We initiate debate within society.
What ZEIT ONLINE stands for

Winner of multiple awards

Target group & key facts

New features & highlights
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.
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.
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/ and 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 discussion¹.

47% have a net household income of 3,000 € plus².

82% are very quality-conscious³.

Young elite

Between the ages of 20 and 39

67% have above-average educational qualifications⁴.

55% see themselves as individualists.

42% are trendsetters and shape the debate within society⁵.

100% say that multi-device use is part and parcel of their everyday life⁷.

Source: agof daily digital facts, Ø month (of the last 3 months May - July 2020), population 16+ | 1Question: Among my acquaintances I am often one of the first to try out new technology AND in a discussion group I am usually the spokesperson: Totally / mostly true | 2Question: Net household income > 3,000 € and more | 3Question: I am willing to pay more money for quality | 4Technical A-level or technical college degree | 5In a discussion group I am usually the spokesperson | 6Users of mobile and/or stationary offers | 7
According to LAE 2020, zeit.de reaches 22% of all C-Level decision-makers in Germany.

C-level decision-makers: 121k | 22% reach ¹

Financial decision-makers: 328k | 20% reach²

SME decision-makers: 345k | 20% reach³

Business management decision-makers: 503k | 22% reach⁴

¹ Target group: Professional position: executive employees board member/managing director/managing director/office/operation/works manager | Digital offers: The time: zeit.de + app(s)

² Target group: Sole/delegation/co-decision-makers in finance: Finances
Digital offers: The time: zeit.de + app(s)

³ Target group: Small and medium-sized enterprises (SMEs) in total (< 250 employees and up to 50 million euros turnover) Digital services: The time: zeit.de + App(s)

⁴ Target group: Sole/delegation/co-decision-makers Company and management: Company and management
Digital offers: The time: zeit.de + app(s)

Source: LAE 2020, digital reach Ø month

Reading example: 121 thousand 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
11.68 million
UUs
+ Online
6.74 million
UUs
= 16.47 million
UNIQUE USERS
- digital

251,092,477
Pls
- digital

106,594,028
VISITS
- digital

Source: agof daily digital facts, last month (March 2021), total population 16+ | IVW 2021-03
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”.
We want to inspire.

With its new “The Answer” section, ZEIT ONLINE creates a new space in which the solution becomes a story.

This is where ZEIT ONLINE reports in greater depth on people and their projects that can play a part in making our world a better place.

Our aim with this format is to provide a positive and forward-looking counterbalance to the main body of journalism, which – as is only right and important – tends to focus on problems.
EVERGREEN ... THE ZEIT ONLINE HOMEPAGE
Showcase your brand over a large area with strong visuals.

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.

You can find more information in our rate card.
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.

Reach: 400,000 net downloads*

* Sum of downloads during the booking period
SOMETHING SPECIAL ... ZEIT ONLINE BRAND STORY
Tell a story that inspires people.

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.

Incl. native section teaser and integration in the navigation bar

You can find more information in our content solutions

See: http://angebote.zeit.de/visitwales/
ZEIT ONLINE ... ALL THE ADVERTISING OPTIONS
One click away from more detailed information
INTERESTED?
Please call us. We’ll be happy to advise you.