

# 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 + 4 Specials (EXTRA)

Paid circulation: 197,468 copies<sup>1</sup>

Reach: 879,000 readers<sup>2</sup>

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

48% innovators and trendsetters  
total population = 16%

€ 4,708 ∅ net household income/month

32% luxury-oriented consumers

### Advertising rates 2024<sup>3</sup>

2/1 page: € 55,060

1/1 page: € 27,530



<sup>1</sup> IVW IV/2023 Sat.; <sup>2</sup> AWA 2023

<sup>3</sup> Terms and conditions of the current advertising rate card at [www.republic.de](http://www.republic.de) apply.

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