

# 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.):  
296,313 copies<sup>1</sup>

Reach: 1.11 million readers<sup>2</sup>

### Advertising rates

<b>2022</b>	inside section <sup>3</sup>
2/1 page 4c:	€ 47,070
1/1 page 4c:	€ 23,540

### Highlights

45% women / 55% men<sup>2</sup>

€ 4,649 ∅ net household  
income/month<sup>2</sup>

<sup>1</sup> IVW IV/2021, SZ Mon. - Fri., incl. e-paper; <sup>2</sup> AWA 2021 (SZ-Magazin)

<sup>3</sup> Rates subject to VAT. The terms and conditions of the current SZ-Magazin advertising rate card at [www.republic.de](http://www.republic.de) apply.

QUALITY  
AND  
LIFESTYLE



Print

SZ App