

# Engagement – Commitment

A Süddeutsche Zeitung Special

Publication: 28 September, 2022



**REPUBLIC**  
Frankfurter Allgemeine | Süddeutsche Zeitung

# „Engagement“ – Commitment

## The Great Autumn SZ Special

**Product.** The Topic „Engagement“ is published as an extensive Special over the complete edition of the SZ Newspaper. This content is also published on SZ.de – completed with more editorial Input from the Homepage suit to this topic.

### Additional value.

- Attention grabbing product teaser on the front page of SZ<sup>1</sup>: Visibility at over 26,000 touch points in Germany (points of sale) and accompanying retailer posters at the POS
- Extra reach: radio campaign with publication and a digital teaser campaign (SZ App, newsletter) before publication.

<sup>1</sup> Exempt at extraordinary news situation on the day of publication.



Example editorial teaser  
SZ front page  
„Zukunft Deutschland“



Impression front page SZ  
Special „Mut zum Wandel“,  
08.11.2020



# Editorial Concept

## „Engagement“ – Commitment

**Concept.** Commitment is the quintessence of a livable society. Kinds of involvement are various: from the voluntary commitment of private individuals, the initiatives of German foundations or numerous global companies that support social, cultural or sportive projects or invest with their commitment in sustainability, research and new technologies.

In this great autumn special, the SZ examines the topic in all its facets.



### Basic information Süddeutsche Zeitung

Sold circulation: 292,660 copies  
(IVW I/2022, Mon–Fri)

Coverage: 1,247,000 readers  
(AWA 2021)

### Key facts

Publication date: Wednesday, 28. Sep. 2022

Closing date: Monday, 5. Sep. 2022

Copy date: Friday, 16. Sep. 2022

### Rates and formats in Euro 2022



**1/1 page**  
page 3: 93,330  
right-hand page: 91,710  
left-hand page: 89,470



**1/2 page**  
page 3: 61,130  
right-hand page: 60,070  
left-hand page: 58,110



**1/3 page**  
page 3: 49,310  
right-hand page: 48,450  
left-hand page: 46,620



**1/4 page**  
page 3: 35,720  
right-hand page: 35,100  
left-hand page: 33,760

Rates subject to VAT. The terms and conditions of the current SZ advertising rate card at [www.republic.de](http://www.republic.de) apply

# Editorial topics 1/2

Topics are subject to last-minute changes

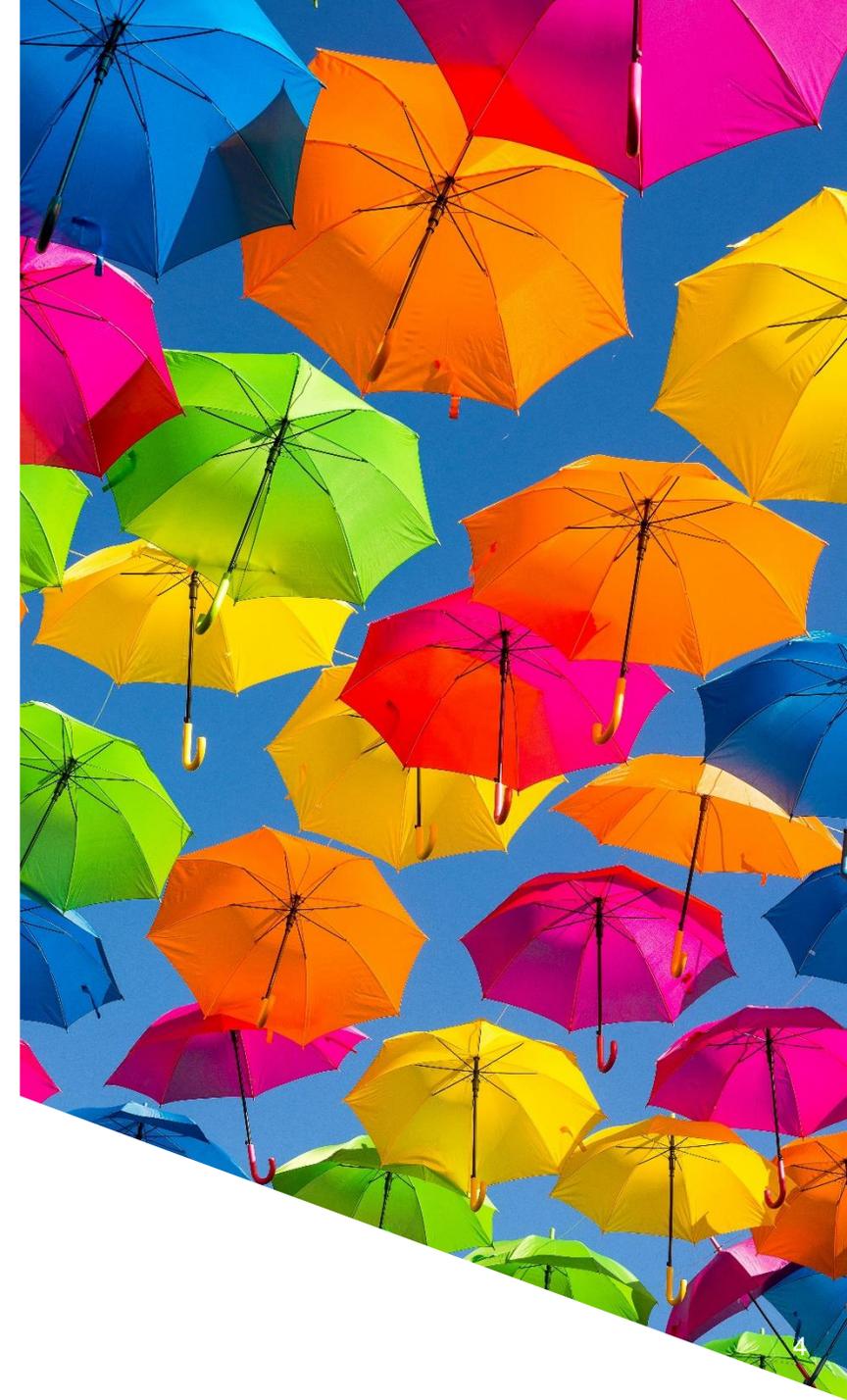
**Essay.** How social are Germans? Giving is nicer than receiving. What is it like in Germany? Are people and companies happy to give?

**Report.** Do good things and talk about it. Many companies show their commitment for example by releasing employees for voluntary work or investing money in environmental and social projects.

**Interview.** Does it have to be that way? Usually, sales figures and profit count. But however companies of all sizes cling to expensive traditions such as Christmas parties or sponsoring the local soccer team. What does this commitment bring outside of day-to-day business? Interview with a management consultancy.

**Analysis.** The power of the message. At football stadiums or at major sporting events, companies present themselves with large banners. Both sport and corporations benefit from the constellation.

**Report.** For a better tomorrow. Cheap ingredients, cheap workers and biggest profit. This simple calculation is no longer valid for many companies. They see it as their duty to work sustainably, instead they abstain from maximizing profit.



## Editorial topics 2/2

Topics are subject to last-minute changes

**Examples.** Science instead of yacht. The rich are getting even richer. But there are a lot of wealthy people who rather invest their wealth in foundations or various projects than spending it privately.

**Story.** The real value...is often just recognized in retrospectively, when the silently done, unpaid or hardly paid work no longer is done.

**Paradigm.** More than a house. There is a lot of discussion about living space in Germany. There are municipalities, cities or districts that are committed to this beyond their duty.

**"School without Racism - School with Courage"** is a nationwide school network whose members fight against xenophobia with various campaigns and projects and at the same time advocate diversity.

**Citizen politics.** Citizens' initiatives mean a lot of work and trouble. Why do people get involved in politics in their free time?

**Give time.** Volunteering means donating time. Why do people choose this? Interview with a psychologist.



# „Engagement“ Digital Component on SZ.de



**EXCLUSIVE**

# „Engagement“ – exclusive Sponsoring

## Digital Special on SZ.de

**Quality.** High-quality SZ content, configured exclusively by the SZ editorial team: The SZ editorial team bundles all articles under the defined key topic "Commitment" and controls the reach of this publication.

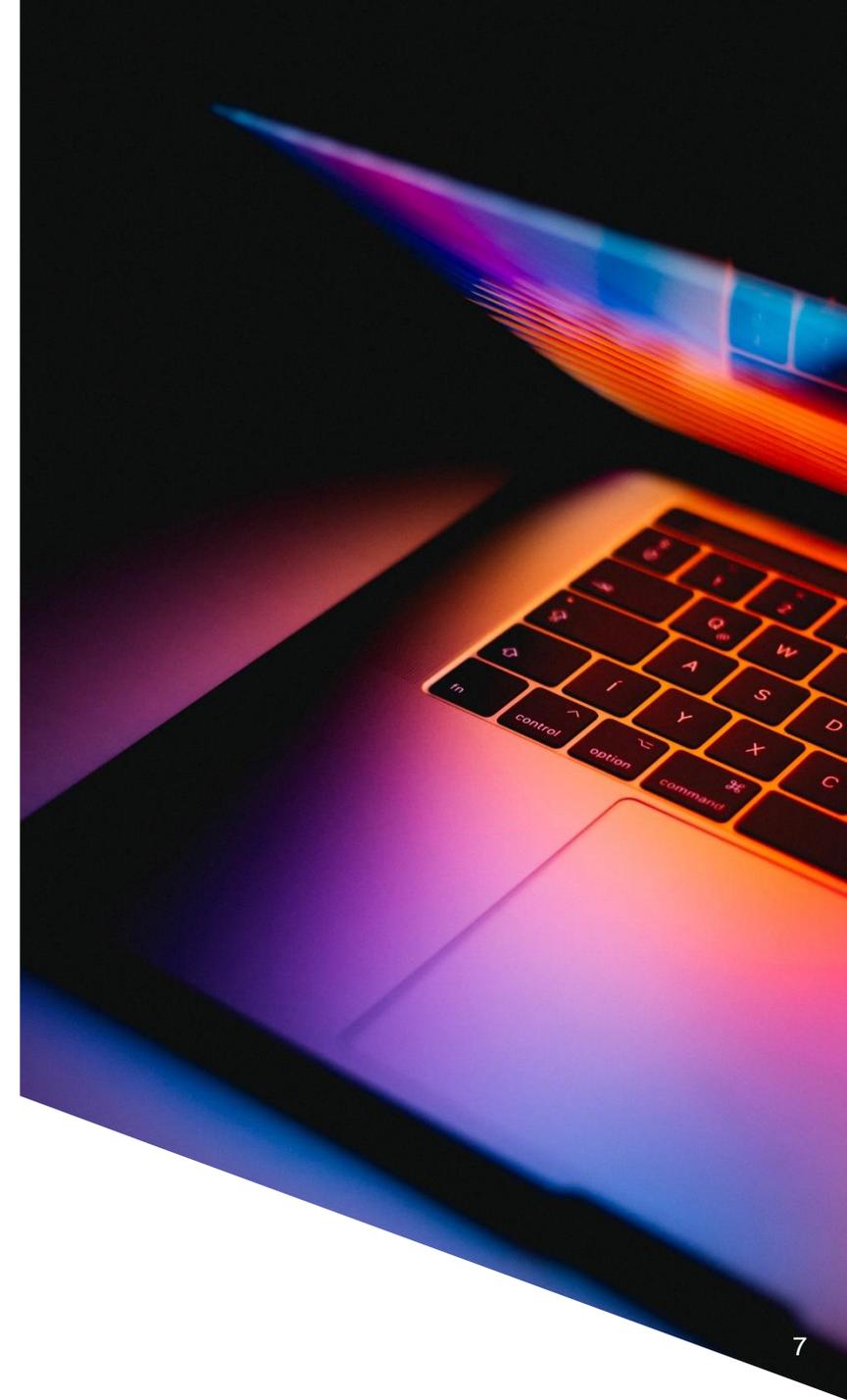
**Sponsorship.** For a period of four weeks, clients occupy this editorial topic exclusively, including a sponsorship reference on the topic page.

**Quantity.** In addition to the reach of the editorial content, there is a guaranteed reach with co-branded advertising media.

**Service.** The creation of the co-branded advertising material (billboard and half-page ad) is carried out by REPUBLIC.

**Top target group.** The advertising media are delivered in a well targeted manner in SZ articles that thematically fit the advertising message and thus achieve a high level of user involvement.

**Intelligent User-Journey.** Users access the topic page via navigation links at the end of related article, in several other sections on SZ.de and via search engine queries. Additional native content-teasers link directly to the digital editorial special.

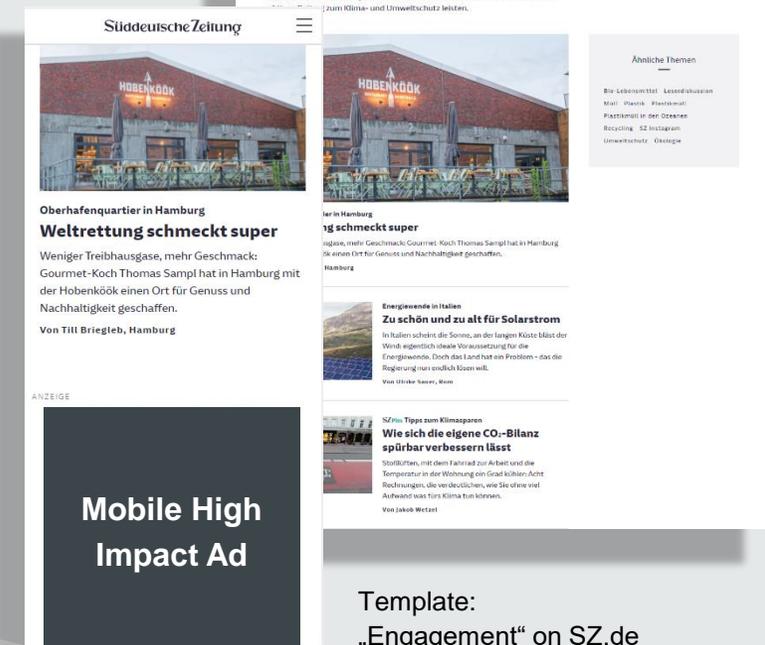


# Special „Engagement“

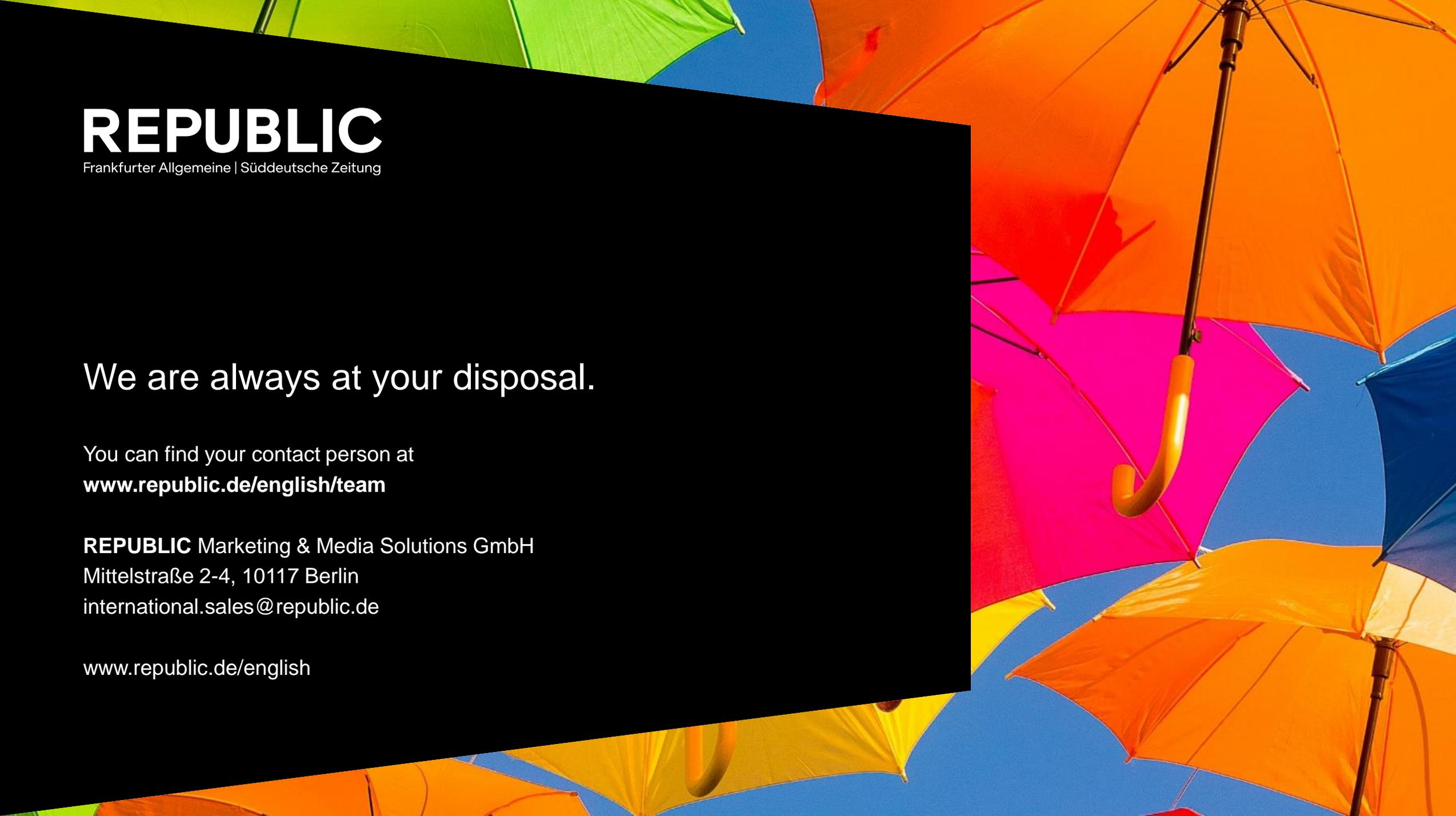
Your exclusive integration on SZ.de

## Performance components:

- Creation of currently articles and a topic overview page by the SZ editorial team
- Guaranteed coverage with an individual mix of customer advertising material in the editorial special "Engagement" (Billboard, Halfpage Ad, Mobile High Impact Ad)
- Guaranteed coverage with co-branded advertising media (created by REPUBLIC)
- Navigation entry in the appropriate section
- Sponsoring logo on SZ.de (desktop, see visualization example)



Template:  
„Engagement“ on SZ.de



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