

# 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.

QUALITY  
AND  
LIFESTYLE

### Key Facts

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

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

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|--|
| 46% women / 54% men                    |
| total population = 51% women / 49% men |
| € 5,020 ∅ net household income/month   |
| total population = € 3,617             |

### Advertising rates 2024<sup>3</sup>

|           |          |
|-----------|----------|
| 2/1 page: | € 51,810 |
| 1/1 page: | € 25,910 |



<sup>1</sup> IVW IV/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