

The Premium Lifestyle Magazine

SZ-Magazin Stil Leben

Concept. Stil Leben is an independent magazine that has developed out of the success of the "Stil leben" lifestyle section of the weekly SZ-Magazin. It is published once a year as a supplement to the Süddeutsche Zeitung. As an independent brand the upscale magazine in large format and on high-quality paper guides the readers through the world of luxury with confidence and style.

Target group. Stil Leben was created to inspire readers with a taste for luxury and high-end consumption with a variety of topics, trends and ideas. Here they discover the best in fashion, beauty, design, watches, jewellery, travel and gourmet delights.

Media. Stil Leben appreciates the value of brands and with its style, size and tangibly premium-quality features it creates precisely the prestigious setting that great brands deserve.

LARGER
FORMAT

Key Facts

Publication:	14th November 2024
Paid circulation:	264,965 copies ¹
Reach:	1.23 million readers ²

Highlights²

€ 989 ∅ disposable spending/month
total population = € 521

Advertising rates 2024³

2/1 page:	€ 60,120
1/1 page:	€ 30,060



¹ IVW III/2023 Süddeutsche Zeitung, Mon.-Fri.; ² AWA 2023, LpA SZ-Magazin

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

Print

SZ App