

How do we want to live in the future?

The Greatest F.A.Z. of the Year with 500,000 copies

Released on 30. September 2022



REPUBLIC
Frankfurter Allgemeine | Süddeutsche Zeitung

The Highlight Edition of the F.A.Z.

Benefits

1 **Future.** True to the motto “How do we want to live in the future”, the F.A.Z. is dedicated to the future of the country and is gathering social momentum - actively and with a firm stance.

2 **Performance.** With half a million copies, this edition of the F.A.Z. reaches more readers than any other edition this year.

3 **Multimedia.** This edition compels with its unique appearance, supplemented with augmented reality applications that make reading it an interactive experience.



Largest circulation of any edition in 2022

500,000 copies

Coverage. The F.A.Z. reaches more readers than any other edition this year. And those readers are exactly the right ones, thanks to a high-profile distribution network with verified addresses.

Attention. This edition is an eye-catcher, not only because of its unique look. Advertisers can book the cover with three full-page layouts and bring their ad to life with augmented reality.

Longevity. Delivery on Friday guarantees intensive reader involvement throughout the following weekend.



Base information F.A.Z.

Regular edition (Mon-Fri) ¹:
199,135 printed copies,
plus 58,501 copies as E-paper

Additional copies of the Greatest F.A.Z. of the Year:
244,069 copies²

Total circulation of the Greatest F.A.Z. of the Year:
500,000 copies

Key facts

Publication date: Friday, 30 September 2022

Closing date premium/ special placements & editorial inserts:

Friday, 16 September 2022

Closing date standard placements in the main paper:
Friday, 23 September 2022

Copy date: Monday, 26 September 2022

The F.A.Z. is the No.1 of top executives in business, politics and administration³

¹ IVW IV/2021

² The distribution of the regularly and additionally distributed edition may change before the publication date and is updated when it goes to print.

³ Elite-Panel I fD, June/July 2020



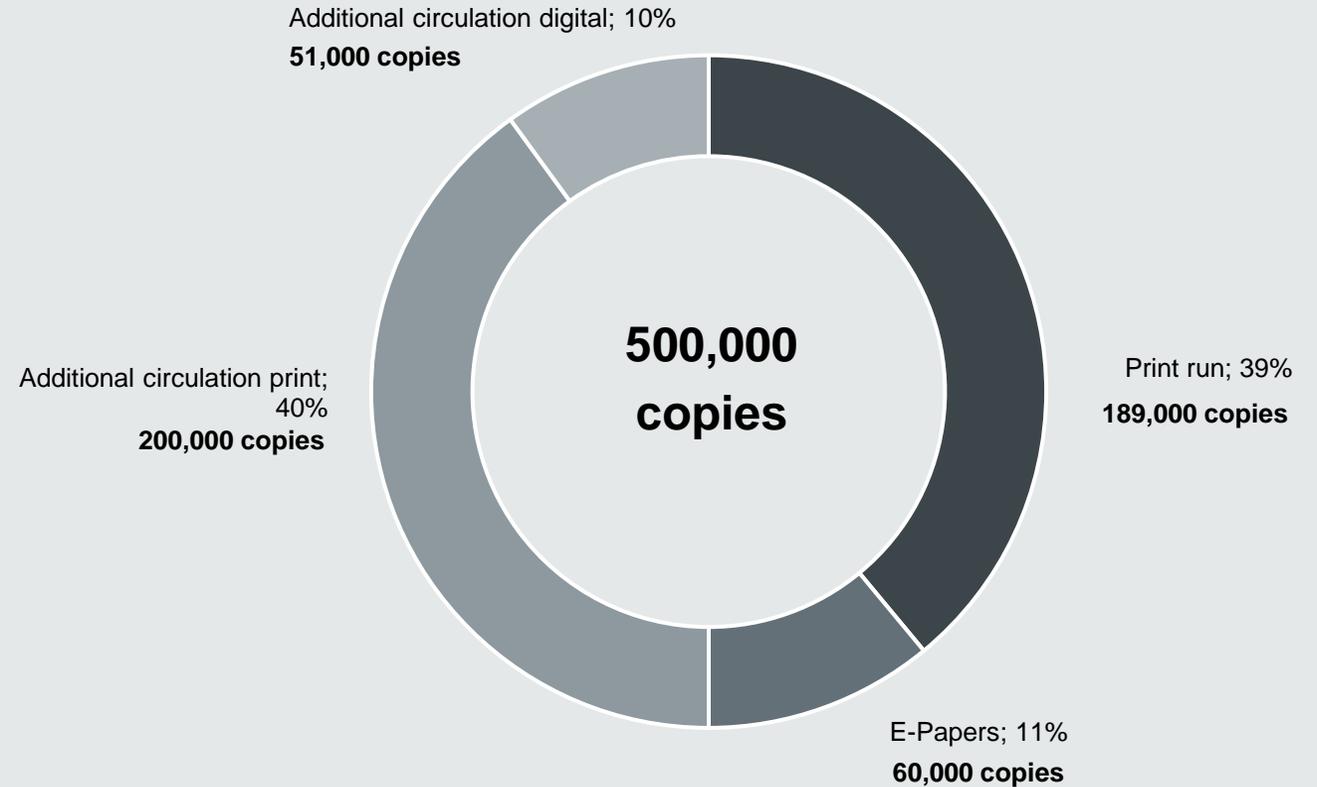
Eye-catcher. The cover page of the edition draws attention to the editorial highlights (cover page of 2021).

Value proposition

Circulation and readership

Delivery. The additional Circulation of the printed edition is sent by post to verified addresses from the F.A.Z. stock - personally addressed and delivered directly to the recipient's mailbox. The digital edition is also only sent to qualified e-mail addresses.

Premium target group. With a total circulation of 500,000 copies, you can reach decision-makers and well-off readers throughout Germany.



The distribution of the additional edition can change and will be updated daily.

Your ad in the Greatest F.A.Z. of the Year

Overview of formats and rates 2022

Ad combination Cover pages. The cover pages enveloping the politics section of the F.A.Z. offers four attention-getting placements: The masthead on page one, plus three full page ads. A one-of-a-kind combination!

Grand appearance. For maximum attention within the edition, you can choose the Opening Spread, Panorama or full page ads. Take advantage of these ad placements for your message!

Limited availability. Availability of all formats shown here is limited. We will be happy to inform you of your placement options.

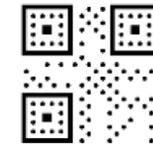
Property market and Feuilleton. For property ads in the classified section and for book, arts and culture ads in the Feuilleton, standard rates apply as listed in the rate card. Customers benefit from the additional coverage at no extra charge.



Ad combination Cover pages

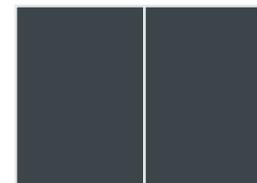
Masthead, 3 x 1/1 page

424,560 €



Augmented Reality Upgrade

Upon request



Opening Spread

2 x 1/1 page

358,690 €



1/1 page right-hand

114,670 €



1/2 page right-hand

77,170 €



1/3 page right-hand

60,930 €



1/4 page right-hand

46,020 €

All rates are eligible for AE and discounts and count toward discounts in the context of annual agreements, plus applicable VAT

Other formats and (premium) placements upon request. The publisher reserves the right to change the publication date of the edition. The terms and conditions of the current ad rate card for 2022 listed at www.republic.de apply.

Your grand entrance

The one-of-a-kind cover pages ad combination in detail

Outer view first cover page



1. Your masthead is placed on the uniquely designed title page.



2. After opening the cover, your 1/1 page appears on the left across from the regular title page.



3. At the end of the politics section, your second 1/1 page appears on the right next to the last politics page.

Outer view back page



4. The last cover page bears your third 1/1 page. It is followed by the first page of the Feuilleton.

Components. The cover pages enveloping the politics section of the F.A.Z. on 30.9.2022 offers a striking placement on every page: The masthead on page one, the second cover page, and the back pages of the cover.

Title page design. The unique title page designed especially for this edition guarantees extra attention. It appeals to the reader and points toward editorial highlights. The special design is continued throughout the entire edition. After opening the paper, the regular title page follows on the right page.

Limited availability. This special placement is available only once. If you are interested, please feel free to contact us directly.

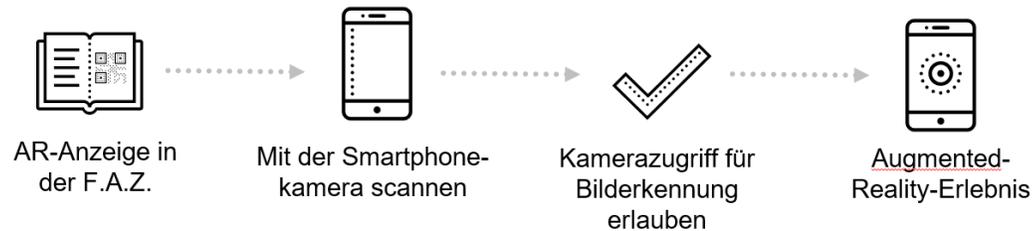
Next Level: Augmented Reality

Your ad message turns interactive

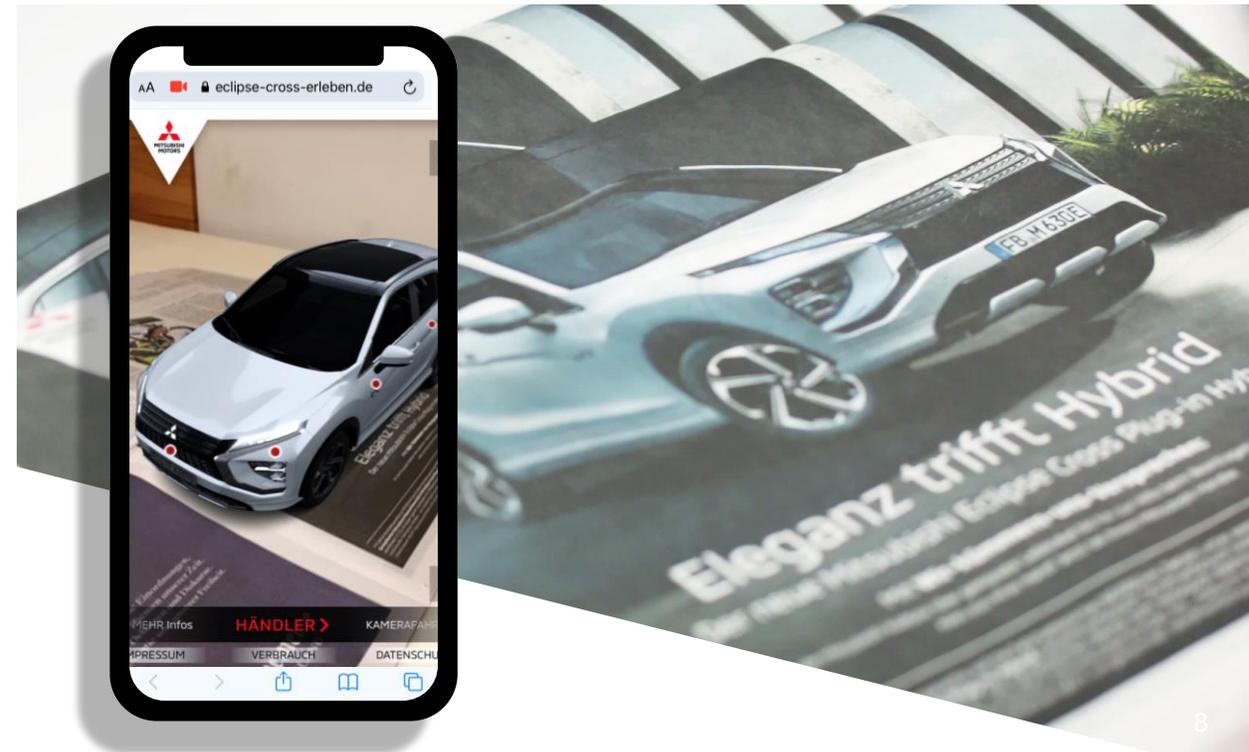
Engaging. With augmented reality, advertising turns interactive, products become tangible, involvement increases and inspires buying. The leap to your online shop is just one click away.

Overcoming media breaks. AR creates a playful transition from print to digital and invites the reader to engage intensively with ad messages and products.

Easy. To activate the AR experience, the reader needs no additional app or equipment – the mechanism is very simple. Moreover, we take care of programming your AR feature and will be glad to advise you about the wide range of possibilities.



AR ad in the F.A.Z. → Scan with smartphone camera → Allow camera access for image recognition → Augmented reality experience



A broad range of augmented reality possibilities

Video, product model or showroom

AR Video. Bring your ad to life with our augmented reality video solution. Product, brand or image advertising can be presented in a variety of ways with moving images.

This solution is particularly suited for products in the fashion and lifestyle sector.

Rate: from 5,380 €

incl. project management and technical implementation, plus media

AR 3D Product model. With a three-dimensional product presentation, configuration options and a direct link to your web shop, you can bring your retail experience to the F.A.Z.

Especially for consumer electronics products, technical details can be easily and interactively presented with 3D imagery.

Rate: from 7,600 €

incl. project management and technical implementation, plus media

AR Showroom. You can thrill our readers with a virtual showroom and present your entire product range as you do in your brand store.

This solution is ideal for automobiles: Virtual showrooms bring a 360° view of the car right into potential buyers' living rooms.

Rate: from 16,800 €

incl. project management and technical implementation, plus media

We will be happy to advise you on an individual solution for your ad, and take care of the technical implementation. For particularly intensive involvement, we recommend implementing your AR ad on a 1/1 page.



OUR
RECOMMEN-
DATION

Examples of augmented reality ads

Individual presentation

The most moving F.A.Z. ever. Interactive image galleries and videos, 3D showrooms and product models are just a few of the augmented reality solutions we use to breathe life into your message. To ensure it compels where it can really get things moving.

Click to view



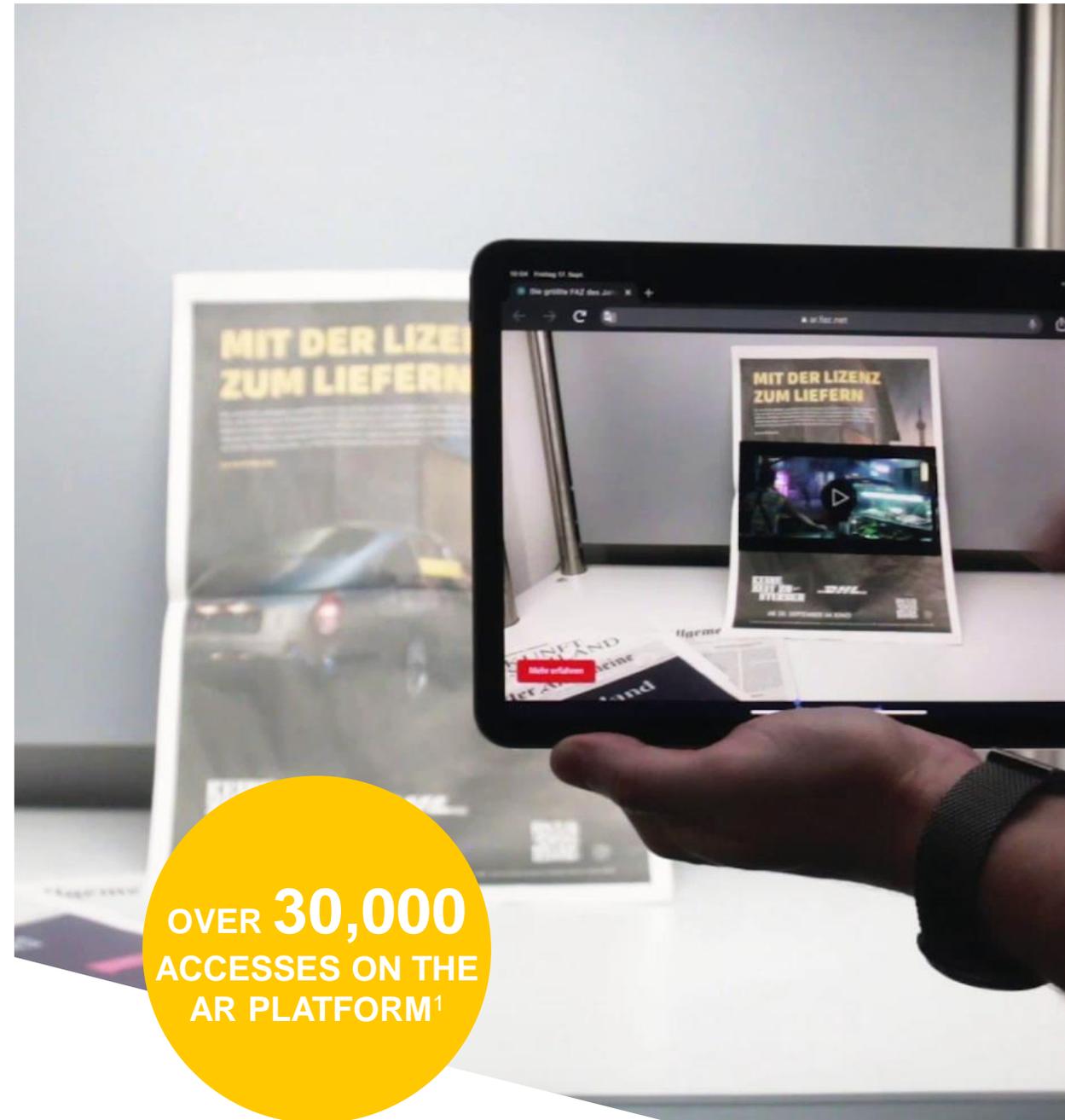
Ex.: Fashion



Ex.: Automotive



Case film: The Greatest F.A.Z. of the Year



OVER 30,000
ACCESSES ON THE
AR PLATFORM¹

REPUBLIC

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We are always at your disposal.

You can find your contact person at

www.republic.de/english/team

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