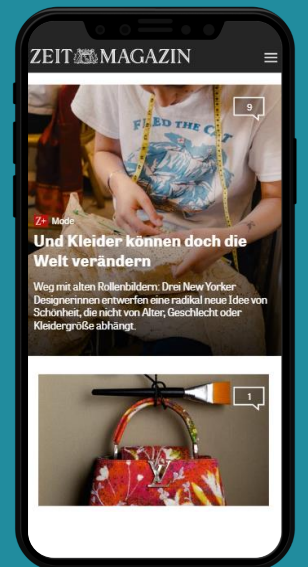
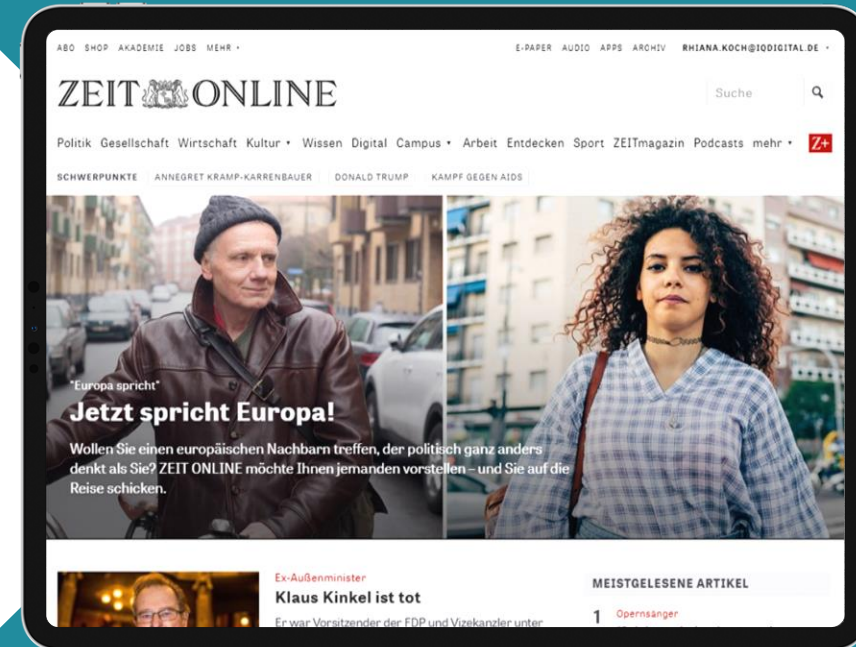


ZEIT ONLINE MEDIA DATA

We initiate debate
within society



WHAT CAN YOU EXPECT?

ZEIT ONLINE

ZEITCampus, ZEITmagazin & ze.tt

- 1 What ZEIT ONLINE stands for
- 2 Winner of multiple awards
- 3 Target group & key facts
- 4 New features & highlights

ZEIT ONLINE ... WHAT WE STAND FOR

We offer our readers quality up-to-date journalism

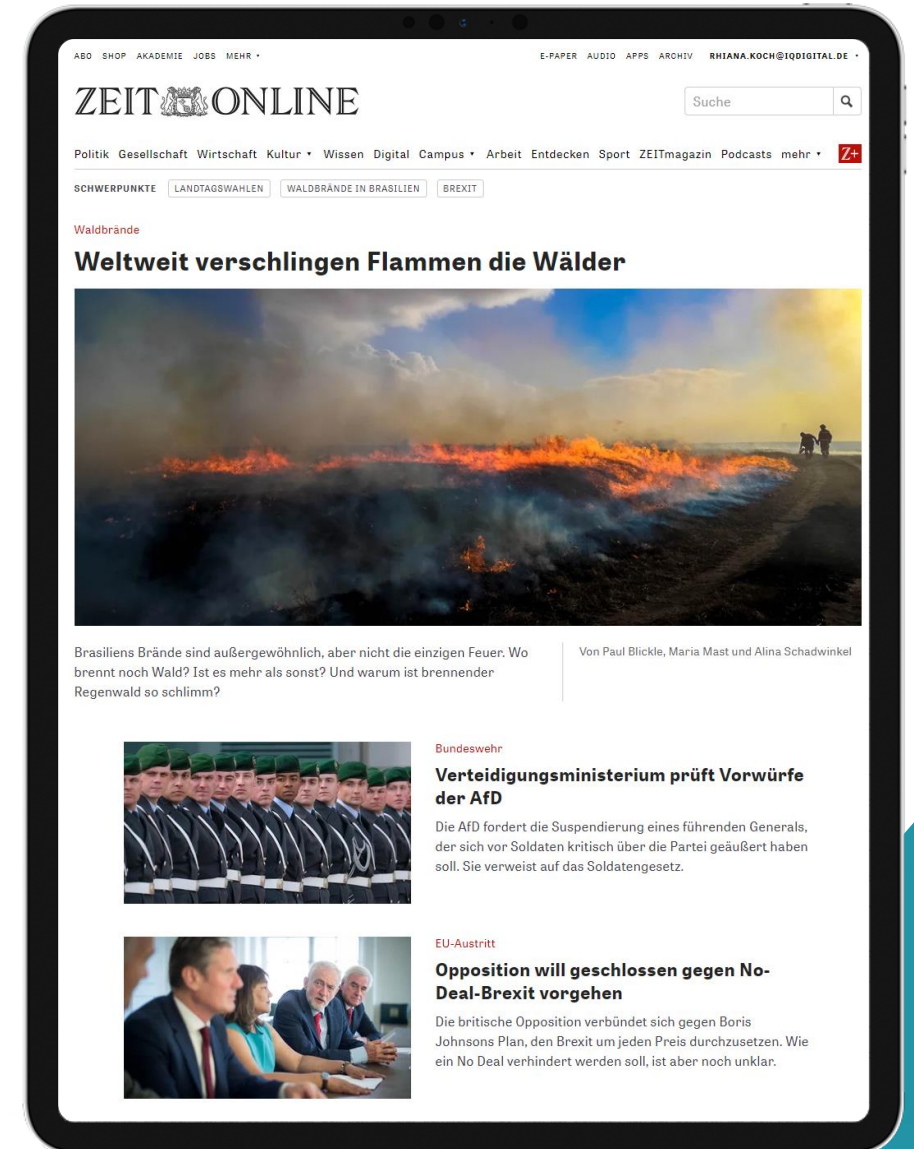


ZEIT ONLINE is one of Germany's biggest news websites and is a byword for quality journalism of the highest standard. It provides the relevant context for the latest news – and engages in multimedia storytelling and time-consuming data-driven journalism.

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

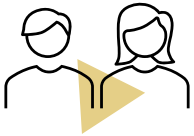
This is one of the ways in which ZEIT ONLINE initiates debate and discussion within society, renders complex issues more readily understandable, and enters into dialogue with its readers on equal terms.

In addition, the loyal readership is highly enthusiastic about special sections like ZEITmagazin and ZEIT Campus.



ZEIT ONLINE ... WHAT WE STAND FOR

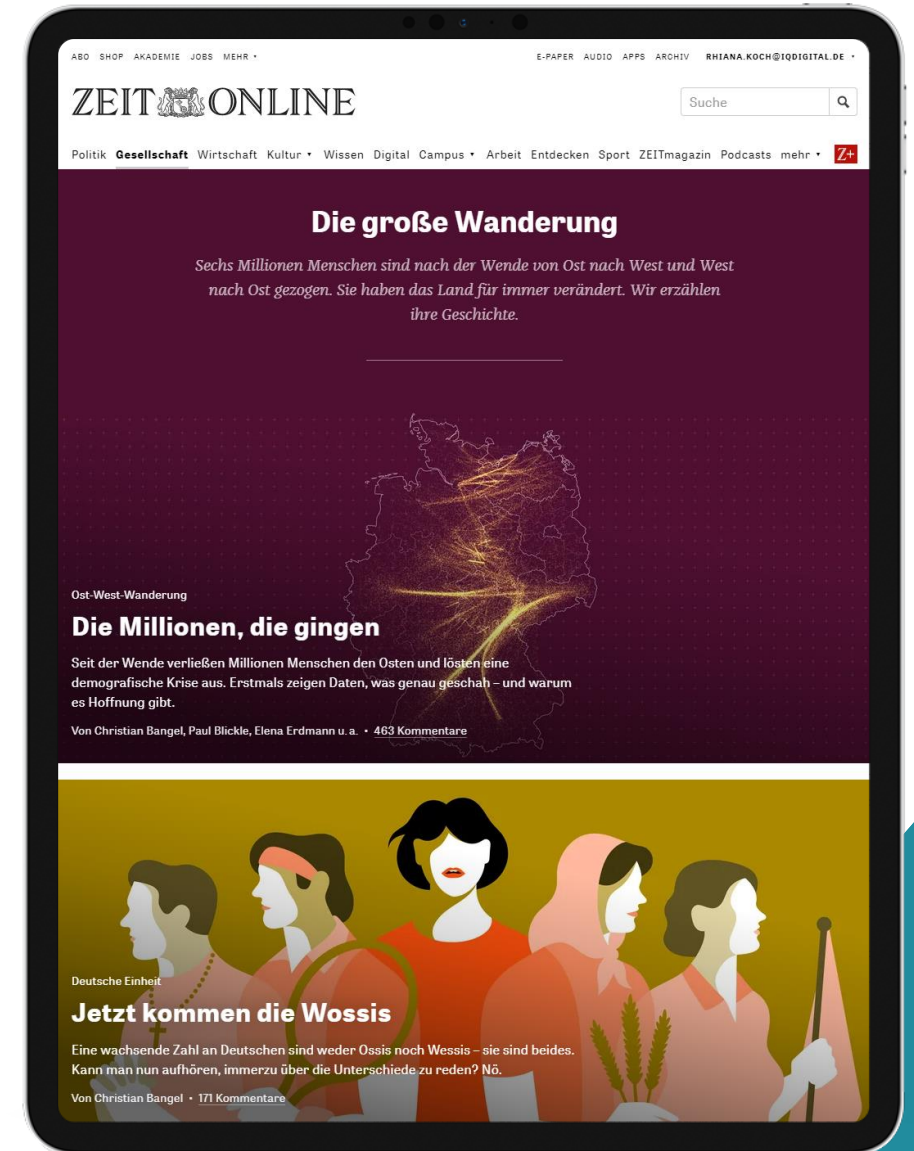
We want to understand each other



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.

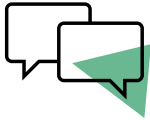
The editorial team devotes multiple core topic sections to passionate debate on the central issues of our times – be it living or mobility, nutrition or education, inequality or gender roles.

See: <https://www.zeit.de/schwerpunkte/ost-west/index>



ZEIT ONLINE ... WHAT WE STAND FOR

We want to talk to each other

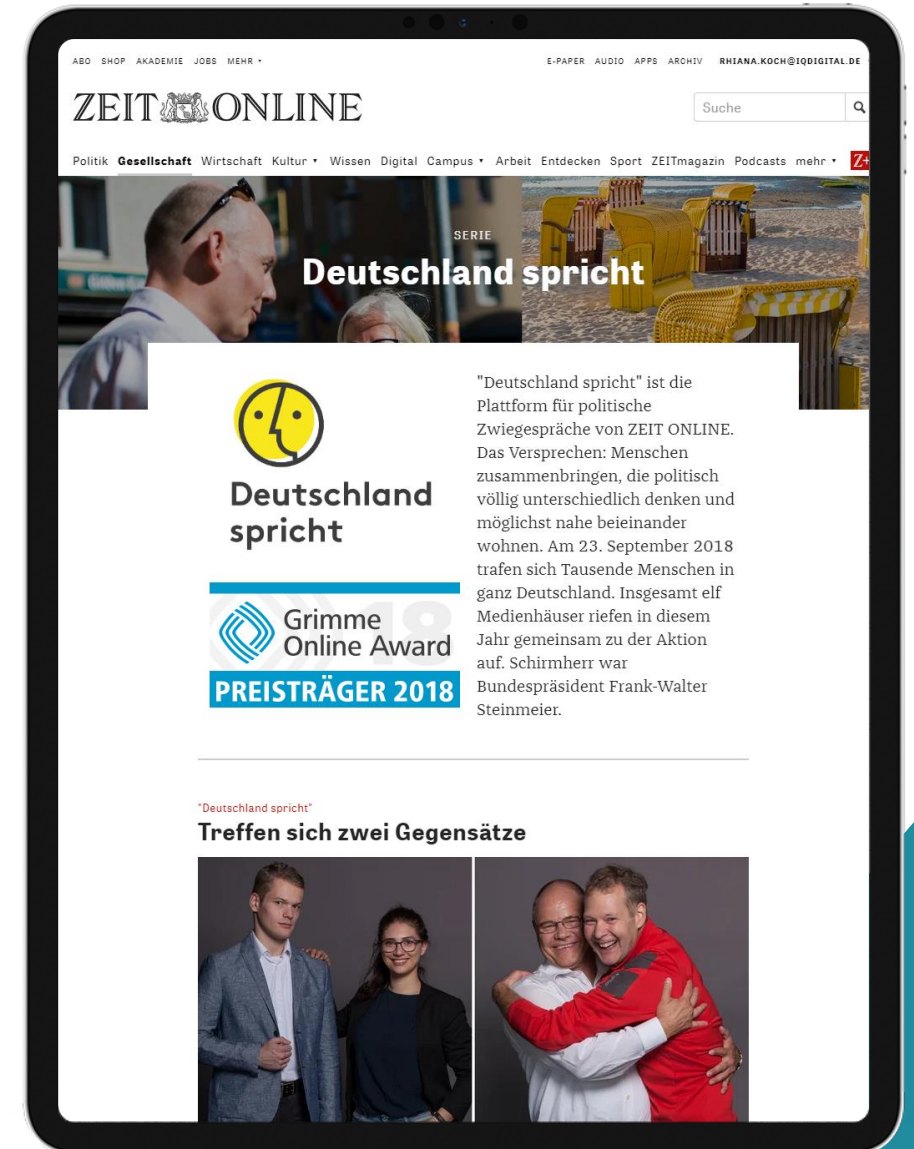


The “Germany Talks” format, winner of the Grimme Award, is now entering its third year.

“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 ... WHAT WE STAND FOR

We want to make the world a better place

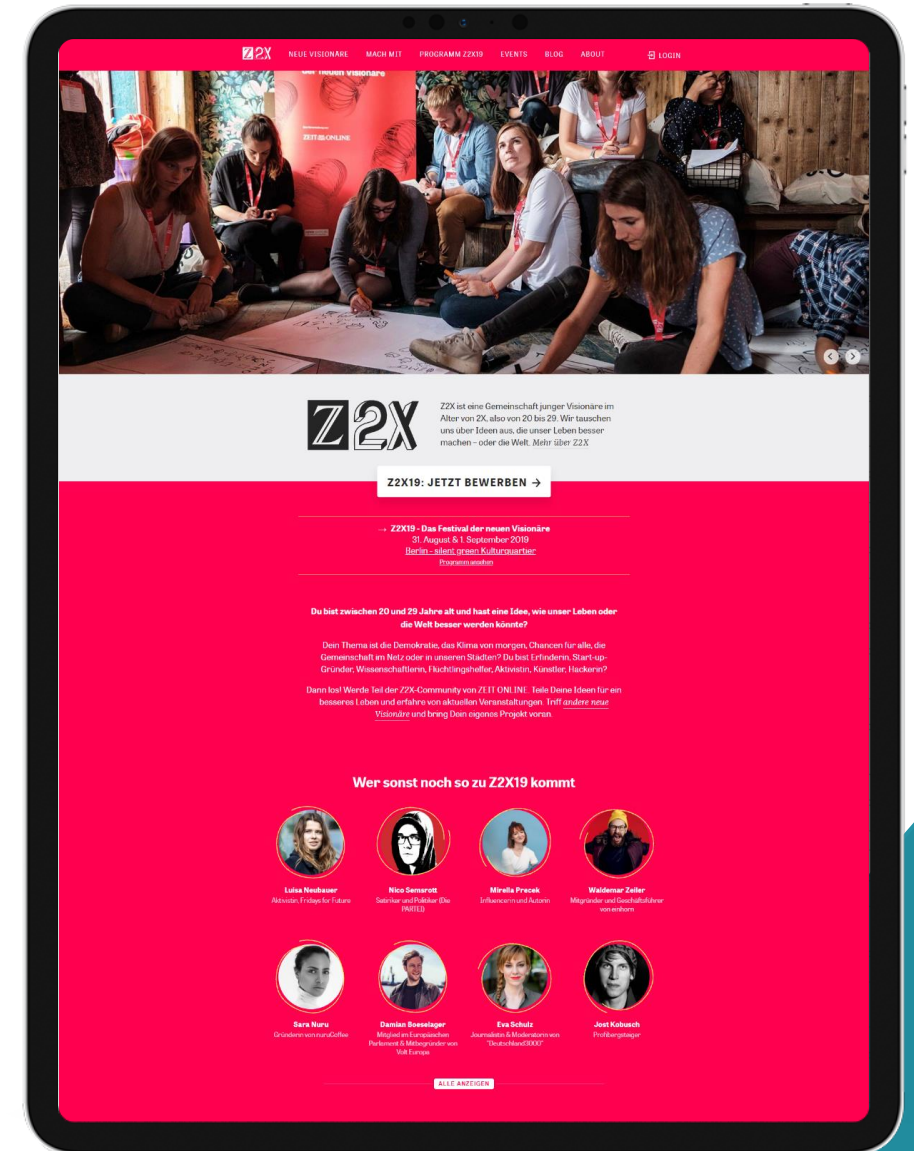


ZEIT ONLINE supports this endeavour with formats like the annual Z2X Festival of New Visionaries, which kicked off in 2016.

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.







ZEIT ONLINE ... OUR READERS

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

Decision-makers & opinion leaders

-  36% are between the ages of 40 and 59
-  53% have a net household income of 3,000 € plus
-  86% are very quality-conscious

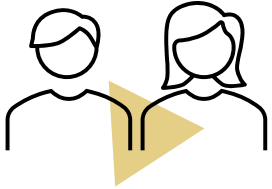
Young elite

-  37% are between the ages of 20 and 39
-  60% have above-average educational qualifications
-  58% see themselves as individualists
-  31% are trendsetters and shape the debate within society

Source: agof daily digital facts, Ø month (of the last 3 months (Jan - Mar 2023)), population 16+

ZEIT ONLINE ... OUR DECISION-MAKERS

According to LAE 2023, zeit.de reaches 31 % of all C-Level decision-makers in Germany



C-level decision-makers:

193k
31 % reach¹

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)

Financial decision-makers:

442k
25 % reach²

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

SME decision-makers:

393k
22 % reach³

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)

Business management decision-makers:

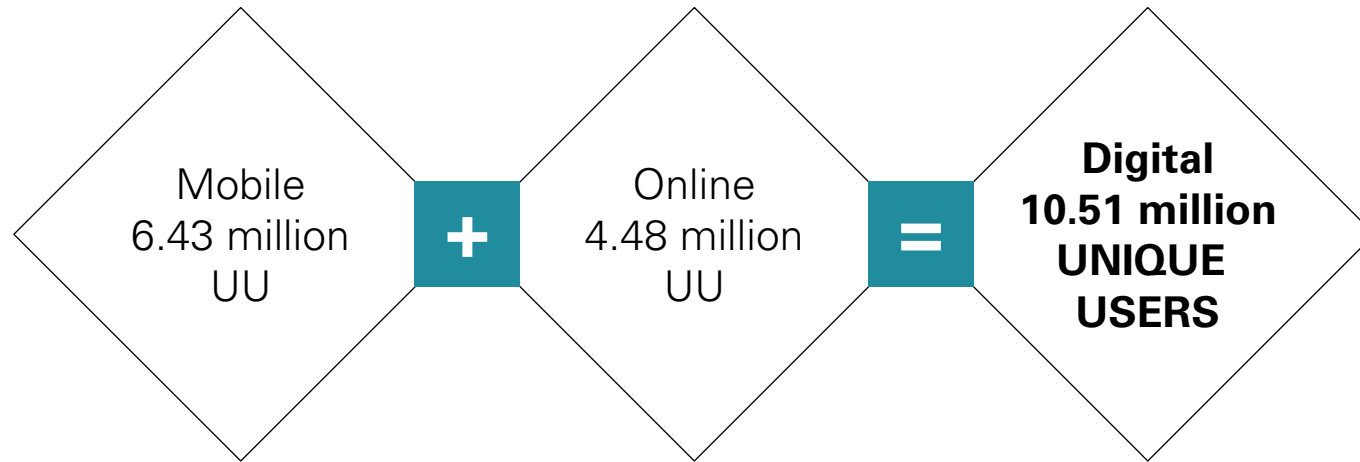
608k
27 % reach⁴

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

Source: LAE 2023, digital reach Ø month | Reading example: 193 thousand of all users who use zeit.de are C-level decision makers. This corresponds to a reach of 31% of all C-Level decision makers in Germany

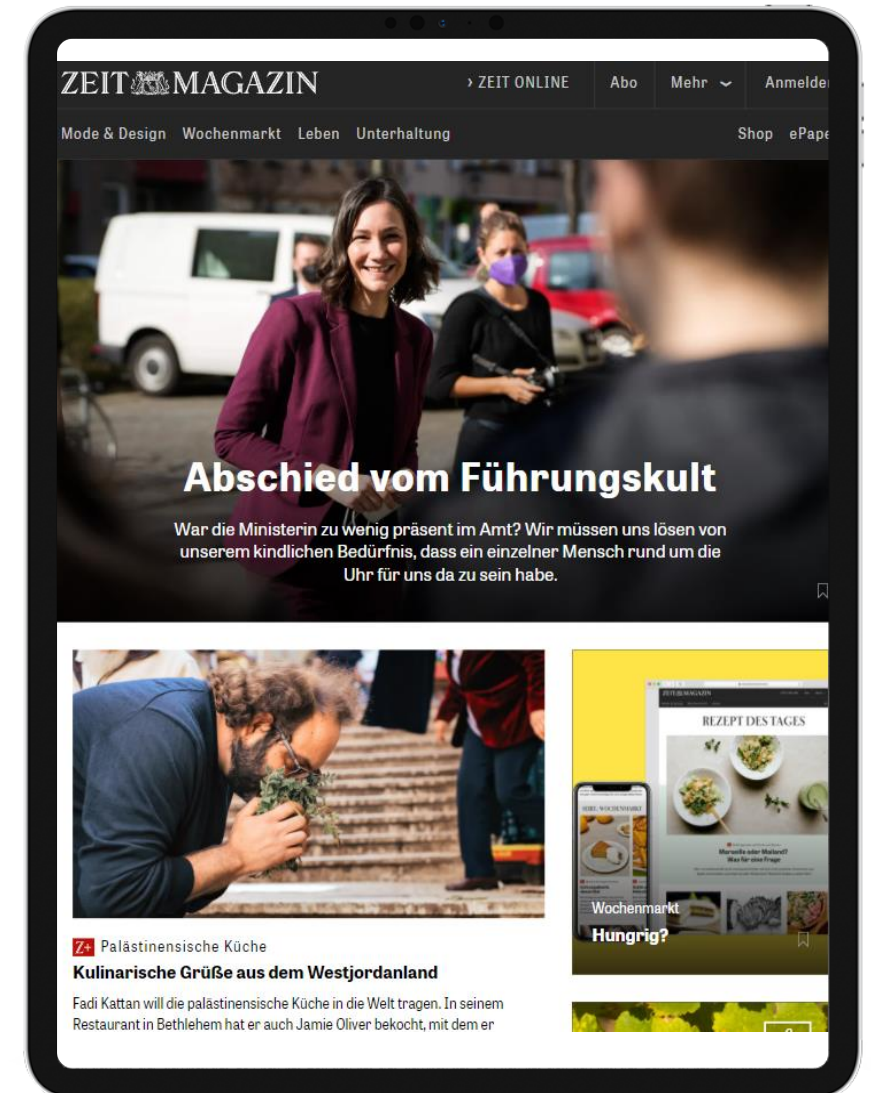
ZEIT ONLINE ... KEY FACTS

Reach our loyal and interested readers



Digital
77,323,219
VISITS

Digital
176,843,278
Pls



Source: agof daily digital facts, last month (March 2023), total population 16+ |
IVW 2023-3

ZEIT ONLINE ... RECOGNITION FOR QUALITY

Benefit from our trusted environment



- 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."
- In 2018, Jochen Wegner was awarded the **Lead Award in Gold** as "Digital Leader of the Year" together with ZEITmagazin Editor-in-Chief Christoph Amend. With their podcast "Alles gesagt?", they won Silver in the category "Digital Leader of the Year - Podcast National" in 2019, and in 2021, they were awarded "Best Interviewer" at the **German Podcast Award**
- ZEIT Verbrechen by Sabine Rückert and Andreas Sentker is one of the most successful podcasts in Germany. They won Gold at the **Lead Award** in 2019 and at the **the German Podcast Award** in 2020, they were awarded with "Best Journalistic Achievement"
- The "Germany Talks" project launched by ZEIT ONLINE was awarded 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".



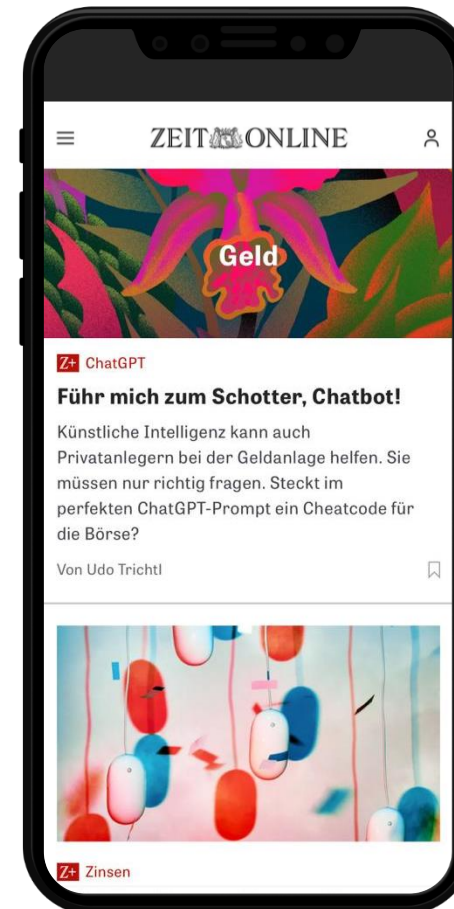
NEW CONTENT ... THE SECTION "MONEY"

We react to the readers' interests



Since many ZEIT ONLINE readers are particularly interested in content about private finances, the topic of money ("Geld") has its own section, including its own newsletter. Here, financial topics are addressed that concern people in everyday situations or in important life decisions. In reports, interviews and protocols, the editorial team shows how money shapes everyday life and the way we all live together.

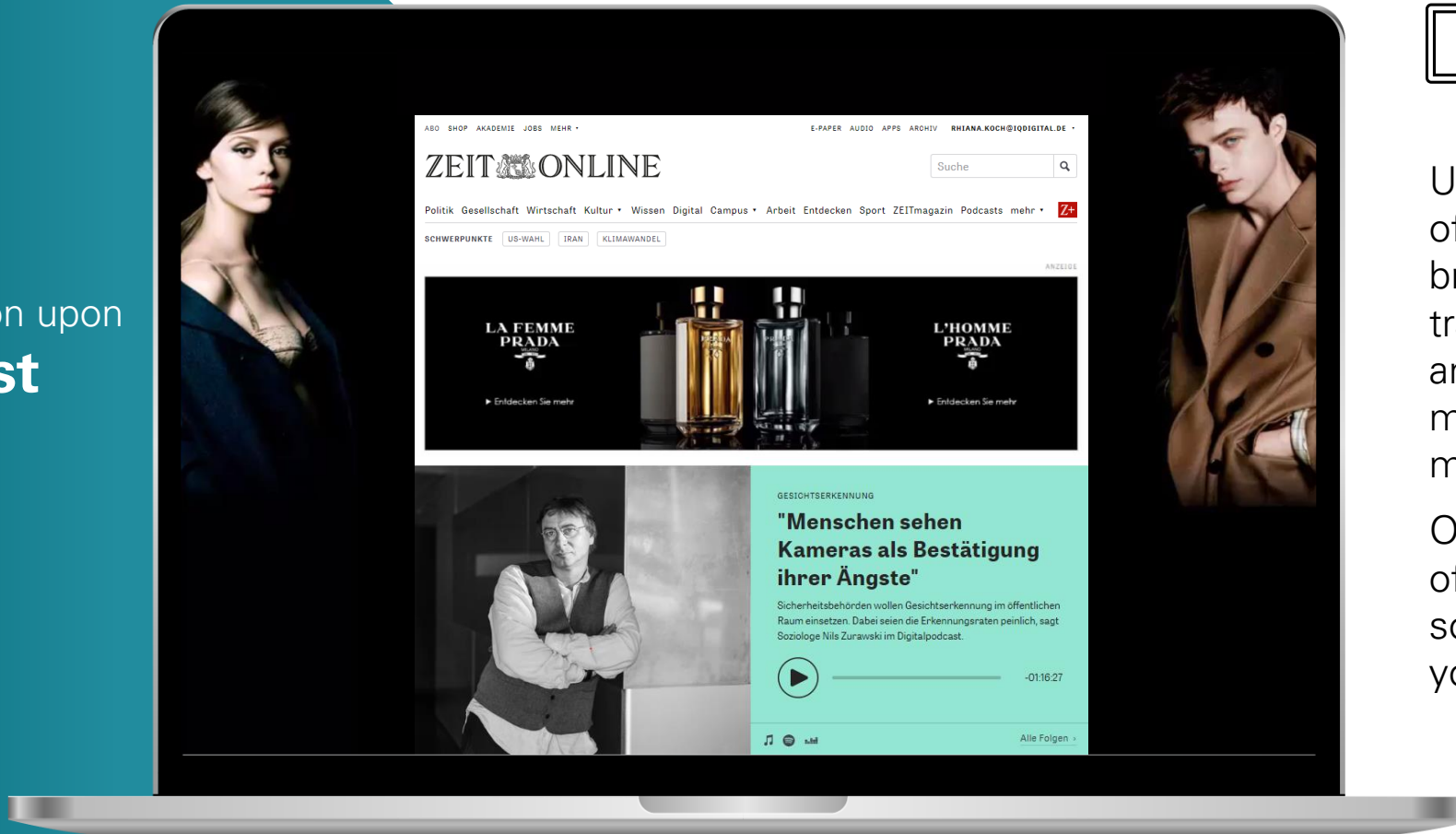
In the series "My money, your money", couples reveal the approaches they use to organise their joint expenses - and which ones have led them to the brink of separation. The series "Finances for Lazy People" is intended as a guide for all those who have little desire to deal with money, but still want to do it right.



EVERGREEN ... THE ZEIT ONLINE HOMEPAGE

Showcase your brand over a large area with strong visuals

More
information upon
request



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.

IN FOCUS ... ZEIT ONLINE PODCASTS

Book your exclusive native audio spot

More
information on
podcasts



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

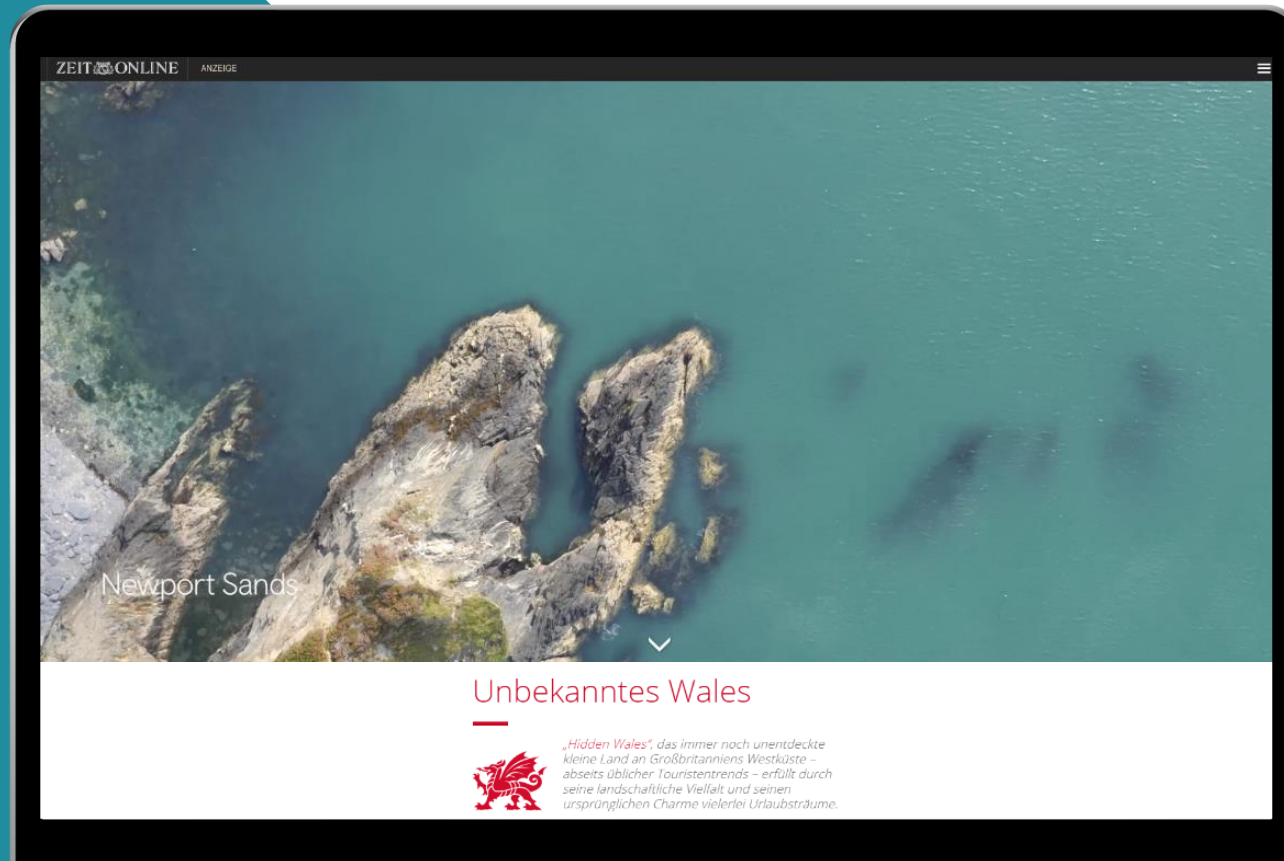
"CRIME" with Sabine Rückert, Deputy Editor-in-Chief of DIE ZEIT, is already the most successful ZEIT ONLINE podcast.

SOMETHING SPECIAL ... ZEIT ONLINE BRAND STORY

Tell a story that inspires people

You can
find more
information
in our
**content
solutions**

Incl. native
section teaser
and integration
in the navigation
bar



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.



MEDIA DATA

ZEITCampus, ZEITmagazin & ze.tt



ZEITCAMPUS

The ZEIT ONLINE department for all topics related to studying and starting a job

- ZEITCampus is dedicated to the relevant topics for life between high school and starting your job: the right degree, great love, the best way to grow up
- ZEITCampus is an offer for students, graduates and young professionals
- ZEITCampus are involved
 - CHE-Hochschulranking
 - Studium-Interessentest
 - Suchmaschine für Studiengänge
 - Berufsorientierung für Absolventen

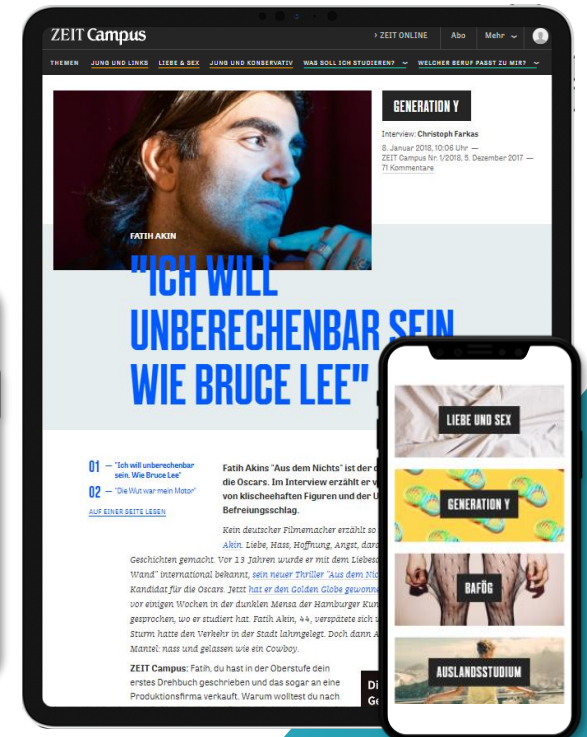
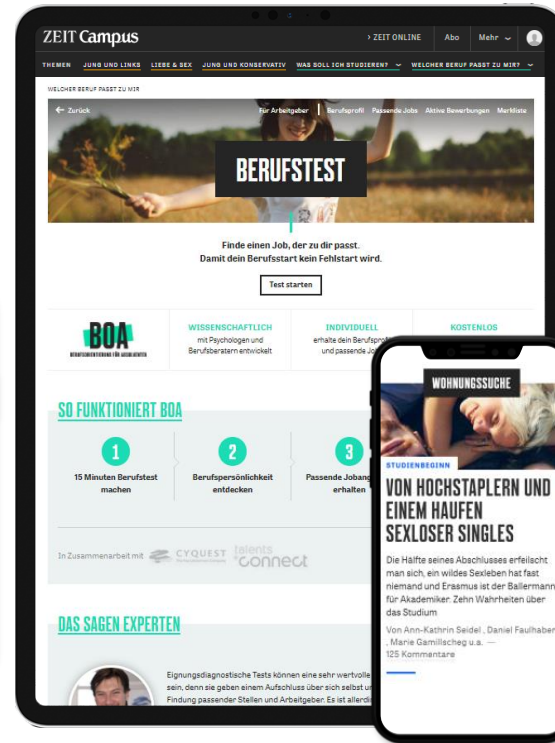
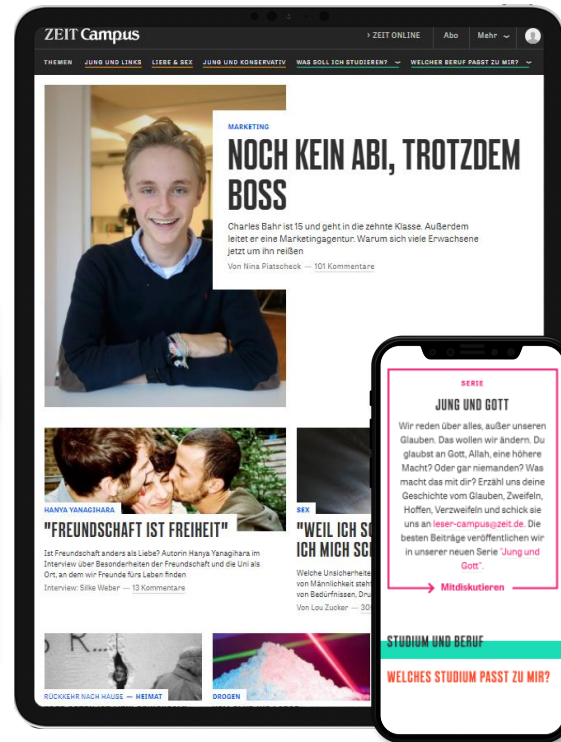
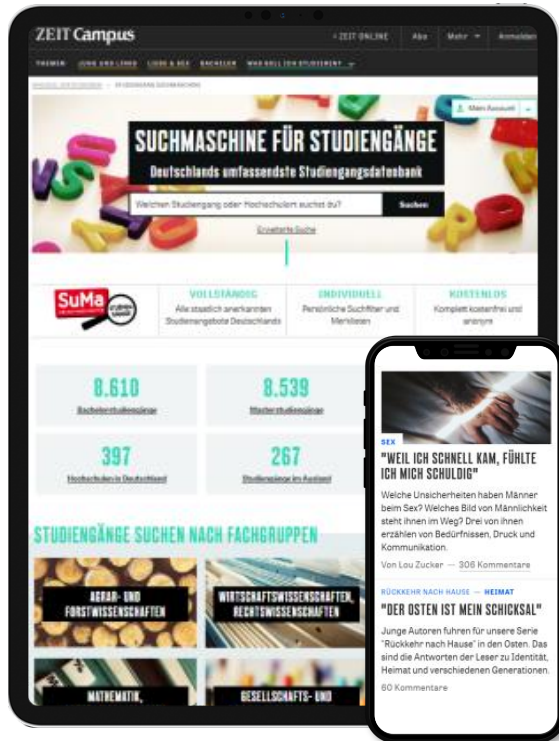
840,000
unique user
digital¹

1.57 million
contacts
digital¹

¹ source: agof daily digital facts, last month (March 2023), total population 16+

ZEITCAMPUS

Exciting variety of topics





ZEITMAGAZIN

The ZEIT ONLINE department for fashion & design | food & drink | life

- ZEITmagazin ONLINE is the emotional side of ZEIT ONLINE: Daily magazine journalism on fashion & design, food & drink and life inspires the loyal readership
- The luxury and quality-oriented readers have a wide range of interests and set trends
- Biting columns, exclusive interviews, exciting articles, opulent picture galleries, emotional videos and new narrative formats provide entertainment at the highest level

1.55 million
unique user
digital¹

3.42 million
contacts
digital¹

¹ source: agof daily digital facts, last month (March 2023), total population 16+

Exciting variety of topics





ZE.TT

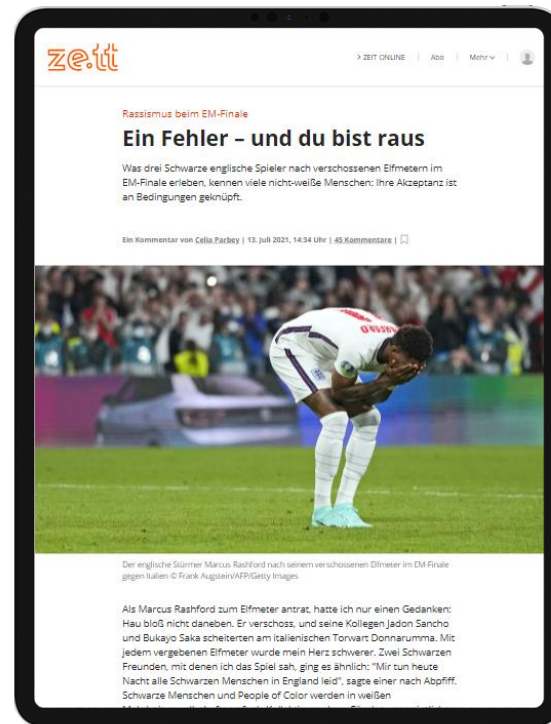
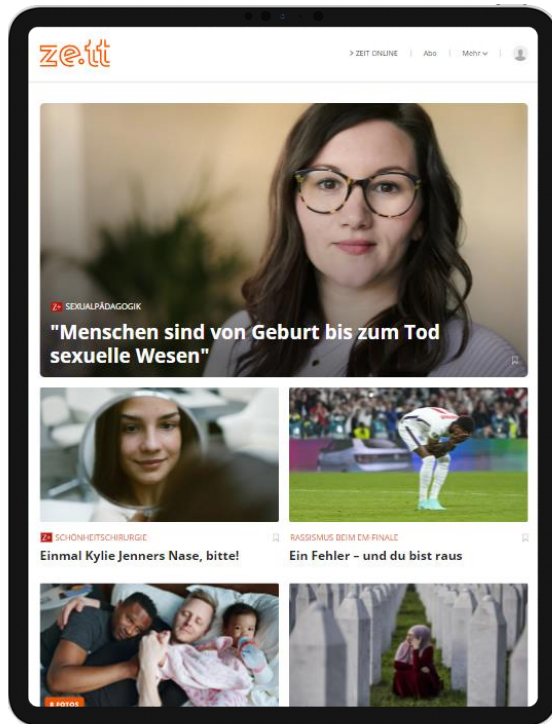
The ZEIT ONLINE department for the big debates in Generation Y

- We are engaged and get involved: we show what we think needs to change and how to make things better
- ze.tt is devoted to the big debates in Generation Y, mirrors strong opinions and adopts its own clear-cut stance
- ze.tt is a byword for **emotive content** that surprises and fascinates; we showcase the special moments and the big and small heroes of everyday life
- We pick up on trending topics and we curate the best content from the Internet, generating attention with our own videos and texts

710,000
unique user
digital¹

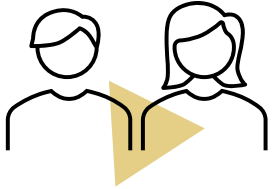
1.06 million
contacts
digital¹

¹ source: agof daily digital facts, last month (March 2023), total population 16+



INTERESTED? SIMPLY CONTACT US!

We look forward to hearing from you.



INTERNATIONAL

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