

# Outstanding Content for Premium Target Groups

## Frankfurter Allgemeine Zeitung

**Concept.** The F.A.Z. is a leading daily newspaper which appeals to readers throughout Germany with award-winning and independent reporting.

**Target group.** The F.A.Z. reaches high achievers from politics, business and culture who accordingly represent an attractive readership for advertisers.

**Media.** Reliable environment and individual communication solutions create additional impact for advertising.

HIGH  
ACHIEVERS

### Key Facts

Publication: Mon.-Sat.  
 Paid circulation: 183,921 copies<sup>1</sup>  
 Reach: 841,000 readers<sup>2</sup>  
 Decision-makers: 260,000 readers<sup>3</sup>

### Highlights<sup>2</sup>

43% innovators and trendsetters  
 total population = 16%

€ 4,795 ∅ net household income/month  
 total population = € 3,617

49% multipliers with a strong personality  
 total population = 25%

### Advertising rates 2024<sup>4</sup>

1/1 page (Mon-Fri): € 88,680  
 1/2 page (Mon-Fri): € 59,690  
 1/1 page (Sat): € 93,820  
 1/2 page (Sat): € 63,140

<sup>1</sup> IVW IV/2023, Sat.; <sup>2</sup> AWA 2023; <sup>3</sup> LAE 2023; <sup>4</sup> Terms and conditions of the current advertising rate card at [www.republic.de](http://www.republic.de) apply.



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