



REPUBLIC

Rate Card No. 84 | effective January 1, 2024

Frankfurter Allgemeine | Süddeutsche Zeitung

The newspaper for Germany

Pluralistic. The Frankfurter Allgemeine Zeitung is synonymous with independent quality journalism. From Monday through Saturday, the daily paper illustrates the news in Germany and abroad from different perspectives, places developments in context and sparks debate.

Leading. For individuals at the top levels of ministries, corporations and government agencies, the F.A.Z. is by far the most important media brand, and it also appeals to wide sections of sophisticated target groups. These leaders and communicators rely on their daily newspaper for current information as well as fresh inspiration for their consumption habits.

Effective. Communication benefits from quality environments: Readers often perceive advertising in such surroundings as more credible and trustworthy, and see it in a more positive light overall. For an optimised appearance, the REPUBLIC team develops individual solutions: from storytelling to comprehensive content marketing campaigns.

Further information about the editorial team, target group and ad options is available at —> www.republic.de/english/faz



TOP
PERFORMER

KEY FACTS

Publication:	Mon–Sat
Copy prices:	3.70 Euros (Mon–Fri) 3.90 Euros (Sat)
Circulation:	186,206 copies
Coverage:	841,000 readers
Coverage deciders:	260,000 readers
Readership data	
Men:	69%
Women:	31%
Age:	ø 53 years
Net household income:	ø 4,795 Euros

Source: F.A.Z.–Elite–Panel 2023; Quality Alliance Study; IVW II/2023 (Mon–Sat); AWA 2023; LAE 2023

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At home with premium target groups

Pleasing. Excellent journalism and extraordinary aesthetics: The Frankfurter Allgemeine Sonntagszeitung (F.A.S.) highlights the relevant issues of the week in a sophisticated framework that is both intelligent and entertaining. The range of topics spans everything from Politics to Lifestyle, from Feuilleton to Business, and from Property and Living to Travel.

Private. For its high-income, involved and educated readers, the F.A.S. is part of the weekend ritual. It appeals to the social elite in an environment that is otherwise reserved for friends and family.

Intensive. The relationship between the weekend paper and its readers is a particularly close one: They engage with the paper intensively, usually read it at their leisure – nearly two hours on average – and in an undisturbed and relaxed environment. The ideal circumstances for brand communication to reach a sophisticated target group.

Further information about the editorial team, target group and ad options is available at → www.republic.de/english/fas



KEY FACTS

Publication:	Weekly, Sat Sun
Copy price:	5.20 Euro
Circulation:	188,082 copies
Coverage:	835,000 readers
Readership data	
Men:	62%
Women:	38%
Age:	ø 55 years
Net household income:	ø 4,591 Euros

Source: F.A.S. subscribers structure study 2023; IVW II/2023; AWA 2023

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Fixed formats, colour	Premium placements	F.A.Z.		F.A.S.	Kluge Köpfe Combination ⁴	
		Mon–Fri	Sat	Sat Sun	F.A.Z. Mon–Fri + F.A.S.	F.A.Z. Sat + F.A.S.
2/1 page	Panorama, Opening Spread p. 2 + 3	–	–	226,540	–	–
1/1 page	p. 5 Politics p. 3 Business Back page Book Politics, Feuilleton, Business ²	94,180	99,640	87,550 ¹	181,730	187,190
	p. 5 Business p. 3 Sports ² p. 3 Publisher's/Editorial Special ³	90,250	95,480	83,900	174,150	179,380
	right-hand page	88,680	93,820	82,440	171,120	176,260
	left-hand page in Publisher's/Editorial Special ³	86,330	91,330	80,260	166,590	171,590
1/2 page corner across	p. 5 Politics p. 3 Business	63,380	67,060	52,520	115,900	119,580
	p. 5 Business p. 3 Publisher's/Editorial Special ³	60,740	64,260	50,340	111,080	114,600
	right-hand page	59,690	63,140	49,460	109,150	112,600
	left-hand page in Publisher's/Editorial Special ³	58,100	61,470	48,150	106,250	109,620
1/3 page corner across	p. 3 Politics (across)	54,210	57,360	39,830	94,040	97,190
	p. 5 Politics p. 3 Business	50,040	52,940	36,770	86,810	89,710
	p. 5 Business p. 3 Publisher's/Editorial Special ³	47,960	50,740	35,240	83,200	85,980
	right-hand page	47,120	49,860	34,620	81,740	84,480
	left-hand page in Publisher's/Editorial Special ³	45,870	48,530	33,700	79,570	82,230
1/4 page corner across	p. 3 Politics	40,940	43,300	30,360	71,300	73,660
	p. 5 Politics p. 3 Business p. 1 Publisher's/Editorial Special ³	37,790	39,970	28,020	65,810	67,990
	p. 5 Business p. 3 Publisher's/Editorial Special ³	36,210	38,310	26,850	63,060	65,160
	right-hand page	35,580	37,640	26,390	61,970	64,030
	left-hand page in Publisher's/Editorial Special ³	34,640	36,640	25,690	60,330	62,330
Corner tab	p. 1 Politics	–	–	28,620	–	–
	Section cover page: Feuilleton, Business, Life, Value & Living	–	–	23,350	–	–

All rates in Euro (€) plus applicable VAT

¹⁻⁴ Footnotes and closing and copy date → see next page

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		F.A.Z.	F.A.S.	Kluge Köpfe Combination ⁴		
Fixed formats, left-hand page, colour		Mon–Fri	Sat	Sat Sun	F.A.Z. Mon–Fri + F.A.S.	F.A.Z. Sat + F.A.S.
1/1 page		78,480	83,030	72,960	151,440	155,990
1/2 page	corner across	52,820	55,880	43,770	96,590	99,650
1/3 page	corner across upright	41,700	44,120	30,640	72,340	74,760
1/4 page	corner across	31,490	33,310	23,350	54,840	56,660
1/5 page	corner across	25,430	26,900	18,970	44,400	45,870
1/6 page	corner across ⁵	21,650	22,900	15,930	37,580	38,830
2/1 page	Panorama ⁶	180,500	190,970	167,810	348,310	358,780
2 x 1/2 page	Panorama across ⁶	129,390	136,870	107,210	236,600	244,080
2 x 1/2 page	Tunnel Panorama ⁶	135,010	142,820	111,880	246,890	254,700
2 x 1/3 page	Tunnel Panorama ⁶	106,580	112,780	78,310	184,890	191,090
2 x 1/4 page	Tunnel Panorama ⁶	80,480	85,140	59,690	140,170	144,830



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. With that they can reach deciders digitally and receive maximum attention with a full page ad.

Closing and copy date: F.A.Z. Tue–Fri: previous day, 10.00 a.m.; F.A.Z. Mon + 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		30,610	32,380	28,450	59,060	60,830
1/2 page corner across		20,600	21,790	17,070	37,670	38,860
1/3 page corner across		16,260	17,210	11,950	28,210	29,160
1/4 page corner across		12,280	12,990	9,110	21,390	22,100
1/5 page corner across		9,920	10,490	7,400	17,320	17,890
Arts and Culture ²						
1/4 page corner across		18,890	19,990	14,010	32,900	34,000
Corner tab	120.5 x 150	7,150	7,570	6,090	13,240	13,660
Corner tab	120.5 x 120	6,560	6,950	5,630	13,170	13,620



Closing and copy date: F.A.Z. Tue–Fri: previous day, 10.00 a.m.; F.A.Z. Mon + 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.

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Travel ads Kluge Köpfe Combination

Fixed formats, colour	Placement	F.A.Z. Thu + F.A.S.
1/1 page	Standard	75,720
1/2 page corner across	Standard	57,770
1/4 page corner across	Premium page 1	36,190
	Standard	30,160

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	75,720
1/2 page corner across	Standard	48,300
1/4 page corner across	Premium page 1	32,920
	Standard	27,430

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.
Classified ads are calculated on request.

Classified Ads

Kluge Köpfe Combination

Fixed formats, colour	Placement	F.A.Z. Sat + F.A.S.
1/1 page	Job market	43,980
	Teaching & Research	39,580
1/2 page across	Job market	28,100
	Teaching & Research	25,290
1/4 page upright across	Job market	15,970
	Teaching & Research	14,370
1/6 page upright across	Job market	10,950
	Teaching & Research	9,850
1/8 page upright across	Job market	8,710
	Teaching & Research	7,840

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



Placement Beruf und Chance

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.

Classified ads are calculated on request.

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Island ads and basic rate ads, colour	F.A.Z.		F.A.S.	Kluge Köpfe Combination ⁴	
	Mon–Fri	Sat	Sat Sun	F.A.Z. Mon–Fri + F.A.S.	F.A.Z. Sat + F.A.S.
Island ads	98.00	108.50	90.30	188.30	198.80
Island ads Books and Cinema ¹	38.20	42.30	35.20	73.40	77.50
Island ads Arts and Culture ²	58.80	65.10	54.20	113.00	119.30
Basic rate ads without standalone placement (ad section)	20.30	22.90	18.20	38.50	41.10

Closing and copy date: F.A.Z. Tue–Fri: previous day, 10.00 a.m.; F.A.Z. Mon + 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.





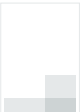


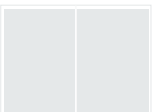
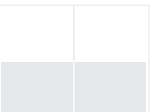
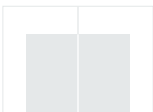
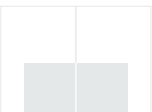
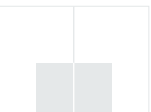
Island ads must have a minimum height of 30mm.

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 14.10)
Now performing (Thu + Sun) Closing date: Mondays, 6.00 p.m.	12.50
Travel basic rate ³ (Thu + Sun) Closing date: Tuesdays, 9.00 a.m.	14.70
Property standard (Fri + Sun) 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.

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		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		

Conversion factor text to ad columns:

Ad calculation island ads:

Page-defining ads:

1.333

mm rate x ad height in mm x number of text columns

Portrait-format, free-placed ads are calculated with full type area height (528 mm).

In the job market from 480 mm height, in all other markets except the category markets from 397 mm height.

For information about technical specifications and data delivery please see page 16 or —> www.republic.de/english/rate-cards

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

... offer ideal conditions for addressing prime target groups with topics they care about: from specials 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

Cross-media appearance with brochure inserts

Brochure inserts in the F.A.Z. and F.A.S. are the perfect vehicle for directly addressing premium potentials across Germany. They are released at an attractive package rate both as a print insert and in digital form in F.A.Z. Kiosk. In the e-papers, highly visible full page ads draw attention to the inserts. Optional links¹ guide the user directly to your information.

In addition, brochure inserts can be booked according to specific areas: by Nielsen regions, by state, for metropolitan areas (see map at right), as a partial insertion for subscribers only, or as a print-only booking.

Gewicht	Print + E-Paper		Print only	
	F.A.Z. Mon–Sat	F.A.S.	F.A.Z. Mon–Sat	F.A.S.
Up to 20 g	122 ‰	126 ‰	152 ‰	157 ‰
Up to 30 g	130 ‰	134 ‰	162 ‰	167 ‰
Up to 40 g	138 ‰	142 ‰	172 ‰	177 ‰
Up to 50 g	146 ‰	150 ‰	182 ‰	187 ‰

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 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 e-papers and additionally as multi-media editions of the F.A.Z. und F.A.S., optimized for all devices. Mobile target groups appreciate the digital editions very much: They give them an average rating of 1.9¹, being the top score.

Advertisers benefit from the growing popularity and coverage of the digital edition. They reach their target group directly with a Full Page Ad on page 2 or in the relevant environment of one of the sections – leading customers straight to the relevant pieces of information and offers on their websites.

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	17,080	6	13,360	1	5,610
Section standard	7	13,660	6	10,690	1	4,490
Weekly sections ³	8	10,030	–	–	–	–

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.



Successful across Germany

With the Frankfurter Allgemeine Zeitung, Frankfurter Allgemeine Sonntagszeitung and Süddeutsche Zeitung, advertisers address the social elite all across Germany:

A package booking in both media brands reaches up to 2.5 million readers¹, the attractive weekly booking yields around 13.1 million gross contacts².

Discover the package offer for your individual targets. For example, you can ...

- book both daily papers simultaneously
- address specific top target groups at the weekend or
- use the attractive package offer for high exposure all week long.

Booking the media is surprisingly easy: You have only one contact, one delivery address, and receive one invoice.



¹SZ and F.A.Z. + F.A.S. Kluge Köpfe Combination

²Booking SZ (5 editions), SZ am Wochenende (1 edition), Frankfurter Allgemeine Zeitung (6 editions), Frankfurter Allgemeine Sonntagszeitung (1 edition)

Source: AWA 2023; 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	66,280	1	–	–	1	–
REPUBLIC weekend	1/4 page ¹	74,020	–	1	–	–	1
REPUBLIC weekend package	1/4 page ¹	64,060	–	–	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	145,200	5	–	–	5	–
REPUBLIC all week	1/14 page ³	175,410	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

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

Printing method	Offset, consistent four-colourprinting (Process standard newspaper printing ISO 12647-3)	
Screen	48 lines/cm	
Image resolution	Colour/greyscale images:	240 dpi
	Line art (min.):	1200 dpi
ICC profile	WAN-IFRAnewspaper26v5	
Minimum font sizes	positive	6 pt
	negative	8 pt
	screened	12 pt
Minimum line sizes	positive	0.5 pt
	negative	1 pt

Data format	PDF/X-4
Data delivery	republic@m-s-medienservice.de (Printing material)
	republic-crossmedia@m-s-medienservice.de (Classified ads)
For further information about data delivery please contact: +49 89 2183 1010 (Mon-Thu: 8.00 a.m. to 6.00 p.m., Fri: 8.00 a.m. to 3.00 p.m.).	

CLICK

Your personal sales representative

Further information on the F.A.Z.

Further information on the F.A.S.

Order registry and data delivery

Printing material
Classified ads
Inserts

republic@m-s-medienservice.de
republic-crossmedia@m-s-medienservice.de
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 13.80 Euros

Delivery abroad 14.90 Euros

Airmail delivery overseas 23.10 Euros

Higher charges are calculated in the effective amount.

Publisher

Frankfurter Allgemeine Zeitung GmbH
Pariser Straße 1, 60486 Frankfurt am Main



DISCOVER
OUR
PORTFOLIO

REPUBLIC

Frankfurter Allgemeine | Süddeutsche Zeitung