

Frankfurter Allgemeine Sonntagszeitung

Profile

January 2024



Reporting. The F.A.S. offers quality journalism for the weekend with pluralistic, independent alignment, outstanding design, news and inspiration.

Readership. The F.A.S. reaches above all people at the top: high achievers in their professional as well as in their private lives, who look forward to up-to-date information and fresh inspiration at the weekend.

Media. In this setting advertisers benefit from attractive solutions that make brands part of the weekend ritual, create a stronger impact and appeal with customised concepts.

1

2

3

Clickable



WEEKEND **Reporting**

Frankfurter Allgemeine Sonntagszeitung

Print and digital

Print. The F.A.S. is published in print on Saturdays, is available on newsstands everywhere and lands on the breakfast table of subscribers.

E-paper. The e-paper issue of the F.A.S. is already available on the F.A.Z. Kiosk app for tablet and smartphone as well as online from 8 p.m on the evening before.

Multimedia edition. Like the e-paper, it is already available the evening before. It offers readers a wealth of interactive features and the text-to-speech function, which makes it easy to have articles read aloud.



Multimedia edition



E-paper



Independent journalism

Freedom begins in the head

Pluralistic. Four editors and the FAZIT Foundation as the sponsor stand for democratic freedom and ensure a diversity of perspectives and opinions.

In-depth. More than 350 active reporters and correspondents at home and abroad report and investigate on the spot wherever important decisions are made.

Level-headed. The Frankfurter Allgemeine offers neither sensationalist reporting nor clickbaiting, but quality journalism which has won over 1,200 awards.



"Against the background of what happened during the week the F.A.S. turns its attention to what is to come. (...) a way to consider without time pressure what you want to take with you into the coming week."

Jürgen Kaube, Publisher of the F.A.Z. and F.A.S.

Outstanding design

The most attractive newspaper

... in an international comparison the F.A.S. has already received several awards in this respect.

Design. As a newspaper for the weekend it has the aim of informing its readers as well as helping them to enjoy their weekend break - an appealing layout is an essential part of this.

„Another win for F.A.S. which, according to one judge, is as good as it gets for newsprint production and screams quality both in terms of print and design. Its supplements are gloriously presented and its use of colour sets it apart from the other entries. Serious, cool and classy with great graphics and illustrations.“

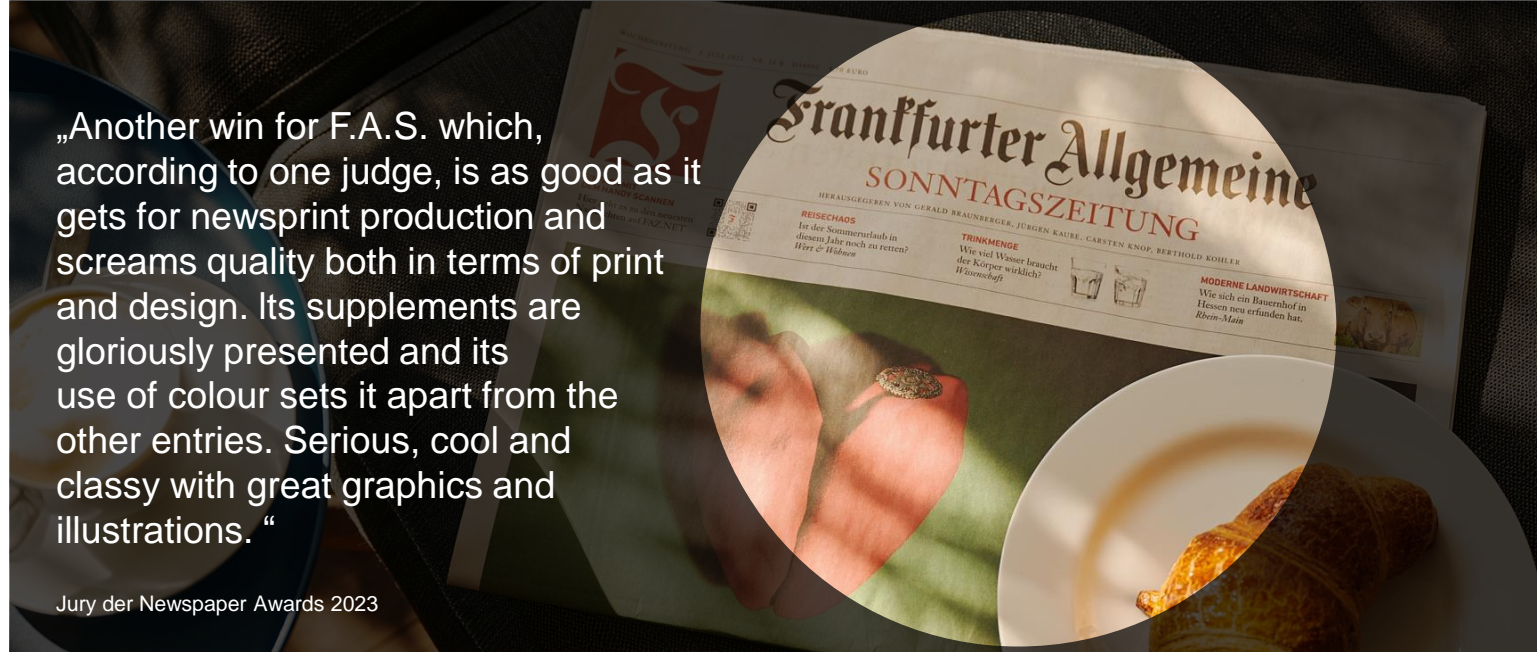
Jury der Newspaper Awards 2023

Awards (selection)

Repeatedly won International Newspaper of the Year

Several awards as World's Best-Designed Newspaper

Multiple times crowned as European Newspaper of the Year



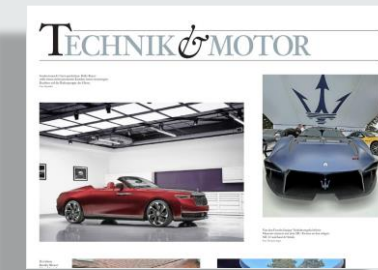
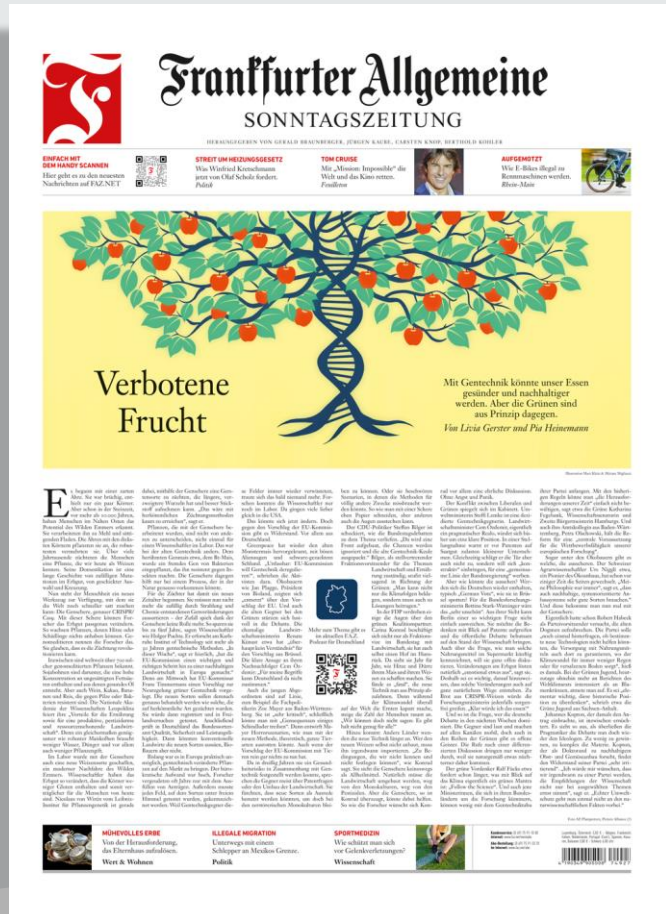


Prize-winning layout

Impact-making visual language

Inspiring
articles

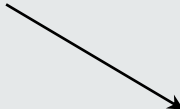
The sections





Readership.

High potential readership

- 
- € 928** monthly disposable spending
 - 49%** multipliers with strong personality
 - 40%** innovators and trendsetters
 - 56%** graduates and academics
 - 36%** predominantly quality-oriented consumers
 - 73%** high willingness to spend on travel

**PREMIUM
CONSUMERS**

Top status¹

Index | Total population = 100



1 Socio-economic status 1; weekly newspapers; Welt Print overall: Welt am Sonntag, Die Welt; Kluge Köpfe combination: F.A.Z., F.A.S.; Index: German-speaking population from age 14 (70.08 million) = 100

2 Source: AWA 2023

Information and inspiration

Readers enjoy their weekend reading

Reading is a delight for the readers of the F.A.S.: that's why they enjoy devoting quality time to it.

Inspiration. The F.A.S. provides readers with all the important background information they need for a good start to the coming week. In addition, the newspaper awakens new interests and gives its readers ideas – for consumer topics, too, of course.

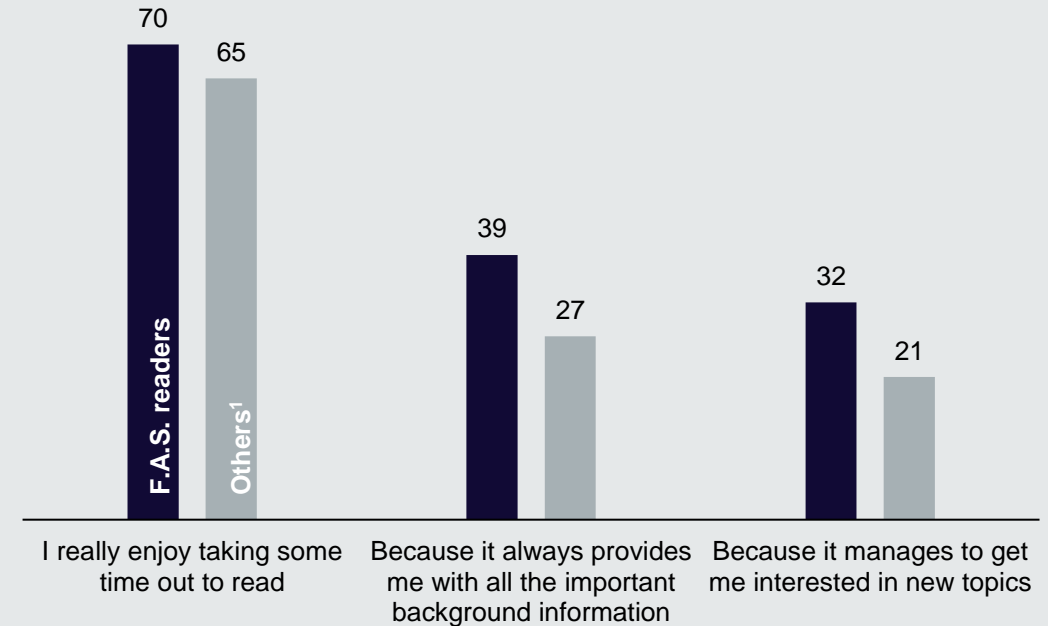
F.A.S. reader survey. Current qualitative market research among F.A.S. subscribers confirms that F.A.S. has highly satisfied readers. The F.A.S. is regarded as a weekly newspaper with a focus on "me time" at the weekend. In particular, the interplay of layout, the broad selection of topics, the in-depth penetration of the topic and the 360-degree view make the F.A.S. the "difference newspaper" ¹.

The F.A.S. is perceived as an educational partner:

"Yes, it fills me up intellectually." ¹

Reasons for reading a national newspaper

Proportion in %

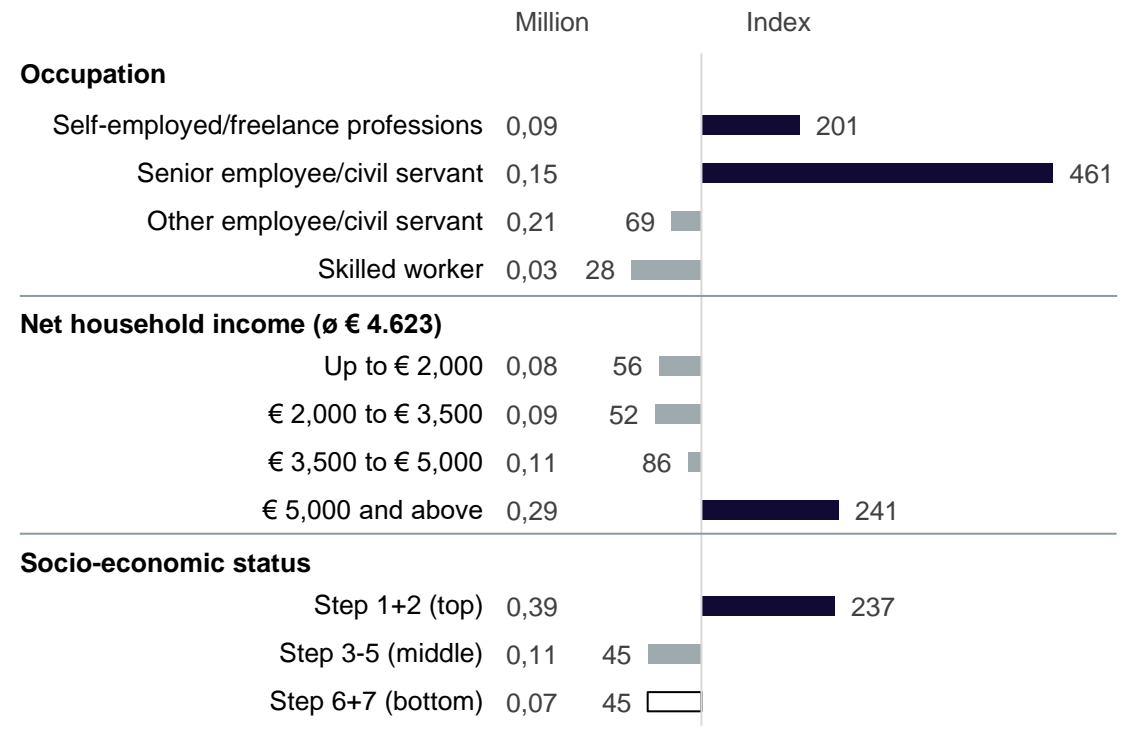
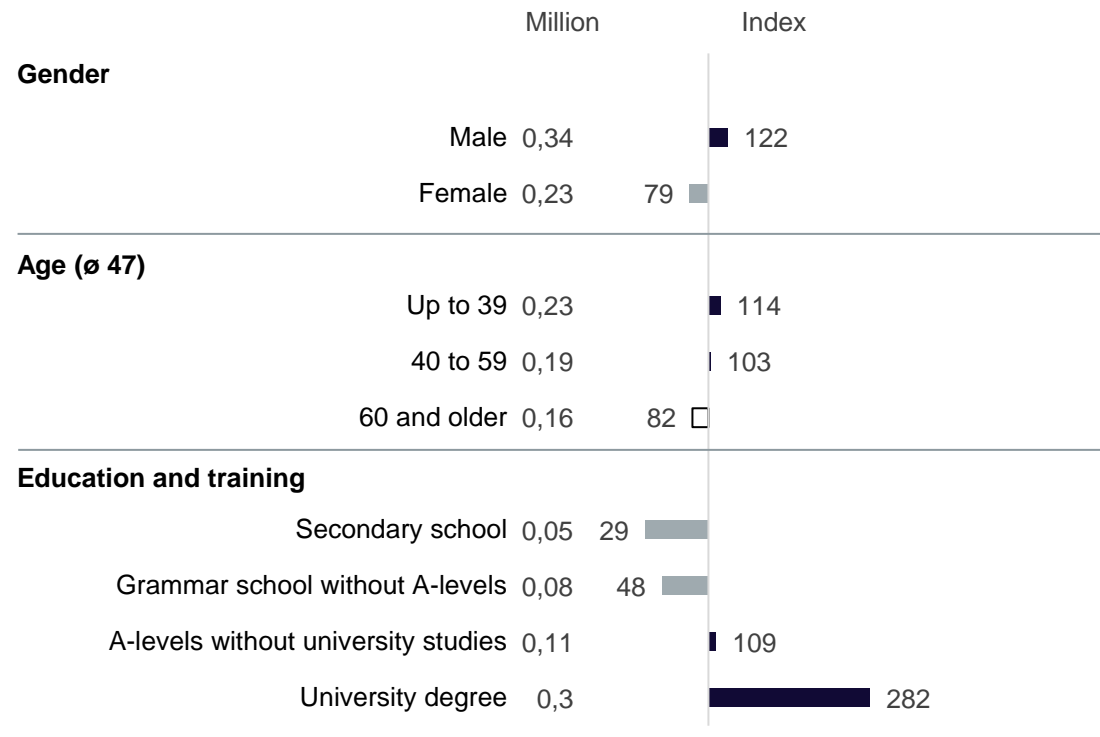


¹ Readers of national weekly/Sunday newspapers other than the F.A.S.
Source: IfD survey No. 11098

¹ F.A.S. reader survey 2024, readers' opinions

Well-educated, successful, high-income

Sociodemographics | Index



Index: German-speaking population from age 14 (70.08 million) = 100; Source: ma 2023 Pressemedien II; Readers per issue: F.A.S. = 0.57 million



IMPACT

Media

A trustworthy environment increases the advertising impact

Uplift through quality media from REPUBLIC. (Print)

Attitude towards advertisement (e.g. convincing, appealing)

Quality media REPUBLIC

22%

Neutral
environment

16%

Comparison
media

Intention to buy

Quality media REPUBLIC

25%

Neutral
environment

25%

Comparison
media

Product Involvement

Quality media REPUBLIC

21%

Neutral
environment

18%

Comparison
media

UPLIFT
ALSO
DIGITAL

Reputation Impact 2023; Conducted by Schramm|Meitz & partners GmbH on behalf of REPUBLIC and iq digital
Print: Quality media REPUBLIC (F.A.Z., SZ) vs. comparison media (Der Spiegel, Focus, Stern) and unbranded control environment /
online: Quality media iq digital /REPUBLIC (SZ.de, FAZ.NET, handelsblatt.com, spiegel.de, wiwo.de, zeit online) vs. comparison media (gmx.net, news.de, t-online.de, rtl.de) and unbranded control environment; KPIs: Average across all tested themes

Part of the weekend ritual



116 minutes is the Ø reading duration per issue

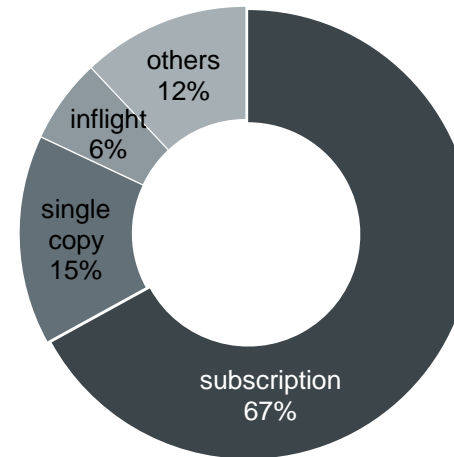
75% identify (closely) with the F.A.S.

5.6 times is how often each issue is picked up

Source: F.A.S. subscriber survey 2023, sample 2,346

**INTENSIVE
USE**

F.A.S. paid circulation = 188,469 ex.
Circulation structure in % | IVW IV/2023



The ideal stage for your performance

Communication in the F.A.S.

Together with advertisers REPUBLIC develops customised solutions for the most demanding requirements: from special positioning and individual formats to content marketing and advertorials.



Best cases at
www.republic.de/best-cases

The special topics of the F.A.S. open up excellent editorial environments for target group-specific communications..



Current planned topics at
www.republic.de/sonderthemen



Ear pieces on title page



Half Cover



Customized special format



Editor Special



Publisher Special

Formats and rates 2024

Premium

Fixed formats, color		Premium Placements	F.A.S.
2/1 page		Double-page opening Spread p. 2+3	€ 226,540
1/1 page		p. 5 Politics	€ 87,550
		p. 5 Economy p. 3 Sports ¹ p. 3 Editor Special, Publisher Special and Ad Special	€ 83,900
		Right side page	€ 82,440
1/2 page	corner horizontal	p. 5 Politics p. 3 Economy	€ 52,520
		p. 5 Economy p. 3 Editor Special, Publisher Special and Ad Special	€ 50,340
		Right side page	€ 49,460
1/3 page	corner horizontal	p. 3 Politics (horizontal only)	€ 39,830
		p. 5 Politics p. 3 Economy	€ 36,770
		p. 5 Economy p. 3 Editor Special, Publisher Special and Ad Special	€ 35,240
		Right side page	€ 34,620
1/4 page	corner horizontal	p. 3 Politics	€ 30,360
		p. 5 Politics p. 3 Economy p. 1 Editor Special, Publisher Special and Ad Special	€ 28,020
		p. 5 Economy p. 3 Editor Special, Publisher Special and Ad Special	€ 26,850
		Right side page	€ 26,390

¹ REPUBLIC reserves the right to obtain the publishers' consent for these formats.

When booking a standard or premium ad of 1/6 page or more, advertisers receive a full page ad in the multimedia edition of F.A.Z. on the same day of publication (with sliding rights) – at no additional cost. Other formats on request. Rates are subject to VAT. The terms and conditions of the current F.A.Z./F.A.S. advertising rate card of 2024 at www.republic.de apply.

[Go to rate card](#)
[← Contents](#)

Formats und Preise 2024

Standard

Fixed formats, color		F.A.S.
1/1 page		€ 72,960
1/2 page	corner horizontal	€ 43,770
1/3 page	corner horizontal tall	€ 30,640
1/4 page	corner horizontal	€ 23,350
1/5 page	corner horizontal	€ 18,970
1/6 page	corner horizontal ¹	€ 15,930
2/1 page	double-page spread ²	€ 167,810
2 x 1/2 page	double-page spread tunnel ²	€ 107,210
2 x 1/2 page	double-page spread horizontal ²	€ 111,880
2 x 1/3 page	double-page spread tunnel ²	€ 78,310
2 x 1/4 page	double-page spread tunnel ²	€ 56,690



When booking a standard or premium ad of 1/6 page or more, advertisers can request a full page ad in the multimedia edition of F.A.Z. or F.A.S. on the same day of publication (with the right to push) – at no additional cost.

This way, you reach top performers both in print and digitally to gather maximum attention with our full-area advertising medium.

¹ REPUBLIC reserves the right to group ads in this format together with other ads up to a total of a 1/3 page.
² Different rates apply for double-page spreads in premium placements.

The listed ad formats are published in print and digital editions of F.A.Z. on the booked publication date. For the 1/3 page format, a digital advertising medium needs to be provided by the customer. Other formats on request. Rates are subject to VAT. The terms and conditions of the current F.A.Z. advertising rate card of 2023 at www.republic.de apply.

Reaching top performers at the weekend

An impact-making environment thanks to a relaxed reading situation and high level of interest

Reach

835,000 readers¹

570,000 readers²

169,000 decision-making readers³

¹ AWA 2023

² MA 2023 P II

³ LAE 2023

Target group

Highest socio-economic status
(Level 1): 33%

Ø monthly disposable spending:
€ 928

Multipliers with a strong
personality: 49%

Predominantly quality-oriented
consumers: 36%

AWA 2023

Keyfacts

Print circulation:
188,469

Subscriptions: 67%

Single-copy sales: 15%

Inflight copies: 6%

Other sales: 12%

IVW III/2023

Use

Frequency of use: 5.6 times

Reading time: Ø 116 minutes

I identify with it (closely): 75%

F.A.S. subscriber survey 2023

Customised solutions

Content marketing

Conferences –
live and digital

Ad specials



Discover best cases at
www.republic.de/best-cases



REPUBLIC

Frankfurter Allgemeine | Süddeutsche Zeitung

We are always at your disposal.

You can find your contact person at
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