

More light

Investigative. Independent journalism for more knowledge, more understanding and more joy, as well as orientation and context in a confusing world. In short: more light – this is what the Süddeutsche Zeitung is known for. With their sound investigative research, the editors consistently uncover scoops, like those surrounding the chemical PFAS, the Wirecard financial scandal or the Panama Papers.

Leading. Top executives in business and administration and the social elite rely on the SZ. They want to get to the bottom of things, evaluate them critically and share their insights with others. The SZ is an indispensable vehicle for communicating with this attractive target group.

Credible. Advertising benefits from the quality content of the SZ: In these surroundings, ads are viewed in a more positive light and perceived to be more credible and trustworthy. For individual brand appearances in these environments, the REPUBLIC team develops effective solutions.

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



KEY FACTS

Publication:	Mon–Fri
Copy prices:	3.90 Euros (Mon–Thu) 4.20 Euros (Fri)
Circulation:	265,321 copies
Coverage:	1.20 m readers
Coverage deciders:	341,000 readers
Readership data	
Men:	63 %
Women:	37 %
Age:	ø 54 years
Net household income:	ø 4,786 Euros

Sophisticated reading pleasure for the weekend

Opulent. The SZ am Wochenende is the distinguished paper for quality time. It offers current and soundly researched news but is composed like a magazine: With longer pieces and other editorial elements that make reading a real indulgence.

Interested. Successful, high-income and involved – this is how you might describe the readership. But at the weekend, they like to take time out for the beautiful things in life. They turn to their weekend edition for inspiration for their daily lives and consumption, but also for their careers.

Relaxed. At the weekend, we read our newspaper more intently, undisturbed and at our leisure. In this “lean back” situation, brand communication is also perceived with greater intensity. REPUBLIC develops tailor-made solutions for even more effect.

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



KEY FACTS

Publication:	Saturdays
Copy price:	5.20 Euros
Circulation:	353,520 copies
Coverage:	1.20 m readers
Coverage deciders:	341,000 readers
Readership data	
Men:	63%
Women:	37%
Age:	ø 54 years
Net household income:	ø 4,786 Euros

Source: IVW II/2023 (Sa); AWA 2023; LAE 2023 (no separate coverage information for the Saturday edition)

Fixed formats, colour		Premium placements	Süddeutsche Zeitung	SZ am Wochenende
			Mon–Fri	Sat
2/1 page	Panorama	Opening Spread p. 2 + 3	315,670	369,330
		p. 5 Politics p. 3 Business Back page Book Feuilleton/Science, Business	106,650	124,780
1/1 page		p. 5 Business p. 3 Sports p. 3 Special topics/Editorials	102,210	119,580
		right-hand page	100,430	117,500
		left-hand page in Special topics/Editorials	97,760	114,390
		p. 5 Politics p. 3 Business	71,400	83,540
1/2 page	corner across	p. 5 Business p. 3 Special topics/Editorials	68,430	80,060
		right-hand page	67,240	78,670
		left-hand page in Special topics/Editorials	65,450	76,580
1/3 page	corner across	p. 5 Politics p. 3 Business	56,350	65,930
		p. 5 Business p. 3 Special topics/Editorials	54,000	63,180
		right-hand page	53,060	62,080
		left-hand page in Special topics/Editorials	51,660	60,430
1/4 page	corner across	p. 5 Politics p. 3 Business p. 1 Special topics/Editorials Book cover pages	41,750	48,850
		p. 5 Business p. 3 Special topics/Editorials	40,010	46,820
		right-hand page	39,310	46,000
		left-hand page in Special topics/Editorials	38,270	44,780
Corner tab		section cover page: Feuilleton, Business, Sports	25,090	29,360
		right-hand page	23,630	27,650
		standalone	20,910	24,470

Footnotes and closing and copy date → [see next page](#)

Portraits

Rates

Formats

Special topics

Inserts

Digital editions

Combination
optionsTechnical
specifications

Info hub

Fixed formats, left-hand page, colour		Süddeutsche Zeitung	SZ am Wochenende
		Mon–Fri	Sat
1/1 page		88,880	103,990
1/2 page	corner across	59,500	69,620
1/3 page	corner across upright	46,960	54,940
1/4 page	corner across	34,790	40,710
1/5 page	corner across	28,800	33,690
1/6 page	corner across ¹	24,510	28,680
2/1 page	Panorama	217,710	254,710
2 x 1/2 page	Panorama across	145,750	170,530
2 x 1/2 page	Tunnel Panorama	152,090	177,950
2 x 1/3 page	Tunnel Panorama	120,020	140,420
2 x 1/4 page	Tunnel Panorama	88,920	104,050



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 SZ 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: Thu–Fri: day before, 10 a.m., Sat+Mon: friday, 8.30 a.m.

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

Editions before a bank holiday are treated as weekend editions; ads are calculated at weekend rates.

¹not eligible for standalone placement

[Portraits](#)
[Rates](#)
[Formats](#)
[Special topics](#)
[Inserts](#)
[Digital editions](#)
[Combination options](#)
[Technical specifications](#)
[Info hub](#)

Feuilleton (Mon–Fri) and Literature inserts ¹		Süddeutsche Zeitung	SZ am Wochenende
Fixed formats, colour	Placement	Mon–Fri	Sat
1/1 page	Inner pages	23,550	27,560
1/2 page corner across		15,770	18,450
1/3 page across		12,440	14,560
1/4 page across upright		9,220	10,790
1/8 page 183 x 132 mm no standalone placement		4,890	5,720
1/4 page	Feuilleton, page 1	11,060	12,950
Corner tab 120,5 x 132 mm		6,110	7,140
Masthead ad	Literature insert, page 1	1,800	2,100

¹ Ads by publishers, music labels and movie distributors for audio-visual media, books and movies in the Feuilleton

Arts and Culture ²		Süddeutsche Zeitung	SZ am Wochenende
Fixed formats, colour	Placement	Mon–Fri	Sat
1/4 page	standalone in the Feuilleton	20,870	24,430
1/8 page		11,070	12,950
Corner tab 120.5 x 132 mm	Feuilleton, page 1	13,830	16,180
Corner tab 120.5 x 120 mm ³	standalone in the Feuilleton, best possible	7,080	on request

² Ads by museums, galleries, concert organisers or arts dealers for exhibits, auctions, vernissages and cultural events in the Feuilleton

³ Corner tab Feuilleton possible Mon–Fri



1/4 page across, Feuilleton, p. 1



Closing and copy date: Tue–Fri: day before, 10.00 a.m., Sat+Mon: Friday, 8.30 a.m.; Literature inserts: early closing and copy dates (upon request)
Classified ads are calculated on request.

Travel ads

SZ am Wochenende

Fixed formats, colour	Placement: Travel section	Sat
1/1 page	Standard	57,190
1/2 page	Standard	38,290
1/4 page	Premium page 1	26,870
	Standard	22,390

Closing date: Mondays, 12:00 p.m. | Copy date: Wednesdays, 3.00 p.m.

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



1/4 page Premium p. 1

Property ads

SZ am Wochenende

Fixed formats, colour	Placement: Property section	Sat
1/1 page	Standard	52,000
1/2 page corner across	Standard	34,810
1/4 page corner across	Premium page 1	24,430
	Standard	20,360

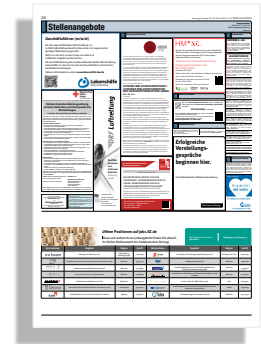
Closing date: Mondays, 12:00 p.m. | Copy date: Wednesdays, 3.00 p.m.



Editions before a bank holiday are treated as weekend editions; ads are calculated at weekend rates.
 Ads unrelated to the section, brand ads and non-property ads are calculated at Brand and Image ad rates.
 Classified ads are calculated on request.

Job market		SZ am Wochenende
Fixed format, colour	Placement: Business	Sat
1/1 page	standalone	103,990
1/2 page		69,620

Closing and copy date: Thursdays, 11.00 a.m.



Classified placement		SZ am Wochenende
Fixed formats, colour	Placement	Sat
1/1 page		37,440
1/2 page		25,060
1/3 page		19,780
1/4 page	Job market	14,660
1/5 page		12,130
1/6 page		10,320
1/8 page		7,770

Closing and copy date: Thursdays, 11.00 a.m., with proof Wednesdays, 12.00 p.m.

Classified placement		SZ am Wochenende
Fixed formats, colour	Placement	Sat
1/1 page		27,250
1/2 page		18,240
1/3 page		14,390
1/4 page	Research & University Jobs in medical fields	10,670
1/5 page		8,830
1/6 page		7,510
1/8 page		5,660

Closing and copy date: Thursdays, 11.00 a.m., with proof Wednesdays, 12.00 p.m.

Classified ads are calculated on request.

Freely placed ads, colour	Süddeutsche Zeitung	
	Mon–Fri	SZ am Wochenende
Island ads	Premium ¹	117.20
Min. format: 58 x 25 mm		137.20
Max. format: 120.5 x 150 mm	Standard	103.70
Trade shows Other ads Basic rate ²		20.70
		24.40

Closing and copy date: 2 working days before the publication date, 5.00 p.m.

¹ bookable right-hand pages; Special Topics and Advertorials, no cover pages

² Placement in ad section, please note special column widths → see p. 10








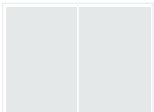
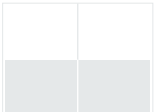
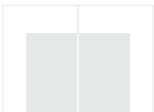
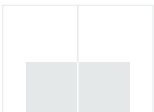
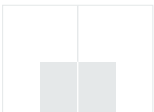
Classified ads, colour (no standalone placement)	Süddeutsche Zeitung	
	Mon–Fri	SZ am Wochenende
Events ² Cultural information	10.80	13.10
Antiques Galleries	9.30	10.30
Schedule of exhibits (published monthly)	11.40	–

Closing and copy date: 2 working days before the publication date, 5.00 p.m.; Schedule of exhibits: 14 days before the publication date (upon request)

² cultural events only

Classified ads are calculated on request.

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 page 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 columns to ad columns:

Ad calculation island ads:

Page-defining ads:

1.333

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

Upright, freely positioned ads are calculated with the full type area height (528 mm).

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

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

Special topics



The special topics in the SZ

... offer ideal options for addressing prime target groups with the topics they care about.

Important base and future markets are regularly covered with extensive specials, concerning for example the following sectors and topics:

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

Portraits

Rates

Formats

Special topics

Inserts

Digital editions

Combination
options

Technical
specifications

Info hub

Cross-media appearance with brochure inserts

Brochure inserts in the SZ 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 the SZ app. In the e-papers, optionally available full page ads draw attention to the inserts. Links guide the user directly to your information.

Brochure inserts can be booked according to specific targets: with a total or a partial insertion in certain areas, or as a print-only booking.

Weight	Print + E-Paper	Print only
	SZ SZ am Wochenende	SZ SZ am Wochenende
Up to 20 g	112 ‰	140 ‰
Up to 30 g	120 ‰	150 ‰
Up to 40 g	128 ‰	160 ‰
Up to 50 g	136 ‰	170 ‰

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. Semi-annual 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

Digital premium product with an opulent look

The digital edition of the SZ combines the full journalistic prowess of the Süddeutsche Zeitung with the multi-media possibilities offered by the digital world: It augments the sophisticated journalism with interactive features and video columns, compiles extensive digital dossiers and presents essays and reports in surprising new ways. Thanks to its clear structure, accessing the content is completely intuitive.

Readers use the digital editions intensively and with full concentration – attention-getting full page ads reach interested target groups in this environment.

The package includes:

- Placement of the full page ad between section and article pages in the digital editions
- Fixed placement on the opening page or in the chosen section
- Documentation with comprehensive reporting (ad impressions, clicks, click rates)

Full Page Ad	Süddeutsche Zeitung		
Placement	Mon–Fri	Sat	Week
Section	14,700	7,420	19,910
Opening Page	18,370	9,280	24,890



Successful across Germany

With the Süddeutsche Zeitung, Frankfurter Allgemeine Zeitung and Frankfurter Allgemeine Sonntagszeitung, 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	Süddeutsche Zeitung	SZ am Wochenende	F.A.Z. Mon–Fri	F.A.Z. Sat	F.A.S.
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	Süddeutsche Zeitung	SZ am Wochenende	F.A.Z. Mon–Fri	F.A.Z. Sat	F.A.S.
REPUBLIC workweek	1/14 page ³	145,200	5	–	5	–	–
REPUBLIC all week	1/14 page ³	175,410	5	1	5	1	1

Closing and copy date SZ + F.A.Z.: 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	60 lines/cm (AGFA Sublima)	
Image resolution	Line art (min.):	800 dpi
	Colour:	300 dpi
	Greyscale:	300 dpi
ICC profile	WAN-IFRAnewspaper26v5	
Minimum font sizes	positive	6 pt
	negative	8 pt
	screened	12 pt
	1 Didot-point = 0.375 mm	
If fonts cannot be embedded, please convert text into paths/curves.		
Minimum type weight	positive	0.1 mm
	negative	0.2 mm
	rasterized	0.35 mm
Advertisement frame	0.35 mm	

Data format	PDF/X-4 in CMYK mode, typefaces and images must be embedded, no RGBor LAB data
Data delivery	republic@m-s-medienservice.de (Printing material) republic-crossmedia@m-s-medienservice.de (Classified ads)
Special colours must be transferred into the CMYK colour space. The colour reproduction has to correspond to the HKS Z scale dated 05.06.2004 (ISO 2846 or ISO 12647-3:2013). PDF of the scale available upon request.	
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 SZ

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

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 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-Number

SZ 101 689

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

Süddeutsche Zeitung GmbH
Hultschiner Straße 8, 81677 München



DISCOVER
OUR
PORTFOLIO

REPUBLIC

Frankfurter Allgemeine | Süddeutsche Zeitung