

More Reach, more Reading Time, more Reading Pleasure

SZ am Wochenende

Concept. The SZ am Wochenende offers even more: diversified sections, a wide range of topics, lavish visuals and a clear page structure - composed like a magazine but nevertheless meeting the high standards of a daily newspaper in terms of topicality.

Target group. The SZ am Wochenende attracts even more individuals who dedicate time to reading. Among the readers are also decision-makers who enjoy immersing themselves more deeply in a broader range of topics during their quality time.

Media. A higher circulation, twice as much reading time at weekends and a premium readership structure are the ideal preconditions for attention-grabbing and captivating brand advertising.



Key Facts

Publication: Saturday

Paid circulation: 395,103 copies¹

Reach: 1.25 million readers²

Decision-maker reach:
383,000 decision-makers³

Advertising rates⁴

1/1 page 4c: € 107,300

1/2 page 4c: € 70,290

Highlights

€ 4,764 ∅ net household income/month²

53% academics²

590,000 multipliers with a strong personality²



¹ IVW IV/2021, Sat.; ² AWA 2021; ³ LAE 2021, ⁴ Premium position, right-hand page; Rates subject to VAT. The terms and conditions of the current SZ advertising rate card at www.republic.de apply;

