We initiate debate within society
<table>
<thead>
<tr>
<th></th>
<th>What ZEIT ONLINE stands for</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Winner of multiple awards</td>
</tr>
<tr>
<td>3</td>
<td>Target group &amp; key facts</td>
</tr>
<tr>
<td>4</td>
<td>New features &amp; highlights</td>
</tr>
</tbody>
</table>
ZEIT ONLINE … WHAT WE STAND FOR

We offer our readers quality up-to-date journalism

ZEIT ONLINE is one of Germany’s biggest news websites and is a byword for quality journalism of the highest standard. It provides the relevant context for the latest news – and engages in multimedia storytelling and time-consuming data-driven journalism.

The editorial team promotes debate and frequently outlines different standpoints on controversial issues that help readers to form their own opinion.

This is one of the ways in which ZEIT ONLINE initiates debate and discussion within society, renders complex issues more readily understandable, and enters into dialogue with its readers on equal terms.

In addition, the loyal readership is highly enthusiastic about special sections like ZEITmagazin and ZEIT Campus.
Following the tradition of an annual special section, ZEIT ONLINE created the “X” section in 2018 focusing on major issues for which one article isn’t enough and there is normally too little time.

The editorial team devotes multiple core topic sections to passionate debate on the central issues of our times – be it living or mobility, nutrition or education, inequality or gender roles.

See: https://www.zeit.de/schwerpunkte/ost-west/index
The “Germany Talks” format, winner of the Grimme Award, is now entering its third year.

“Germany Talks” is a kind of dating platform for people with opposite political views. More than 12,000 people contact us every year to be teamed up with someone who has entirely different political opinions.

The idea of enabling political discussion between different people has generated so much enthusiasm that it has been imitated not only in Europe but even further afield.

See: https://www.zeit.de/serie/deutschland-spricht
ZEIT ONLINE supports this endeavour with formats like the annual Z2X Festival of New Visionaries, which kicked off in 2016.

Every year, thousands of idealists between the ages of 20 and 29 meet up and ask themselves the following questions:

- **HOW DO WE WANT TO LIVE?**
- **HOW DO WE WANT TO LOVE?**
- **HOW DO WE WANT TO WORK?**

They come together in workshops to develop ideas about how to improve our lives – or indeed the world.

See: [https://z2x.zeit.de/](https://z2x.zeit.de/) and [https://www.zeit.de/serie/neue-visionaere](https://www.zeit.de/serie/neue-visionaere)
ZEIT ONLINE … OUR READERS

Your direct line to exactly the right target group for your campaign

**Decision-makers & opinion leaders**
- Between the ages of 40 and 59
- 61% are firmly established in their job
- 13% are innovative and initiate discussion
- 47% have a net household income of 3,000 € plus
- 82% are very quality-conscious

**Young elite**
- Between the ages of 20 and 39
- 67% have above-average educational qualifications
- 55% see themselves as individualists
- 42% are trendsetters and shape the debate within society
- 100% say that multi-device use is part and parcel of their everyday life

Source: agof daily digital facts, Ø month (of the last 3 months (May - July 2020)), population 16+ | 1 Question: Among my acquaintances I am often one of the first to try out new technologies AND In a discussion group I am usually the spokesperson: Totally/mostly true | 2 Question: Net household income: 3,000 € and more | 3 Question: I am willing to pay more money for quality | 4 (Technical) A-levels or technical college degree | 5 In a discussion group I am usually the spokesperson | 6 Users of mobile and/or stationary offers
According to LAE 2021, zeit.de reaches 26% of all C-Level decision-makers in Germany.

- **C-level decision-makers:**
  - 169k
  - 29% reach

- **Financial decision-makers:**
  - 387k
  - 23% reach

- **SME decision-makers:**
  - 402k
  - 23% reach

- **Business management decision-makers:**
  - 605k
  - 26% reach

Source: LAE 2021, digital reach Ø month | Reading example: 121 thousand of all users who use zeit.de are C-level decision makers. This corresponds to a reach of 22% of all C-Level decision makers in Germany.
ZEIT ONLINE ... KEY FACTS

Reach our loyal and interested readers

Mobile
11.42 million
UU

Online
6.19 million
UU

Digital
15.75 million
UNIQUE
USERS

Digital
88,000,340
VISITS

Digital
215,627,847
PIs

Source: agof daily digital facts, last month (November 2021), total population 16+ | IVW 2021-12
ZEIT ONLINE Editor-in-Chief Jochen Wegner was named “Editor-in-Chief of the Year” in 2017: “He has developed into a pioneering thinker for digital quality journalism in Germany.”

The “Germany Talks” project launched by ZEIT ONLINE was presented with the “Grimme Online Award” in 2018. In the words of the jury, “this is a type of journalism that counteracts polarisation and promotes mutual respect between political opponents”.

In 2018, Christoph Amend and Jochen Wegner received the LeadAward in Gold as “Digital Leaders of the Year”.

Benefit from our trusted environment
We want to inspire

We have to change. In big politics and in our everyday life. But how? What can the individual do? Will the changes primarily become a burden? Or maybe even fun because we can question long-established habits? From now on ZEIT ONLINE will accompany journalists during this period and dedicate a new section to the topic.

GREEN is aimed at people who are looking for solutions. It deals with the question of how the climate change can still be achieved and introduces inventors and high-tech founders, self-sufficient people and climate activists. Ecological fashions and the effectiveness of various measures to protect the earth are always critically questioned.

See: https://www.zeit.de/die-antwort/index
Use the powerful appeal of the ZEIT ONLINE media brand and strong visuals to transfer the positive image and trustworthiness of our medium to your brand message!

Our branding formats offer you the perfect solution to showcase your brand.
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Book your exclusive native audio spot

More information on podcasts

Reach: 400,000 net downloads

ZEIT ONLINE produces the most listened-to quality podcasts in Germany.

“CRIME” with Sabine Rückert, Deputy Editor-in-Chief of DIE ZEIT, is already the most successful ZEIT ONLINE podcast with up to 400,000 downloads. To date, every episode has topped the rankings in the iTunes podcast charts.

1 Sum of downloads during the booking period
Present your brand in the editorial environment and position yourself as an expert in your specialist field.

ZEIT ONLINE is the stage for the story you can tell to a highly attentive & exclusive user base – complete with impressive visuals.

You can find more information in our content solutions

Incl. native section teaser and integration in the navigation bar

Tell a story that inspires people

See: http://angebote.zeit.de/visitwales/