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

Publication: weekly (Fridays)
Paid circulation: 264,965 copies
Reach: 1.23 million readers

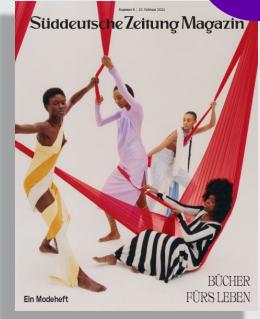
Highlights²

46% women / 54% men total population = 51% women / 49% men

€ 5,020 Ø net household income/month total population = € 3,617

Advertising rates 2024³

2/1 page: € 51,810 1/1 page: € 25,910







¹ IVW IV/2023, SZ Mon.-Fri., incl. e-paper; ² AWA 2023, LpA SZ-Magazin

³ Terms and conditions of the current advertising rate card at www.republic.de apply