

# The Stylish Aspects of Life

## Frankfurter Allgemeine Magazin

**Concept.** The F.A.Z. Magazin stages upscale lifestyle with unique opulence - focusing on the themes of fashion, accessories, watches and jewellery, beauty, design, the art market, technology, pleasure and travel.

**Target group.** The F.A.Z. Magazin appeals to high achievers with a taste for luxury, as well as discerning multipliers who cultivate an exclusive lifestyle.

**Media.** The F.A.Z. Magazin turns brands into success stories: thanks to the large format it offers a showcase for a unique presentation to a consumer-oriented readership with a high purchasing power.

LARGE  
FORMAT

### Key facts

Publication:  
monthly, with 5 Specials (EXTRA)

Paid circulation: 208,861 copies<sup>1</sup>

Reach: 876,000 readers<sup>2</sup>

### Advertising rates 2022<sup>3</sup>

1/1 page 4c: € 25,020

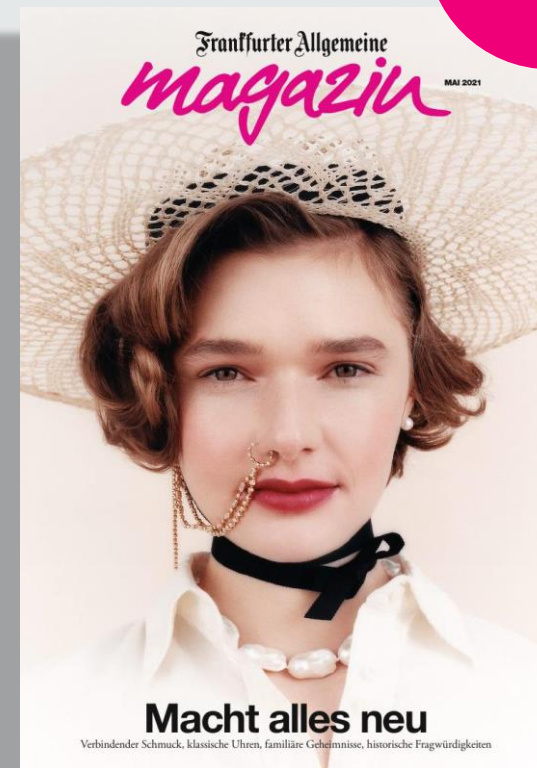
1/2 page 4c: € 15,820

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

46% innovators and trendsetters (total population 17%)

€ 4,480 ∅ net household income/month

33% luxury-oriented consumers  
(Zeit Magazin 24%)



<sup>1</sup> F.A.Z. Saturdays, IVW IV/2021; <sup>2</sup> AWA 2021

<sup>3</sup> Rates subject to VAT. The terms and conditions of the current F.A.Z. Magazin advertising rate card at [www.republic.de](http://www.republic.de) apply.

Print

E-paper