

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 weekend 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:	Saturday Sunday ¹
Paid circulation:	188,469 copies ²
Reach:	835,000 readers ³
Decision-makers:	169,000 readers ⁴

Highlights

49% opinion leaders³
total population = 25%

Disposable spending € 928/month³
total population = € 521

Average reading time per issue: 116 minutes⁵

Advertising rates 2024⁶

1/1 page:	€ 82,440
1/2 page:	€ 49,460

¹ The printed version of F.A.S. is published on Saturdays. The F.A.S. e-paper is already available on Fridays from 8 p.m. in the F.A.Z. Kiosk App. ² IVW IV/2023; ³ AWA 2023;⁴ LAE 2023; ⁵ F.A.S. subscriber structure survey 2023
⁶ Terms and conditions of the current advertising rate card at www.republic.de apply.



Print

E-Paper

Multimedia