

At Home with the Top Performers

Frankfurter Allgemeine Sonntagszeitung

Concept. The F.A.S. stands for excellence in journalism: a special combination of outstanding articles and unique information aesthetics.

Target group. The F.A.S. is at home with the top performers: high earners and discerning consumers. For this leading social group the F.A.S. is an integral part of their Sunday ritual.

Media. The F.A.S. ensures that advertising is really noticed. This is because readers devote themselves without any distraction to what they are reading.

Key Facts

Publication: Sunday

Paid circulation: 209,155 copies¹

Reach: 863,000 readers²

Decision-maker reach:
200,000 decision-makers³

Advertising rates⁴ 2022

1/1 Page 4c: € 66,630

1/2 Page 4c: € 38,980

Highlights

32% leading figures in
business and politics²

Disposable spending €920/month²

Avg reading time per issue: 150 minutes⁵

INTENSIVE
USE



¹ IVW IV/2021; ² AWA 2021; ³ LAE 2021, ⁴ Rates subject to VAT. The terms and conditions of the current F.A.Z./F.A.S. advertising rate card of 2022 at www.republic.de apply. ⁵ Copytest 2018

Print E-Paper Multimedia