

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 and within the quality environment of the SZ, advertisers reach an ideal target group for their communication.

EXCLUSIVE
ACCESS TO
DECISION-
MAKERS

Key Facts

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|-------------------|------------------------------|
| Publication: | Mon.-Fri. |
| Paid circulation: | 264,965 copies ¹ |
| Reach: | 1,26 million ² |
| Decision-makers: | 341,000 readers ³ |

Highlights⁴

89% exclusive readers
(not reading F.A.Z., Handelsblatt or Die Welt)

€ 4,786 ∅ net household income/month
total population = € 3,617

51% academics
total population = 20%

Advertising rates 2024⁵

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|-----------|-----------|
| 1/1 page: | € 100,430 |
| 1/2 page: | € 67,240 |



¹ IWV IV/2023 Mon.-Fri.; ² ma 2023 T; ³ LAE 2023; ⁴ AWA 2023

⁵ Terms and conditions of the current advertising rate card at www.republic.de apply.

