

Quality Journalism and Authenticity on the Web

SZ.de

Concept. SZ.de is a leading quality news portal in Germany and stands for in-depth, transparent reporting on the Internet. In addition to the latest news right around the clock, SZ.de offers fascinating articles, background reports, multimedia features and the exclusive results of investigative research.

Target group. SZ.de reaches a well-educated readership with high incomes, as well as an above-average number of opinion leaders and decision-makers. SZ.de users are brand and quality conscious, and accordingly offer premium potential as a target group.

Media. SZ.de stands for the brand values of the Süddeutsche Zeitung and is accordingly a highly credible landmark on the web. Brands benefit from the quality of this brand safe environment with and extensive reach.

Keyfacts

Publication: updated constantly

Page impressions: 209.64 million¹

Visits: 104.41 million¹

Unique users: 17.75 million²

Twitter: 1.7 million followers

Facebook: 793,000 subscribers

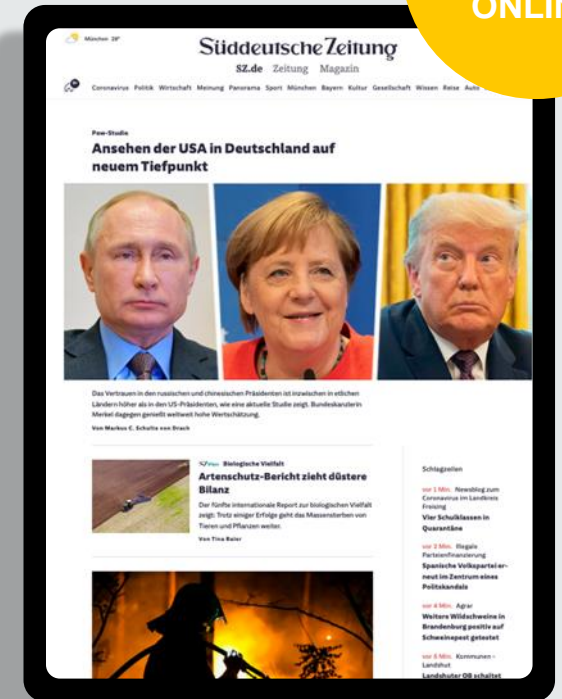
Instagram: 566,000 subscribers³

Highlights

Attractive formats: storytelling, display ads and native teasers, video ads, online specials

Extended by podcasts and newsletters

QUALITY
JOURNALISM
ONLINE



¹ IWW 01/2021; ² AGOF Daily Digital Facts 02/2021;

³ all as of March 2021

Website

App