

ZEIT SWITZERLAND

Regional and cross-border on all channels

/ Regional and cross-border on all channels

DIE ZEIT is published weekly in Switzerland with three extra pages. In print, they are published exclusively in Switzerland. In the digital edition of ZEIT, they are also available to interested parties outside the country. The editorial team has its finger on the pulse of political life in Zurich and helps shape the country's political, economic and social debates week after week.

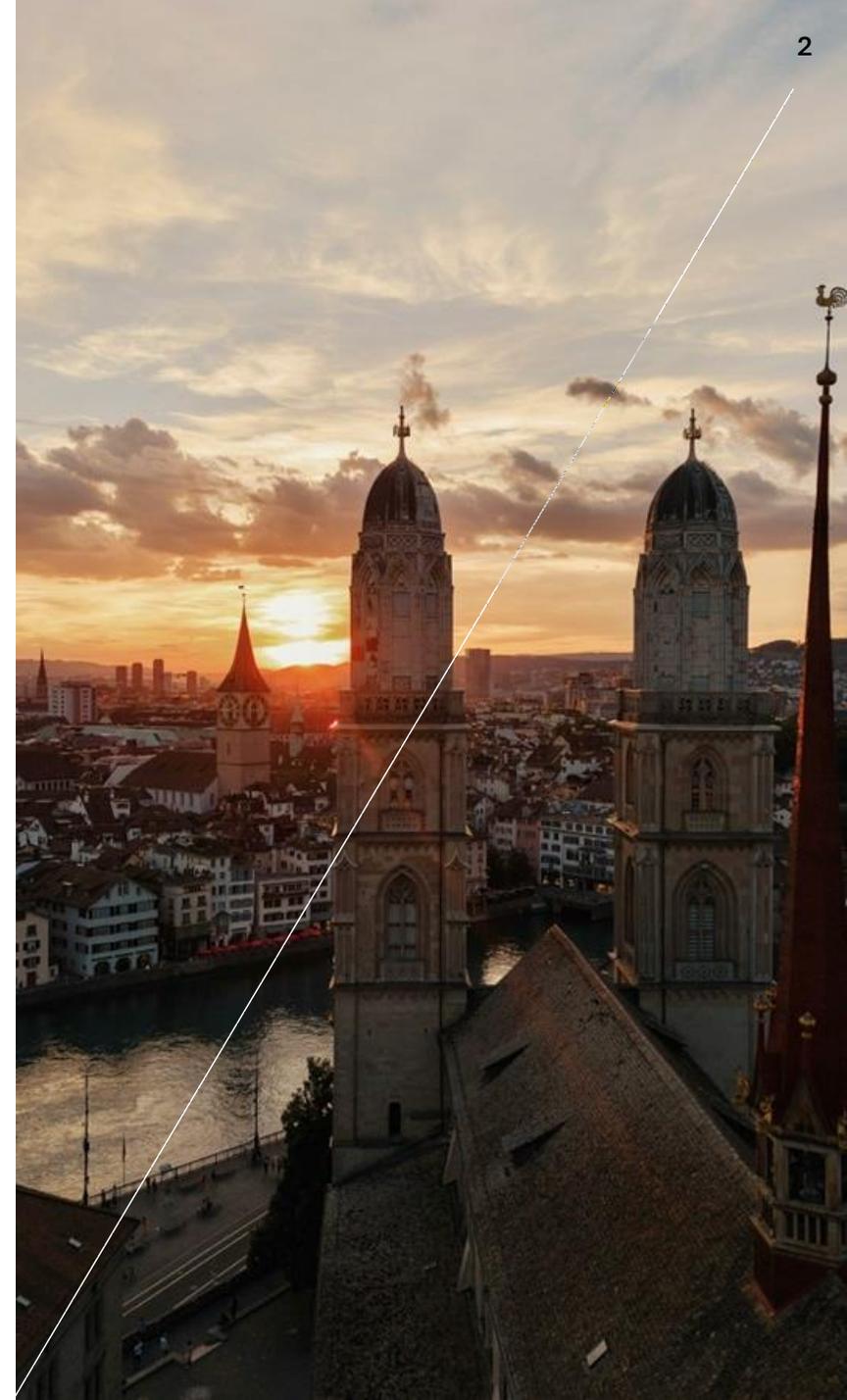
ZEIT SWITZERLAND regularly reports on the most exciting topics in a multi-page extra volume. Since spring 2019, she has been doing this across borders together with colleagues from the Vienna office of ZEIT:

The regional issue ZEIT ALPEN is dedicated to background information and research from the entire Alpine region.

She is inspired by the success of the transalpine podcast "Servus. Grüezi. Hallo." by zeit.de, which is also produced by the editorial offices in Vienna and Zurich.

Consistently more:

More background information and research from Switzerland in print, digital and events.



Quality creates trust

**5 hours, 22 minutes
per week**

users spend with content from their love brand ZEIT.
There they find orientation, inspiration, peace and a community,
that she wears.

Source: ZEIT Brand Study 2024, n = 6,906 subscribers

/ Your cross-media communication in the ZEIT SWITZERLAND cosmos

/ Print + E-Paper

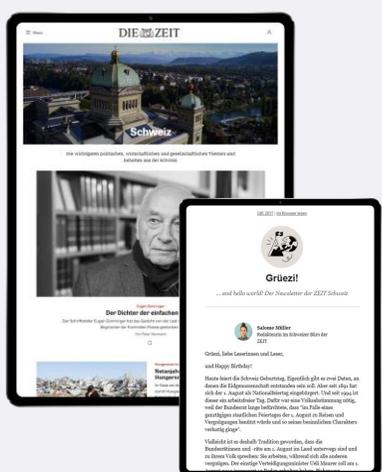
/ Digital

/ Audio

/ Events



ZEIT SWITZERLAND print and e-paper edition with a reach of 70,000 readers (Mach Basic 2025-1).



The new ZEIT SWITZERLAND Newsletter "Grüezi!" (Mon-Sat) starts with 22,000 subscribers.



The podcast of the ZEIT "Servus. Grüezi. Hello."(Wednesdays) talks weekly about the politics and society of the Alpine countries of Austria, Germany and Switzerland.



Numerous events such as the Long Night of ZEIT

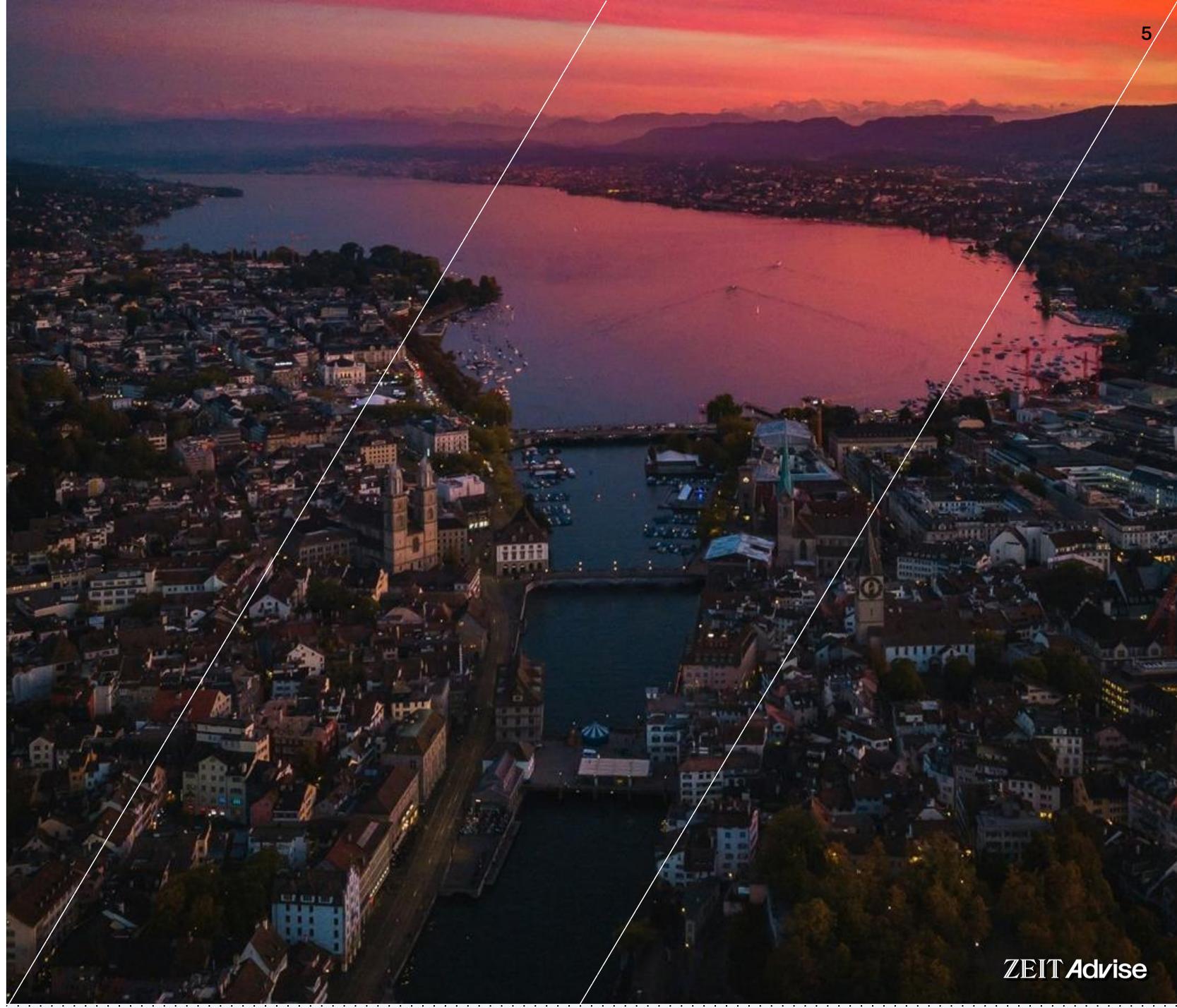
/ ZEIT SWITZERLAND

Print + E-Paper

The window to Switzerland

Three pages, which are only published in Switzerland, report from Switzerland. The editorial team led by editor-in-chief Matthias Daum has its finger on the pulse of political life in Zurich and helps shape the country's political, economic and social debates week after week.

advise.zeit.de



DIE ZEIT stands for plurality and diversity of opinion

76%

READERS AGREE THAT DIE ZEIT REFLECTS A WIDE RANGE OF SOCIAL AND POLITICAL OPINIONS.

Source: ZEIT Brand Study 2024, n= 6,906 subscribers

Appearance type:
as a separate department in the
ZEIT

Frequency of publication:
weekly

Price 1/1 page 2026:
CHF 10,356

Circulation (print & e-paper)
21,892 copies (WEMF 2025)

Range:
70,000 readers

Source: Mach Basic 2025-1

... Exclusive publication in Switzerland, but also available in the digital edition for interested parties outside the country

... In Zurich, the editorial team has its finger on the pulse of political and social life

... week after week, the editorial team helps shape the country's political, economic and social debates

... discusses cross-border topics in the podcast "SERVUS. GRÜEZI. HELLO."



Formats at a glance

Frequency of publication: weekly, Thursdays, the advertising deadline is on Thursday of the previous week, 4 p.m

Pricing and formats for ads

Format	Type area in mm (W x H)	Price
1/1 page	371 x 528	CHF 10,356
1/2 side landscape	371 x 264	CHF 5,691
Magazine page	220,5 x 290	CHF 4,338
1/3 side landscape	371 x 176	CHF 3,825
1/4 side landscape	371 x 132	CHF 2,986
1/4 Page Corner Panel	220,5 x 220	CHF 2,986
Title header display	28 x 33	CHF 2,426
Text part display	70,5 x 50	CHF 793

Sonderformate

Format	Type area in mm (W x H)	Price
Advertising field small	70,5 x 150	CHF 700
Advertising field medium	145,5 x 150	CHF 1,493
Advertising field large	220,5 x 150	CHF 2,146

Other formats on request. All prices plus VAT. Creative costs are not eligible for a discount or AE. The terms and conditions of the Zeitverlag, advise.zeit.de, price list no. 71 apply. Sources: WEMF 2025, Mach Basic 2025-1



Reach
70,000
Readers per week
Edition
21,892 Ex.



Readership at a glance



RANGE

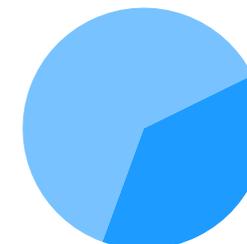
70,000

People read ZEIT SWITZERLAND.

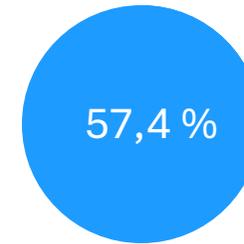
Ø Age



Gender



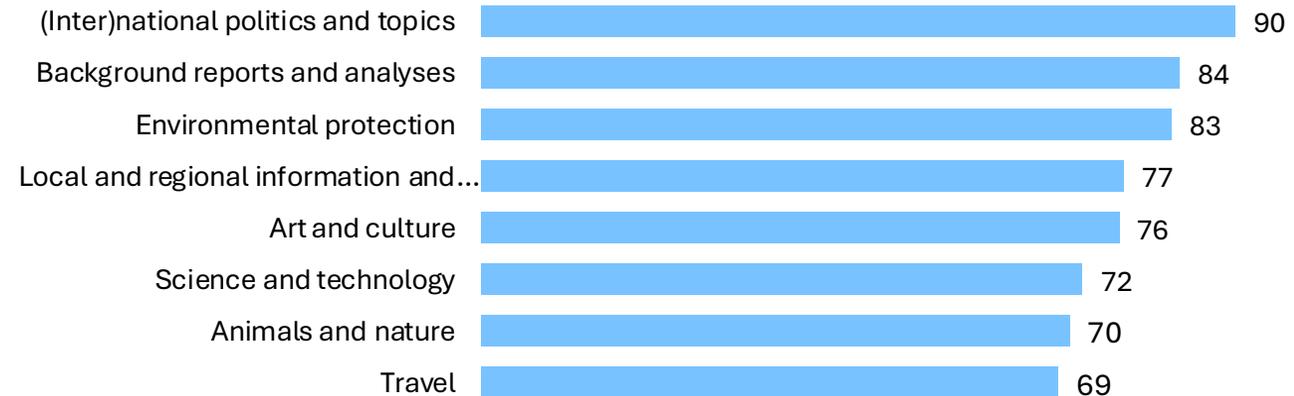
HHNE > 8.500 CHF



Studies

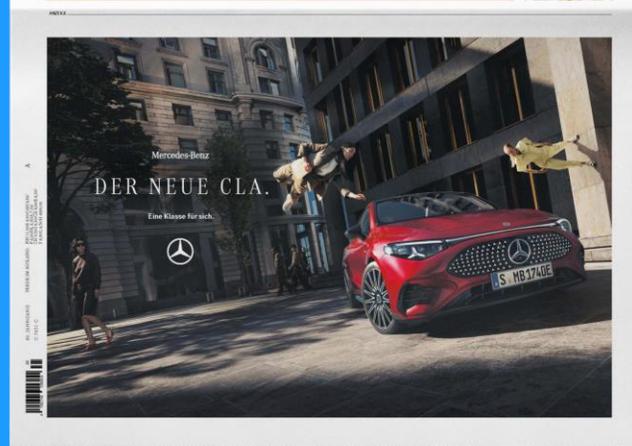
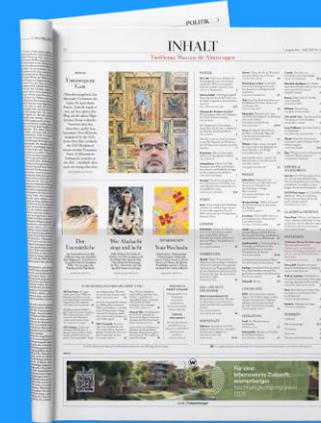


Interests in %



So source: (Mach Basic 2025-1)

Anchor your brand visibly in the dialogue of the region



Special placement on the cover page Economy

Every other week, you have the exclusive opportunity to place your company with a full-page advertisement on the back cover of the business section.

Your benefits

- Prominent and large-format placement
- Attention-grabbing visibility in the distribution area of Switzerland

Price and format for ad

Format	Type area in mm (W x H)	Price 4c
Advertisement on the cover page	371 x 528	CHF 13,463

All prices plus VAT. The terms and conditions of the Zeitverlag, advise.zeit.de, price list no. 71 apply. When booking advertorials, separate prices apply. We will be happy to send it to you.



Side dishes

Effective & target group-oriented

Below you will find the number of copies and the costs for a supplement in the ZEIT SWITZERLAND edition. The prices refer to a side dish weighing up to 20 grams. We will be happy to provide you with further price examples and combinations!

	Retail sale	Subscription*	Total
Switzerland	3,000 copies	7,000 copies	10,000 copies
Costs (example for a weight of 20 g)			CHF 2,846

All prices plus VAT. The terms and conditions of the Zeitverlag, advise.zeit.de, price list no. 71 apply.

Inserts by weight

Weight	Price	Weight	Price
Up to 20 g	CHF 285	Up to 40 g	CHF 303
Up to 25 g	CHF 289	Up to 45 g	CHF 308
Up to 30 g	CHF 294	Up to 50 g	CHF 313
Up to 35 g	CHF 299		

Total circulation

It is only possible to book a supplement in the entire edition of ZEIT SWITZERLAND. This results from individual sales and subscriptions.
*Postal fees of CHF 16 per 1,000 copies are due for the subscription edition. Postal fees are not AE and discountable.

Prices for side dishes over 50g on request.

Partial edition

The occupancy of the ZEIT SWITZERLAND edition is a partial occupancy of less than 100,000 copies. The partial occupancy surcharge is already included in the above prices.

Occupancy options

Minimum format (W x H): 105 x 148 mm

Maximum format (W x H): 260 x 365 mm

Fold on long side.

The advantages

More scope

With 6 to 10 pages, this is a strong section in the ZEIT, which is published four times a year

More space

For special environments with high-quality focus topics in every quarterly issue

Unique

Contemporary editorial and cross-media concept

High-quality contacts

Mandatory medium for decision-makers and opinion leaders: Background-oriented, detailed, lasting – consistently more!

Consistently more!

DIE ZEIT

ALPEN-AUSGABE



Wie cool seid ihr denn?

Was Kinder aus Österreich und der Schweiz so richtig gut können. Ein sechsstufiges Kinder-Spezial für die heißen Sommermonate

ALPEN-EXTRA

Hoffnung verloren

Fällt der durchgeschüttelten SPD wirklich gar nichts anderes mehr ein, als ein AfD-Verbot zu fordern? VON HERMANN WEISS

Was also fällt der SPD ein, nachdem sie das Kinderwahlrecht beschlossen haben? Nichts anderes als ein AfD-Verbot zu fordern? Das ist ein sehr seltsames Verhalten, wenn man bedenkt, dass die SPD in den letzten Jahren immer wieder die AfD als die einzige Alternative zur CDU bezeichnet hat. Und das ist ein sehr seltsames Verhalten, wenn man bedenkt, dass die SPD in den letzten Jahren immer wieder die AfD als die einzige Alternative zur CDU bezeichnet hat.

Geschmackssache

Zwei Hochzeiten der US-Elite – eine links, eine rechts – zeigen, warum das Volk sich vor ihr abwendet. VON MELF POLLATSCHEK

Zwei Dinge stehen nach den Festen im Mittelpunkt der letzten Woche: Die Hochzeit von Ivanka Trump und Jared Kushner, die Tochter von Donald Trump, und die Hochzeit von Bill Clinton und Chelsea Clinton. Die beiden Hochzeiten zeigen, warum das Volk sich vor der Elite abwendet.

In Venedig konnte man beobachten, wie sich ein deutsches Halbeschloß schließt

Das ist die Wirklichkeit, und das ist es auch bei der Wahl. Die Wahl ist ein Wettstreit zwischen den Parteien. Die Wahl ist ein Wettstreit zwischen den Parteien. Die Wahl ist ein Wettstreit zwischen den Parteien.

Polde Elze wie Ueli Maier: über diesen hinter verschlossenen Türen

Polde Elze wie Ueli Maier: über diesen hinter verschlossenen Türen. Polde Elze wie Ueli Maier: über diesen hinter verschlossenen Türen. Polde Elze wie Ueli Maier: über diesen hinter verschlossenen Türen.



Urlaub mit mehr Horizont
Zwölf Empfehlungen für die Lektüre am Strand, in den Bergen oder am Balkon
Feuilleton, S. 41

»Krieg ist ein eider Dämon«
Alice Schwarzer und Alexander Kluge in großen Interviews
Feuilleton, S. 46



Heiter bis wütend
Die Eltern trennen sich – und dann? Drei Kinder erzählen
Kolumne, S. 18



Partypirl
Um 23.00 Uhr am letzten Freitag ging bei der Pöblist im Nostal' die Musik los. Bei der Party im Nostal' ging bei der Pöblist im Nostal' die Musik los. Bei der Party im Nostal' ging bei der Pöblist im Nostal' die Musik los.

Wieder keine 1:1-Begegnung zwischen den beiden Mannschaften. Die beiden Mannschaften haben sich nicht getroffen. Die beiden Mannschaften haben sich nicht getroffen.

Abonnement Österreich
Abonnement Österreich
Abonnement Österreich

№28
80 JAHRE 1939-2019

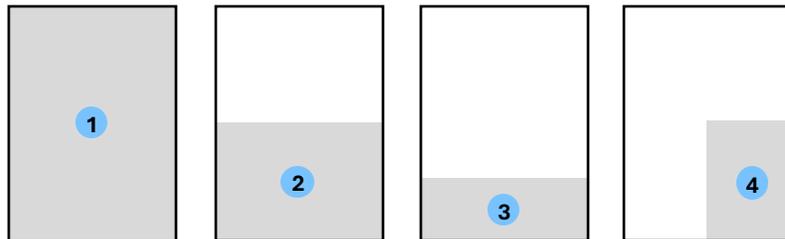


/ Dates and prices

PUBLICATION DATE	Advertising deadline	Deadline for printing documents
19.03.2026	19.02.2026	06.03.2026
02.07.2026	04.06.2026	19.06.2026
17.09.2026	20.08.2026	04.09.2026
03.12.2026	05.11.2026	20.11.2026

Subject to change.

Prices



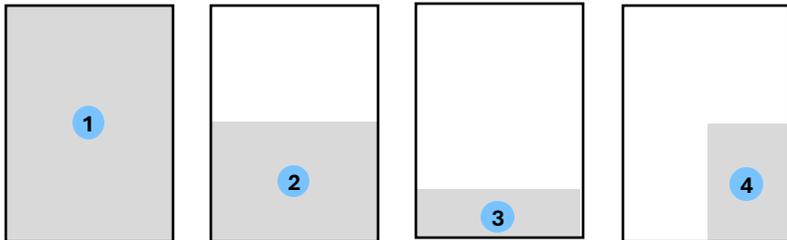
Format	Type area in mm (W x H)	Price
1 1/1 page	371 x 528	CHF 19.705
2 1/2 side landscape	371 x 264	CHF 9.852
3 1/4 side landscape	371 x 132	CHF 4.926
4 1/4 Page Corner Panel	220,5 x 220	CHF 4.926

Other formats on request. Individual registration of the ZEIT ÖSTERREICH or the ZEIT SWITZERLAND edition is possible by prior arrangement. When booking advertorials, separate prices apply.

Solo Advertorials

Attention-grabbing advertorials

- Individual: Design according to your needs
- Effective: Editorial-looking design
- Practical: Comprehensive, detailed information and illustrations of products or offers can be easily displayed
- Convenient: You only provide text and image material



Format	Type area in mm (W x H)	Media	Creative Award	Total price
1 1/1 page	371 x 528	CHF 19,705	CHF 4,292	CHF 23,997
2 1/2 side	371 x 264	CHF 9,852	CHF 2,986	CHF 12,838
3 landscape	371 x 132	CHF 4,926	CHF 2,239	CHF 7,165
4 1/4 Page Corner Panel	220,5 x 220	CHF 4,926	CHF 2,239	CHF 7,165

Advertorial without master layout. Other formats on request. All prices plus VAT. Creative costs are not eligible for a discount or AE. The terms and conditions of the Zeitverlag, advise.zeit.de, price list no. 71 apply.

»Wir sind die Zukunft – doch gemeinsam sind wir die Gegenwart«

Die Wurzeln von UN School sind tief in der Geschichte verankert. Die Wurzeln sind die Werte, die uns verbinden und die uns antreiben, die Welt zu verbessern.

UN School ist ein Projekt, das die Wurzeln der UN-Organisation in der Gegenwart wiederbelebt. Es ist ein Projekt, das die Wurzeln der UN-Organisation in der Gegenwart wiederbelebt. Es ist ein Projekt, das die Wurzeln der UN-Organisation in der Gegenwart wiederbelebt.

www.unschool.de

In Vertrauen investieren

Warum persönliche Beziehungen, aktive Vermögensverwaltung und konsequente Kundenorientierung heute mehr zählen denn je – und wie die Hypo Vorarlberg diesen Anspruch täglich lebt.

BEI UNS SIND SIE BESTENS BERATEN. DAS ZEICHNET UNS AUS.

ANZUEBANK ELITE HYPO VORARLBERG

ReOil® Recycling-technologie für Altkunststoffe

Adieu fossile Denkmäler: Als verlässliche Partnerin der österreichischen Energieversorgung, treibt die OMV innovative Recyclingtechnologien, Kreislaufwirtschaft und die Energiewende voran. Der nachhaltige Blick auf den Kunststoffsektor wird zum entscheidenden Schritt hin in Richtung CO₂-arme Zukunft und zum Treiber für Kreativität und neue Blickwinkel.

Recycling, das erfinden. ReOil® ist die Lösung für die Kreislaufwirtschaft. Es ermöglicht die Herstellung von Kunststoffen aus Altkunststoffen. Es ermöglicht die Herstellung von Kunststoffen aus Altkunststoffen.

#FlussreinigungOMV

All out one hand

ReOil® erfindet. Das chemische Recyclingverfahren ist innovativ, erfindungsreich und stellt eine starke Ergänzung zum gängigen Recycling dar.

Mit neuen Technologien den Herausforderungen des Klimawandels begegnen.

/ ZEIT SWITZERLAND
Digital – Background-
oriented,
mobile & stationary

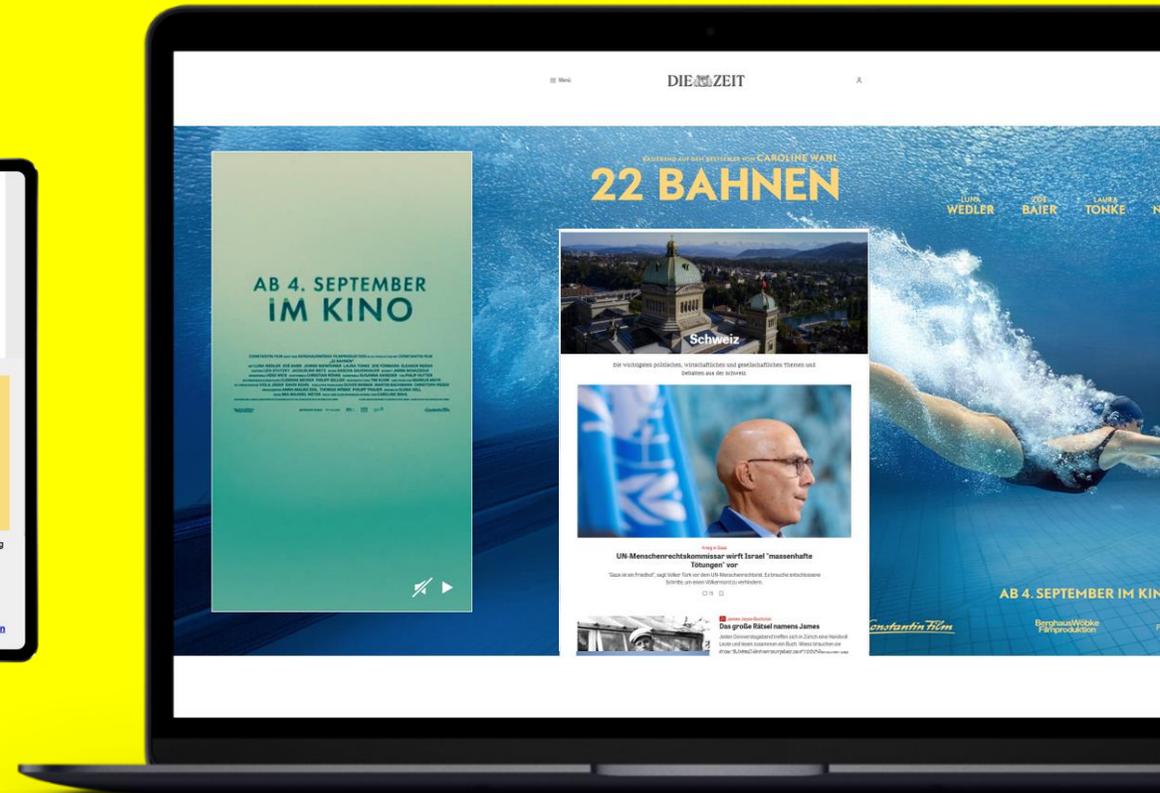
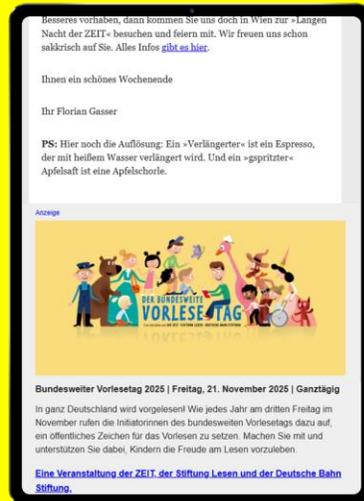
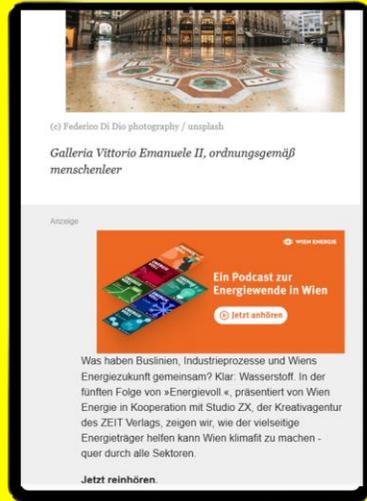


Trust connects.

"It is precisely because we are so aware of our role and the expectations placed on us as a brand that we are also attractive to other brands. They want to be part of the intense relationship we have with our audience. They also want to meet expectations."

Nils von der Kall, Chief Commercial Officer ZEIT Publishing Group

／ The Digital Summit of Switzerland - An ideal way to reach your target group



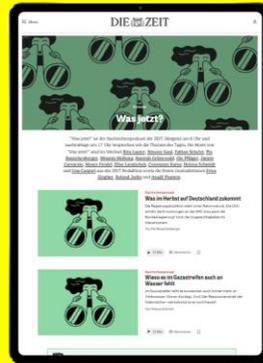


Newsletters

The digital newsletters of the ZEIT family appeal to different target groups with high-quality content.

DIE ZEIT offers newsletters in the areas of news, lifestyle, culture, education, science, travel, jobs and careers, among others.

An environment with high usage intensity and high opening rates of loyal ZEIT newsletter subscribers.

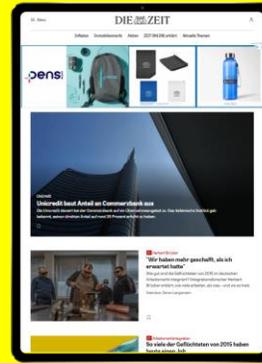


Podcast

DIE ZEIT produces the highest-reach quality podcasts in Germany.

The ZEIT podcast family offers a wide range of topics with different target groups. Current news, criminal cases, politics, science and much more. Prominent guests will be interviewed and live events will be recorded.

A high-quality environment for targeted native audio ads.



Display

With display ads, advertisers achieve a high reach as part of their branding campaign.

To avoid wastage, zeit.de not only offers a wide range of different advertising formats, but also target group-specific targeting.

Customers are offered a suitable and high-quality environment for their advertising message.



Content Solutions

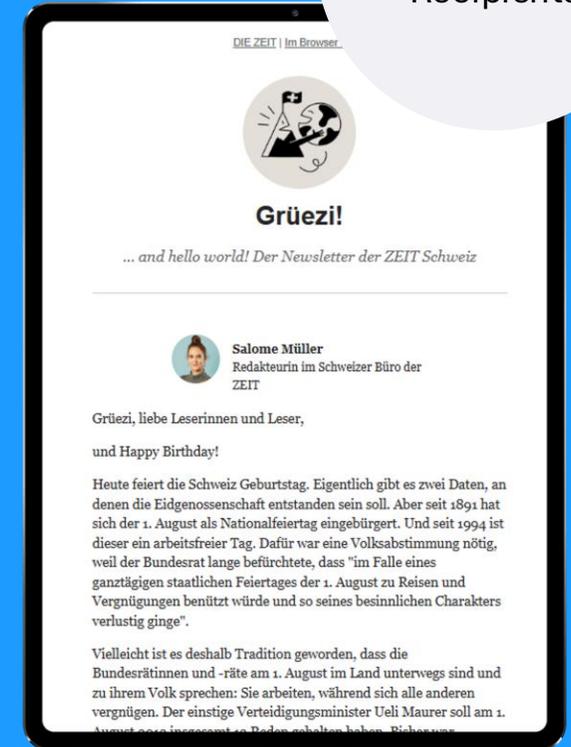
Content solutions on zeit.de offer the opportunity to tell exciting stories in the right layout.

Advertisers can deliver the content themselves or have it created on behalf of a service editorial team. The content solution is advertised on zeit.de with a media package and integrated at the appropriate point.

For a comprehensive staging of the advertising message, zeit.de offers the right environment with advertorials, sponsored posts, branded podcasts and videos.

/ ZEIT SWITZERLAND: "Grüezi!"

22,000
Recipients



[Get an insight into the newsletter right here](#)

For more than 15 years, we have been explaining Switzerland to the Germans and Germany to the Swiss – and thus also to Europe – as a German newspaper with its own editorial office in Switzerland and its own Switzerland edition.

To this end, we are touring with our podcast "Servus. Grüezi. Hallo" as an international understanding through the Alpine countries. Now we are following up: with our new newsletter "Grüezi! ... and hello World!"

We look at Switzerland through different eyes every week. We ask our ZEIT colleagues in Hamburg, Brussels, London or Vienna, but also those in Singapore, Nairobi, Shanghai or Washington D.C., how they see Switzerland from their countries.



Matthias Daum
Editorial Director
ZEIT Switzerland

/ Booking options

The newsletter is aimed at a particularly demanding and well-connected community. They are among the opinion leaders in society, have a high level of education, are leaders and decision-makers and have a high net household income.

FORMATS

- Breaking Ad or
- Image-text display (also possible as raffle display)

DATES

- Date of publication: weekly, Fridays
- Advertising deadline: by Friday of the previous week, 12 noon

RANGE

- 22,000 recipients
- With a planned, growing reach of 1,000 recipients per month

WE OFFER YOU 3 AD SLOTS PER ISSUE

*Prices valid from 01.09.2025

Not possible: bolding, italics, underlining, coloring within the text, multiple links. Advertising deadline & advertising deadline: Friday of the previous week, 12 noon
All prices plus advertising tax of 5% and VAT and valid until 31.12.2026.
Delivery of the advertising material including target URL to digital_admanagement@zeit.de



/ Image-Text Display

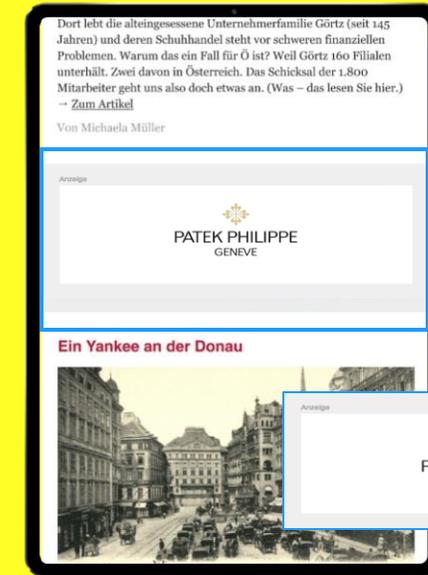
SIZE

Image: 600 x 300 px (.png, .jpg or .gif [without animation], max. 100 KB) + opt. Text: max. 350 characters* (incl. spaces) + destination URL

BOOKING FREQUENCY

1 issue

CHF 746



/ Breaking Ad

SIZE

Image: 600 x 200 px (.png or .jpg; max. 60 KB) + destination URL

BOOKING FREQUENCY

1 issue

CHF 746

/ SERVUS. GRÜEZI. HELLO.

Much of what seems politically new and explosive in Germany has long been normal in Austria and Switzerland.

ZEIT political editor Lenz Jacobsen wants to know how Austrians and Swiss experience politics and shape society. To do this, he talks once a week with Matthias Daum and Florian Gasser, the ZEIT correspondents from Zurich and Vienna. "Servus. Grüezi. Hello."

Facts

- Published weekly, Wednesdays
- Ø 55,000 net downloads* per episode
- 1 week/1 episode

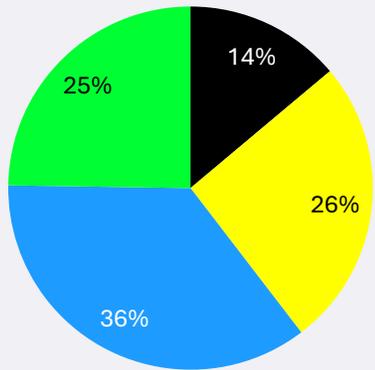


Ø 55,000
Net
Downloads*

* Downloads means the sum of completed downloads and completed streams.
All podcasts are also available on Spotify, iTunes, Deezer, Amazon Echo and Google Home.

ZEIT podcast listeners are 41 years old on average – a target group that makes decisions every day and seeks orientation

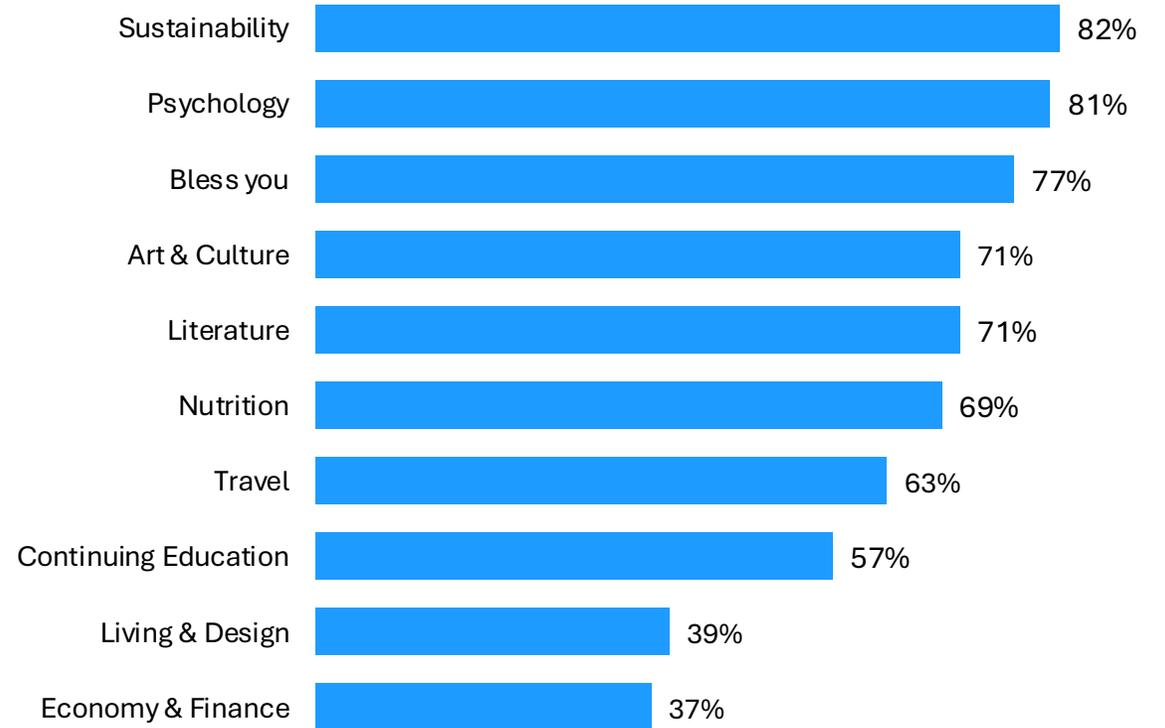
How old are the ZEIT podcast listeners?*



■ Boomer 60 + J. ■ Gen X 45 bis 59 J.
■ Gen Y 30 bis 44 J. ■ Gen Z bis 29 J.

Talking about podcast content regularly
69 %*

Relevant topics for ZEIT podcast listeners*



Familiarity & Closeness

90 %

have the feeling of familiarity when they listen to ZEIT podcasts.*

Intensive use

Ø 8 hours

listen to ZEIT Podcast listeners per week.*

High attention

97 %

listen to ZEIT podcasts until the end.*

/ Advertising in ZEIT podcasts is well received



80 %

of ZEIT podcast listeners find the advertising credible.



76 %

of ZEIT podcast listeners find the customer spots appropriately placed.

66%

of listeners perceive a brand-activating effect through podcast advertising.



86 %

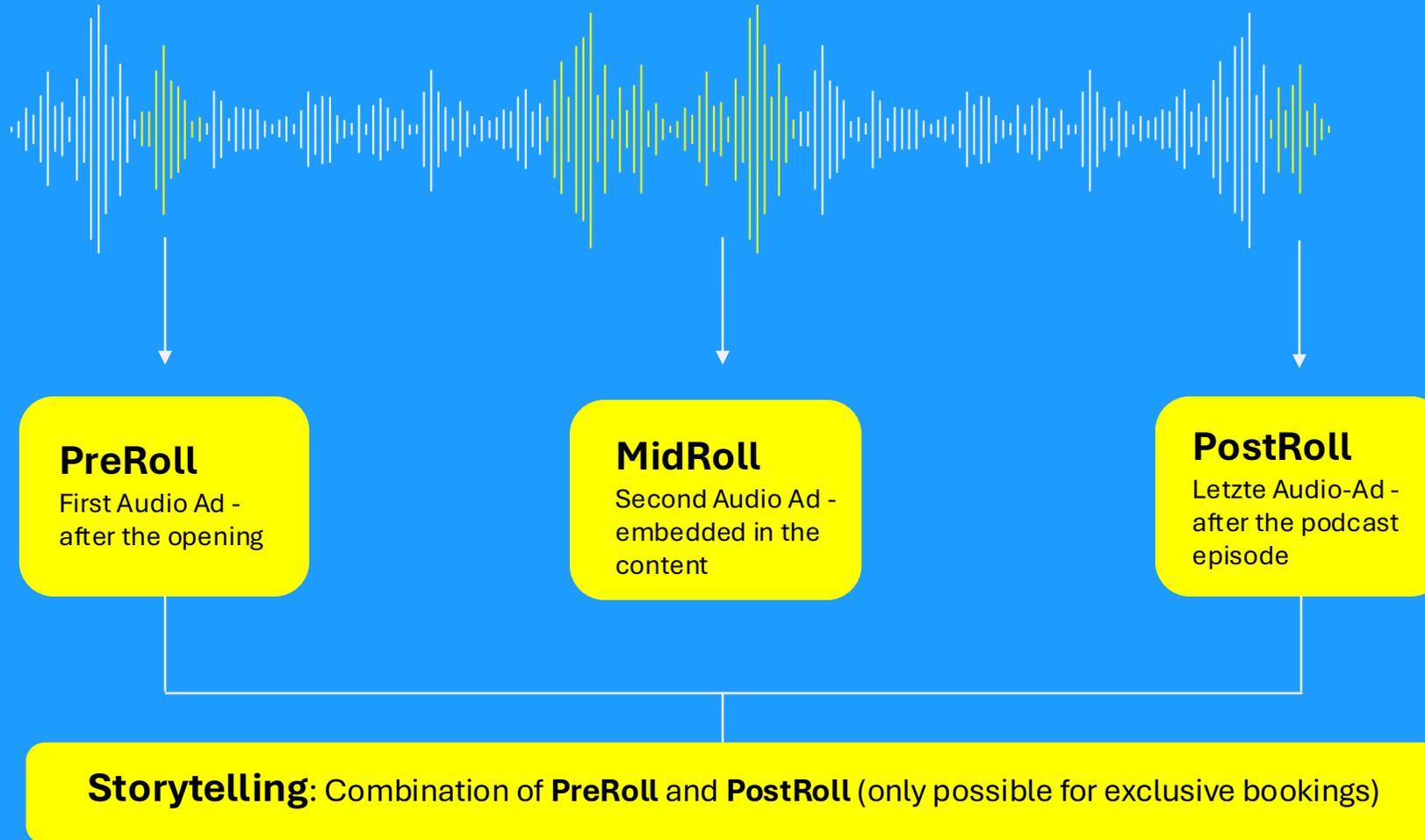
of users listen to podcasts in a concentrated manner, which means that messages are received in a targeted manner.



Sources: ZEIT Podcast Study 2025; iq digital Podcast Baseline Study 2023; RMS Podcast Study 2024.

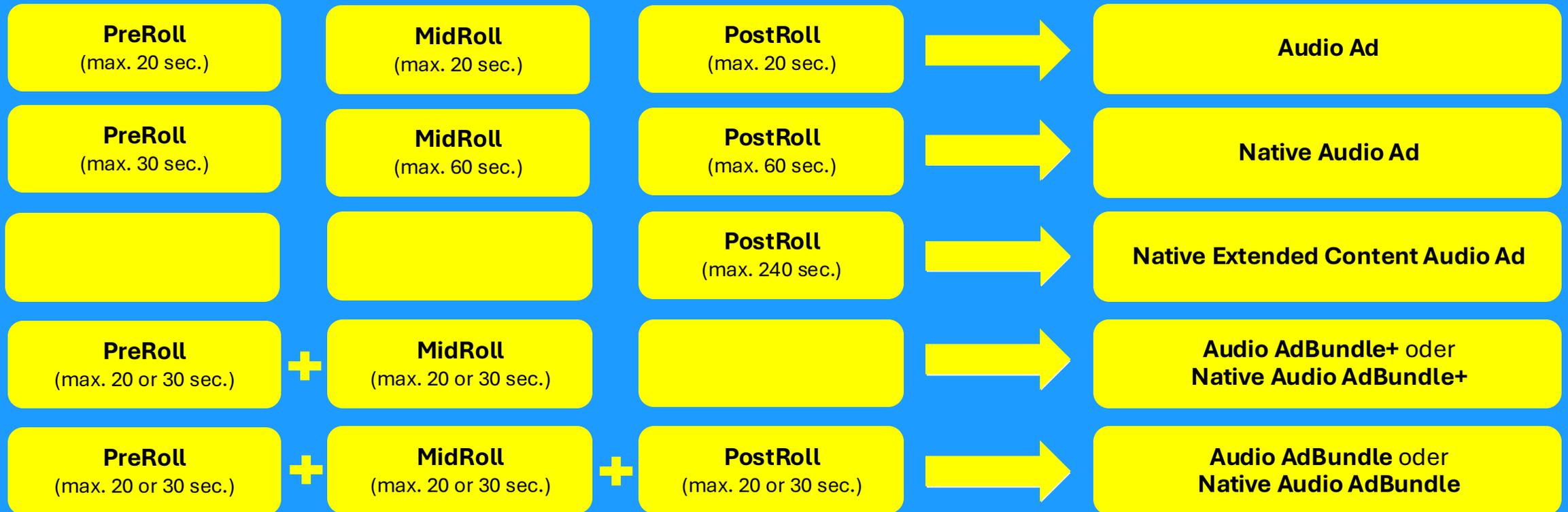
/ Choice of placement

The right position for your audio ad



/ CPM Volume Booking –

Your Audio Impression Volume Scalable with a Flexible Campaign Period



Podcast CPM Price List*

Your podcast booking on a volume basis

Format	Price category	PreRoll/ MidRoll***	Ad Bundle More****	Ad Bundle**** OR PostRoll
Native audio ad (up to 30 seconds)	PK1	CHF 103	CHF 93	CHF 84
	PK2	CHF 84	CHF 75	CHF 65
Format	Price category	PreRoll/ MidRoll	Ad Bundle More	PostRoll
Native audio ad (up to 60 seconds)	PK1	CHF 121		CHF 103
	PK2	CHF 103		CHF 84
Format	Price category	PreRoll/ MidRoll	Ad Bundle More	PostRoll
Native Audio Ad (up to 240 seconds)	PK1			CHF 121
	PK2			CHF 103

Explanation of price classes

PK1 = Podcast Show & Premium Targeting, e.g. CPM booking of a single show, e.g. "ZEIT Verbrechen"

PK2 = Podcast Brand = TKP-Buchung aller ZEIT Podcasts

Podcast Channel = CPM booking of a topic category, e.g. All podcasts on the topic of "Politics"

Minimum booking volume 3,266 CHF n/n

Remarks

no mid-roll in "ZEIT Verbrechen" and in "Was jetzt?" possible

**** Storytelling = PreRoll UND PostRoll

AdBundle Plus = PreRoll AND PostRoll (max. 30" each). Draw will be subject to availability! No guaranteed placement.

AdBundle = PreRoll AND MidRoll AND PostRoll (max. 30" each). Draw will be subject to availability! No guaranteed placement.

Native Audio Ad

Your spot authentically embedded in the podcast content

Your advertising message, of course embedded in the podcast and as the only advertising contribution per slot, receives the full attention of the listeners.

- Natively voiced by professional voice actors
- Fits naturally into the podcast.
- Voice only: No background noise, no music or jingles – your advertising message is the focus.
- Bookable as PreRoll (max. 30 sec.), MidRoll (max. 60 sec.) or PostRoll (max. 60 sec.)
- Creation costs: 933 CHF



Best Seller
in the ZEIT Audio
Ad Portfolio

Individual target group approach and minimization of wastage – our targeting solutions are as individual as your target group.

**Who is
Your target group?**



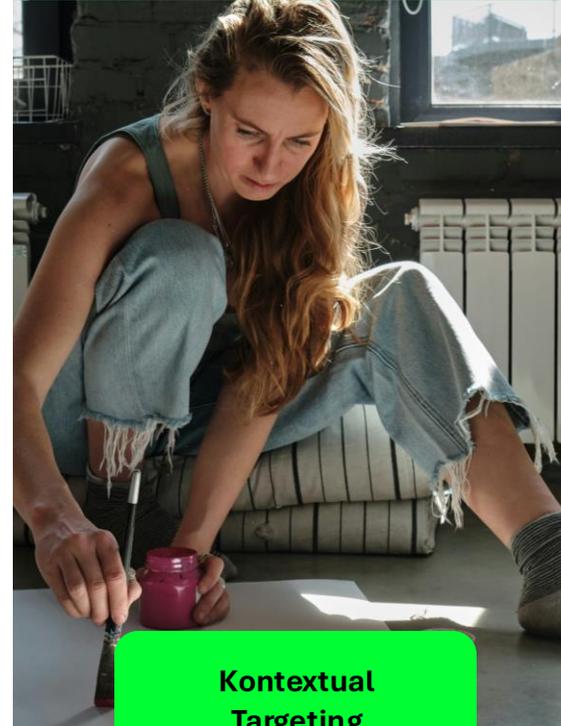
**Demographic
targeting**

**Where is it located
Your target group?**



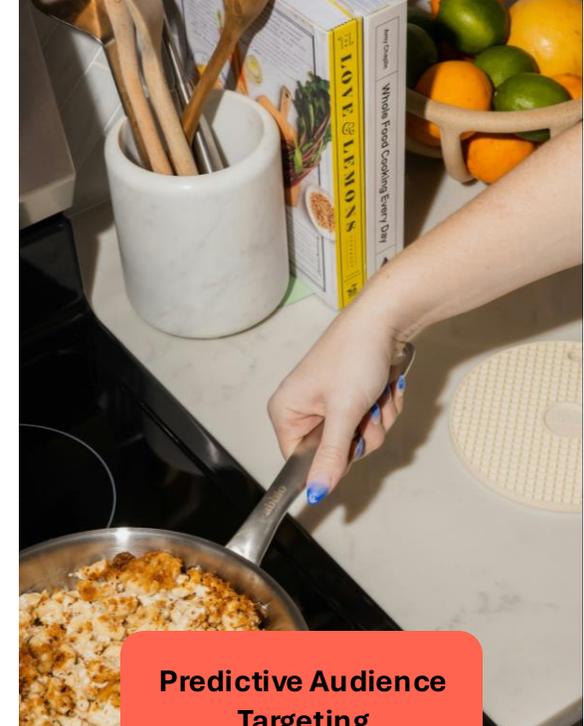
**Geo-
Targeting**

**What content does it
deal with?**



**Kontextual
Targeting**

**What topics are they
interested in?**



**Predictive Audience
Targeting**

／ Your individual targeting solutions – we connect brands and target groups precisely!

Demographics Targeting

Data aggregation by our AdServer

Combination of 1st and 3rd Party Data

Additional data enrichment by SONAR for a targeted playout

Kontextual Targeting

Transcribe episodes using speech-to-text technology

Screening of content according to contexts (keywords and topics) with corresponding tagging in the AdServer

Playout in the selected segment

Predictive Audience Targeting

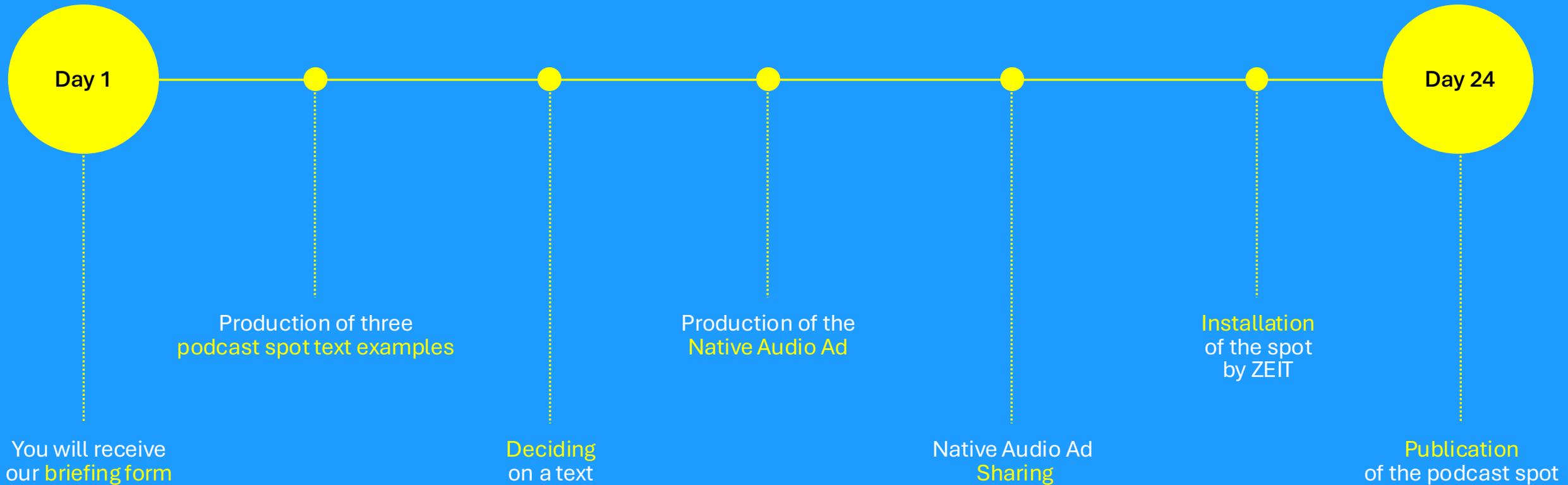
Industry's first cookie-free targeting feature

Interaction between our AdServer and Comscore (source of audience data)

Control of the formed interest clusters in correspondingly affine podcast environments

New segments:
household income,
Phases of life & consumer behaviour

/ The design process for your native audio spot with us



Unique visitors in Switzerland

593,691 / month (Source:
Ø Mapp January - March 2025)

Length of stay in Switzerland

2:05 minutes

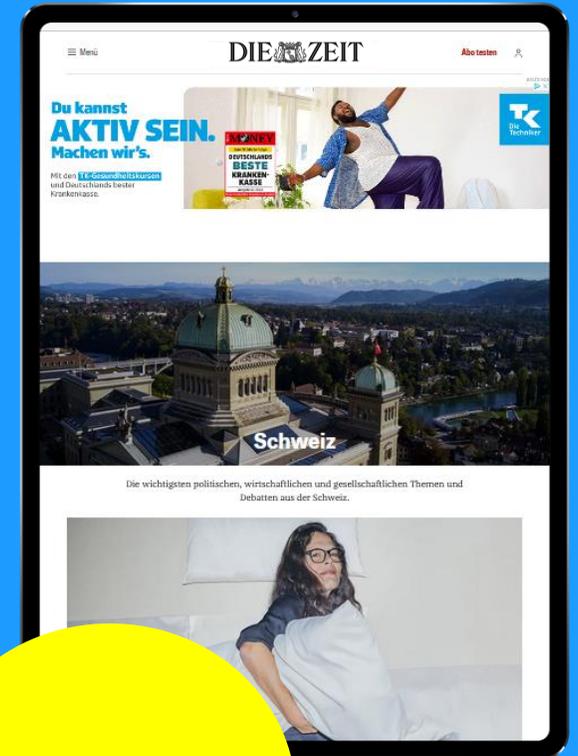
Target group:

Young elite, decision-makers
and opinion leaders

... is a portal for sophisticated online journalism with above-average educated users with a wide range of interests. Thanks to the high dwell time of the users, zeit.de offers the ideal platform for a sophisticated target group approach.

... enables an effective target group approach through targeted regional targeting via suitable targeting segments thanks to the collection of exclusive data and analyses.

... has a high cost-effectiveness due to a favorable CPM compared to other advertising media.



www.zeit.de

/ Target-group-specific communication

What is targeting?

Targeting enables a target-group-specific, automated control of digital advertising media with the aim of displaying particularly relevant advertising to the individual user(s). In this way, you can effectively reduce wastage and increase the conversion rate of your digital advertising campaign.

Our USP – your advantage.

The combination of individual, user-centered analyses and analyses of surfing behavior with targeted access to zeit.de enables us to create unique targeting segments for exclusive communication solutions.

[Here](#) is an overview of the different targeting options.



/ Targeting options in comparison

/ 1. Technical targeting

Technical targeting relies on technical information (e.g., browser, operating system, or DSL speed) to deliver online advertising. Advertising content can thus be played out specifically for individual regions such as federal states or cities.

Large selection of combinable criteria:

- Geotargeting (IP-based)
- Date/Time
- Browser
- Operating System
- Endpoint
- Landline/mobile network
- Service Provider

Example target group

users in 20079 Hamburg and 20 km radius

/ 2. Basic Targeting

2.1. Socio-demographic targeting

Based on criteria such as age, gender, educational status and marital status of the user, suitable advertising content is displayed.

Based

on which pages the users visit, interests (e.g. career, education, food & drink, environment, art & culture, lifestyle) are determined for which suitable advertising content can be displayed.

Example target group

Women + age 30 + years + literature

/ 3. Premium Targeting

3.1. User-Involvement-Targeting

Individual movement data segments based on our own data (affinities, interests).

3.2. Contextual targeting

Reach the user with the advertiser's communication exactly when he or she is dealing with the respective topic – regardless of the environment (website, section).

3.3. Decision-making targeting

With the help of extended user surveys and intelligent networking with other data sources, this targeting makes it possible to address decision-makers in a targeted manner.

Example target group

users with HHNE > CHF 3,732 + Culture (UIT)

→ Targeting options

Our environments – your booking options

Category booking

A section is the thematic category of a website.

Categories of zeit.de are, for example:

- ZEIT CAMPUS ONLINE
- ZEIT Culture
 - and much more

You can use the sections to specifically address specific target groups and users, such as students or those interested in culture.

Run on Site

Run on Site means that your advertising material is played out on zeit.de. You can use the targeting options to target your target group precisely, no matter where they are on the website, such as students.

Basic targeting

Socio-demographic characteristics such as gender, age, but also characteristics such as educational status and occupational status.

Premium targeting

This includes criteria such as industry and department, special targets such as engineers, but also contextual targeting (according to topics and keywords).

Geotargeting

Your advertising material is played out specifically to users of individual regions such as federal states or cities.

Reach target groups through geotargeting

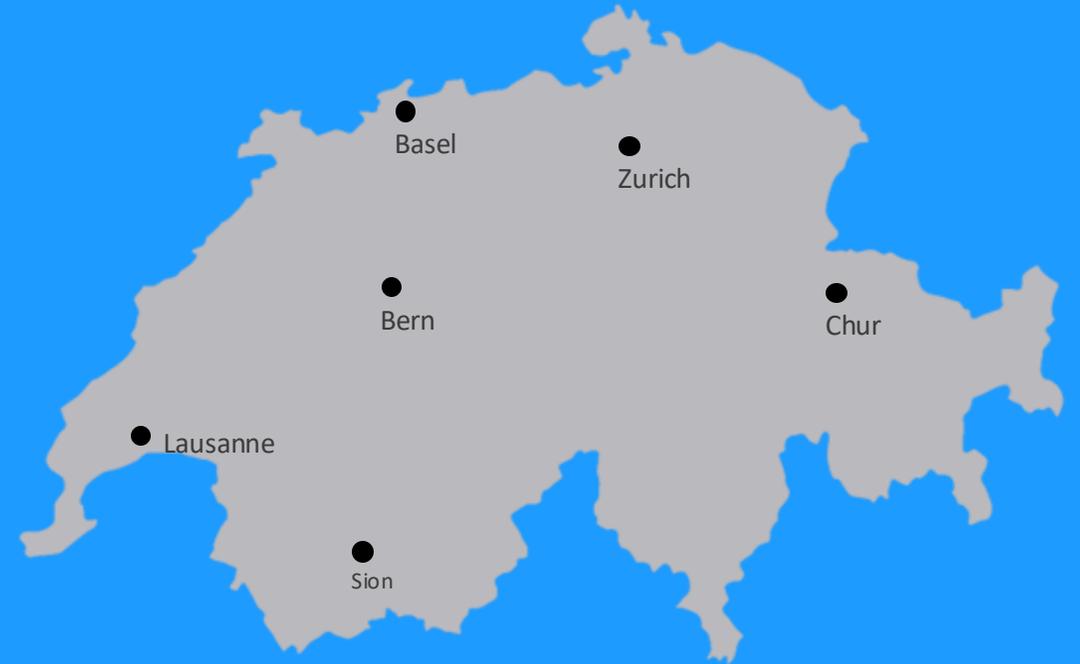
Avoid wastage!

With geotargeting, you can reach exactly the target group that is relevant and interesting for you regionally on zeit.de. With the help of cantons or cities, you can thus individually narrow down the area addressed.

The targeting can be narrowed down to Vienna, for example.

How can you book geotargeting?

- Decide on one or more canton(s) or a city you want to reach.
- In addition, you could use sociodemographic characteristics (age, gender, income, etc.) Define your target group even more specifically, if you want.
- According to your wishes, we will create a range forecast and your own offer.



Yours sincere
Target group
in Switzerland
reach

/ Your way to a tailor-made campaign

1. In what environment do you want your campaign to appear?

- Portal rotation (RoS): Your ad will appear in all departments on zeit.de according to availability.
- Category rotation: Your ad will appear in a section of your choice (e.g. ZEITmagazin, ZEIT CAMPUS ONLINE, etc.).

2. Which target group do you want your campaign to address?

- Technical targeting
- Basic Targeting
- Premium Targeting
- Device Targeting
- No targeting

3. Where do you want your campaign to be placed?

- Stationary outside: Placement of your ad outside the editorial content (e.g. wallpaper ad).
- Stationary inside: Placement of your ad within the editorial content (e.g. half-page ad).

4. What content should your campaign show?

- Display Formate
- Video Ads

5. What format should your campaign have?

- 2:1 banner
- 3:1 banner
- 4:1 banner
- 1:2 Halfpage Ad
- Wallpaper

Selected Display Formats



Wallpaper



Halfpage Ad



Combination for more potential reach:

Placement of a stationary wallpaper in combination with a mobile half-page ad.

Stationary and mobile

Format	Stationary (W x H in pixels)	Mobile (B x H in Pixel)
2:1 Banner	1.000 x 500	320 x 160
3:1 Banner	1.000 x 333	320 x 106
4:1 banner	1,000 x 250	320 x 80
1:2 Halfpage Ad	300 x 600	300 x 600
Wallpaper**	800 x 90 and 160/200 x 600	

* The formats are responsive and given in the ratio of width to height, ** The wallpaper is only played stationary. Other formats on request

Price Matrix

Base price for Display Ads

Price range	Price
PK I	CHF 75
PK II	CHF 56

PK I = basic price for category rotation, for run of homepage, for basic targeting in category rotation, for decision-maker, data and contextual targeting in portal rotation;

PK II = Base price for portal rotation and for basic targeting in portal rotation

When booking basic targeting, a 15% targeting surcharge is to be charged on top of the respective base price.

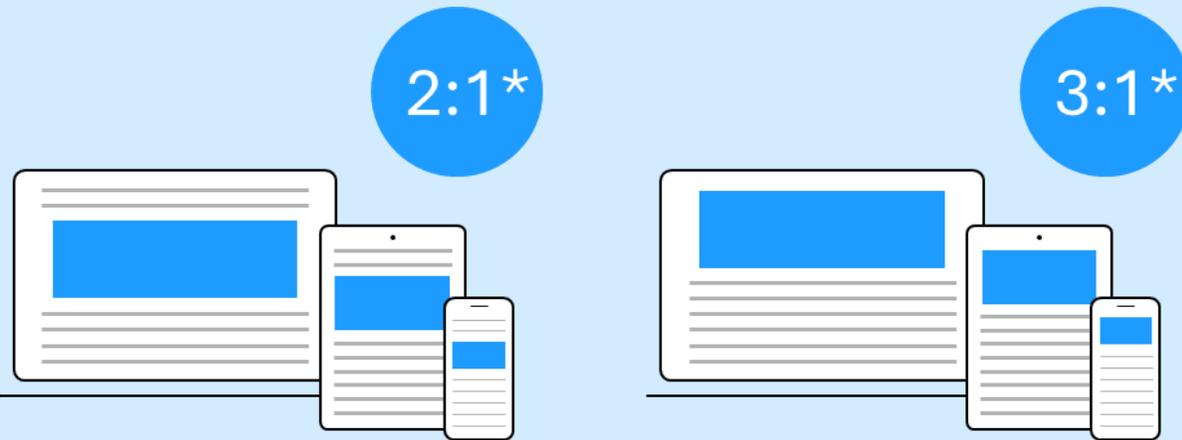
Technical targeting (geo-targeting, times or devices) is free of charge. These are CPM prices (CPM = price per thousand)

Changes in prices and formats possible during the year. As of September 2025. The prices quoted are prices per thousand contacts (CPM).

The advertising material is displayed on a mobile and stationary basis. For banner campaigns, there is a minimum booking volume (General: CHF 3,266; Industry discounts possible). Change of motif: The booking of a banner campaign contains a maximum of one change of motif within the term.

If further changes of motif are desired, this is possible. The price is CHF 168 per motif change and is not eligible for discounts.

Prices for contact bookings



You can find more banner formats in the iq digital [showroom](#).

Example 1:

You want to advertise with a 2:1 banner on zeit.de/schweiz (section of zeit.de)
 Select Category Price PK 1 = 75 CHF Contact Price per Thousand
 120,000 ad impressions cost you $120 \times 75 \text{ CHF} = 8,957 \text{ CHF}$

Price Matrix

Base price for Display Ads

Price range	Price
PK I	CHF 75
PK II	CHF 56

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If further changes of motif are desired, this is possible. The price is 168 CHF per motif change and is not eligible for discounts.

- Basic Targeting: 15% surcharge on the gross price
- The digital prices listed are CPM prices (CPM = contact price per thousand)
- Digital price: Your advertising material is played out stationary and mobile
- Minimum booking volume depending on the industry from 1,306 CHF (net/net)
- [Here](#) you can find the technical data for the banner formats
- All prices plus VAT. VAT

All prices plus VAT: Subject to change. Terms and conditions apply, see www.media.zeit.de

/ Video Ads

Grundpreis für Video Ads (inStream / Outstream)

	Price range	CPM	CPCV up to 20 sec.	CPCV up to 30 sec.
InStream up to 20 sec.	PK II	CHF 75	-	-
InStream up to 30 sec.	PK II	CHF 75	-	-
OutStream Digital	PK I	CHF 75	-	-
InTxT Video Ad				
Mobile InTxT Square	PK II	CHF 56	CHF 0.14	CHF 0.19
Mobile InTxT Vertical				

PK I = base price for category rotation, for basic targeting in category rotation, for decision-maker, data and contextual targeting in portal rotation;

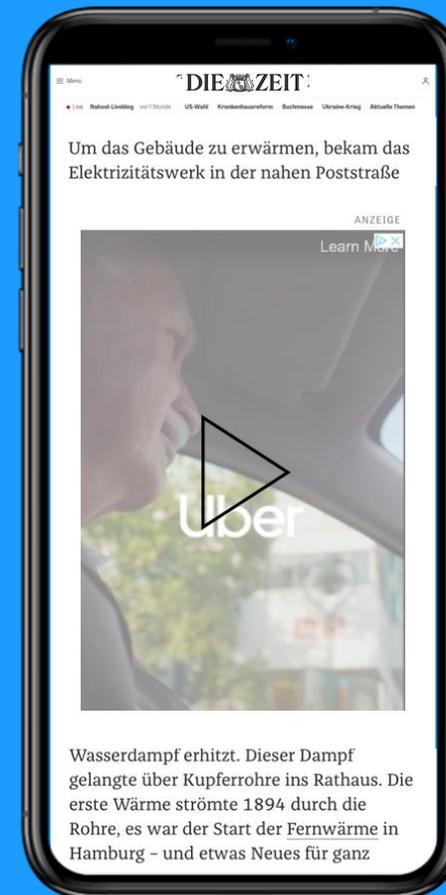
PK II = Base price for portal rotation and for basic targeting in portal rotation

When booking basic targeting, a 15% targeting surcharge is to be charged on top of the respective base price.

Technical targeting (geo-targeting, times or devices) is free of charge. These are CPM prices (CPM = contact price per thousand).

Changes in prices and formats possible during the year. As of September 2025. The prices quoted are prices per thousand contacts (CPM).

For video campaigns, a minimum booking volume applies (General: CHF 3,266 net/net; Industry discounts possible).



Design in the editorial-looking layout of DIE ZEIT

The advertorial in the ad:

- Placement: playable on all portals and environments
- Targeting can be added
- Max. 5 Sites pro Card
- Eye Catcher – Explanation – Call to Action
- Video, image/image and text are possible
- Incl. 1 shoulder glance and 1 correction loop
- Booking must be made at least 10 days before the start of the campaign

They provide:

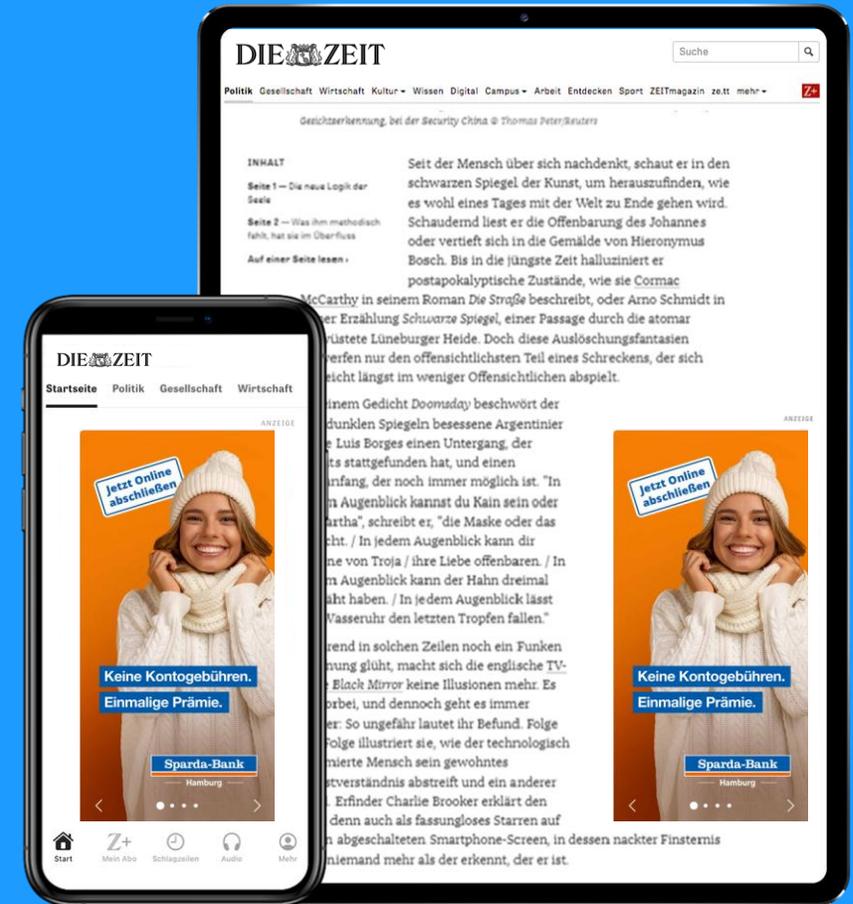
- Information/PR Announcement
- Images in portrait format and/or video link
- Logo and
- Destination URL

Price:

from CHF 4,665 (incl. production and media costs)*

*With a minimum booking volume of 3,266 CHF

All prices plus VAT, subject to change. Terms and conditions apply, see advise.zeit.de



→ Content Cards

/ A lot of content in one form of advertising – a combination is possible

/ Video Card



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

/ 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

/ Native Article und Native Hub

/ Native Article



1
Article Page

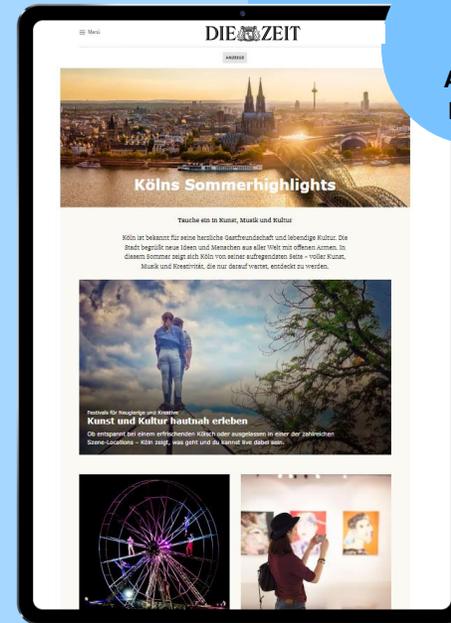
BASIC:
CONTENT CREATION BY YOU

PRICE FROM CHF 5,598 (4 WEEKS)*

PLUS:
CONTENT CREATION BY US

PRICE FROM CHF 9,330 (4 WEEKS)*

/ Native Hub



5
Article Pages

BASIC:
CONTENT CREATION BY YOU

PRICE FROM CHF 11,663 (4 WEEKS)*

PLUS:
CONTENT CREATION BY US

PRICE FROM CHF 19,593 (4 WEEKS)*

*The minimum booking volume net/net consists of production and media costs. The share for production costs is not discountable and not AE-eligible. Can only be booked in combination with traffic measures/media services. All prices plus VAT, subject to change. Terms and conditions apply, see advise.zeit.de

／ Your story in the layout of DIE ZEIT

Native Article

- Content creation: with *Basic* by you, with *Plus* by us (after briefing)
- Design in the desired native content layout
- Update possible
- **An article page** with max. 6,000 characters
- **Image-text teaser at departmental level for the entire runtime***
- Media services such as e.g. Display ads for traffic generation are included in the offer and can be put together individually for the customer (50% internal link discount)

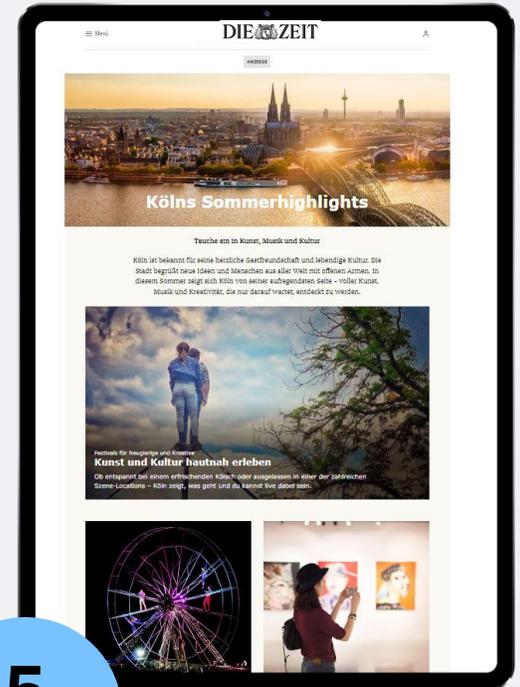


1
Article Page

Price: *Basic* from CHF 5,598 (4 weeks), *Plus* from CHF 9,330 (4 weeks)****

Native Hub

- Content creation: with *Basic* by you, with *Plus* by us (after briefing)
- Design in the desired native content layout
- Update possible
- **Center page plus five article pages** (up to 6,000 characters per article)
- **Image-text teaser at departmental level for the entire runtime***
- Media services such as e.g. Display ads for traffic generation are included in the offer and can be put together individually for the customer (50% internal link discount)



5
Article Pages

Price: *Basic* from CHF 11,663 (4 weeks), *Plus* from CHF 19,593 (4 weeks)****

* Subject to availability.
 ** Price is the minimum booking volume net/net consisting of production and media costs. The share for production costs is **ZEIT Advise** not discountable and not AE-eligible. Can only be booked in combination with traffic measures/media services. All prices plus VAT, subject to change.

/ Your way to the perfect story on zeit.de

Data delivery

Item image:

- max. 5 images, one of which is a header/teaser image
- Optionally also possible:
- Logo, image gallery, video or audio integration

Spring-Teaser:

- Integration in the navigation flyout under SHOW (paid add-on)
- Choice between designs from zeit.de, ZEITmagazin or ZEIT Campus

Article:

- Headline: max. 70 characters incl. spaces
- Intro/teaser text: max. 170 characters incl. spaces, can also be taken from the main text
- Header/teaser image: Image in 3:2 format incl. caption and copyright, high resolution, 1 MB to max. 3 MB
- In addition, max. 4 additional image/video/audio integrations:
 - Images: optional, individual formats possible
 - Logo: optional, high resolution + destination URL
 - Picture gallery: optional, 5-10 images incl. caption, copyright and indication of the Order, high resolution, 1 MB to max. 3 MB (images in portrait or landscape format only, max. 1 Picture gallery)
 - Video: optional, embedding as URL (e.g. YouTube, Vimeo)
 - Audio: optional, integration as URL (e.g. via SoundCloud link)
- Text: max. 6,000 characters incl. spaces

Image-Text Teaser:

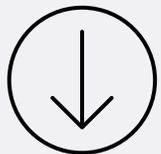
- Teaser image: Image in 3:2 format, high resolution, 1MB to max. 3 MB
- Headline: max. 70 characters incl. spaces
- Text: max. 170 characters incl. spaces
- Departmental information: In which department should the image-text teaser be placed?
- Navi-Link (paid add-on)
- Text: max. 30 characters incl. spaces

/ Your communication goal – our suitable offer

/ Credible information

Explain a broad topic or product and come across as an expert.

You stay **close to the ZEIT brand** and achieve a high **branding effect** as well as credibility for your message through this proximity to our **quality environment**.

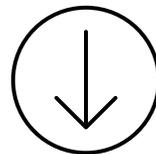


NATIVE ARTICLE / NATIVE HUB

/ Emotional introduction & well-founded information

Draw users into your theme world through an **opulent center page** with a desired image or moving background.

In the linked 2-5 articles, users learn more about the topic through **well-founded explanations**. This is the **combination of emotional, pictorial introduction and expertise in the articles**.

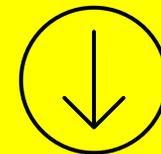


MAGAZINE HUB

/ Opulent stage for your brand

With an opulent, creative and individual stage for your brand, you create an **emotional connection** and draw users into your topic **through interactivity**.

The header and footer of zeit.de provide a branding effect, while the **balanced image-text layout** creates a connection and wealth of information.



BRAND GALLERY / BRAND STORY

/ We would be happy to advise you personally!

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The terms and conditions of the ZEIT Price List No.

71 apply

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