

Special Topics 2024

Overview of special sections



A diversified portfolio of special topics in the best journalistic environments: This helps our customers to place their messages in a meaningful, appropriate and effective way.

**MEDIA
WITH
MEANING**

Effective environments for successful campaigns

Involved readers. The wide range of special topic issues in the Frankfurter Allgemeine and Süddeutsche Zeitung reaches the decision-makers in the business world as well as luxury-savvy, culture and travel enthusiasts.

Relevance. Advertisement in these environments meets highly involved target groups who value the journalistic quality and relevance of the content in their private and professional lives.

Cross-media. Your presence in the corresponding special topics of SZ.de and FAZ.NET offers excellent opportunities to convince top performers online - with a cross-media or purely digital solution.



Exclusively for your brand: special topics on the web

FAZ.NET & SZ.de are credible environments

Concept. All special topics can be realized both print and online. In case of a digital booking customers occupy the topic and all corresponding articles exclusively with their own message.

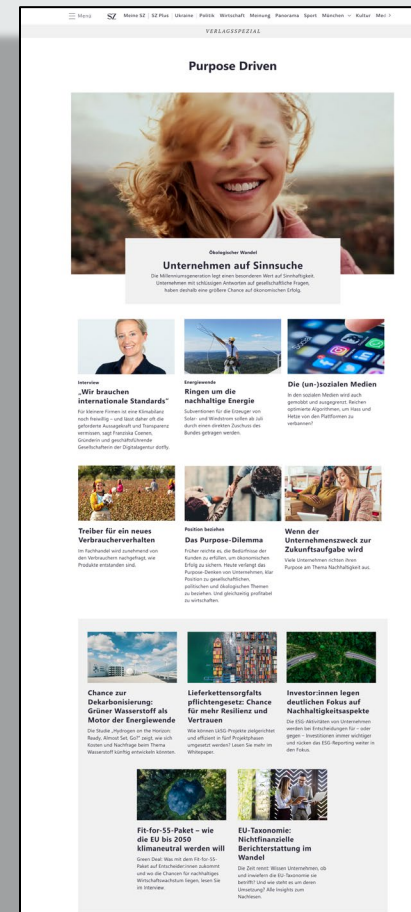
Value. The high quality environment and the digital topic-related surrounding offer a high reach to a highly relevant target group.

Integration. Present a special on SZ.de or FAZ.NET as an exclusive sponsor on first screen with the following components:

- Fixed advertising in the special with external link to customer's website
- Co-branded advertising with customer's logo on SZ.de or FAZ.NET and direct link to the special
- Native teaser on SZ.de or FAZ.NET and direct link to the special
- Content-box with customer's content directly in the special

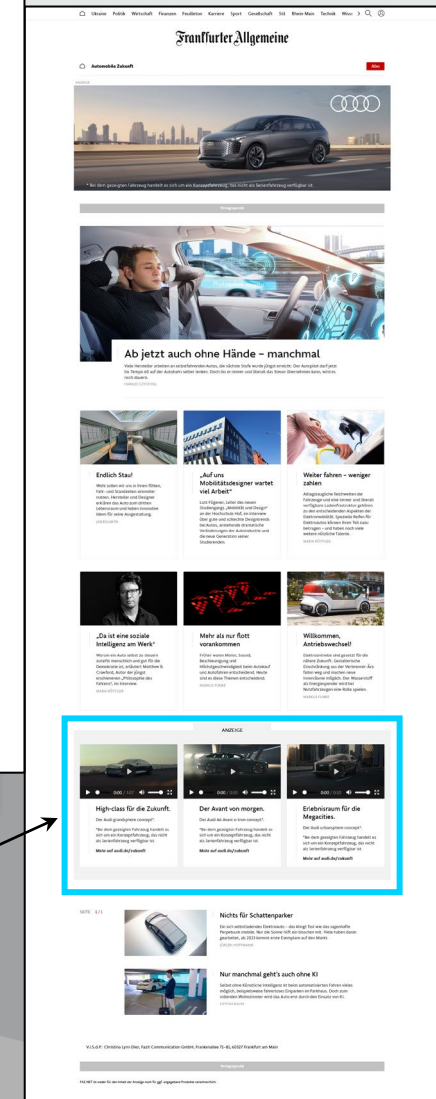
The lead time for implementation of the special is 8 weeks.

Special on SZ.de



Content-box in the special with customer's content and external link

Special on FAZ.NET



Overview¹

1. Sustainability
2. Energy and industries
3. Finance
4. IT and technology
5. Small & Medium-Sized Enterprises
6. Automotive
7. Travel
8. Health
9. Luxus, Lifestyle and Design
10. Food & Nutrition
11. Special topics of VDI nachrichten

Sustainability



Sustainability

Key Facts

Content. Sustainability is a central issue for the future, and not only for the energy sector: This topic is now a part of our daily lives, and we see it reflected in things like sustainable transport, construction materials and travel.

Value. Green transformation, decarbonization and green living are a few examples for the wide range of topics in Frankfurter Allgemeine and Süddeutschen Zeitung. They form high Quality environments in which our costumers messages unfold coherently and effectively.

Target group. Key players throughout our society rely on the corresponding Frankfurter Allgemeine and Süddeutsche Zeitung specials to consistently stay at the top of the information pyramid, as these issues directly affect their personal and professional lives.



F.A.Z. Publisher Special „Purpose driven“
5th May 2023



SZ Special topic „Prospects of Green Hydrogen“
22nd June 2023

Sustainability

Calendar of special topics – 1/3

Topic	Publication Date	Booking Deadline	Material Deadline	F.A.Z.	F.A.S.	SZ	SZ Weekend
Energy of the future: green technologies (E-World Energy & Water)	20-02-2024	06-02-2024	13-02-2024	x			
Future production & circular economy	14-03-2024	29-02-2024	07-03-2024			x	
Water resource: access and quality (World Water Day)	22-03-2024	08-03-2024	15-03-2024			x	
Future production & circular economy	28-03-2024	14-03-2024	21-03-2024	x			
Energy transition at home: heat pumps, solar systems and Co	07-04-2024	22-03-2024	29-03-2024		x		
Future supply	17-04-2024	03-04-2024	10-04-2024	x			
Live and build sustainably (Earth Day)	22-04-2024	08-04-2024	15-04-2024	x			
Innovative environmental technologies (IFAT)	16-05-2024	02-05-2024	08-05-2024			x	

Sustainability

Calendar of special topics – 2/3

Topic	Publication Date	Booking Deadline	Material Deadline	F.A.Z.	F.A.S.	SZ	SZ Weekend
Perspective green hydrogen (World Environment Day)	05-06-2024	22-05-2024	29-05-2024			x	
Future without emissions / decarbonization	12-06-2024	29-05-2024	05-06-2024	x			
Perspective green hydrogen	03-07-2024	19-06-2024	26-06-2024	x			
Energy of the future: generation, distribution, storage	25-07-2024	11-07-2024	18-07-2024			x	
Sustainable travel	05-09-2024	22-08-2024	29-08-2024	x			
Future without emissions / decarbonization	12-09-2024	29-08-2024	05-09-2024			x	
Sustainable travel	14-09-2024	30-08-2024	06-09-2024				x
Live sustainably	Oct.			x			

Sustainability

Calendar of special topics – 3/3

Topic	Publication Date	Booking Deadline	Material Deadline	F.A.Z.	F.A.S.	SZ	SZ Weekend
Future supply	10-10-2024	26-09-2024	02-10-2024			x	
Energy of the future: raw materials economy and resource assurance	23-10-2024	09-10-2024	16-10-2024	x			
Saving energy at home	10-11-2024	25-10-2024	31-10-2024		x		
Purpose: companies in responsibility	14-11-2024	31-10-2024	07-11-2024			x	
Purpose driven – brands in responsibility	28-11-2024	14-11-2024	21-11-2024	x			
Path to green transformation (World Climate Conference)	11-11-2024	28-10-2024	04-11-2024	x			
Climate protection & decarbonization (World Climate Conference)	19-11-2024	05-11-2024	12-11-2024			x	



Energy and Industry

Energy and industry

Key Facts

Content. Industry and energy infrastructure are the core elements and guarantors of success of our economy. The major challenges of the future meet here with adaptability and innovation - and at the same time with traditional reliability.

Value. Future production and circular economy are just some of the highlights addressed in the special issues of the Frankfurter Allgemeine and Süddeutsche Zeitung. This creates high-quality environments in which our customers' messages unfold coherently and effectively.

Target group. With their high-quality special issues, Frankfurter Allgemeine and Süddeutsche Zeitung attract top performers who are interested in the success and further development of industrial and energy companies or who are committed to this in their daily work. Those who want to reach this premium target group rely on the media of the Frankfurter Allgemeine and Süddeutsche Zeitung.

SZ Special topic
"Production &
circular economy"
16th March 2023



F.A.Z. Special topic „Future
without emissions“ 14th June 2023



Energy and industry

Calendar of special topics – 1/3

Topic	Publication Date	Booking Deadline	Material Deadline	F.A.Z.	F.A.S.	SZ	SZ Weekend
Energy of the future: green technologies (E-World Energy & Water)	20-02-2024	06-02-2024	13-02-2024	x			
Future production & circular economy	14-03-2024	29-02-2024	07-03-2024			x	
Water resource: access and quality (World Water Day)	22-03-2024	08-03-2024	15-03-2024			x	
Future production & circular economy	28-03-2024	14-03-2024	21-03-2024	x			
Energy transition at home: heat pumps, solar systems and Co	07-04-2024	22-03-2024	29-03-2024		x		
Future supply	17-04-2024	03-04-2024	10-04-2024	x			
Live and build sustainably (Earth Day)	22-04-2024	08-04-2024	15-04-2024	x			

Energy and industry

Calendar of special topics – 2/3

Topic	Publication Date	Booking Deadline	Material Deadline	F.A.Z.	F.A.S.	SZ	SZ Weekend
Innovative environmental technologies (IFAT)	16-05-2024	02-05-2024	08-05-2024			x	
Perspective green hydrogen (World Environment Day)	05-06-2024	22-05-2024	29-05-2024			x	
Future without emissions / decarbonization	12-06-2024	29-05-2024	05-06-2024	x			
Perspective green hydrogen	03-07-2024	19-06-2024	26-06-2024	x			
Future SM: energy, resources, supply chains	10-07-2024	26-06-2024	03-07-2024	x			
Energy of the future: generation, distribution, storage	25-07-2024	11-07-2024	18-07-2024			x	
Future without emissions / decarbonization	12-09-2024	29-08-2024	05-09-2024			x	

Energy and industry

Calendar of special topics – 3/3

Topic	Publication Date	Booking Deadline	Material Deadline	F.A.Z.	F.A.S.	SZ	SZ Weekend
Future supply	10-10-2024	26-09-2024	02-10-2024			x	
Energy of the future: raw materials economy and resource assurance	23-10-2024	09-10-2024	16-10-2024	x			
Saving energy at home	10-11-2024	25-10-2024	31-10-2024		x		
Path to green transformation (World Climate Conference)	11-11-2024	28-10-2024	04-11-2024	x			
Climate protection & decarbonization (World Climate Conference)	19-11-2024	05-11-2024	12-11-2024			x	

Finance



Finance Key Facts

Conent. The wide range of special issues in Frankfurter Allgemeine and Süddeutsche Zeitung regularly reports on investment trends, sustainable investments and financial trends such as “green ETF” to an interested top readership.

Value. Advertisers in the financial and insurance sectors create real added value by placing ads in our specials and position themselves as reliable partners and innovative enablers of personal and business goals.

Target group. Premium target customers, not infrequently equipped with professional budget and decision-making responsibilities, find out about the latest developments in banking and investments in the special issues of F.A.Z. and SZ. They already use a broad product portfolio to manage their assets and are open to new products.

F.A.S. Special topic „Sustainable investing & financial security“ 9th April 2023

Frankfurter Allgemeine Sonntagszeitung Nachhaltig investieren und vorsorgen Verlagsspecial 9. April 2023

Nachhaltig investieren und vorsorgen. Ein Leitthema der Frankfurter Allgemeinen Sonntagszeitung ist die nachhaltige Investition. In der Ausgabe vom 9. April 2023 wird über die Möglichkeiten der nachhaltigen Investition berichtet. Ein Schwerpunkt liegt auf den grünen Anlagestrategien im Fokus. Ein Artikel von Dr. Ingrid Isenhardt, Leiterin der Abteilung für nachhaltige Investitionen der Deutschen Bundesbank, erklärt die Bedeutung der nachhaltigen Investition für die langfristige Vermögensvermehrung. Ein weiterer Artikel von Dr. Ingrid Isenhardt und Dr. Ingrid Isenhardt, Leiterin der Abteilung für nachhaltige Investitionen der Deutschen Bundesbank, erklärt die Bedeutung der nachhaltigen Investition für die langfristige Vermögensvermehrung.

Grüne Anlagestrategien im Fokus

Nachhaltige Investitionen sind ein wichtiger Bestandteil der langfristigen Vermögensvermehrung. Ein Artikel von Dr. Ingrid Isenhardt, Leiterin der Abteilung für nachhaltige Investitionen der Deutschen Bundesbank, erklärt die Bedeutung der nachhaltigen Investition für die langfristige Vermögensvermehrung.

Solarstrom vom Balkon

Was sind die Möglichkeiten der Solarstromerzeugung auf dem Balkon? Ein Artikel von Dr. Ingrid Isenhardt, Leiterin der Abteilung für nachhaltige Investitionen der Deutschen Bundesbank, erklärt die Möglichkeiten der Solarstromerzeugung auf dem Balkon.

McKinsey a greener packaging ecosystem

By choosing a fully transparent packaging ecosystem, you can reduce your carbon footprint by up to 10%. McKinsey Sustainability. www.mckinsey.com/sustainability

Süddeutsche Zeitung Nachhaltig investieren 15. März 2023

NACHHALTIGES INVESTMENT

Grüne ETFs in Krisenzeiten

Exchange Traded Funds (ETFs) auf ESG-Indizes werden stark nachgefragt. Doch ist das positive Investieren auch in Zeiten des Börsensturms erfolgreich? Von Benjamin Feigold

Vom Reiz der Sündenfonds

Tabak, Schokolade, Waffen – Sündenfonds investieren gezielt in umstrittene Branchen. Doch liefern sie wirklich bessere Renditen als eine ethische Geldanlage? Von Gábor Jódann

Weg zum nachhaltigen Lebensargument für unethische Praktiken

Weg zum nachhaltigen Lebensargument für unethische Praktiken. Ein Artikel von Dr. Ingrid Isenhardt, Leiterin der Abteilung für nachhaltige Investitionen der Deutschen Bundesbank, erklärt die Möglichkeiten der nachhaltigen Investition für die langfristige Vermögensvermehrung.

Helaba

Wir bringen die Mobilität der Zukunft voran. Nachhaltig. www.helaba.de

Werte, die bewegen.

SZ Special topic „Sustainable investments“ 15th March 2023

Finance

Calendar of special topics

Topic	Publication Date	Booking Deadline	Material Deadline	F.A.Z.	F.A.S.	SZ	SZ Weekend
Investing and financial security: wealth building with ETF	15-03-2024	01-3-2024	08-03-2024			x	
Investing money and securing assets: sustainable investing	24-03-2024	08-03-2024	15-03-2024		x		
Fond Summit Frankfurt	07-06-2024	15-03-2024	17-05-2024			x	
Investing money and securing assets: private provisions	09-06-2024	24-05-2024	31-05-2024		x		
Investing and financial security: Investment with KI & robo advisors	13-06-2024	29-05-2024	05-06-2024			x	
Investing money and securing assets: wealth management	08-09-2024	23-08-2024	30-08-2024		x		
Investing money and securing assets: sustainable investing & green ETF	26-09-2024	06-09-2024	13-09-2024			x	
Investing money and securing assets: Assurance for family and children	20-11-2024	06-11-2024	13-11-2024			x	
Investing money and securing assets: Investment trends 2025	08-12-2024	22-11-2024	29-11-2024		x		

Finance in small & medium-sized enterprises

Calendar of special topics

Topic	Publication Date	Booking Deadline	Material Deadline	F.A.Z.	F.A.S.	SZ	SZ Weekend
Financing in SMEs I	07-03-2024	22-02-2024	29-02-2024			x	
Financing in SMEs I	27-03-2024	13-03-2024	20-03-2024	x			
Financing in SMEs II	06-06-2024	23-05-2024	29-05-2024	x			
Financing in SMEs II	20-06-2024	06-06-2024	13-06-2024			x	
Financing in SMEs III	05-09-2024	22-08-2024	29-08-2024	x			
Financing in SMEs III	19-09-2024	05-09-2024	12-09-2024			x	
Financing in SMEs IV	6-11-2024	23-10-2024	30-10-2024			x	
Financing in SMEs IV	22-11-2024	8-11-2024	15-11-2024	x			

IT and Technology

IT and Technology

Key facts

Content. Internet of things, cyber security and smart home – the acceleration of our digital lives continues to increase.

Frankfurter Allgemeine and Süddeutsche Zeitung regularly offer high-quality, well-founded orientation in this broad field based on their special topics.

Value. The digital transformation and the associated technologies and innovations are of interest to a readership with purchasing power and technology savvy, who enjoy selecting and purchasing first-class home theater equipment, cameras or cell phones. In the B2B section the special topics give useful impulses for the digitalization of companies.

Target group. In addition to the target group of private users, decision-makers in companies, who are among the core readership of F.A.Z. and SZ, also make use of the information offered by the special topics - which thus offer advertisers an optimal setting for their ads.

Digital-Life-Design

Der Von-Neumann-Computer speichert sowohl Daten als auch Programmweisungen – bildet codiert – am selben Ort.

Über einen einzigen Kanal (Bus) greift die Verarbeitungseinheit, der Prozessor, auf Daten und Befehle zu. Takt für Takt.

By design müssen Daten und Befehle immer warten, bis sie drankommen: der "Von-Neumann-Flaschenhals". Je schneller das gehen soll, umso größer das Problem.

Moore, 1965: Die Leistung eines Chips verdoppelt sich alle 24 Monate. Dabei bleibt der Stromverbrauch aber gleich.

Die Zahl derer, die sagen, dass das Mooresche Gesetz nicht fortbestehen kann, verdoppelt sich alle 24 Monate.

Denard, 1974: Trotzdem wurden die Von-Neumanns in den letzten Jahrzehnten ständig schneller, besser und billiger. Doch haben wir inzwischen fast alle Möglichkeiten zur Optimierung ausgeschöpft.

Ab in die Matrix
Alle reden vom Metaverse. Was es um viel mehr geht als VR-Brillen und Videospiele.
Von Patrick Schölkopf

Die große kosmische Frage
Sind wir Menschen im Kosmos allein? Zumindestlich erreichen die Leute eher unannahmehaft. In unserem Sonnensystem sind schon intensiver gesucht – und zwar nicht nur auf dem Mars. Doch wo fremdtartig kann Leben überhaupt sein?
Von Sibylle Anderl

100% DIGITALE GELDANLAGE BEI RO-ADVISOR

- Smart Accounting und flexibel anpassbare Lizenzen
- Charakteristika: Global Cloud-Konzepte IT-Professionals
- Markte: Nachfrage ist für immer da
- Sektor: Solide, stabile und gut investiert

Handlung: von der 100% digitalen Ausgabe des Geldanlage-Gesamtspektrums bilden.

F.A.Z. Publisher Special „Digital Life Design“ 10th January 2023

SZ Special topic „IT & digitalization for SME“ 27th July 2023

Süddeutsche Zeitung Verlagsgesellschaft 27. Juli 2023

IT UND DIGITALISIERUNG FÜR DEN MITTELSTAND

Schlechte Digitalpolitik

Eine aktuelle Studie bezieht die Regierung eine schlechte Digitalpolitik, die Enttäuschung bei Konzernen und dem Mittelstand ist groß. Gleichzeitig fehlen dem Staat IT-Experten. Von Dirk Mevis

Im Schneckentempo von analog auf digital

Die Digitalisierung der Wirtschaft ist ein langsames Tempo. Die Digitalisierung der Wirtschaft ist ein langsames Tempo. Die Digitalisierung der Wirtschaft ist ein langsames Tempo.

Wie werden wir erfolgreich nachhaltig und nachhaltig erfolgreich?

Gemeinsam finden wir die Antworten für morgen.

IT and Technology

Calendar of special topics - 1/2

Topic	Publication Date	Booking Deadline	Material Deadline	F.A.Z.	F.A.S.	SZ	SZ Weekend
Cyber security (Safer Internet Day)	06-02-2024	23-01-2024	30-01-2024			x	
Digital transformation in SMEs	29-02-2024	15-02-2024	22-02-2024	x			
Future Living: digital home	24-03-2024	08-03-2024	15-03-2024		x		
Digital transformation in industry & economy (Hannover Messe)	23-04-2025	09-04-2024	16-04-2024			x	
Digital economy: connectivity of the future (Hannover Messe)	26-04-2024	12-04-2024	19-04-2024	x			
Digital economy: AI in companies	15-05-2024	30-04-2024	07-05-2024			x	
IT and digitalization in SMEs	17-05-2024	03-05-2024	10-05-2024			x	

IT and Technology

Calendar of special topics - 2/2

Topic	Publication Date	Booking Deadline	Material Deadline	F.A.Z.	F.A.S.	SZ	SZ Weekend
Digital economy: new work	19-06-2024	05-06-2024	12-06-2024	x			
Technical trends at home (IFA)	08-09-2024	23-08-2024	30-08-2024		x		
Create Future: technology & innovation	17-09/22-09-2024	03-09-2024	10-09-2024	x	x		
Technical innovations for a smart home (IFA)	10-09-2024	27-08-2024	03-09-2024			x	
E-Health: future medical technology	08-10-2024	24-09-2024	01-10-2024			x	
Digital economy: network and cloud security	24-10-2024	10-10-2024	17-10-2024	x			
Digital economy: technology for smart city	06-11-2024	23-10-2024	30-10-2024			x	
Digital economy: AI in companies	21-11-2024	7-11-2024	14-11-2024	x			

Small & Medium-Sized Enterprises



Small & Medium-Sized Enterprises

Key Facts

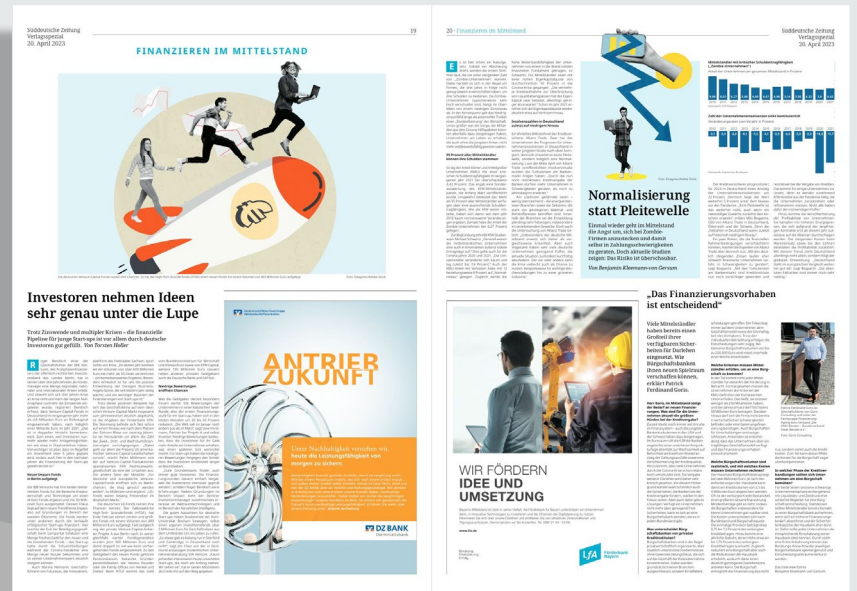
Content. As a proven platform for all the topics that move small and medium-sized businesses, Frankfurter Allgemeine and Süddeutsche Zeitung regularly present their specials. Here, for example, the latest trends in technology and the export economy meet valuable information for financing companies.

- **If you are represented here as a brand with your messages**, you are sure to attract positive attention: after all, SMEs are the mainstay of the German economy with countless players. This is where inventiveness, public spirit and a pronounced "hands-on mentality" are at home.
- **Advertisers who want to address readers** from small and medium-sized businesses with extensive decision-making rights across all corporate divisions choose the specials of Frankfurter Allgemeine and Süddeutsche Zeitung to address them.

F.A.Z. Special topic „Future SMEs“
17th May 2023



SZ Special topic „Financing in the SME sector“ 20th April 2023



Small & Medium-Sized Enterprises

Calendar of special topics - 1/2

Topic	Publication Date	Booking Deadline	Material Deadline	F.A.Z.	F.A.S.	SZ	SZ Weekend
Innovation in SME sector: Digital transformation	29-02-2024	15-02-2024	22-02-2024	x			
Financing in the SME sector I	07-03-2024	22-02-2024	29-02-2024			x	
Financing in the SME sector I	27-03-2024	13-03-2024	20-03-2023	x			
Future SME	18-04-2024	04-04-2024	11-04-2024			x	
Future SME: succession planning	25-04-2024	11-04-2024	18-04-2024	x			
IT & digitalization in the SME sector	17-05-2024	03-05-2024	10-05-2024			x	
Financing in the SME sector II	06-06-2024	23-05-2024	29-05-2024	x			
Financing in the SME sector II	20-06-2024	06-06-2024	13-06-2024			x	

Small & Medium-Sized Enterprises

Calendar of special topics - 2/2

Topic	Publication Date	Booking Deadline	Material Deadline	F.A.Z.	F.A.S.	SZ	SZ Weekend
Future SME energy, resources, supply chains	10-07-2024	26-06-2024	03-07-2024	x			
Financing in the SME sector III	05-09-2024	22-08-2024	29-08-2024	x			
Financing in the SME sector III	19-09-2024	05-09-2024	12-09-2024			x	
Innovation in the SME sector: green transformation	11-10-2024	27-09-2024	4-10-2024			x	
IT & digitalization in the SME sector	23-10-2024	09-10-2024	16-10-2024	x			
Financing in the SME sector IV	6-11-2024	23-10-2024	30-10-2024			x	
Financing in the SME sector IV	22-11-2024	8-11-2024	15-11-2024	x			
Future SME	19-12-2024	05-12-2024	12-12-2024			x	

Automotive

A close-up photograph of a car's headlight assembly, illuminated with bright white light. The car's body is dark and reflective, showing highlights from the surrounding environment. The headlight features multiple LED elements and a distinctive U-shaped light signature. The background is dark and out of focus, suggesting an indoor setting like a showroom or exhibition space.

Automotive

Calendar of special topics - 1/3

Topic	Publication Date	Booking Deadline	Material Deadline	F.A.Z.	F.A.S.	SZ	SZ Weekend
Future Mobility (Genfer Autosalon)	28-02-2024	14-02-2024	21-02-2024			x	
Mobility special "Genfer Autosalon"	03-03-2024	16-02-2024	23-02-2024		x		
Company cars and fleet management	19-03-2024	05-03-2024	12-03-2024	x			
Motorcycle season 2024	27-03-2024	13-03-2024	20-03-2024			x	
Urban mobility and e-bikes	17-04-2024	03-04-2024	10-04-2024			x	
Business mobility	24-04-2024	10-04-2024	17-04-2024			x	
Create future: mobility	04-05-2024	19-04-2024	26-04-2024	x	x		
Future mobility: alternative drives	16-05-2024	30-04-2024	07-05-2024			x	

Automotive

Calendar of special topics - 2/3

Topic	Publication Date	Booking Deadline	Material Deadline	F.A.Z.	F.A.S.	SZ	SZ Weekend
Company cars and fleet management	18-06-2024	04-06-2024	11-06-2024	x			
Exclusive cars	03-07-2024	19-06-2024	26-06-2024			x	
Urban mobility and e-bikes (Eurobike)	05-07-2024	21-06-2024	28-06-2024	x			
Mobile luxury	14-07-2024	28-06-2024	05-07-2024		x		
Mobility special Caravan Salon	01-09-2024	16-08-2024	23-08-2024		x		
Business mobility	04-09-2024	21-08-2024	28-08-2024			x	
Future mobility	12-09-2024	29-08-2024	05-09-2024			x	
Mobility, transport, logistics (IAA Transportation)	18-09-2024	04-09-2024	11-09-2024	x			

Automotive

Calendar of special topics - 3/3

Topic	Publication Date	Booking Deadline	Material Deadline	F.A.Z.	F.A.S.	SZ	SZ Weekend
Mobility, transport, logistics (IAA Transportation)	19-09-2024	05-09-2024	12-09-2024			x	
Car winter fit	09-10-2024	25-09-2024	02-10-2024			x	
Company cars and fleet management	15-10-2024	01-10-2024	08-10-2024	x			
Exclusive cars	23-10-2024	9-10-2024	16-10-2024			x	
Car winter fit	27-10-2024	11-10-2024	18-10-2024		x		
Business mobility	30-10-2024	16-10-2024	23-10-2024			x	
Future mobility: alternative drives	13-11-2024	30-10-2024	06-11-2024			x	
Mobile luxury	17-11-2024	30-10-2024	06-11-2024				
Future mobility	23-11-2024	08-11-2024	15-11-2024	x	x		

Travel



Travel Key Facts

Content. Whether it's a short city break or an extended beach vacation, trips to German regions or debauched vacations far away: Our readers enjoy traveling and like to read about it in the travel-specific special issues of Frankfurter Allgemeine and Süddeutsche Zeitung.

- **Advertisers who want to invite our readers to explore the world** and find new perspectives, variety and relaxation are regular guests in the travel special issues of F.A.Z. and SZ, to their complete satisfaction.
- **As an ideally suited target group for travel companies,** the readers of special topics about travelling are cosmopolitan-oriented and have the necessary resources for adventure, wellness and nature trips, even in the upscale segment. In addition, as strong opinion leaders in their private and professional environment, they are happy to make recommendations.



F.A.S. Special topic „Hamburg Cruise Days“
4th September 2023



Non-binding view SZ Special topic „Trips to culture. music and culture“ 24th June 2023

Travel

Calendar of special topics - 1/5

Topic	Publication Date	Booking Deadline	Material Deadline	F.A.Z.	F.A.S.	SZ Weekend
Study and adventure trips	11 and 14-01-2024	28-12-2024	04-01-2024	x	x	
	13-01-2024	29-12-2024	05-01-2024			x
Long distance travel	18 and 21-01-2024	04-01-2024	11-01-2024	x	x	
	20-01-2024	05-01-2024	12-01-2024			x
Travel catalog service	18 and 21-01-2024	11-01-2024	11-01-2024	x	x	
	27-01-2024	12-01-2024	19-01-2024			x
Hotels for wellbeing	25 and 28-01-2024	18-01-2024	18-01-2024	x	x	

Travel

Calendar of special topics - 2/5

Topic	Publication Date	Booking Deadline	Material Deadline	F.A.Z.	F.A.S.	SZ Weekend
The latest travel trends 2024	29-02 and 03-03-2024	15-02-2024	22-02-2024	x	x	
	02-03-2024	16-02-2024	23-02-2024			x
Trips for wellness and beauty	29-02 and 03-03-2024	22-02-2024	22-02-2024	x	x	
Hotels for wellbeing	07 and 10-03-2024	29-02-2024	29-02-2024	x	x	
German and European Festival Summer	21 and 24-03-2024	14-03-2024	14-03-2024	x	x	
Travel catalog service	28 an 31-03-2024	21-03-2024	21-03-2024	x	x	
Dream destinations	07 and 04-04-2024	21-03-2024	28-03-2024	x	x	
	06-04-2024	22-03-2024	28-03-2024			x

Travel

Calendar of special topics - 3/5

Topic	Publication Date	Booking Deadline	Material Deadline	F.A.Z.	F.A.S.	SZ Weekend
Hiking and cycling	18 and 21-04-2024	11-04-2024	11-04-2024	x	x	
	25 and 28-04-2024	18-04-2024	18-04-2024	x	x	
Hotels for wellbeing	13 and 16-06-2024	06-06-2024	06-06-2024	x	x	
	27 and 06-2024	13-06-2024	20-06-2024	x	x	
Music, culture and active vacation	29-06-2024	14-06-2024	21-06-2024			x
	11 and 14-07-2024	27-06-2024	04-07-2024	x	x	
Caravaning	20-07-2024	05-07-2024	12-07-2024			x

Travel

Calendar of special topics - 5/5

Topic	Publication Date	Booking Deadline	Material Deadline	F.A.Z.	F.A.S.	SZ Weekend
Travel catalog service	14-09-2024	30-08-2024	06-09-2024			x
	19 and 22-09-2024	12-09-2024	12-09-2024	x	x	
Hotels for wellbeing	17 and 20-10-2024	10-10-2024	10-10-2024	x	x	
Wellness and indulgence trips	09-11-2024	25-10-2024	31-10-2024			x
	14 and 17-11-2024	31-10-2024	07-11-2024	x	x	
Romantic Christmas season	15 and 17-11-2024	08-11-2024	08-11-2024	x	x	
Travel catalog service	21 and 24-11-2024	14-11-2024	14-11-2024	x	x	
	23-11-2024	08-11-2024	15-11-2024			x

Travel

Calendar of special topics - 4/5

Topic	Publication Date	Booking Deadline	Material Deadline	F.A.Z.	F.A.S.	SZ Weekend
Autumn experiences	15 and 18-08-2024	01-08-2024	08-08-2024	x	x	
	24-08-2024	09-08-2024	16-08-2024			x
Hotels for wellbeing	29-08 and 01-09-2024	22-08-2024	22-08-2024	x	x	
Hamburg Cruise Days	29-08 and 01-09-2024	15-08-2024	22-08-2024	x	x	
	31-08-2024	16-08-2024	23-08-2024			x
Experience Hamburg	07-09-2024	23-08-2024	30-08-2024			x
Travel sustainably	05 and 08-09-2024	22-08-2024	29-08-2024	x	x	
	14-09-2024	30-08-2024	06-09-2024			x
Autumn vacation	05 and 08-09-2024	29-08-2024	29-08-2024	x	x	

Health



Health

Key facts

Content. For us humans, health and well-being are among the most important factors for a satisfied life. The F.A.Z. and SZ specials in the field of health deal - in-depth and intensively - with topics, trends, challenges and opportunities in medicine. The entire spectrum of the market is illuminated: From healthy nutrition to oncology to medical technology.

- **Advertisers in the healthcare industry find an effective framework** in the special healthcare topics to present their high-quality medicines, medical products or healthcare services to a premium target group and to be perceived as an important brand.
- **The health specials provide information to exceptionally interested readers** who are often perceived as important advisors in their environment and are consulted on health issues. For them, responsibility for their own health is of paramount importance.



F.A.Z. Special topic „Future healthcare“ vom 14th June 2023



SZ Special topic „ESMO – future of oncology“ 19th October 2023

Health

Calendar of special topics - 1/2

Topic	Publication Date	Booking Deadline	Material Deadline	F.A.Z.	F.A.S.	SZ	SZ Weekend
Perspectives in cancer medicine (World Cancer Day)	03-02-2024	19-01-2024	26-01-2024				x
Rare Disease (Rare disease day)	29-02-2024	15-02-2024	22-02-2024			x	
See and hear better	03-03-2024	16-04-2024	23-02-2024		x		
Women's Health: prevention and wellbeing	10-04-2024	27-03-2024	03-04-2024			x	
Mental Health: Burn Out, depressions and psychosomatic Disorders	14-05-2024	30-04-2024	07-05-2024			x	
ESMO – Future of Oncology	13-09-2024	30-08-2024	06-09-2024			x	
ESMO – Future of Oncology	15-09-2024	30-08-2024	06-09-2024		x		
E-Health: Future medical technology and digital medicine	08-10-2024	24-09-2024	01-10-2024			x	
Long-term therapies	20-10-2024	04-10-2024	11-10-2024		x		
See and hear better	07-11-2024	24-10-2024	30-10-2024			x	
Diabetes (World Diabetes Day)	14-11-2024	31-10-2024	07-11-2024	x			
Men's health	26-11-2024	12-11-2024	19-11-2024			x	

Health

Calendar of special topics - 2/2

Topic	Publication Date	Booking Deadline	Material Deadline	F.A.Z.	F.A.S.	SZ	SZ Weekend
E-Health: Future medical technology and digital medicine	08-10-2024	24-09-2024	01-10-2024			x	
Long-term therapies	20-10-2024	04-10-2024	11-10-2024		x		
Diabetes (World Diabetes Day)	14-11-2024	31-10-2024	07-11-2024	x			
Men's health	26-11-2024	12-11-2024	19-11-2024			x	

Luxury, Lifestyle & Design



Luxury, Lifestyle and Design

Key facts

Content. Fashion, design and other lifestyle products receive a great deal of attention from the readership of the Frankfurter Allgemeine and Süddeutsche Zeitung through the specials of both media brands, which are very appealing in terms of content and appearance.

Value. Advertisers who want to showcase their brands and products in the areas of fashion, beauty, and design will find attractive and elegant environments that whet the appetite for a quality-conscious and beautiful lifestyle.

Target group. With a flair for the tasteful and the extraordinary, the premium target group of our readers is considered a trendsetter for its environment. With high incomes and a willingness to invest in the "beautiful things" in life, they enjoy finding out about the latest trends in the special issues and glamorous magazine supplements of the Frankfurter Allgemeine and Süddeutsche Zeitung.



SZ Special topic „Home, garden and terrace“
5th April 2023



F.A.S. Special topic „Mobil luxury“ 16th July 2023

Luxus, Lifestyle and Design

Calendar of special topics

Topic	Publication Date	Booking Deadline	Material Deadline	F.A.Z.	F.A.S.	SZ	SZ Weekend
Future living: Living and furnishing trends (immCologne)	14-01-2024	29-12-2023	05-01-2024		x		
Motorcycle season 2024	27-03-2024	13-03-2024	20.03.2024			x	
Home, garden & terrace: trends for 2024	11-04-2024	28-03-2024	04-04-2024			x	
Exclusive cars	03-07-2024	19-06-2024	26-06-2024			x	
Mobile Luxury	14-07-2024	28-06-2024	05-07-2024		x		
Exclusive design for home and garden	15-09-2024	30-08-2024	06-09-2024		x		
Exclusive cars	23-10-2024	09-10-2024	16-10-2024			x	
Mobile Luxury	17-11-2024	30-10-2024	06-11-2024		x		
Trends for sports and outdoor activities (ISPO)	04-12-2024	20-11-2024	27-11-2024			x	

Food & Nutrition



Food & Nutrition

Calendar of special topics

Topic	Publication Date	Booking Deadline	Material Deadline	F.A.Z.	F.A.S.	SZ	SZ Weekend
Responsible indulgence: vegan and plant based nutrition (Veganuary)	16-01-2024	02-01-2024	09-01-2024			x	
Future agriculture & regional products	21-01-2024	05-01-2024	12-01-2024		x		
Responsible indulgence: Nutrition trends of the future (Anuga Foodtech)	19-03-2024	05-03-2024	12-03-2024	x			
Outdoor culinary: outdoor kitchens & barbecue enjoyment	18-04-2024	04-04-2024	11-04-2024			x	
Outdoor culinary: outdoor kitchens & barbecue enjoyment	19-05-2024	03-05-2024	10-05-2024		x		
Responsible indulgence: Intelligent packing solutions (Fachpack)	24-09-2024	10-09-2024	17-09-2024			x	
Clean Labeling: What ingredients does a healthy diet need?	09-10-2024	25-09-2024	02-10-2024	x			
Responsible indulgence: Convenience Food & healthy meals to-go	21-11-2024	07-11-2024	14-11-2024			x	



VDI nachrichten

Special topics of VDI nachrichten

Core competence technology with high journalistic standards

Quality. With articles researched in-house and exclusive focus issues, VDI nachrichten clearly stands apart from the competition. It stands for journalistic excellence in the age of industrial transformation and digitalisation.

Broad range of topics. Every two weeks on Friday, VDI nachrichten reports on a wide variety of issues relevant to business and technology. The coverage includes political decisions as well as international developments, news from the world of science, information about professional and career development as well as exciting news about key technologies.

Target group. VDI nachrichten is read by a top target group. No other medium reaches it in such a precise and consistent way: About 140.000 engineers as well as decision-makers from technical management receive VDI nachrichten as part of their membership in Verein Deutscher Ingenieure. Therefore, it is the direct link to Germany's largest network of engineers.



Topics and dates

Overview 2024 (1/3)

Edition	Special topics / Special publications	Trade fairs	Publication date	Closing and copy date
1	Energy & Sustainability – IT & consumer electronics – Automotive & Mobility – Industry 4.0 – Production	CES; Tokyo Auto Salon; Boot; NORTEC	12-01-2024	04-01-2024
2	-	-	26-01-2024	18-01-2024
3	Energy & Sustainability – IT & consumer electronics – Building & Infrastructure – Automotive & Mobility – Industry 4.0 – Production	Chicago Auto Show; Imot; E-world energy & water	09-02-2024	01-02-2024
4	Energy & Sustainability – IT & consumer electronics – Building & Infrastructure	MWC; Geneva International Motor Show; Lopec; Light & Building	23-02-2024	15-02-2024
5	Energy & Sustainability – IT & consumer electronics – Building & Infrastructure – Automotive & Mobility – Industry 4.0	Logimat; SHK Essen; IBO e-mobility-world	08-03-2024	29-02-2024
6	-	-	22-03-2024	16-03-2024
7	SME financing – Energy & Sustainability – IT & consumer electronics – Building & Infrastructure – Automotive & Mobility – Industry 4.0 – Environment & Life sciences	Pipeline Technology Conference; embedded world; Analytica; wire; Hannover Messe	05-04-2024	27-03-2024
	Industrial Transformation			
8	Energy & Sustainability – IT & consumer electronics – Building & Infrastructure – Automotive & Mobility – Industry 4.0 – Production – Environment & Life sciences	Hannover Messe; Control; Techtexil; Wiener Motorensymposium; Bus2Bus	19-04-2024	16-04-2024
9	Review Hannover Messe – Start-up financing – IT & consumer electronics	Rapid.Tech 3D; Anga Com	03-05-2024	29-04-2024
10	Industry 4.0	Drupa	17-05-2024	08-05-2024

Subject to change. The listed trade fairs are for orientation purposes. The corresponding editions may contain topics relevant to the listed trade fairs.

Topics and dates

Overview 2024 (2/3)

Edition	Special topics / Special publications	Trade fairs	Publication date	Closing and copy date
11	Energy & Sustainability – IT & consumer electronics – Automotive & Mobility – Industry 4.0 – Production – Environment & Life sciences	Autonomous Vehicle Tech-Expo; Surface Technology; Car Symposium; Achema; PCIM, Sensor+Test; Dritev	31-05-2024	23-05-2024
12	Energy technology – SME financing – Energy & Sustainability – IT & consumer electronics – Building & Infrastructure – Automotive & Mobility	The Smarter E Europe; ees electric energy storage; Intersolar Europe; PIAE	14-06-2024	06-06-2024
13	-	-	28-06-2024	20-06-2024
14	Start-up financing	-	12-07-2024	04-07-2024
15	-	-	26-07-2024	18-07-2024
16	-	-	09-08-2024	01-08-2024
17	SME financing	-	23-08-2024	15-08-2024
18	IT & consumer electronics – Automotive & Mobility	Automechanika Frankfurt; IAA Transportation	06-09-2024	29-08-2024
19	Energy & Sustainability – Building & Infrastructure – Automotive & Mobility – Industry 4.0 – Production	Fachpack; InnoTrans; WindEnergy Hamburg	20-09-2024	12-09-2024
20	Energy & Sustainability – Building & Infrastructure – Automotive & Mobility – Industry 4.0 – Production	Aachen Colloquium Sustainable Mobility; Motek; Chillventa; Fakuma; Autosalon Paris	04-10-2024	25-09-2024
21	Start-up financing – Production	Glasstech; Euroblech	18-10-2024	10-10-2024
	Automation / SPS			
22	IT & consumer electronics – Industry 4.0 – Production – Environment & Life sciences	SPS; Medica; BrauBeviale; EuroTier with Energy Decentral	01-11-2024	24-10-2024

Subject to change. The listed trade fairs are for orientation purposes. The corresponding editions may contain topics relevant to the listed trade fairs.

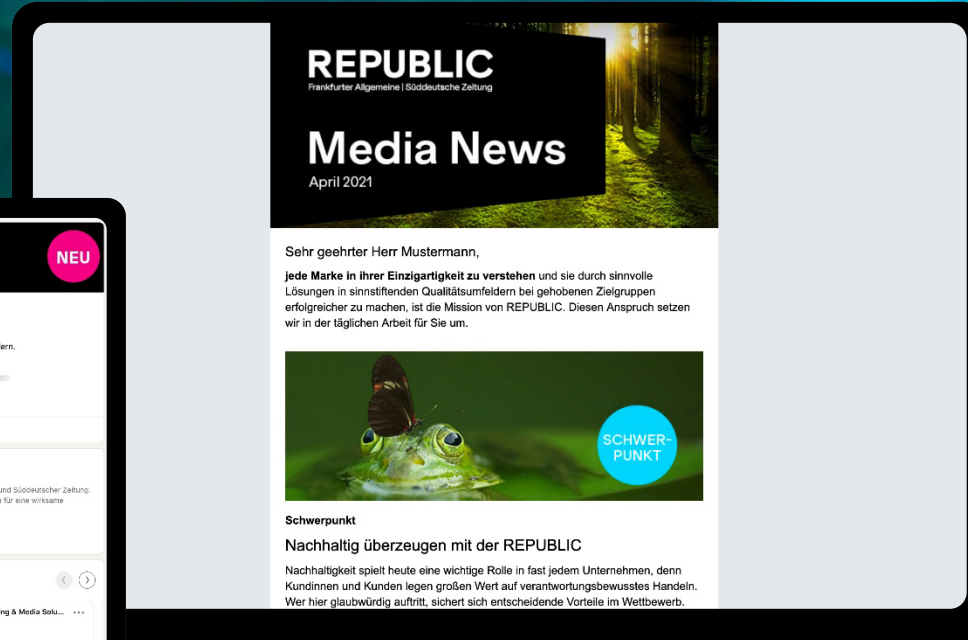
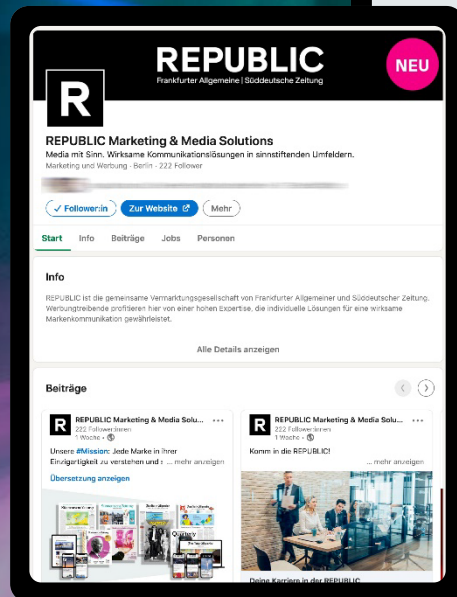
Topics and dates

Overview 2024 (3/3)

Edition	Special topics / Special publications	Trade fairs	Publication date	Closing and copy date
23	SME financing – IT & consumer electronics – Industry 4.0 – Production	Electronica; Formnext	15-11-2024	07-11-2024
24	-	-	29-11-2024	21-11-2024
25	Start-up financing	-	13-12-2024	05-12-2024
26	-	-	27-12-2024	17-12-2024

Subject to change. The listed trade fairs are for orientation purposes. The corresponding editions may contain topics relevant to the listed trade fairs.

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