

# 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

Unique User:	10,7 million <sup>1</sup>
Page Impressions:	150,3 million <sup>2</sup>
Visits:	55,8 million <sup>2</sup>

## Highlights

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

Podcasts and newsletters also available



Usage per month: stationary, mobile, Apps

<sup>1</sup> b4p 2023 I

<sup>2</sup> IVWonline IV/2023

Website

App