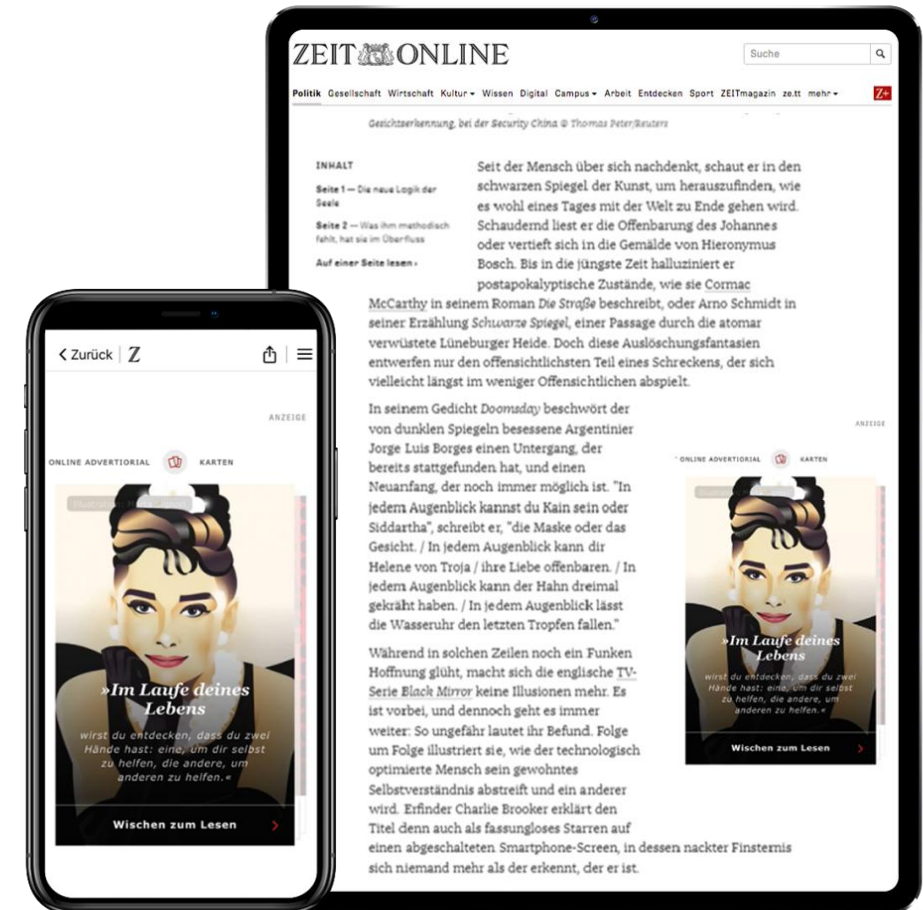
- Placement: can be used on all portals and in all environments
- Targeting can be booked
- Max. five sites per card
- Eye-catcher – explanation – call to action
- Video, image and text are possible
- Incl. one second opinion and one set of corrections

You provide:

- Information/PR message
- One or two images in portrait format or a video link
- A logo
- The target URL

Timing:

- The booking must be made at least 18 days before the start of the campaign



/ Lots of content in one advertising format – a combination is possible

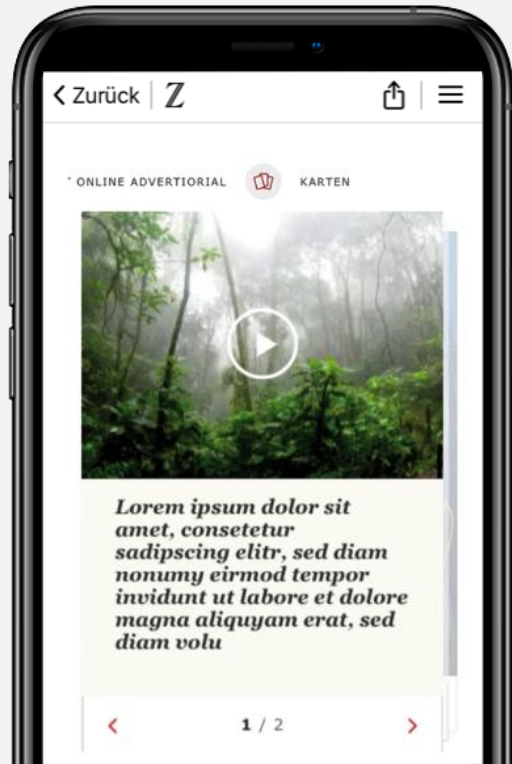
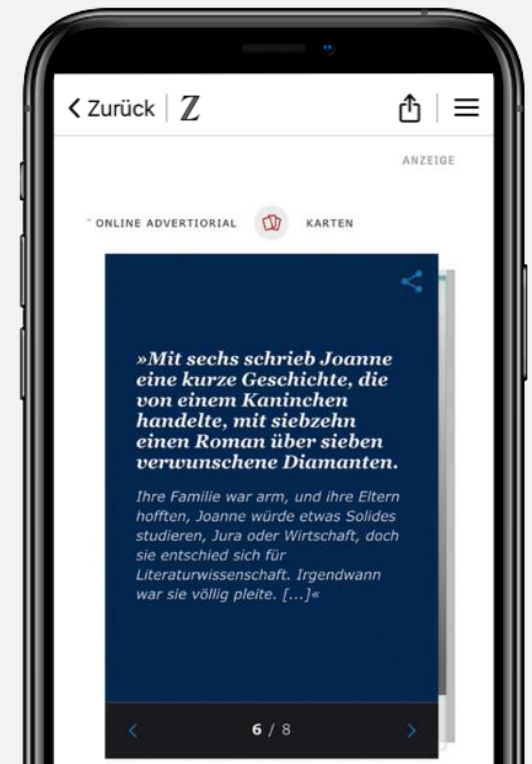
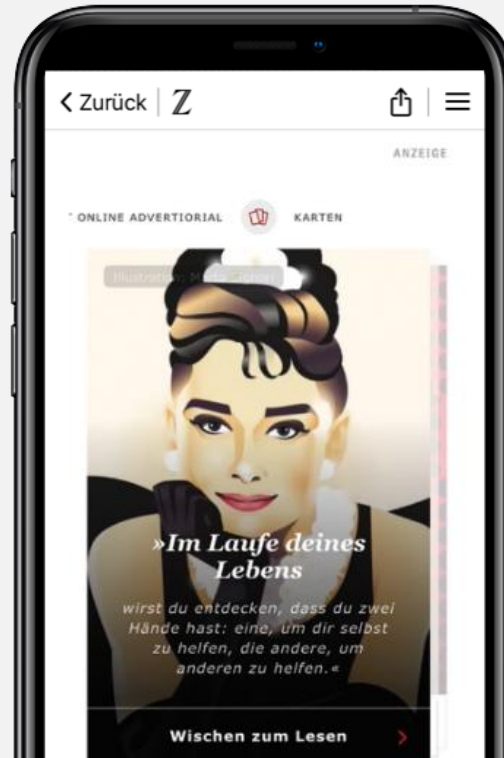


IMAGE CARD

- › Image
- › Headline max. 100 characters*
- › Description max. 140 characters*



TEXT CARD

- › Headline max. 25 characters*
- › Subline max. 220 characters*
- › Description max. 160 characters*

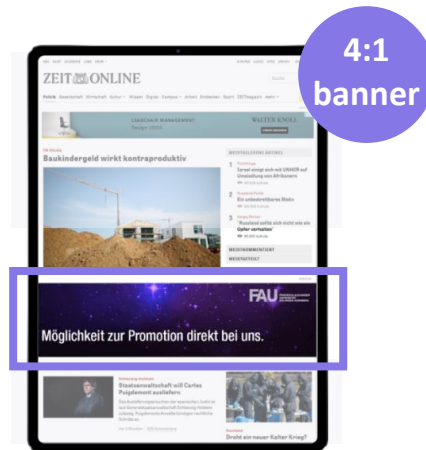
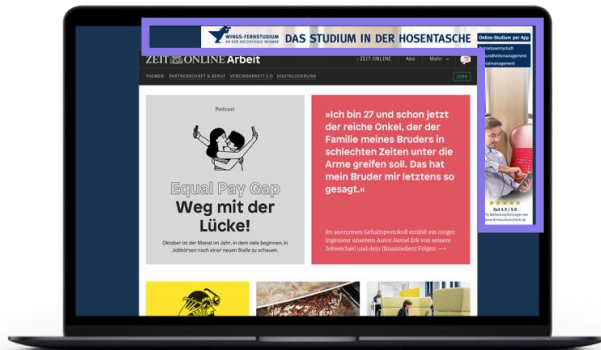
* Incl. spaces.



VIDEO CARD

- › Media URL (Vimeo, YouTube)
- › Headline and description max. 160 characters (total)*

/ ZEIT ONLINE banner advertising – attention-grabbing placement



Rotation

By setting a specific ad rotation, you as an advertiser can optimise the display of your ads.

ZEIT ONLINE offers you two options:

- portal rotation
- section rotation

What is portal rotation?

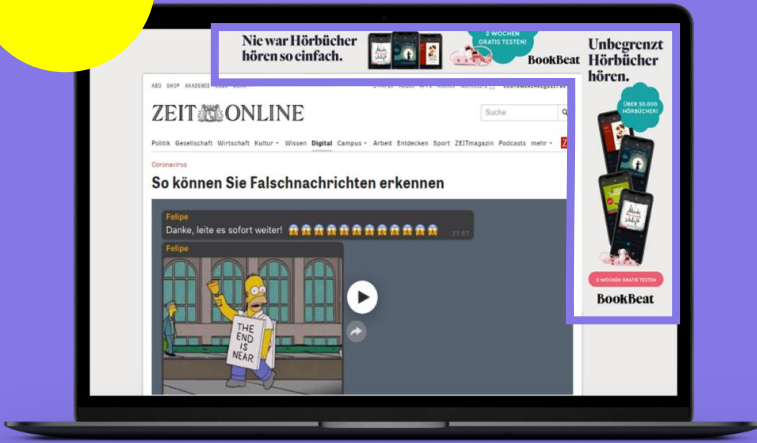
- Your advertising material will be placed alternately on different subpages of ZEIT ONLINE.
- This generates the widest possible spread and thus reaches different target groups.

What is section rotation?

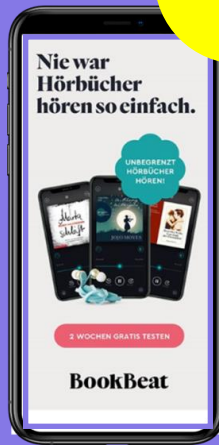
- Here, your advertising material is placed alternately on different subpages within a fixed section of ZEIT ONLINE, chosen by you.
- This provides you with positioning that is a better fit for the users you are interested in, e.g. ZEIT ONLINE Arbeit (“Work”) or ZEIT CAMPUS ONLINE.

/ ZEIT ONLINE: Selected display formats

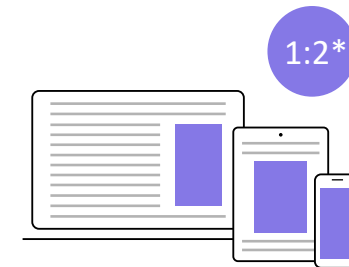
Wallpaper



Half-page ad



→ Combination for **high click rates**: placement of a desktop wallpaper in combination with a mobile half-page ad.



* The formats are responsive and given in width to height ratio. Additional banner formats can be found in the iq digital showroom. The minimum booking volume is € 2,275.00.

/ ZEIT ONLINE targeting

What is targeting?

Increase the efficiency of your digital advertising campaign with the right targeting option. Targeting enables target-group-specific, automated control of digital advertising media with the aim of displaying particularly relevant advertising to individual users. In this way, you can effectively reduce scattering loss and increase the conversion rate of your digital advertising campaign.

What is possible with basic targeting? (Socio-demographics and interests)

- Address specific target groups precisely.
- Large selection of combinable criteria from:
 - socio-demographics¹
 - interests and affinities²
- Up to three criteria can be combined.
- All criteria can be booked for desktop and mobile advertising.

¹ Go to the catalogue of criteria: https://www.igw.de/fileadmin/user_upload/Medien/Online/Soziodemographie_Segmentuebersicht.pdf

² Go to the catalogue of criteria: https://www.igw.de/fileadmin/user_upload/Medien/Online/Interessen_Affinitaeten_Segmentuebersicht.pdf

³ Go to the catalogue of criteria: https://www.igw.de/fileadmin/user_upload/Medien/Online/Entscheider_B2B_Segmentuebersicht.pdf

What is possible with decision-maker targeting?

We use an extended visitor survey as well as intelligent networking with other data sources to enable direct booking of the following criteria³:

- role of the decision-maker
- position in the company
- department in the company
- sector of the company
- size of the company

All criteria can be combined with other basic targeting criteria as desired.

Example target group

Engineers in the automotive/vehicle construction, mechanical engineering and industrial sectors

Example target group

Women + aged 20–39 + university of applied sciences/university degree



/HeyStudium PRINT

Study orientation from DIE ZEIT

/ A good decision: HeyStudium

The editorial teams of the **HeyStudium** guides **ZEIT ABITUR**, **ZEIT Study Guide**, **ZEIT CAMPUS MA HANDBOOK** and **ZEIT GERMANY** cover the **topics** that **prospective students are currently focused on**, provide them with orientation in their search for the right study programme and tell the stories of Gen Z.

Place your message – e.g. as part of the ZEIT “Studying” special topics – as an image ad, an attention-grabbing special advertising format or an advertorial within this **credible setting**. Whether it is for a national or international approach: use the HeyStudium print environments to give your university a presence at all touchpoints relevant to the target group.



ZEIT ABITUR



ZEIT Study Guide

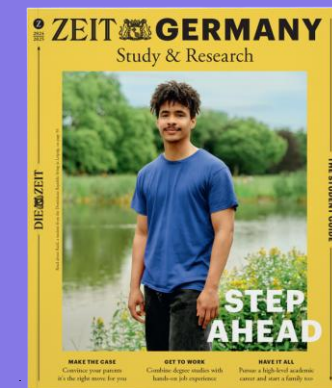


DIE ZEIT Wissen –
special topics
relating to studying

Hey studium



ZEIT CAMPUS
MA HANDBOOK



ZEIT GERMANY
Study & Research

Guidance in a time of big questions

Profile

ZEIT ABITUR for school pupils has established itself as an invaluable source of guidance for bridging the gap to higher education or work – and comes as an insert in **ZEIT**. Covering topics such as apprenticeships, degrees and gap years, it offers indispensable advice in a time of big questions.

The time around the German school-leaving exam (Abitur) is not only full of changes and opportunities for school pupils, but also for their parents. The parents’ section in **ZEIT ABITUR** provides them with useful information on topics such as the higher education scene, financing and “letting go”.

*The “ZEIT für die Schule” initiative supports teachers by providing up-to-date teaching materials free of charge on the topics of “Understanding the media” and “Finished school, what next?”. As part of the project, class sets are sent to participating classes and their teachers (15,000 digital/print copies per set) over the course of a school year.

SUPPORTERS

579,000

parents with children aged 6 to 17 in the household and teachers read DIE ZEIT.

Source: AWA 2024

Cross-medial distribution of 30,000 extra copies via “ZEIT für die Schule”*



／ The guide as a supplement to DIE ZEIT

Strengths

- High-quality, established annual
- Credible orientation aid
- Communication with Abitur* pupils on an equal footing
- Comes as an insert in DIE ZEIT, which has a total circulation of approx. 2m readers*
- Cross-medial distribution of 30,000 extra copies via “ZEIT für die Schule”**

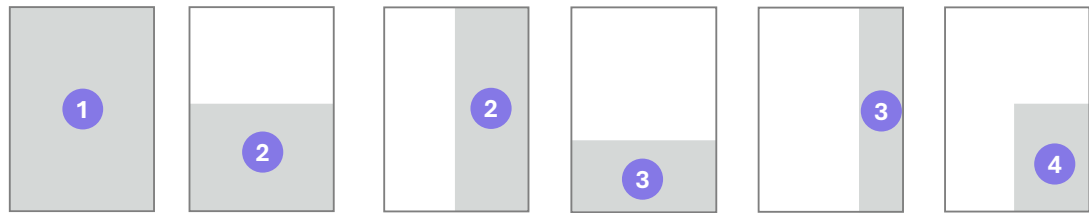
PD	AD	Print material deadline
06.11.2025	19.09.2025	13.10.2025

Dates are subject to change.

* AWA 2024.
** The “ZEIT für die Schule” initiative supports teachers by providing up-to-date teaching materials free of charge on the topics of “Understanding the media” and “Finished school, what next?”. As part of the project, class sets are sent to participating classes and their teachers (15,000 digital/print copies per set) over the course of a school year.



/ Formats and prices for 2025



Format	Type area in mm (W × H)	Bleed* in mm (B × H)	Basic price***
1 1/1 page (U4/U3/U2)	191 × 262	215 × 289	€20,500
1 1/1 page in the publication			€16,100
2/1 page in the publication		-	€30,600
1 1/1 page	191 × 262	215 × 289	€16,100
2 1/2 page landscape/portrait	191 × 132 / 96 × 262	215 × 145 / 105 × 289	€10,800
3 1/3 page landscape/portrait	191 × 88 / 56 × 262	215 × 95 / 68 × 289	€8,600
4 1/4 page magazine**/corner ad	86 × 127	-	€6,400

* Additional bleed of 5 mm on all sides for bleed formats.
** More than one ad on a page.
*** Advertorial prices = basic prices plus creative costs. For an overview of creative costs, please contact us.

Source of guidance for Abitur pupils

Profile

What to study? Where to study? How to study? The ZEIT Study Guide is THE ultimate German-language handbook on study choices.

As a guidance aid, it is aimed at Abitur* pupils and helps them make this important decision. The magazine exclusively presents the University Ranking of the Centre for Higher Education (CHE), which represents the most comprehensive and nuanced assessment of universities and higher education institutions in German-speaking countries.

Target groups

Abitur pupils, new students, parents, teachers, student advisers

PD	AD	Print material deadline
May 2026*	March 2026	March 2026

*Publication date to be confirmed. Dates are subject to change.

REACH
90,000

copies inspire the young target group of university students.

Source: Publisher's statement

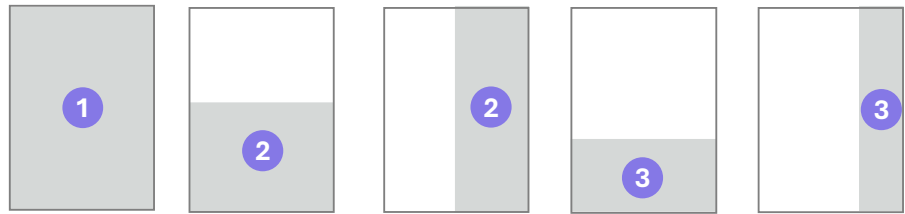
IMPORTANT ORIENTATION GUIDE
82%

of ZEIT Study Guide readers see it as a good guide for the next stage of life.

Source: Publisher's statement



/ Formats and prices for 2025



Format	Type area in mm (W × H)	Bleed in mm (W × H)	Price
2/1 page	410 × 237	430 × 262	€20,500
1/1 page U2, U3, U4 + interleaf cover	188 × 237	215 × 262	€18,900
1 1/1 page	188 × 237	215 × 262	€10,800
2 1/2 page landscape/portrait	188 × 117 / 89 × 237	215 × 131 / 99 × 262	€7,000
3 1/3 page landscape/portrait	188 × 74 / 56 × 237	215 × 89 / 66 × 262	€5,600

Additional bleed of 5 mm on all sides for bleed formats;
all prices are exclusive of German VAT. Terms and Conditions apply, see advise.zeit.de/agb.pdf.

Student magazine: ZEIT CAMPUS

Profile

ZEIT CAMPUS is the young magazine of the weekly newspaper DIE ZEIT and the most important cross-media brand for Gen Z and Gen Y. It enriches and empowers its readers and supports them during one of the most exciting phases of their lives as they chart their way through university and start their first job.

ZEIT CAMPUS hunts down the topics that are currently making waves and discusses what students and career entrants care about, what their doubts are, what they fight for and what they dream of. It offers a mix of topics that is as vibrant and unique as the lives of the young target group itself, with exciting reports, exclusive interviews, portraits, large photo galleries and well-founded, indispensable service.

Target groups

Students, graduates, young professionals

Dates are subject to change.

SOURCE OF INSPIRATION

63 %

of readers receive new food for thought through ZEIT Campus.

Source: ZEIT Campus Copytest 2024

ZEIT CAMPUS READERS

440.000

students, graduates and young professionals read ZEIT CAMPUS

Source: AWA 2024

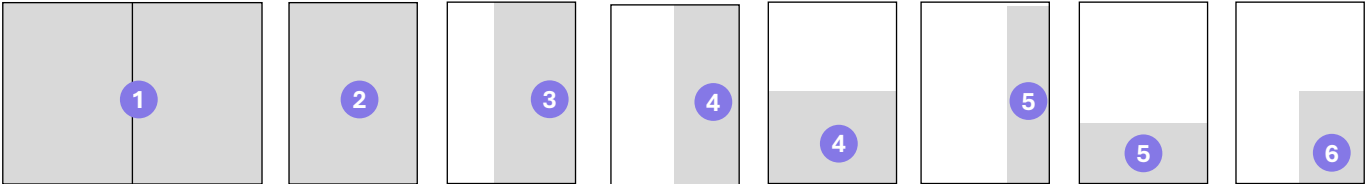


/ Topics & Dates 2025

	Topics	PD	AD	Print material deadline
2/25*	Lifestyle & Fashion I New forms of learning I Career opportunities in the public sector	13.03.25	11.02.25	17.02.25
3/25	Mental Health I Career paths in science I Diversity, entry into consulting	12.06.25	08.05.25	14.05.25
4/25	Lifestyle & Fashion I Studying and doing a doctorate at HAWs I How do we want to work? (New Work)	11.09.25	12.08.25	18.08.25
1/26	30 to 30, Finance I Master's rankings, Education for the future: Teacher training I How is AI changing the world of work? Jobs in future tech: engineers, energy, IT	11.12.25	11.11.25	17.11.25

Topics and dates subject to change I * Copytest edition

/ Formats and prices for 2025



Formats	Type area in mm (B × H)	Bleed in mm (B × H)	Basic price	Discounted price*
1 Double-page	430 x 262 mm	410 x 237 mm	€35,100	€22,815
Opening spread	430 x 262 mm	410 x 237 mm	€45,600	€29,640
2 1/1page	215 x 262 mm	188 x 237 mm	€18,500	€12,025
Full page: inside front cover*/outside back cover/first right-hand page	215 x 262 mm	188 x 237 mm	€23,100	€15,015
3 2/3 page portrait	132 x 262 mm	122 x 237 mm	€16,200	€10,530
4 1/2 page portrait	99 x 262 mm	89 x 237 mm	€12,000	€7,800
4 1/2 page landscape	215 x 131 mm	188 x 117 mm	€12,000	€7,800
5 1/3 page portrait	66 x 262 mm	56 x 237 mm	€9,500	€6,175
5 1/3 page landscape	215 x 89 mm	188 x 74 mm	€9,500	€6,175
6 1/4 page magazine format***	--	90 x 117 mm	€7,300	€4,745

All prices are exclusive of German VAT.
*This price applies to the following sectors: Publishing, Universities, Education,
Public regional customers (excluding federal/corporate customers, for whom the basic prices continue to apply), ZEIT Talent PI
** If booking the opening spread, the second cover page will be the first left-hand page in the magazine.
*** More than one ad on a page. The following applies to bleed formats: 5 mm additional bleed on all sides.

/ An audience for your educational offerings

No. 1
among
German high-quality
newspapers*

BROADEST REACH

Approx. 2m

readers reached with 601,486
copies sold every week.

WORD IS SPREADING

1.12m

readers describe themselves
as multipliers with strong personalities.

Target groups

- Parents
- High-school graduates
- Students and graduates
- Teachers
- Young professionals
- Professionals

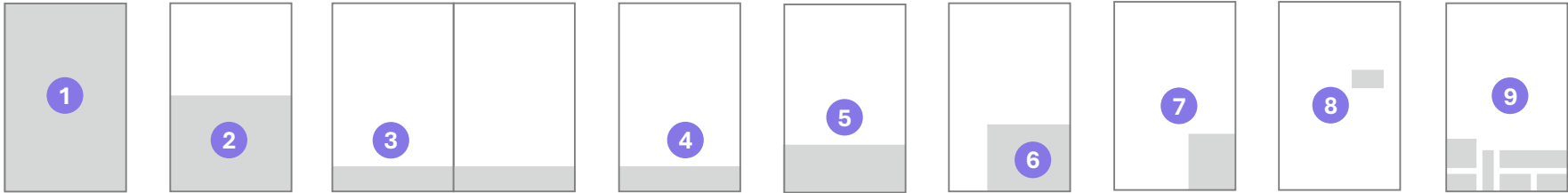
DIE ZEIT is Germany's leading opinion-forming weekly newspaper and stands for first-class independent journalism. It reports on subjects from the worlds of politics and business, culture and science, technology and medicine, society and education, travel, lifestyle and sport. Detailed background reports, carefully researched facts and precise analysis make DIE ZEIT an important source of up-to-date information. DIE ZEIT sets the agenda, adopts points of view, discusses perspectives and shapes opinions.



(Source: AWA 2024 and IVW II/ 2024)

/ Formats and prices for 2025

Stand-alone ads



Formats	Type area in mm (B × H)	Prices**
1 1/1 page	371 × 528 mm	€49,918.14
2 1/2 page landscape	371 × 264 mm	€24,459.07
3 Double lower-edge banner advert	2 × 371 × 72 mm	€24,892.42
4 Lower-edge banner advert	371 × 72 mm	€12,446.21
5 Large strip ad (1/4 page landscape)	371 × 132 mm	€15,706.94
6 Large corner ad	220.5 × 220 mm	€16,683.74
7 Small corner ad	140 × 140 mm	€7,330.74
8 Special recommendation	70.5 × 25 mm	€4,142.50
Additional costs of advertorial creation		Format prices on request

** Ads shown collectively.
** Prices are subject to change.

Ads shown collectively – only possible in editorial specials	
9 Prices by the millimetre	€8.10
Calculating the price of an advertisement: no. of columns × height (in mm) × millimetre price	
1 column	45 mm
2 columns	91.5 mm
3 columns	138 mm
4 columns	184.5 mm
5 columns	231 mm
6 columns	277.5 mm
7 columns	324 mm
8 columns	371 mm

ANZEIGE | WEITERBILDUNG | Ein Spezial des Zeitwissens

WEITERBILDEN:

LIFELONG LEARNING

Hier steht die Headline zum Text in 28 Pt

Im Bereich Kommunikation...

Spezialwissen liefert nur wenig...

Die große Chance...

Die große Chance...

Die große Chance...

26 %

Fern der Länder Vokalen und Konsonanten leben die Blinden...

Die große Chance...

Die große Chance...

Die große Chance...

70 Z. Überschrift Hier steht die Headline zum Text in 28 Pt Schriftgröße

Die große Chance...

Die große Chance...

Die große Chance...

75 Z. Eine Überschrift in Größe 14 Pt zweizeilig hier die Headline mit Text

Die große Chance...

Die große Chance...

Die große Chance...

26 %

Fern der Länder Vokalen und Konsonanten leben die Blinden...

Die große Chance...

Die große Chance...

Die große Chance...

75 Z. Eine Überschrift in Größe 14 Pt zweizeilig hier die Headline mit Text

Die große Chance...

Die große Chance...

Die große Chance...

87 %

16 Pt der Länder Vokalen und Konsonanten leben die Blinden...

Die große Chance...

Die große Chance...

Die große Chance...

Überschrift Headline für Lore Ipsum in 22 Pt

Die große Chance...

Die große Chance...

Die große Chance...

Editorial specials

Topic	PD	AD
Studying: deciding to study (ranking issue)	15.05.2025	18.04.2025
Women in science	06.11.2025	26.09.2025
Dates are subject to change.		

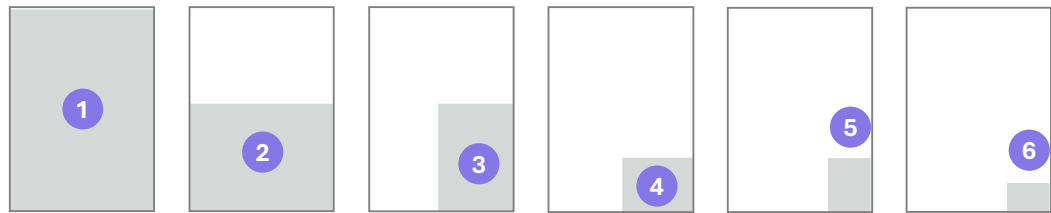
Special publications – thematic focus

Topic	PD	AD
Lifelong Learning I	09.01.2025	22.11.2024
Lifelong Learning II	07.08.2025	26.06.2025
Dates are subject to change.		

advise.zeit.de

ZEIT Advise

/ Formats and prices for 2025



Formats	Type area in mm (B x H) for delivery as an ad	Media	Creative costs*	Total costs
1 1/1 page (371x 528)	371 x 500	€34,214.40	€1,650.00	€35,864.40
2 1/2 page landscape (371 x 264)	371 x 244	€17,107.20	€1,100.00	€18,207.20
3 1/4 page portrait (184,5 x 264)	179 x 244	€8,553.60	€650.00	€9,203.60
4 1/8 page (184,5 x 132)	179 x 116	€4,276.80	€325.00	€4,601.80
5 1/16 page portrait / profile format I (91,5 x 132)	88 x 116	€2,138.40	€165.00	€2,303.41
6 1/32 page landscape / profile format II (45 x 66)	42,5 x 116	€1,069.20	€165.00	€1,234.20

*Not eligible for discount or AF. All prices plus VAT. No stand-alone placement possible. The General Terms and Conditions apply, see advise.zeit.de/agb.pdf.

／ The annual publication for prospective master’s students

Profile

The ZEIT CAMPUS MASTERS HANDBOOK is the indispensable guide for aspiring postgraduates and young professionals to help them choose a master’s course.

In particular, readers value the tips and testimonials in this practical, monothematic guide, which is not only a source of inspiration when it comes to courses and institutions, but also sheds light on topics such as student financing and insurance.

›The magazine is published once a year and is included in the ZEIT CAMPUS subscription.

The ZEIT CAMPUS MASTERS HANDBOOK is distributed – in a personal, target group-specific manner – in popular student haunts: at home, in shared flats, at universities and student halls of residence, in cafés and libraries.

CIRCULATION

60,000

distributed copies.

Sources: Publisher's statement and Reader survey 2024

INTENSIVE DEBATE

86%

of readers read half or more.

Sources: Publisher's statement and Reader survey 2024



PD	AD	Print material deadline
April 2026*	March 2026	March 2026

* Publication date to be confirmed.
Subject to changes.

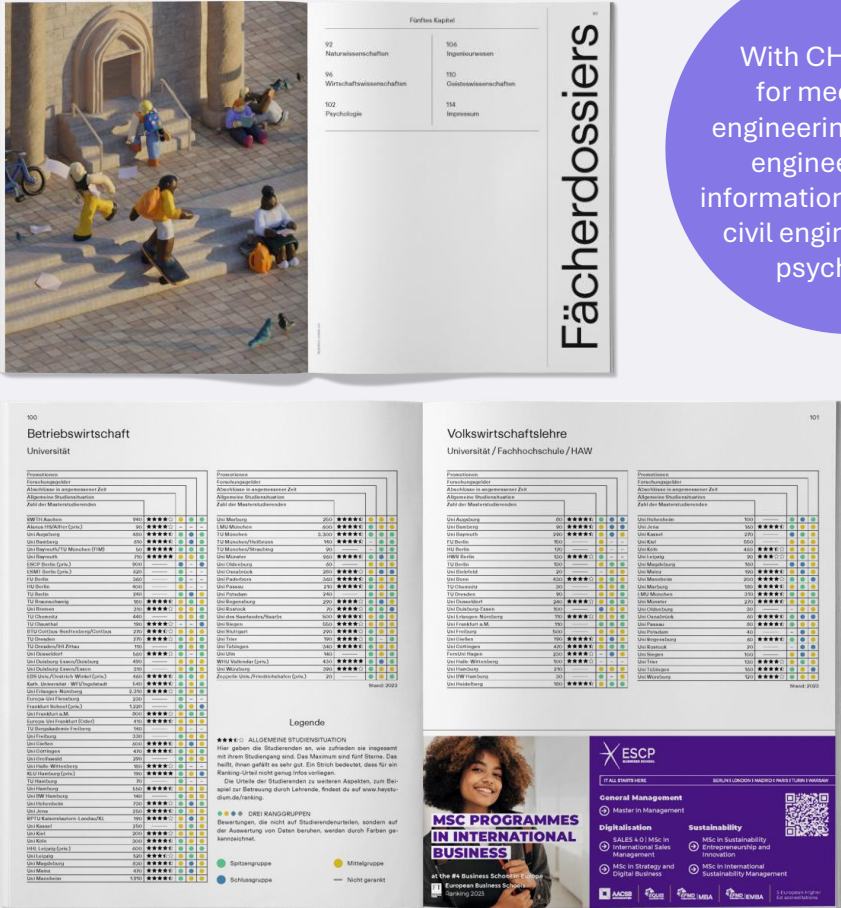
/ Your promotional options: Placement in thematic settings

Reach your target group with no waste coverage!

Choose between an advert in one of the themed settings (“choosing”, “applying“ ,”getting organised”, “getting out”) or on a specific subject page (Humanities and social sciences, economics, psychology, natural sciences, engineering, math, physics and computer science).

Your benefits with the ZEIT CAMPUS MA HANDBOOK

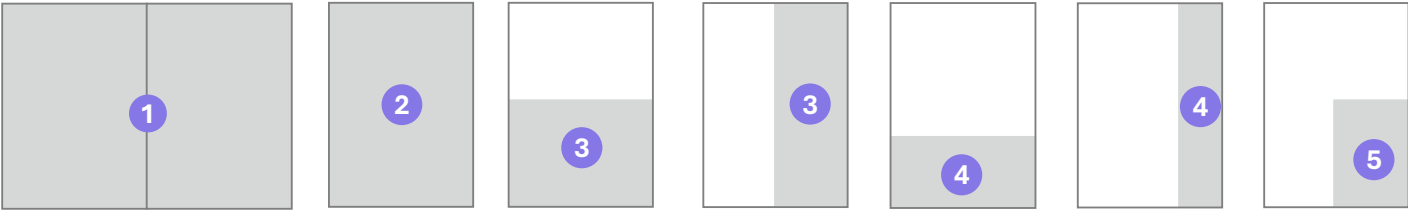
- Targeted communication with readers in their early/mid 20s who are interested in master’s courses
- Established source of guidance, with high credibility
- Long-term presence in retailers and long reader retention



With CHE ranking for mechanical engineering, electrical engineering and information technology, civil engineering and psychology.

Source: Reader survey 2024

/ Formats and prices for 2025



Format	Type area in mm (B × H)	Bleed in mm (B × H)	Price
1 Double-page opening spread	410 × 237	430 × 262	€26,400
1 Double-page spread, 1st double page	410 × 237	430 × 262	€24,400
1 Double-page spread, 2nd and 3rd double page	410 × 237	430 × 262	€23,400
1 2/1 page	410 × 237	430 × 262	€20,300
2 Full-page spread, inside front cover and inside/outside back cover + interleaf cover	188 × 237	215 × 262	€15,000
2 1/1 page	188 × 237	215 × 262	€10,700
3 1/2 page landscape/portrait	188 × 117 / 89 × 237	215 × 131 / 99 × 262	€6,900
4 1/3 page landscape/portrait	188 × 74 / 56 × 237	215 × 89 / 66 × 262	€5,500
5 1/4 page landscape/portrait/corner ad*	90 × 117	–	€4,200

Additional bleed of 5 mm on all sides for bleed formats. * More than one ad on a page.
All prices are exclusive of German VAT. Terms and Conditions apply, see advise.zeit.de/agb.pdf.

/ We will be happy to advise you

Aurélie Cochard

Independent Sales Representative

Job Advertisements & Employer Branding

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