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.

Key facts

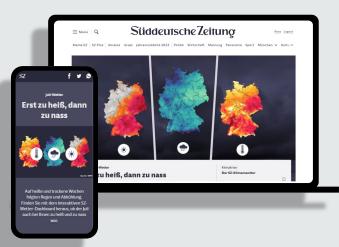
Unique User:	10,7 million ¹
Page Impressions:	150,3 million ²
Visits:	55,8 million ²

Highlights

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

Podcasts and newsletters also available

QUALITY JOURNALISM ONLINE



Usage per month: stationary, mobile, Apps ¹ b4p 2023 I ² IVWonline IV/2023

Website App