REPUBLIC

Frankfurter Allgemeine | Süddeutsche Zeitung

Rate Card No. 83 | effective January 1, 2023

The newspaper for Germany

Pluralism. The editors of the Frankfurter Allgemeine Zeitung report on current events in Germany and abroad from different perspectives, realistically place developments in context and spark debate. Thanks to its independence and journalistic excellence, the paper is one of the leading voices in social discourse.

Leadership. For individuals at the top levels of ministries, corporations and government agencies, the F.A.Z. is by far the most important media brand. In addition, it appeals to major segments of the social elite. These highly communicative target groups appreciate intelligent, thought-provoking ideas as well as new inspiration for their sophisticated consumption habits.

Effect. In quality environments, advertising is perceived in a more positive light, and often considered more credible and respectable. To further enhance this positive effect, the REPUBLIC team develops individual solutions for every brand: from storytelling to comprehensive content marketing campaigns.

Further information about the content, target group and ad options is available at ⟶ **www.republic.de/english**

Source: F.A.Z.-Elite-Panel 2020; Quality Alliance Study; IVW II/2022 (Mon–Sa); AWA 2022; LAE 2022

Sophisticated reading in its most appealing form

Design. In the Frankfurter Allgemeine Sonntagszeitung (F.A.S.), outstanding journalism meets a unique aesthetic. The paper provides relevant and entertaining reading on the topics of the week: from Politics to Lifestyle, Feuilleton to Business, Property and Living to Travel.

At home with our leaders. For F.A.S. readers, the weekend isn't complete without their paper. It is part of an intimate environment otherwise reserved for family and friends. This forges a special relationship of trust between the weekly paper and the social elite.

Intensity. The readers of the F.A.S. take time to enjoy their paper in an undisturbed and relaxed environment: They spend an average of two and a half hours with the paper, focusing on the issues that will remain relevant beyond the end of the day. This has a lasting impact on brand communication: Advertising messages are perceived more intensively by a sophisticated target group.

Further information about the content, target group and ad options is available at ⟶ **www.republic.de/english**

KEY FACTS

Publication:	Weekly, Sat | Sun
Copy price:	5.00 Euros
Circulation:	201,506 copies
Coverage:	878,000 readers
Readership data	
Men:	61 %
Women:	39 %
Age:	ø 56 years
Net household income:	ø 4,678 Euros

Source: Copytest 2018; IVW II/2022; AWA 2022

Fixed formats, colour	Premium placements	F.A.Z. Mon–Fri	F.A.Z. Sat	F.A.S. Sat | Sun	Kluge Köpfe Combination[4] F.A.Z. Mon–Fri + F.A.S.	Kluge Köpfe Combination[4] F.A.Z. Sat + F.A.S.
2/1 page	Panorama, Opening Spread p. 2 + 3	–	–	218,870	–	–
1/1 page	p. 5 Politics | p. 3 Business | Back page Book Politics, Feuilleton, Business[2]	91,000	96,260	84,590[1]	175,590	180,850
	p. 5 Business | p. 3 Sports[2] | p. 3 Publisher's/Editorial Special[3]	87,200	92,250	81,060	168,260	173,310
	right-hand page	85,690	90,650	79,650	165,340	170,300
	left-hand page in Publisher's/Editorial Special[3]	83,410	88,240	77,540	160,950	165,780
1/2 page corner | across	p. 5 Politics | p. 3 Business	61,240	64,790	49,490	110,730	114,280
	p. 5 Business | p. 3 Publisher's/Editorial Special[3]	58,680	62,090	47,430	106,110	109,520
	right-hand page	57,660	61,010	46,600	104,260	107,610
	left-hand page in Publisher's/Editorial Special[3]	56,130	59,390	45,360	101,490	104,750
1/3 page corner | across	p. 3 Politics (across)	52,380	55,410	37,930	90,310	93,340
	p. 5 Politics | p. 3 Business	48,350	51,140	35,020	83,370	86,160
	p. 5 Business | p. 3 Publisher's/Editorial Special[3]	46,330	49,010	33,560	79,890	82,570
	right-hand page	45,530	48,160	32,970	78,500	81,130
	left-hand page in Publisher's/Editorial Special[3]	44,320	46,880	32,100	76,420	78,980
1/4 page corner | across	p. 3 Politics	39,560	41,850	28,760	68,320	70,610
	p. 5 Politics | p. 3 Business | p. 1 Publisher's/Editorial Special[3]	36,520	38,630	26,540	63,060	65,170
	p. 5 Business | p. 3 Publisher's/Editorial Special[3]	34,990	37,020	25,440	60,430	62,460
	right-hand page	34,390	36,370	25,000	59,390	61,370
	left-hand page in Publisher's/Editorial Special[3]	33,470	35,410	24,330	57,800	59,740
Corner tab	p. 1 Politics	–	–	27,020	–	–
	Section cover page: Feuilleton, Business, Life, Value & Living	–	–	22,030	–	–

All rates in Euro (€) plus applicable VAT

[1–4] Footnotes and closing and copy date → **see next page**

Fixed formats, left-hand page, colour		F.A.Z. Mon–Fri	F.A.Z. Sat	F.A.S. Sat | Sun	Kluge Köpfe Combination[4] F.A.Z. Mon–Fri + F.A.S.	Kluge Köpfe Combination[4] F.A.Z. Sat + F.A.S.
1/1 page		75,830	80,220	70,490	146,320	150,710
1/2 page	corner | across	51,030	53,990	41,240	92,270	95,230
1/3 page	corner | across | upright	40,290	42,620	29,180	69,470	71,800
1/4 page	corner | across	30,430	32,190	22,120	52,550	54,310
1/5 page	corner | across	24,570	25,990	17,840	42,410	43,830
1/6 page	corner | across[5]	20,920	22,130	14,960	35,880	37,090
2/1 page	Panorama[6]	174,410	184,510	162,130	336,540	346,640
2 x 1/2 page	Panorama across[6]	124,990	132,250	101,020	226,010	233,270
2 x 1/2 page	Tunnel | Panorama[6]	130,430	138,000	105,410	235,840	243,410
2 x 1/3 page	Tunnel | Panorama[6]	102,980	108,940	74,580	173,270	183,520
2 x 1/4 page	Tunnel | Panorama[6]	77,780	82,270	56,540	131,080	138,810

All rates in Euro (€) plus applicable VAT

When booking a standard or premium ad of 1/6 page or more, advertisers receive upon request a full page ad in the multi-media edition of the F.A.Z. or F.A.S. on the same publication date (or a subsequent issue, depending on availability) at no additional charge.

Closing and copy date: F.A.Z. Mon–Fri: previous day, 10.00 a.m.; F.A.Z. Sat: Fridays, 8.30 a.m.; F.A.S. | Combination F.A.Z. + F.A.S.: Wednesdays, 4.00 p.m.
For the products Technology & Cars (issue date: Tuesday) and Nature and Science (issue date: Wednesday) the ad deadline is Tuesday or Wednesday of the previous week, respectively, at 3.00 p.m.
For Premium and Flexform ads, the closing and copy date is 7 days before the deadlines listed above.

A surcharge of 5 % is applied to two or more consecutive ads.

[1] Only page 5 Politics.
[2] For these formats, REPUBLIC requires approval by the publishers.
[3] Publisher's/Editorial specials and special ad publications
[4] Ads in the F.A.Z. and Frankfurter Allgemeine Sonntagszeitung (same format/motif) are run within one week. The ad in the F.A.S. thus appears optionally before or after the F.A.Z. ad date.
[5] REPUBLIC reserves the right to fill in ads of this format with other ads up to a size of 1/3 page.
[6] For Panorama ads with premium placement, different gross rates apply.

Fixed formats, colour	F.A.Z.		F.A.S.	Kluge Köpfe Combination[3]	
Books and Cinema[1]	**Mon–Fri**	**Sat**	**Sat | Sun**	**F.A.Z. Mon–Fri + F.A.S.**	**F.A.Z. Sat + F.A.S.**
1/1 page	29,570	31,290	27,490	57,060	58,780
1/2 page corner | across	19,900	21,060	16,080	35,980	37,140
1/3 page corner | across	15,710	16,620	11,380	27,090	28,000
1/4 page corner | across	11,870	12,550	8,630	20,500	21,180
1/5 page corner | across	9,580	10,140	6,960	16,540	17,100
Arts and Culture[2]					
1/4 page corner | across	18,260	19,310	13,270	31,530	32,580
Corner tab 120 x 150	6,910	7,310	5,750	12,660	13,060
Corner tab 120 x 120	6,340	6,710	5,300	11,640	12,010

All rates in Euro (€) plus applicable VAT

Closing and copy date: F.A.Z. Mon–Fri: previous day, 10.00 a.m.; F.A.Z. Sat: Fridays, 8.30 a.m.; F.A.S. | Combination F.A.Z.+F.A.S.: Wednesdays, 4.00 p.m.

[1] Ads by publishers, music labels and movie distributors for audio-visual media, books and movies in the Feuilleton
[2] Ads by museums, galleries, concert organisers or art dealers for exhibits, auctions, vernissages and cultural events in the Feuilleton
[3] Ads in the F.A.Z. and Frankfurter Allgemeine Sonntagszeitung (same format/motif) are run within one week. The ad in the F.A.S. thus appears optionally before or after the F.A.Z. ad date.

Travel ads		Kluge Köpfe Combination
Fixed formats, colour	**Placement**	**F.A.Z. Thu + F.A.S.**
1/1 page	Standard	71,700
1/2 page corner | across	Standard	55,830
1/4 page corner | across	Premium page 1	34,690
	Standard	28,910

Closing and copy date: Tuesdays, 9.00 a.m.

Rates in this section apply for tourism offices, travel organisers, spa administrations, hotels, B&Bs, holiday homes, airlines and cruise lines.

Premium placements on page 1

Property ads		Kluge Köpfe Combination
Fixed formats, colour	**Placement**	**F.A.Z. Fri + F.A.S.**
1/1 page	Standard	73,170
1/2 page corner | across	Standard	46,140
1/4 page corner | across	Premium page 1	31,540
	Standard	26,280

Closing and copy date: Wednesdays, 4.00 p.m.

Premium placements on page 1

Bookings outside of the Property or Travel sections are charged as corporate ads.
Upon request, we will extend your ad digitally on FAZ.NET. We will gladly advise you on your options.
The Rate Cards for Classified ads (only in German) are available at → **www.republic.de/mediadaten**

All rates in Euro (€) plus applicable VAT

Beruf und Chance		Kluge Köpfe Combination
Fixed formats, colour	**Premium placement**	**F.A.Z. Sat + F.A.S.**
1/1 page	Standalone in the editorial environment	90,420
1/2 page corner | across	Standalone in the editorial environment	57,130
1/4 page corner | across	Standalone in the editorial environment	32,580

Closing and copy date: Friday of the previous week, 1.00 p.m.

Rates for premium placements also apply to placement in a special topic. If premium placement in the F.A.S. is not possible due to divergent section layout, the customer receives an equal or higher value placement in another section.

Classified ads		Kluge Köpfe Combination
Fixed formats, colour	**Platzierung**	**F.A.Z. Sat + F.A.S.**
1/1 page	Job market	43,700
	Teaching & Research	39,330
1/2 page across	Job market	27,620
	Teaching & Research	24,850
1/4 page upright | across	Job market	15,750
	Teaching & Research	14,180
1/6 page upright | across	Job market	10,760
	Teaching & Research	9,690
1/8 page upright | across	Job market	8,540
	Teaching & Research	7,690

Closing and copy date: Wednesdays, 4.00 p.m., with proof Tuesdays, 2.00 p.m.

Rates for premium placements also apply to placement in a special topic. If premium placement in the F.A.S. is not possible due to divergent section layout, the customer receives an equal or higher value placement in another section.

Bookings outside of the Beruf und Chance section are charged as Corporate ads.
Job ads (fixed format, minimum size 1/8 page) are also published in the digital Job market of FAZ.NET for 60 days at no extra charge.
The Rate Cards for Classified ads (only in German) are available at → **www.republic.de/mediadaten**

Beruf und Chance

Auf der Suche nach dem Sinn

BERUF & CHANCE

Die Gründer unter uns

Premium placement
Beruf und Chance

All rates in Euro (€) plus applicable VAT

Island ads and basic rate ads, colour	F.A.Z. Mon–Fri	F.A.Z. Sat	F.A.S. Sat | Sun	Kluge Köpfe Combination[4] F.A.Z. Mon–Fri + F.A.S.	Kluge Köpfe Combination[4] F.A.Z. Sat + F.A.S.
Island ads	94.60	104.80	87.20	181.80	192.00
Island ads Books and Cinema[1]	36.90	41.90	34.00	70.90	74.90
Island ads Arts and Culture[2]	56.80	62.90	52.30	109.10	115.20
Basic rate ads without standalone placement	19.60	22.10	17.60	37.20	39.70

Closing and copy date: F.A.Z. Mon–Fri: previous day, 10.00 a.m.; F.A.Z. Sat: Fridays, 8.30 a.m.; F.A.S. | Combination F.A.Z.+F.A.S.: Wednesdays, 4.00 p.m.
For the products Technology & Cars (publication date: Tuesdays) and Nature and Science (publication date: Wednesdays) the ad deadline is Tuesdays or Wednesdays of the previous week, respectively, at 3.00 p.m.

[1] Ads by publishers, music labels and movie distributors for audio-visual media, books and movies in the Feuilleton.
[2] Ads by museums, galleries, concert organisers or art dealers for exhibits, auctions, vernissages and cultural events in the Feuilleton.

Island ads must have a minimum height of 30 mm.

Classified ads, colour	Kluge Köpfe Combination[4] F.A.Z. Mon–Sat + F.A.S.
Arts market – Art dealers, auctions, galleries (Sat + Sun) Closing date: Wednesdays, 4.00 p.m.	22.10 (bw 13.60)
Now performing (Thu + Sun) Closing date: Mondays, 6.00 p.m.	12.30
Travel basic rate[3] (Thu + Sun) Closing date: Tuesdays, 9.00 a.m.	14.20
Property standard (Fr + So) Closing date: Wednesdays, 4.00 p.m. | Minimum height: 50 mm	16.50

[3] The listed rates apply to cultural administrations, tourism associations, sanatoria, hotels, B&Bs, travel operators, tourist offices, airlines and cruise lines, commercial holiday homes/apartments.

[4] Ads in the F.A.Z. and Frankfurter Allgemeine Sonntagszeitung (same format/motif) are run within one week. The ad in the F.A.S. thus appears optionally before or after the F.A.Z. ad date.

All rates in Euro (€) plus applicable VAT

Page formats, WxH in mm

1/1 page

370.5 x 528

1/2 page

corner: 245.5 x 396
across: 370.5 x 264

1/3 page

corner: 245.5 x 264
across: 370.5 x 176
upright: 120.5 x 528

1/4 page

corner: 183 x 264
across: 370.5 x 132

1/5 page

corner: 183 x 211
across: 370.5 x 105

1/6 page

corner: 183 x 176
across: 370.5 x 88

Corner tab

120.5 x 150
120.5 x 120

2/1 page Panorama

770 x 528

2 x 1/2 page Panorama across

770 x 264

2 x 1/2 page Tunnel | Panorama

520 x 396

2 x 1/3 page Tunnel | Panorama

520 x 264

2 x 1/4 page Tunnel | Panorama

395 x 264

Column widths in mm	1 column	2 columns	3 columns	4 columns	5 columns	6 columns	7 columns	8 columns
Ad section	45	91.5	138	184.5	231	277.5	324	370.5
Island ads	58	120.5	183	245.5	308	370.5		

Ad calculation island ads: mm rate x ad height in mm x number of text columns

For information about technical specifications and data delivery please contact your sales representative → **www.republic.de/team-en**

Special topics in F.A.Z. and F.A.S.

... offer ideal conditions for addressing prime target groups with topics they care about: from the Digitec insert that covers everything important in the digital realm, to comprehensive reporting on electric cars and sustainability, all the way to information for small and medium-sized businesses.

Important base and future markets are regularly covered with extensive specials, for example on the following industries and topic clusters:

- **Automotive**
- **Finance**
- **IT & Technology**
- **Travel**
- **SMEs**
- **Business & Regions**
- **Books | Arts & Culture**
- **Sustainability**
- **Luxury, Lifestyle and Design**
- **Energy & Industry**

For an updated overview of special topics please contact your sales representative ⟶ **www.republic.de/team-en**

A strong impression with brochure inserts

Brochure inserts in the full or subscription circulation of the F.A.Z. and Frankfurter Allgemeine Sonntagszeitung are the ideal medium for specifically addressing premium potentials all over Germany. They can be targeted at specific areas: by Nielsen regions, federal states, metropolitan areas (see map), or as a partial insertion to subscribers only.

You can also extend your ad digitally and benefit from a 10 % discount on the cross-media booking: This gets you noticed in the F.A.Z. Kiosk and by all digital users. Attention-getting Full Page Ads in the e-papers refer the viewer to your insert. In addition, you can post links[1] that guide the reader directly to your information.

			Cross-media (with digital editions)	
Weight	**F.A.Z. Mon–Sat**	**F.A.S. Sun**	**F.A.Z. Mon–Sat**	**F.A.S. Sun**
Up to 20 g	147 ‰	152 ‰	132 ‰	137 ‰
Up to 30 g	157 ‰	162 ‰	141 ‰	146 ‰
Up to 40 g	167 ‰	172 ‰	150 ‰	155 ‰
Up to 50 g	177 ‰	182 ‰	159 ‰	164 ‰

[1] Rates for links upon request.
The rates apply to full circulation. Higher weights upon request.
Partial insertion: Rates, regions and print runs upon request. Minimum insertion: 50,000 copies.
Inserts circulation: The current insert circulation is conveyed with the order confirmation – also for partial insertions and the individual print locations. Quarterly variations of circulation are possible. The actual circulation may therefore differ from the value listed in the order confirmation. In order to react to fluctuating circulations, we recommend contacting REPUBLIC before going to print.
For information about technical specifications and data delivery please contact your sales representative
→ **www.republic.de/team-en**

All rates in Euro (€) plus applicable VAT

The e-paper and multi-media edition

The print media of the Frankfurter Allgemeine appear digitally in the F.A.Z. Kiosk app, as an e-paper and additionally as multi-media editions of the F.A.Z. und F.A.S., optimised for all devices. Mobile target groups appreciate the digital editions very much: They give them an average rating of 1.91[1], being the top score.

Advertisers benefit from the growing coverage of the digital edition. And: The Full Page Ad now reaches even more readers, because it is shown not only on tablets but on smart phones as well – right on page 2 or in the relevant environment of one of the sections.

The service package includes:

- Fixed placement in the chosen medium
- Documentation with comprehensive reporting (ad impressions, clicks, click rates)
- Placement of the Full Page Ad between the pages in the e-paper and between the section and article pages in the multi-media edition

Full Page Ad (upright | across)	**Digital F.A.Z. and F.A.S.**[2]		**Digital F.A.Z.**		**Digital F.A.S.**[2]	
Placement	**Editions**	**Rate**	**Editions**	**Rate**	**Editions**	**Rate**
Premium page 2	7	16,510	6	12,910	1	5,430
Ressort standard	7	13,210	6	10,330	1	4,340
Weekly sections[3]	8	9,690	–	–	–	–

All rates in Euro (€) plus applicable VAT

[1] User survey Digital subscribers 2018, 1,069 respondent
[2] Frequency of publication F.A.S.: Fridays, 8.00 p.m.
[3] Beruf und Chance, Technology & Automotive, Travel, Nature & Science, Property | Modern Living (Duration: 4 weeks)
For full page ads by publishers, music labels, movie distributors as well as museums or galleries in the Feuilleton, different rates are available upon request.

Success throughout the Republic

With the Süddeutsche Zeitung, Frankfurter Allgemeine and Frankfurter Allgemeine Sonntagszeitung, advertisers address the top levels of society throughout Germany: With a combination booking in both media brands, they reach up to 2.6 m readers[1], the attractive weekly booking yields about 13.3 m gross contacts[2].

Select the right package offer for your specific goals: Book the two daily newspapers simultaneously, appeal to elite target groups specifically at the weekend, or choose the attractive combination for a high-circulation appearance for a whole week. Booking the media is surprisingly easy: You have one sales representative, one delivery address, and you receive one invoice.

[1] SZ and F.A.Z. + F.A.S. Kluge Köpfe Combination
[2] Booking SZ (5 editions), SZ am Wochenende (1 edition), Frankfurter Allgemeine Zeitung (6 editions), Frankfurter Allgemeine Sonntagszeitung (1 edition)
Source: AWA 2022; readers per issue

Combination options	Format	Package rate	F.A.Z. Mon–Fri	F.A.Z. Sat	F.A.S.	Süddeutsche Zeitung	SZ am Wochenende
REPUBLIC workday	1/4 page[1]	63,300	1	–	–	1	–
REPUBLIC weekend	1/4 page[1]	92,760	–	1	–	–	1
REPUBLIC weekend package	1/4 page[1]	60,570	–	–	1	–	1

Package offer Weekly booking[2]	Format	Package rate	F.A.Z. Mon–Fri	F.A.Z. Sat	F.A.S.	Süddeutsche Zeitung	SZ am Wochenende
REPUBLIC workweek	1/14 page[3]	140,250	5	–	–	5	–
REPUBLIC all week	1/14 page[3]	169,420	5	1	1	5	1

All rates in Euro (€) plus applicable VAT

Closing and copy date F.A.Z. + SZ: 2 workdays before publication date, 5.00 p.m.; F.A.S.: Wednesdays, 4.00 p.m

[1] Left-hand page placement
[2] Package offers weekly booking: Booking in the same calendar week at an integrated discount of up to 45 %
[3] Placement as Island ad

Order registry and data delivery	
Printing material	republic@m-s-medienservice.de
Classified ads	republic-crossmedia@m-s-medienservice.de
Inserts	prospektbeilagen@m-s-medienservice.de
Advertising Marketing	REPUBLIC Marketing & Media Solutions GmbH Mittelstraße 2-4, 10117 Berlin
Managing Directors	Ingo Müller, Jürgen Maukner
Trade registry	HRB 225441 B, Local court Charlottenburg
VAT-ID No.	DE 338 853 389
Tax-ID No.	30/490/50859
General terms and conditions	www.republic.de/agb
Bankaccounts	
Deutsche Bank	IBAN DE96 5007 0010 0037 8398 00 BIC DEUTDEFFXXX
Commerzbank	IBAN DE39 5004 0000 0590 4917 00 BIC COBADEFFXXX
Agency commission	The agency commission is 15 % and only granted to registered advertising agencies.
ZIS-Numbers	F.A.Z. 100 130 | F.A.S. 102 781
Box number charges (VAT not included)	
Delivery inside Germany	12.50 Euros
Delivery abroad	13.50 Euros
Airmail delivery overseas	21.00 Euros
Publisher	Frankfurter Allgemeine Zeitung GmbH Pariser Straße 1, 60486 Frankfurt am Main

DISCOVER OUR PORTFOLIO

REPUBLIC

Frankfurter Allgemeine | Süddeutsche Zeitung

www.republic.de/english