

# 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.

READING  
PLEASURE

### Basic information

Publication:	Sat.
Paid circulation:	354,540 copies <sup>1</sup>
Reach:	1.26 million <sup>2</sup>
Decision-makers	341,000 readers <sup>3</sup>

### Highlights<sup>4</sup>

€ 4,786 ∅ net household income/month  
51% academics  
500,000 multipliers with a strong personality

### Rates 1/1 page 2023<sup>5</sup>

Right-hand page:	€ 117,500
Left-hand page:	€ 103,990



<sup>1</sup> IVW IV/2023 Sat.; <sup>2</sup> ma 2023 T; <sup>3</sup> LAE 2023; <sup>4</sup> AWA 2023

<sup>5</sup> Terms and conditions of the current advertising rate card at [www.republic.de](http://www.republic.de) apply