

Bold, reliable, wide reach and sought after by decision-makers

Süddeutsche Zeitung

Concept. The Süddeutsche Zeitung is Germany's largest national quality daily newspaper. The secret of success: it values critical reporters and critical readers, and excels in thought-provoking, independent and award-winning journalism.

Target group. The Süddeutsche Zeitung appeals to people who are well-educated, high-income and discerning consumers. The number of decision-makers among the readership is well above average.

Media. The Süddeutsche Zeitung has a high percentage of exclusive readers. In other words, in the quality environment of the Munich-based newspaper advertisers reach the ideal target group for their communication.

Key facts

Publication: Mon.-Fri.

Paid circulation Mon-Fri.: 296,313 copies¹

Reach: 1.25 million readers²

Decision-maker reach:
383,000 decision-makers³

Advertising rates 2022⁴

1/1 page 4c: € 91,710

1/2 page 4c: € 60,070

Highlights²

87% exclusive readers (not reading F.A.Z., Handelsblatt or Die Welt)

€ 4,764 ∅ net household income/month

53% academics



EXCLUSIVE
ACCESS TO
DECISION-
MAKERS

Print

E-paper

SZ app

¹ IVW IV/2021, Mon.-Fri.; ² AWA 2021; ³ LAE 2021

⁴ Premium position, right-hand page; Rates subject to VAT.

The terms and conditions of the current SZ advertising rate card at www.republic.de apply