

# 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.

### Basic information

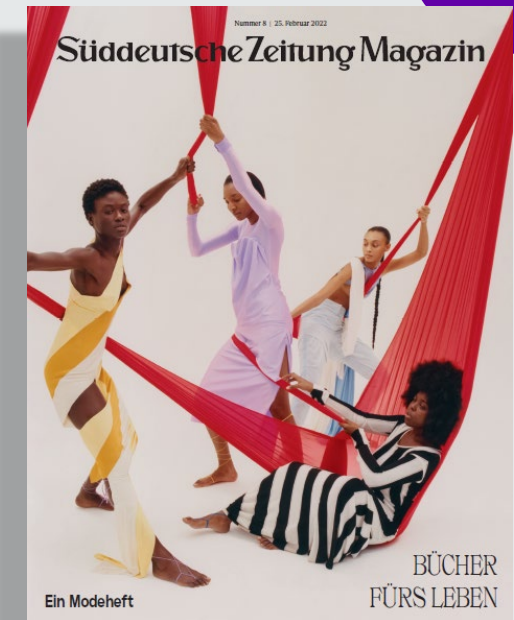
Publication: weekly (Fridays)  
Paid circulation: 265,321 copies<sup>1</sup>  
Reach: 1.23 million readers<sup>2</sup>

### Highlights<sup>2</sup>

46% women / 54% men<sup>2</sup>  
€ 5,020 ∅ net household income/month<sup>2</sup>

### Advertising rates 2023<sup>3</sup>

2/1 page: € 49,810  
1/1 page: € 24,910



QUALITY  
AND  
LIFESTYLE

<sup>1</sup> IVW III/2023, SZ Mon.-Fri., incl. e-paper; <sup>2</sup> AWA 2023, LpA SZ-Magazin

<sup>3</sup> Terms and conditions of the current advertising rate card at [www.republic.de](http://www.republic.de) apply

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SZ App