



Rate Card No. 24 | effective January 1, 2024

# REPUBLIC

Frankfurter Allgemeine | Süddeutsche Zeitung

## When beautiful becomes extraordinary

**Intelligence.** Every Friday the Süddeutsche Zeitung Magazin compels with excellent, top-notch journalism. It sparks socially relevant debate and skillfully presents current trends. The editorial team unites what rarely comes together: Lifestyle and quality journalism.

**Standards.** With this combination of intelligence and style, the SZ-Magazin addresses a high-income, consumption-oriented and quality-conscious target group. Its readership includes leaders in business and society, who appreciate in-depth reporting on current issues just as much as indulgence and sophisticated entertainment.

**Lifestyle.** At the start of the weekend, the SZ-Magazin inspires its readers with a wide spectrum of topics related to society and consumption. For brands wishing to address an attractive target group in this high-impact environment, REPUBLIC develops individual solutions.

Further information about the content, target group and ad options is available at → [www.republic.de/english/sz-magazin](http://www.republic.de/english/sz-magazin)



INTELLIGENCE  
AND  
ELEGANCE

### KEY FACTS

Publication:	Fridays
Circulation:	265,321 copies
Coverage:	1.23 m readers
Readership data	
Men:	54%
Women:	46%
Age:	ø 55 years
Net household income:	ø 5,020 Euros

Source: IWW II/2023 SZ Mon–Fri, AWA 2023, AIR (Average Issue Readership) SZ-Magazin

Portrait

Rates

Formats

Topics | Dates

Ad Specials

Technical  
specifications

Info hub

# Elegance of word and thought

... is what makes the SZ-Magazin unique: a captivating mix of soundly researched reports and portraits, of poignant interviews and surprising visual series, photos and illustrations. It tells stories readers remember – not least because of its outstanding graphic design.

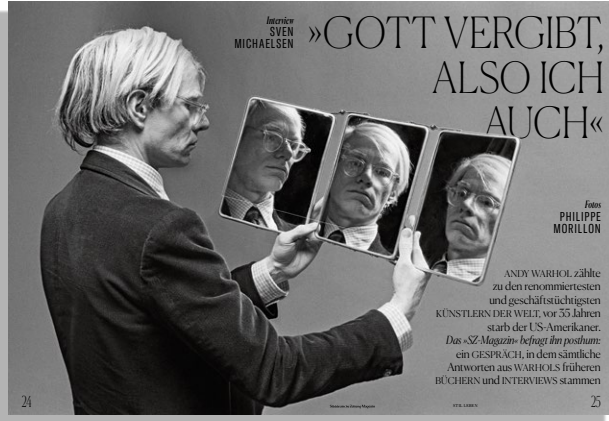
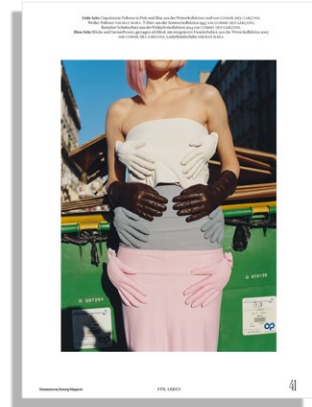
The magazine emphasizes the everyday stories and the bigger picture equally: Trends in fashion, design, travel or gourmet are presented side by side with developments in politics, business, culture and society.



# Stil Leben – the upscale magazine

Evolved from the weekly “Stil leben” (Living Style) section of the SZ-Magazin, Stil Leben has become a brand of its own. Readers appreciate the upscale magazine as a confident and stylish guide through the world of luxury.

The premium lifestyle publication is inserted in the total circulation of the Süddeutsche Zeitung as a line extension of the SZ-Magazin. Stil Leben is printed on high-grade paper in a format that is somewhat larger than the SZ-Magazin.



## SZ-Magazin

Fixed formats, colour	Premium placements <sup>1</sup>	Rate
2/1 page	Opening Spread (2 <sup>nd</sup> cover page + p. 3)	64,770
	1 <sup>st</sup> campaign after Opening Spread	62,180
	2 <sup>nd</sup> campaign after Opening Spread	59,580
1/1 page	4 <sup>th</sup> cover page	34,710
	2 <sup>nd</sup> cover page	32,380
	next to content	31,090
	1 <sup>st</sup> right-hand page after content	31,090
	2 <sup>nd</sup> right-hand page after content	29,790
	3 <sup>rd</sup> cover page	29,790

## SZ-Magazin

Fixed formats, colour	Standard placements	Rate
2/1 page		51,810
1/1 page		25,910
1/2 page	upright   across	15,540
1/3 page	upright   across	12,440
1/4 page	upright   across   corner	9,710

## Stil Leben

Fixed formats, colour	Premium placements <sup>1</sup>	Rate
2/1 Seite	Opening Spread (2 <sup>nd</sup> cover page + p. 3)	75,150
	1 <sup>st</sup> campaign after Opening Spread	72,140
	2 <sup>nd</sup> campaign after Opening Spread	69,140
1/1 page	4 <sup>th</sup> cover page	39,080
	2 <sup>nd</sup> cover page	37,580
	next to content	36,070
	1 <sup>st</sup> right-hand page after content	36,070
	2 <sup>nd</sup> right-hand page after content	34,570
	3 <sup>rd</sup> cover page	34,570

## Stil Leben

Fixed formats, colour	Standard placements	Rate
2/1 page		60,120
1/1 page		30,060
1/2 page	upright   across	18,030

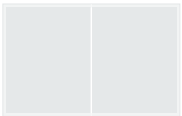

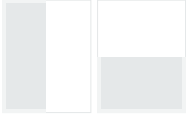
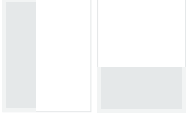
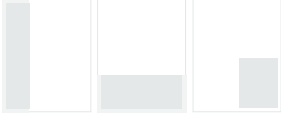




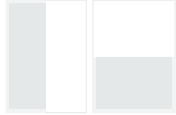
1/1 PAGE  
INCLUDES  
FULL PAGE AD<sup>2</sup>

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

<sup>1</sup> The publishers reserve the right to cancel reservations of cover pages if they receive a Cover-Gatefold booking or a booking of an Openings Spread. The closing date for premium placements is always four weeks before the regular dates. Reservations become void if no written booking confirmation is received for them by the early closing date. We further reserve the right to release a reservation for booking if we receive a booking confirmation from another customer for a reserved premium placement, unless the booking confirmation from the reserving customer is received within three working days.

<sup>2</sup> Insertions in the 1/1 page format are published automatically in the print and digital editions of the SZ-Magazin.

SZ-Magazin		Page formats, WxH in mm <sup>1</sup>	
	2/1 page		430 x 274
	1/1 page		215 x 274
	1/2 page	upright across	105 x 274 215 x 139.5
	1/3 page	upright across	72 x 274 215 x 100
	1/4 page	upright across corner <sup>2</sup>	56 x 274 215 x 79.5 94 x 122

Stil Leben		Page formats, WxH in mm <sup>1</sup>	
	2/1 page		440 x 300
	1/1 page		220 x 300
	1/2 page	upright across	107 x 300 220 x 139

<sup>1</sup> plus 3 mm bleed margin

<sup>2</sup> without bleed margin

For information about technical specifications and data delivery please see pages 10-11 or → [www.republic.de/english/rate-cards](http://www.republic.de/english/rate-cards)

No.	Special issues	Stil leben section	Publication date	Closing date premium placements	Closing date	Copy date
1		Food & Drinks	4.1.2024	6.11.2023	4.12.2023	11.12.2023
2		Design & Technology	12.1.2024	9.11.2023	7.12.2023	14.12.2023
3	Lifestyle	Design & Living	19.1.2024	20.11.2023	18.12.2023	27.12.2023
4		Fashion & Accessories	26.1.2024	29.11.2023	3.1.2024	10.1.2024
5		Travel & Wellness	2.2.2024	6.12.2023	10.1.2024	17.1.2024
6	Love	Watches & Jewellery	9.2.2024	13.12.2023	17.1.2024	24.1.2024
7		Mobility	16.2.2024	20.12.2023	24.1.2024	31.1.2024
8	Fashion		23.2.2024	3.1.2024	31.1.2024	7.2.2024
9		Design & Living	1.3.2024	10.1.2024	7.2.2024	14.2.2024
10	Women	Travel & Wellness	8.3.2024	17.1.2024	14.2.2024	21.2.2024
11	Men	Fragrances & Cosmetics	15.3.2024	24.1.2024	21.2.2024	28.2.2024
12		Mobility	22.3.2024	31.1.2024	28.2.2024	6.3.2024
13		Design & Technology	28.3.2024	6.2.2024	5.3.2024	12.3.2024
14	Travel	Travel accessories	5.4.2024	13.2.2024	12.3.2024	19.3.2024
15		Food & Drinks	12.4.2024	21.2.2024	20.3.2024	27.3.2024
16	Design		19.4.2024	28.2.2024	27.3.2024	3.4.2024
17		Watches & Jewellery	26.4.2024	6.3.2024	3.4.2024	10.4.2024
18	Sustainability	Fashion & Accessories	3.5.2024	13.3.2024	10.4.2024	17.4.2024
19		Design & Technology	10.5.2024	20.3.2024	17.4.2024	24.4.2024
20	75 years FRG		17.5.2024	27.3.2024	24.4.2024	30.4.2024
21		Design & Living	24.5.2024	3.4.2024	30.4.2024	8.5.2024
22	Lifestyle   Celebrating in Style	Food & Drinks	31.5.2024	10.4.2024	8.5.2024	15.5.2024
23		Design & Living	7.6.2024	17.4.2024	15.5.2024	22.5.2024
24	Lifestyle   Summer	Travel & Wellness	14.6.2024	24.4.2024	22.5.2024	29.5.2024
25		Fashion & Accessories	21.6.2024	2.5.2024	29.5.2024	5.6.2024
26		Fragrances & Cosmetics	28.6.2024	8.5.2024	5.6.2024	12.6.2024

Topics may change at any time without prior notice.  
All dates are subject to scheduling changes due to production.

Portrait

Rates

Formats

Topics | Dates

Ad Specials

Technical  
specifications

Info hub

No.	Special issues	Stil leben section	Publication date	Closing date premium placements	Closing date	Copy date
27		Fashion & Accessories	5.7.2024	15.5.2024	12.6.2024	19.6.2024
28		Design & Living	12.7.2024	22.5.2024	19.6.2024	26.6.2024
29	Lifestyle   Manufactory	Watches & Jewellery	19.7.2024	29.5.2024	26.6.2024	3.7.2024
30		Travel & Wellness	26.7.2024	5.6.2024	3.7.2024	10.7.2024
31		Food & Drinks	2.8.2024	12.6.2024	10.7.2024	17.7.2024
32		Design & Living	9.8.2024	19.6.2024	17.7.2024	24.7.2024
33		Travel & Wellness	16.8.2024	26.6.2024	24.7.2024	31.7.2024
34	Literature		23.8.2024	3.7.2024	31.7.2024	7.8.2024
35		Outdoor	30.8.2024	10.7.2024	7.8.2024	14.8.2024
36	Fashion		6.9.2024	17.7.2024	14.8.2024	21.8.2024
37		Mobility	13.9.2024	24.7.2024	21.8.2024	28.8.2024
38	Men	Fashion & Accessories	20.9.2024	31.7.2024	28.8.2024	4.9.2024
39	Design		27.9.2024	7.8.2024	4.9.2024	11.9.2024
40		Food & Drinks	4.10.2024	14.8.2024	11.9.2024	18.9.2024
41	Women	Fragrances & Cosmetics	11.10.2024	21.8.2024	18.9.2024	25.9.2024
42	Travel	Travel accessories   Travel literature	18.10.2024	28.8.2024	25.9.2024	2.10.2024
43	Lifestyle   Fashion	Cruise Collection	25.10.2024	4.9.2024	2.10.2024	9.10.2024
44		Design & Living	31.10.2024	10.9.2024	8.10.2024	15.10.2024
45	Gifts	Watches & Jewellery	8.11.2024	18.9.2024	16.10.2024	23.10.2024
45	Arts: Edition 46		15.11.2024	25.9.2024	23.10.2024	29.10.2024
Nov	Stil Leben		14.11.2024	2.9.2024	30.9.2024	14.10.2024
47	Lifestyle   Winter	Outdoor	22.11.2024	3.10.2024	30.10.2024	6.11.2024
48	Food & Drinks		29.11.2024	9.10.2024	6.11.2024	13.11.2024
49		Watches & Jewellery	6.12.2024	15.10.2024	12.11.2024	19.11.2024
50		Last Minute Gifts	13.12.2024	21.10.2024	18.11.2024	25.11.2024
51	Christmas	Travel & Wellness	20.12.2024	25.10.2024	22.11.2024	29.11.2024
52	Year in Review		27.12.2024	30.10.2024	27.11.2024	4.12.2024

Topics may change at any time without prior notice.  
 All dates are subject to scheduling changes due to production.



**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 8 pages	180 ‰	150 ‰

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 ‰
Multi-pagers, Booklets	113 ‰	94 ‰
Product and fragrance samples	upon request	upon request

**Further information and Ad Specials**

Your personal contact will be happy to advise you about individual special ad formats – from cover gate folders to Flatspray to Scent Seal. —> [www.republic.de/team-en](http://www.republic.de/team-en)

Minimum booking: 50.000 copies  
 For information about technical specifications and data delivery please see pages 10-11 or —> [www.republic.de/english/rate-cards](http://www.republic.de/english/rate-cards)

Printing method	Rotogravure (ISO 12647-4)	
	Cover pages on higher-quality paper: Webpress/Heatset (ISO 12647-2)	
Page format	215 mm width, 274 mm height + 3 mm four-sided trim	
ICC profile	PSR_SC_PLUS_V2_PT.icc	
	If the cover is printed separately (higher paper quality), the profile ISOcoated_v2_300_eci.icc is required for the cover pages alone.	
	Double-page spread advertisements that run onto pages 2 and 3 must be constructed as individual pages with the abovementioned colour profiles and four-sided trim.	
Image resolution	Line art (min.):	800 dpi
	Colour images:	300 dpi
Typefaces and lines	Type weight:	min. 0.25 pt

Data format	PDF-Version: PDF/X-3 in CMYK mode; typefaces and pictures must be embedded. Please do not use RGB or LAB data.
Data delivery	republic@m-s-medienservice.de
	Please mark your data files with the following pieces of information in the file name:
	1. Name of client (customer)
	2. Publication booked
	3. Publication date
	4. Ad format
	5. Colour
	For example: Client_SZ-Magazin_dd_mm_yy_1/1_4c

Printing method	Content:	Webpress/ Heatset(ISO 12647-2)
	Cover:	Sheetfed Offset (ISO 12647-2)
Page format	220 mm width, 300 mm height + 3 mm four-sided trim	
ICC profile	Content:	PSO_LWC_improved_eci.icc
	Cover:	ISOcoated_v2_eci.icc
	Double-page spread advertisements that run onto pages 2 and 3 must be constructed as individual pages with the abovementioned colour profiles and four-sided trim.	
Image resolution	Line art (min.):	1,200 dpi
	Colour images:	300 dpi
Typefaces and lines	Type weight:	min. 0.25 pt

Data format	PDF-Version: PDF/X-3 in CMYK mode; typefaces and pictures must be embedded. Please do not use RGB or LAB data.
Data delivery	republic@m-s-medienservice.de
	Please mark your data files with the following pieces of information in the file name:
	1. Name of client (customer)
	2. Publication booked
	3. Publication date
	4. Ad format
	5. Colour
	For example: Client_StilLeben_dd_mm_yy_1/1_4c

CLICK

Your personal sales representative

Further information on the SZ-Magazin

Technical specifications

**Order registry and data delivery**Printing material  
Insertsrepublic@m-s-medienservice.de  
prospektbeilagen@m-s-medienservice.de**Advertising Marketing**REPUBLIC Marketing & Media Solutions GmbH  
Mittelstraße 2-4, 10117 Berlin**Managing Directors**

Jürgen Maukner, Ingo Müller

**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**

528872

**ZIS-Number**

SZ 101 689

**Publisher**Süddeutsche Zeitung GmbH  
Hultschiner Straße 8, 81677 München



DISCOVER  
OUR  
PORTFOLIO

REPUBLIC

Frankfurter Allgemeine | Süddeutsche Zeitung