

# Frankfurter Allgemeine Zeitung

## Profile

January 2024



**REPUBLIC**  
Frankfurter Allgemeine | Süddeutsche Zeitung

**Reporting.** The F.A.Z. stands up for freedom: with independent quality journalism and contemporary topics ranging from politics, the economy and finance via culture and science to technology and sport.

**Readership.** The F.A.Z. is read by people who shape politics, business and culture, and who have a high level of trust in the media brand – in other words, an attractive target group for advertisers.

**Media.** REPUBLIC offers solutions in the F.A.Z. media for greatest impact: thanks to innovative concepts which are developed precisely to fit brands, target groups and environments.

1

2

3

Clickable



# FREEDOM

## Reporting

# Frankfurter Allgemeine Zeitung

## Print and digital

**Print.** The F.A.Z. is published from Monday to Saturday, it is available at newsstands and it is delivered punctually to subscribers in the morning.

**E-paper.** Readers can download the F.A.Z. e-paper via the Kiosk app already from 8 p.m. the evening before publication. It is available for tablet, smartphone and online.

**Multimedia edition.** The F.A.Z. e-paper multimedia edition is also available the evening before publication. It offers readers interactive features and the text-to-speech function.

## Multimedia edition



## E-paper



75 Jahre Frankfurter Allgemeine



# Independent journalism

Freedom begins in your mind

**Pluralistic.** Four editors and the FAZIT Foundation as 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 click-baiting, but quality journalism which has won more than 1,200 awards.

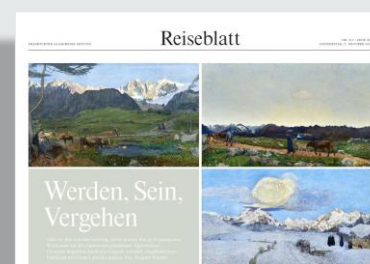


**"A good newspaper (...)** provides its readers with possibilities to think more deeply about what concerns them not only in their profession but also as citizens, as voters, as consumers or as residents of a community."

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



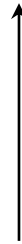
# The sections





# KEYFACTS

# Readership





# An attractive target group

€ 4,795 Ø monthly net household income

49% multipliers with a strong personality

54% graduates

43% are innovators and trendsetters

40% are sole decision-makers when purchasing a car

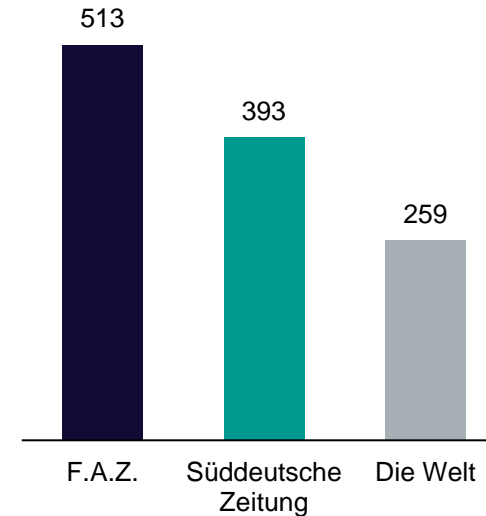
27% are experts in money/capital investments, shares and investment funds<sup>1</sup>

<sup>1</sup> Interested and often give advice, tips, considered an expert

<sup>2</sup> Full-time employed and socio-economic status score values: 118 and above

Source: AWA 2023

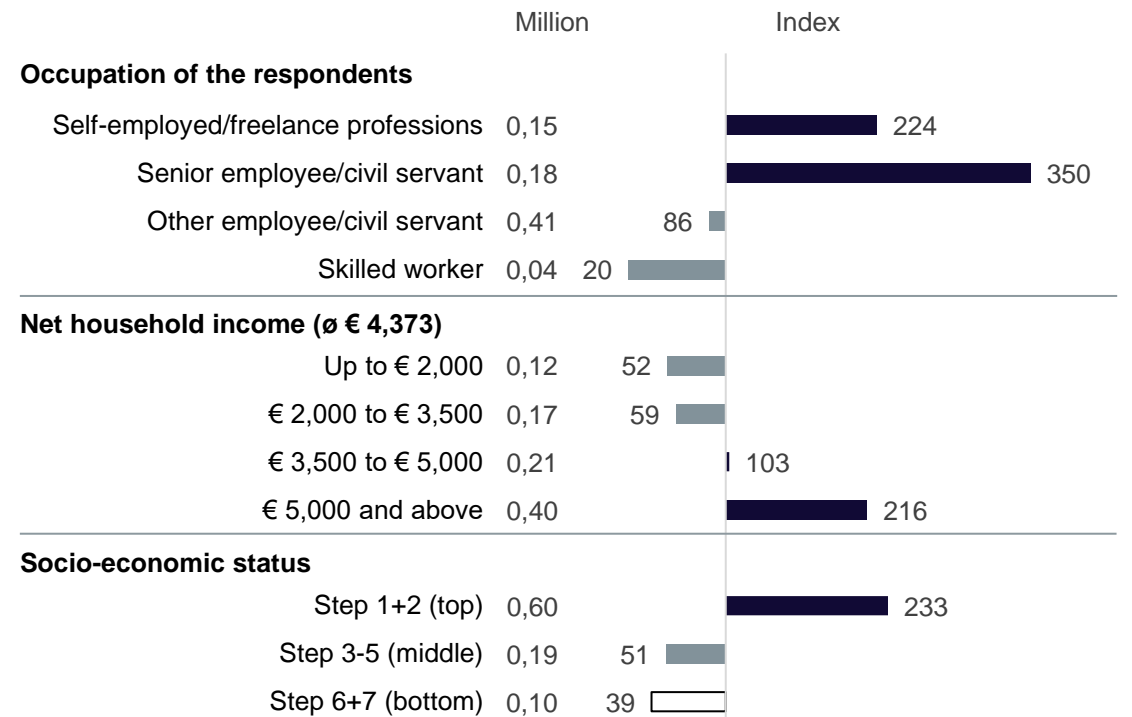
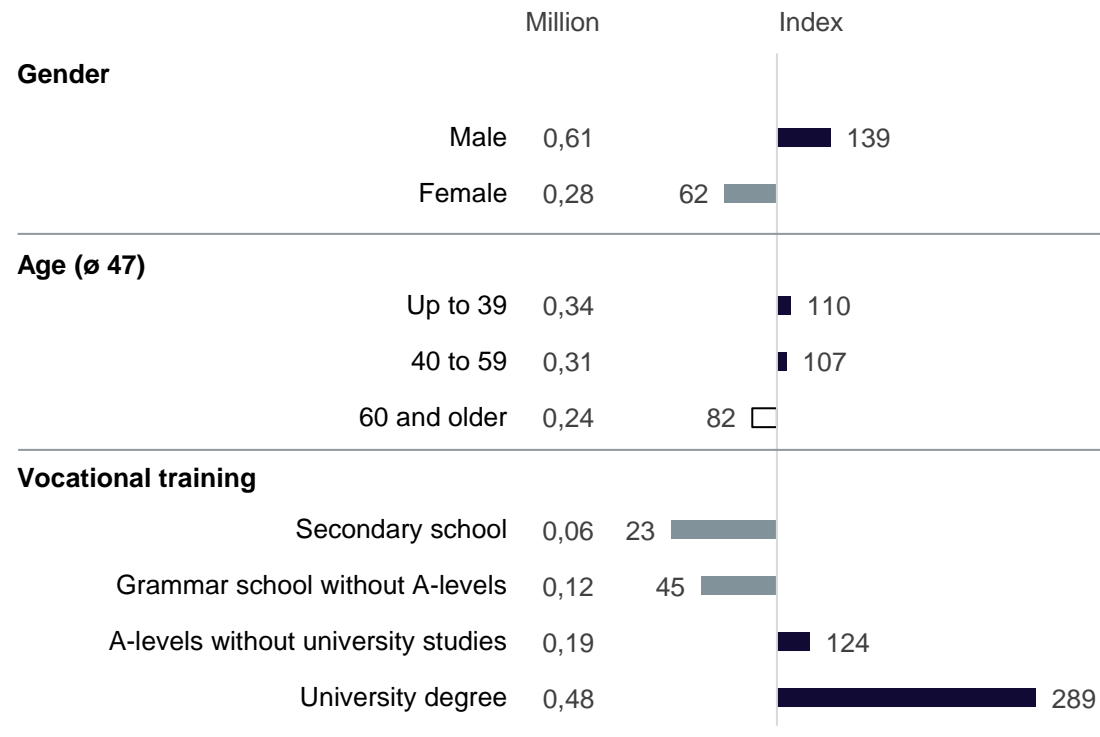
Professionals in the top five<sup>2</sup>  
Index | Total population = 100



TOP  
LEVEL

# Well-educated, successful, high-income

## Socio-demographics | Index



Index: German-speaking population from age 14 (70.08 million) = 100; Source: ma 2023 Tageszeitung, Readers per issue: F.A.Z. = 0.89 million



**Communication on an equal footing.**

German Chancellor Olaf Schulz (SPD) at the F.A.Z. Congress on March 31, 2023 in conversation with the F.A.Z. Publisher Berthold Kohler



# IMPACT

## Media





# More impact thanks to a quality environment

## Positive uplift

Advertising is rated to be more attractive in quality media and receives a faster - and accordingly more reliable - response. This was confirmed by a Quality Alliance test of branded and unbranded environments.

**Activation.** In addition, the use of quality media is also more intensive: if we measure physical values during the occupation with branded environments, there is also neurological evidence of greater involvement.

Brand communication is therefore highly trusted.



More information on the survey:  
[www.quality-alliance.de](http://www.quality-alliance.de)

## Branded vs. unbranded environment

28% More positive<sup>1</sup>

7% Faster<sup>2</sup>

13% More intensive<sup>3</sup>

<sup>1</sup> Agreement to a positive statement (e.g. credible, informative) or rejection of a negative statement

<sup>2</sup> Milliseconds across all advertising media, channels and statements

<sup>3</sup> Reception test, body measurement indices compared, index across the five individual indices

Source: QA study 2018



# A strong reader-newspaper bond

## On weekdays:

**61 minutes** average reading duration per day

**3.7 times per day** the paper is picked up

## On the weekend:

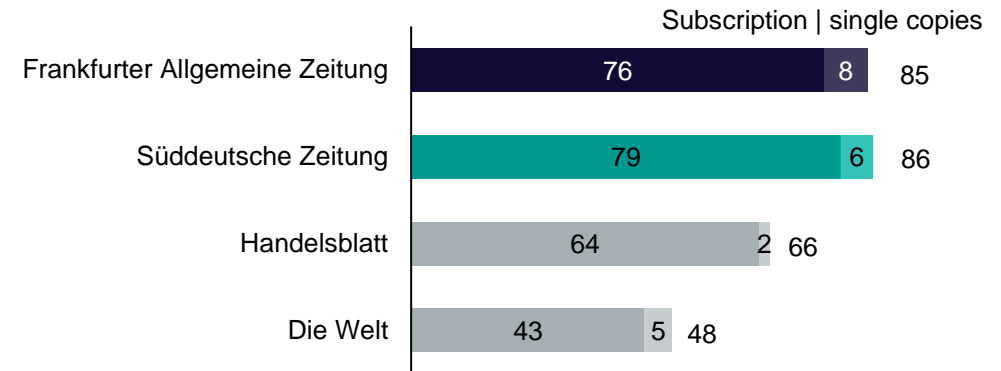
**68 minutes** average reading duration per day

**2.7 times per day** the paper is picked up

Source: F.A.Z. subscriber survey 2023, sample 3,045

## Paid Circulation

Circulation structure in % | IVW IV/2023



INTENSIVE  
USE

# The ideal stage for your performance

Communication in the F.A.Z.

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](http://www.republic.de/best-cases)

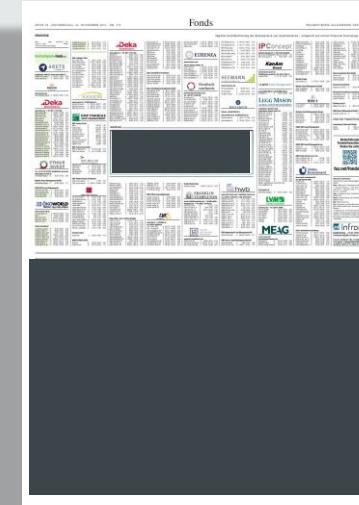
The special topics of the F.A.Z. open up excellent editorial environments for target group-specific communications..



**Current planned topics at**  
[www.republic.de/sonderthemen](http://www.republic.de/sonderthemen)



Ear pieces on title page



Placement on the Funds page



Customized special format



Special topic



Publisher Special

# Formats and rates 2024

## Premium and right-hand page

Fixed formats, colour		Premium Placements	Mon - Fri	Sat
1/1 page		p. 5 Politics   p. 3 Business   Back page Book Politics, Feuilleton, Business	€ 94,180	€ 99,640 <sup>1</sup>
		p. 5 Business   p. 3 Sports <sup>1</sup>   p. 3 Editor Publisher's/Editorial Special and Ad Special	€ 90,250	€ 95,480
		right-hand page	€ 88,680	€ 93,820
1/2 page	corner   horizontal	p. 5 Politics   p. 3 Business	€ 63,380	€ 67,060
		p. 5 Business   p. 3 Editor Special, Publisher Special and Ad Special	€ 60,740	€ 64,260
		right-hand page	€ 59,690	€ 63,140
1/3 page	corner   horizontal	p. 3 Politics (horizontal only)	€ 54,210	€ 57,360
		p. 5 Politics   p. 3 Business	€ 50,040	€ 52,940
		p. 5 Business   p. 3 Publisher's/Editorial Special and Ad Special	€ 47,960	€ 50,740
		right-hand page	€ 47,120	€ 49,860
1/4 page	corner   horizontal	p. 3 Politics	€ 40,940	€ 43,300
		p. 5 Politics   p. 3 Business   p. 1 Publisher's/Editorial Special and Ad Special	€ 37,790	€ 39,970
		p. 5 Business   p. 3 Publisher's/Editorial Special and Ad Special	€ 36,210	€ 38,310
		right-hand page	€ 35,580	€ 37,640

<sup>1</sup> 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](http://www.republic.de) apply.

See rate card

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# Formats and rates 2024

## Standard & left-hand page

Fixed formats, colour		Mon - Fri	Sat
1/1 page	left-hand page	€ 78,480	€ 83,030
1/2 page	corner   horizontal	€ 52,820	€ 55,880
1/3 page	corner   horizontal   vertical	€ 41,700	€ 44,120
1/4 page	corner   horizontal	€ 31,490	€ 33,310
1/5 page	corner   horizontal	€ 25,430	€ 26,900
1/6 page	corner   horizontal <sup>1</sup>	€ 21,650	€ 22,900
2/1 page	double-page spreads <sup>2</sup>	€ 180,500	€ 190,970
2 x 1/2 page	double-page spreads horizontal <sup>2</sup>	€ 129,390	€ 136,870
2 x 1/2 page	Tunnel   double-page spreads <sup>2</sup>	€ 135,010	€ 142,820
2 x 1/3 page	Tunnel   double-page spreads <sup>2</sup>	€ 106,580	€ 112,780
2 x 1/4 page	Tunnel   double-page spreads <sup>2</sup>	€ 80,480	€ 85,140

See rate card



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.

<sup>1</sup> REPUBLIC reserves the right to group ads in this format together with other ads up to a total of a 1/3 page.  
<sup>2</sup> 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](http://www.republic.de) apply.

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# The newspaper for the leaders of our society

The high-quality target group makes the F.A.Z. so essential to successful brand campaigns

## Reach

841,000 readers<sup>1</sup>

890,000 readers<sup>2</sup>

260,000 decision-makers<sup>3</sup>

<sup>1</sup> AWA 2023

<sup>2</sup> MA 2023 Tageszeitung

<sup>3</sup> LAE 2023

## Target group

Net household income: € 4,795<sup>1</sup>

High status (GWS1+2): 56%<sup>1</sup>

Ranked No. 1 by top executives in  
business, politics and government<sup>2</sup>

<sup>1</sup> AWA 2023

<sup>2</sup> Elite Panel IfD, July 2023

## Key facts

Paid circulation: 181,080 copies<sup>1</sup>

Subscriptions: 76%

Single-copy sales: 8%

Inflight copies: 4%

Other sales: 12%

<sup>1</sup> IVW IV2023

## Use

On weekdays:

61 minutes average reading  
duration per day

3,7 times per day the paper is  
picked up

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68 minutes average reading  
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2,7 times per day the paper is  
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Source: F.A.Z. subscriber survey 2023

# Customised Solutions

Content marketing



Conferences –  
live and digital



Ad specials



Discover best cases at  
[www.republic.de/best-cases](http://www.republic.de/best-cases)

# REPUBLIC

Frankfurter Allgemeine | Süddeutsche Zeitung

We are at your disposal.

You can find your contact person at  
[www.republic.de/english/team](http://www.republic.de/english/team)

**REPUBLIC** Marketing & Media Solutions GmbH  
Mittelstraße 2-4, 10117 Berlin  
[international.sales@republic.de](mailto:international.sales@republic.de)

[www.republic.de/english](http://www.republic.de/english)

