

# 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

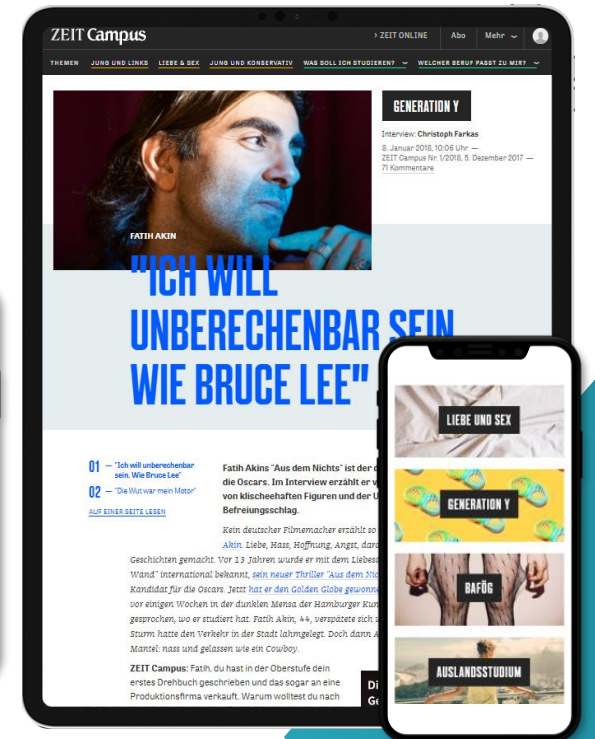
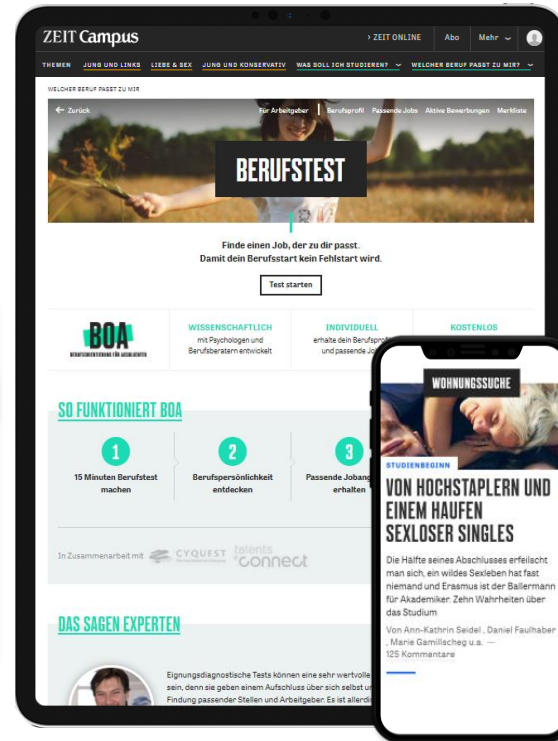
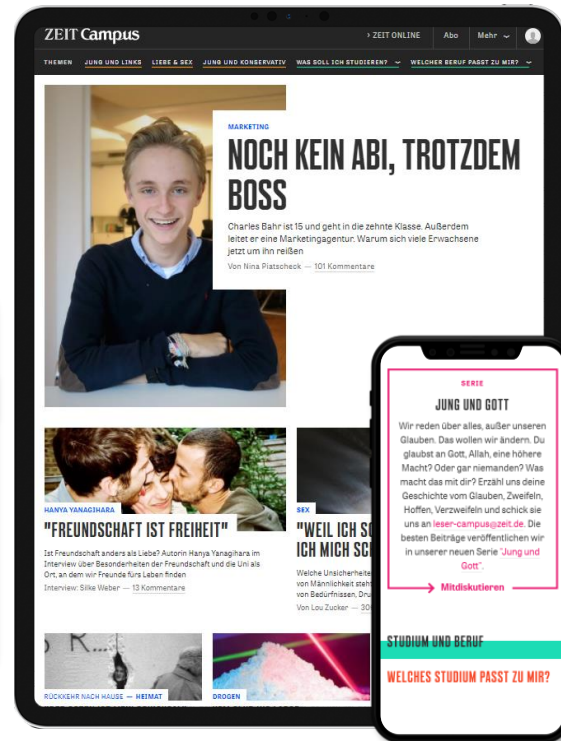
840,000  
unique user  
digital<sup>1</sup>

1.57 million  
contacts  
digital<sup>1</sup>

<sup>1</sup> source: agof daily digital facts 2022, 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  
digital<sup>1</sup>

3.42 million  
contacts  
digital<sup>1</sup>

<sup>1</sup> source: agof daily digital facts 2022, last month (March 2023), total population 16+



A woman in a denim jacket is shown from the chest up, holding a handful of colorful confetti. The background is a vibrant red, also filled with falling confetti. The image is framed by a white diagonal line that points towards the right.

# ZE.TT

The ZEIT ONLINE department for the big debates in Generation Y

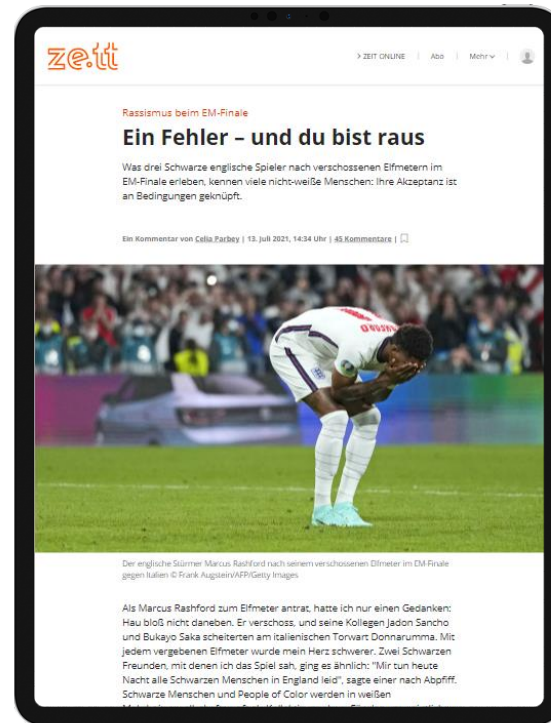
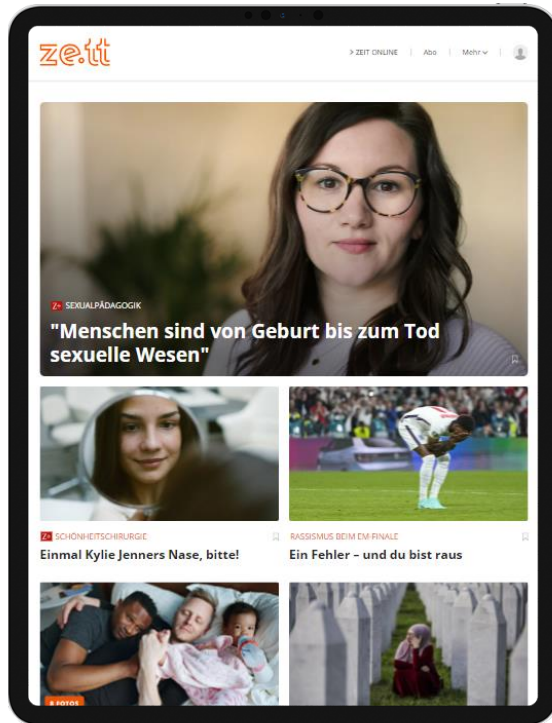
- We are engaged and get involved: we show what we think needs to change and how to make things better
- ze.tt is devoted to the big debates in Generation Y, mirrors strong opinions and adopts its own clear-cut stance
- ze.tt is a byword for **emotive content** that surprises and fascinates; we showcase 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  
digital<sup>1</sup>

1.06 million  
contacts  
digital<sup>1</sup>

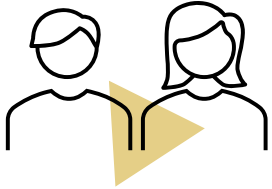
<sup>1</sup> source: agof daily digital facts 2022, last month (March 2023), total population 16+

Exciting variety of topics



# INTERESTED? SIMPLY CONTACT US!

We look forward to hearing from you.



## INTERNATIONAL

### **iq digital media marketing gmbh**

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