

When the Beautiful becomes Special

The Süddeutsche Zeitung Magazin

Concept. The SZ-Magazin is published every Friday right on time for the start of the weekend. In its pages quality journalism meets social and lifestyle topics: with essays, reports and interviews the magazine initiates nationwide debates, inspires with photo spreads and provides valuable guidance on trends in regularly published special issues.

Target group. The SZ-Magazin reaches readers with an above-average interest in luxury and brands. They are ready to spend and can afford to pay for top-quality products.

Media. The SZ-Magazin deals with topics that are talked about because they are socially relevant. Brands that wish to get themselves talked about by prime target groups are in good hands here.

Key facts

Frequency:
weekly (Fridays)

Paid circulation (SZ Mon.-Fri.):
317,189 copies¹

Reach: 1.13 million readers²

Advertising rates: inside section³

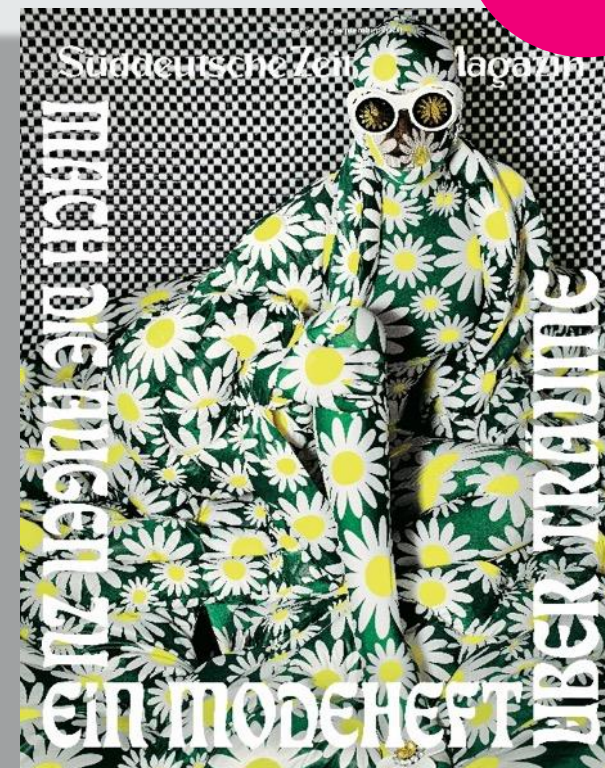
2/1 page 4c: € 45,700

1/1 page 4c: € 22,850

Highlights

41% women / 59% men²

€ 4,518 ø net household
income/month²



QUALITY
AND
LIFESTYLE

¹ IVW I/2021, SZ Mon.-Fri., incl. e-paper; ² AWA 2020 (SZ -Magazin) ³
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advertising rate card at www.republic.de apply.

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