



Rate Card No. 12 | effective January 1, 2024

REPUBLIC

Frankfurter Allgemeine | Süddeutsche Zeitung

The finest things in life

Inspiring. The F.A.Z. Magazin gives thrilling reports, interviews and portraits, exhilarating image and fashion spreads as well as intelligent illustrations. Stylish inspiration for the finer things in life as well as in-depth, personal insights offer entertainment at the highest level.

Sophisticated. The F.A.Z. Magazin reaches a premium target group: the readers of the F.A.Z. and Frankfurter Allgemeine Sonntagszeitung. This group is made up of high performers with an exclusive lifestyle – a buying potential that classic high-gloss magazines seldom tap into.

Opulent. The F.A.Z. Magazin offers a grand stage for brand communication: it has the largest format of any magazine at the news stand. This is a benefit to advertisers, because larger formats attract more attention, as many studies have shown. In addition, the magazine's format provides lots of space for special ad options and advertorials.

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

Source: IWW II/2023 (F.A.Z. copies sold on Saturday); AWA 2023



LIFESTYLE
WITH AN
ATTITUDE

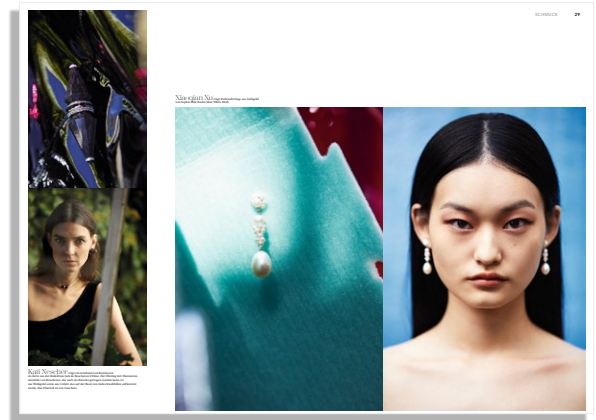
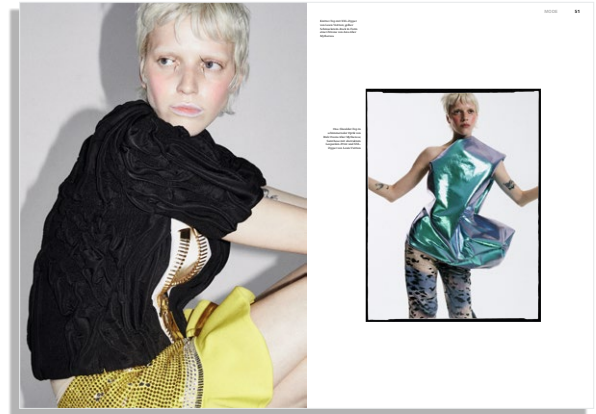
KEY FACTS

Publication:	11 and 4 EXTRAS
Circulation:	197,446 copies
Coverage:	879,000 readers
Readership data	
Men:	61%
Women:	39%
Household net income:	ø 4,709 Euros

Incomparably opulent

The F.A.Z. Magazin is unique both in terms of its format and its imagery: It presents topics and trends in a particularly generous and sensual way, as is evident in the editorial impressions on this page.

An indispensable environment for addressing premium target groups directly. To provide you with more inspiration for your communication, we have made all past editions available online for download at —> www.faz.net/magazin



Fixed formats, colour Premium placements ¹	Rate	
2/1 page	Opening Spread (2 nd cover page + p. 3)	68,820
1/1 page	Left-hand page next to Editorial (FTC1)	30,280
	Left-hand page next to Contributors (FTC2)	29,590
	Left-hand page next to Content (FTC3)	28,910
2/1 page	Left-hand page next to „Bilder aus der Zeitung“/ „Prêt-à-parler“ (FTC4)	28,910
	1 st campaign after Opening Spread	57,810
	1 st double page of a sector	57,810
1/1 page	1 st right-hand page	30,280
	1 st right-hand page of a sector	30,280
	2 nd right-hand page	28,910
	4 th cover page	36,890

Fixed formats, colour Standard placements	Rate	
2/1 page	55,060	
1/1 page	27,530	
1/2 page	upright across	17,410
1/3 page	upright across	13,210
1/4 page	upright across	9,940

Ads booked in the print magazine are published automatically in the e-paper of the F.A.Z. Magazin.

A surcharge of 5% is applicable if two or more consecutive ads are booked.

¹ Closing date is four weeks prior to the closing dates for standard placements. Reservations for premium placements are cancelled if no written booking confirmation is received by the early ad closing date. In case another customer submits a booking confirmation for a reserved premium placement, we reserve the right to release that reservation for booking if the booking of the reserving customer is not received within three working days.

Portrait

Rates

Formats




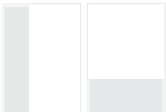

Topics | Dates

Ad Specials

E-Paper | Digital

Technical specifications

Info hub

Page formats, WxH in mm		Type area	Trim area ¹
	2/1 page	532 x 359	556 x 400
	1/1 page	252 x 359	278 x 400
	1/2 page	upright	123 x 359
		across	252 x 174
	1/3 page	upright	80 x 359
		across	252 x 118
	1/4 page	upright	58.5 x 359
		across	252 x 85

¹ Trim area format plus 5 mm bleed margin
 For information about technical specifications and data delivery see page 10 or www.republic.de/english/rate-cards

Edition	Main topic	Publication date	Closing date premium placements	Closing date	Copy date
January	Design – Travel – Fashion	13.1.2024	15.11.2023	13.12.2023	20.12.2023
February	Fashion Special	10.2.2024	13.12.2023	10.1.2024	17.1.2024
March	Männer Spezial (Men's Special)	9.3.2024	10.1.2024	7.2.2024	14.2.2024
April	Design Special	13.4.2024	7.2.2024	6.3.2024	13.3.2024
May	Watches & Jewellery	11.5.2024	13.3.2024	10.4.2024	17.4.2024
June	Style (Reversible Cover Issue in cooperation with "Achtung" magazine)	8.6.2024	10.4.2024	8.5.2024	15.5.2024
July	Style	13.7.2024	8.5.2024	5.6.2024	12.6.2024
September	Fashion Special	14.9.2024	10.7.2024	7.8.2024	14.8.2024
October	Greatest F.A.Z. Magazin of the Year Männer Spezial¹ (Men's Special)	12./13.10.2024	14.8.2024	11.9.2024	18.9.2024
EXTRA	Living & Design (Lamps Special)	26.10.2024	28.8.2024	25.9.2024	2.10.2024
November	Watches & Jewellery	9.11.2024	11.9.2024	9.10.2024	16.10.2024
EXTRA	Beauty ((inserted in the F.A.S.)	17.11.2024	18.9.2024	16.10.2024	23.10.2024
EXTRA	Gourmet (Spirits Special)	23.11.2024	25.9.2024	23.10.2024	30.10.2024
December	Gifts Special	7.12.2024	9.10.2024	6.11.2024	13.11.2024
EXTRA	Images of the Year	14.12.2024	16.10.2024	13.11.2024	20.11.2024

¹ Different rates apply for the Men's Special. For further information please see next page.

Männer Spezial with twice the circulation in October

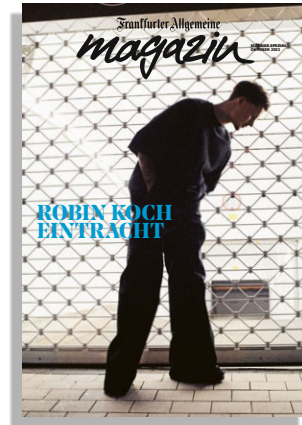
The Männer Spezial in the F.A.Z. Magazin is one of the highlights of every year. That's why in 2024, the October edition with everything men want to read about is again inserted in both the F.A.Z. and in the Frankfurter Allgemeine Sonntagszeitung. It reaches the high-income and style-conscious readers of both newspapers at the same weekend. Advertisers benefit from the doubled circulation and 20 percent cost savings compared to a second booking.

Special	Publication date	Closing date
Männer – greatest edition of the year inserted in F.A.Z. and F.A.S.	12./13.10.2024	11.9.2024

Fixed formats, colour, Standard placements	Rate
2/1 page	99,100
1/1 page	49,550
1/2 page	31,340
1/3 page	23,780
1/4 page	17,890

Rates for premium placements upon request.

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Inserts

are added to the magazine loosely and must be delivered ready to be inserted.

	Split run	Total print run
up to 20 g	170 ‰	142 ‰
up to 30 g	182 ‰	152 ‰
up to 40 g	194 ‰	162 ‰

Further weights upon request.

Stitched-in inserts

are printed material or brochures that are firmly integrated into a magazine. They can be delivered ready for processing or produced by the REPUBLIC team at an extra charge.

	Split run	Total print run
up to 4 pages	163 ‰	136 ‰
up to 4 pages with additional product	175 ‰	146 ‰
up to 8 pages	180 ‰	150 ‰
up to 8 pages with additional product	192 ‰	160 ‰

Further sizes upon request.

Tip-ons

are pasted to a 1/1 carrier ad in the magazine and can be easily removed by the reader. They must be delivered ready to be processed.

	Split run	Total print run
Standard postcard	90 ‰	75 ‰
Scent/Product samples up to 25 g	113 ‰	94 ‰

Further information on Ad Specials

Your personal contact will be happy to advise you about individual special ad formats – from scented ink to gate folds and sleeves. —> www.republic.de/team-en

Minimum booking: 50,000 copies

The booking of the first ad with technical feature (see above) is charged with a surcharge of 10 %.

For information about technical specifications and data delivery see page 10 or —> www.republic.de/english/rate-cards

Portrait

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Topics | Dates

Ad Specials

E-Paper | Digital

Technical
specifications

Info hub

Opulent lifestyle digitally presented

Parallel to the print edition, the e-paper in the F.A.Z. Kiosk app offers fashion spreads, reports and striking images.

Brands can book the F.A.Z. Magazin e-paper to attract attention: with an exclusive booking of three full page ads which are embedded between the magazine pages. Advertisers benefit from an opulent digital environment where digital content addresses active discoverers and mobile connoisseurs and guides the user seamlessly to their own information and offers.

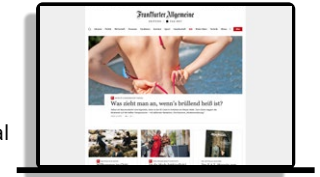


Placement	Ad format	Editions	Fixed rate
Exclusive placement with 3 ad slots	Full Page Ad (upright across)	1	4,000

The most beautiful pages on FAZ.NET

The FAZ.NET style section is the digital home of the F.A.Z. Magazin. Fashion, trends and lifestyle, architecture, cuisine and exclusive travel are presented on these pages with the usual quality standard of the F.A.Z. and using all the multi-media options available.

Brand communication appears in a sophisticated digital environment that directly addresses a style-conscious target group: book your grand entrance with exclusive placement in this section.



Placement	Ad format	Ad impressions/ week	Fixed rate
FAZ.NET style section digital Standalone	Wallpaper, Billboard, Sitebar Ad, Banner 3:1 4:1	300,000	21,000
	Mobile Content Ad 1:1 2:1 3:1, Mobile Premium Rectangle		

Printing method	Offset, four-colour continuous printing	
Binding	Saddle stitch	
Image resolution	Colour/greyscale images:	300 dpi
	Line art:	1270 dpi
ICC profile	Cover:	PSO Coated v3
	Content:	PSO Uncoated v3 (Fogra 52)

Data format	PDF/X-4
Data delivery:	republic@m-s-medienservice.de (Printing material) prospektbeilagen@m-s-medienservice.de (Inserts)
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. Magazin

Download F.A.Z. Magazin

Order registry and data delivery

Printing material
Inserts

republic@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 DE96500700100037839800

BIC DEUTDEFFXXX

Commerzbank

IBAN DE39500400000590491700

BIC COBADEFFXXX

Agency commission

The agency commission is 15% and only granted to registered advertising agencies.

PZN

544973

ZIS-Numbers

F.A.Z. 100 130 | F.A.S. 102 781

Publisher

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



DISCOVER
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PORTFOLIO

REPUBLIC

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