

# 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 online reporting. In addition to the latest 24/7 news, SZ.de offers fascinating articles, background reports, multimedia features and 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 are therefore a premium potential as a target group.

**Media.** SZ.de stands for the brand values of Süddeutsche Zeitung and is therefore a highly credible landmark on the web. Brands benefit from the quality of this environment as well as from an extensive reach.

QUALITY  
JOURNALISM  
ONLINE

## Key facts

Publication: updated constantly

Page impressions: 164.34 million<sup>1</sup>

Visits: 77.18 million<sup>1</sup>

Unique users: 16.37 million<sup>2</sup>

Twitter: 1.7 million followers

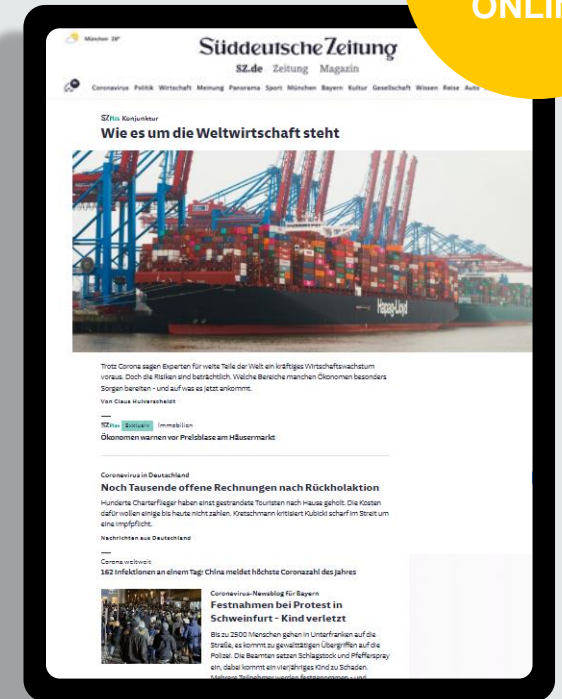
Facebook: 776,000 subscribers

Instagram: 617,000 subscribers<sup>3</sup>

## Highlights

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

Podcasts and newsletters also available



<sup>1</sup> IVWonline IV/2021 stationary, mobile, App

<sup>2</sup> ddf (AGOF) 2021, Nov. 2021

<sup>3</sup> all as of Nov. 2021

Website

App