

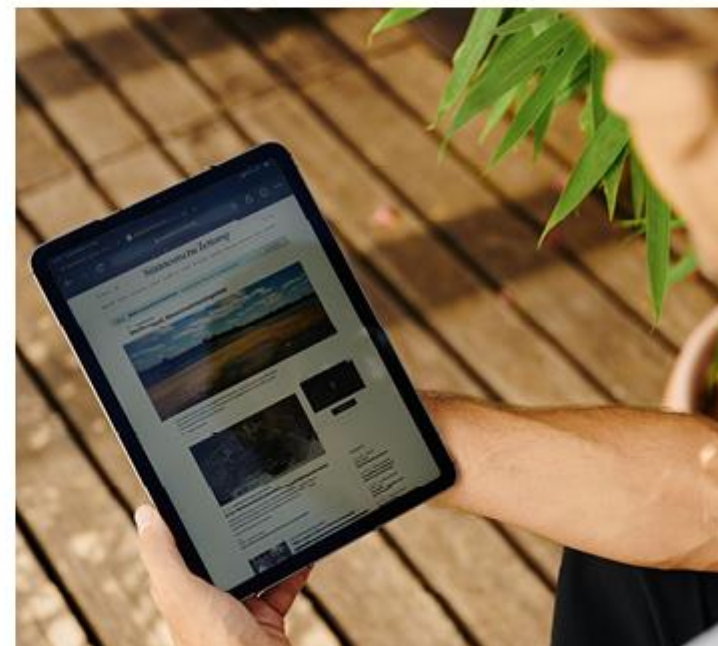
REPUBLIC

Frankfurter Allgemeine | Süddeutsche Zeitung

Rate Card Digital

2024

effective January 1, 2024



Content

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Quality journalism on the web

Websites | Portrait

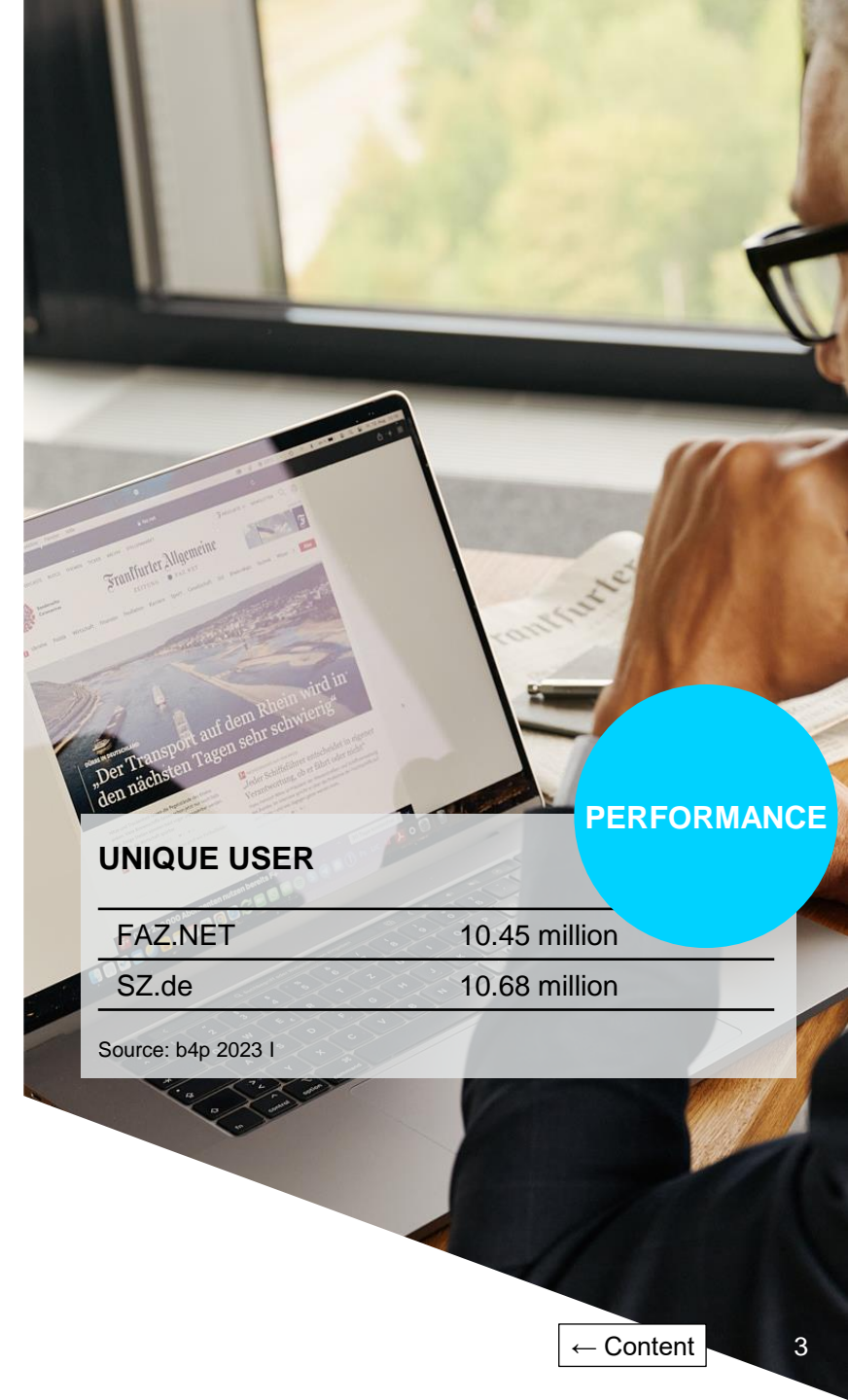
Trustworthy. Frankfurter Allgemeine and Süddeutsche Zeitung offer thoroughly researched information, intelligent commentary and space for constructive debates on their news portals. They play an important role, especially in uncertain times. These media brands enjoy the highest trust and are in high demand digitally.

Leading. People who hold responsibilities in business and society need reliable information to make decisions, both professionally and personally. FAZ.NET and SZ.de are tapping into younger potential audiences, making them a premium target for communication.

Innovative. FAZ.NET and SZ.de provide advertisers with credible environments for digital campaigns. Additionally, innovative solutions from REPUBLIC can enhance interest and attention further. We're happy to develop digital storytelling or custom branded content formats for you.

 Further information on FAZ.NET

 Further information on SZ.de



PERFORMANCE

UNIQUE USER

FAZ.NET	10.45 million
SZ.de	10.68 million

Source: b4p 2023 |

Websites | Homepage booking

Discover all digital formats in the digital gallery (only in German) —→ www.republic.de/digital-gallery

Homepage		Digital coverage AI	Price category 1	Price category 2
FAZ.NET	Single day Mon-Thu	1,350,000	81,000	54,000
	Single day Fri-Sun	1,200,000	72,000	48,000
SZ.de	Single day Mon-Thu	850,000	51,000	34,000
	Single day Fri-Sun	700,000	42,000	28,000
Rotation (FAZ.NET and/or SZ.de) ¹	CPM Basis		80	75

Special discounts applicable: 15% for bookings of two days, 30% for bookings of three days²

Ad format categories	Ad formats
Formats price category 1	<p>Stationary: Cinema Ad, Doppel-Sitebar, Banner 3:1, (dynamic) Fireplace, (dynamic) Brand Value Ad, Rollover Event, Homepage Takeover, Video Branding Ad, Page Skin</p> <p>Mobile: Mobile Premium Rectangle Takeover, Rollover Event Takeover, Mobile Content Ad 1:1 Takeover, Premium Rectangle plus Reminder Takeover, Mobile Movie Ad Takeover</p>
Formats price category 2	<p>Stationary: Wallpaper, Billboard, Sitebar Ad, Content Sitebar Ad, Banner 4:1</p> <p>Mobile: Mobile Content Ad 1:1 2:1 3:1 4:1 6:1, Mobile Carousel Ad, Mobile Medium Rectangle, Mobile Movie Ad</p>

¹ Volume discounts apply (see page 9)

² Only available on bookings from Friday to Sunday.

25% surcharge on the gross rate for ad formats larger than those listed in the technical specifications (upon consultation).

Websites | CPM booking

Discover all digital formats in the digital gallery (only in German) —→ www.republic.de/digital-gallery

CPM booking		Stationary, inner surfaces	Stationary, outer surfaces and sticky ¹
Mobile	Section Decider targeting (in rotation)	75	80
	Rotation	55	60
	REPUBLIC Channel ¹	35	40
Ad format categories	Ad formats		
Mobile	Mobile Content Ad 6:1 4:1 3:1 2:1 1:1, Carousel Ad, Mobile Medium Rectangle, Mobile Halfpage Ad, Mobile Movie Ad, Mobile Interscroller, Premium Rectangle, Mobile Outstream, Native Ad Click-out, AdBundle		
Stationary, inner surfaces	Banner 2:1 3:1 4:1 , Medium Rectangle, Superbanner, Native Ad Click-out, Billboard, Halfpage Ad, Outstream, AdBundle		
Stationary, outer surfaces and sticky ¹	Sitebar Ad, Content Sitebar Ad, Doppel-Sitebar Ad, Cinema Ad, Video Branding Ad, Wallpaper, Page Skin ² , Sticky Billboard, Sticky Skyscraper, (dynamic) Fireplace		

¹ Not all sticky formats are available for booking on FAZ.NET. Details upon request.

² Not available for booking on SZ.de.

The minimum booking volume for CPM Bookings is 3,500 Euro. Surcharges: 15% surcharge for device targeting (stationary und mobile only), 15% surcharge on the gross rate for basic targeting, 25% surcharge on the gross rate for ad formats larger than those listed in the technical specifications (upon consultation)

Websites | CPM booking

Discover all digital formats in the digital gallery (only in German) —→ www.republic.de/digital-gallery

Animated image		CPM	CPCV ¹ up to 20 sec.	CPCV ¹ up to 30 sec.
InStream up to 20 sec.	Rotation	80	–	–
InStream up to 30 sec.	Rotation	105	–	–
OutStream Digital InTxt Video Ad Mobile InTxt Square Mobile InTxt Vertical	Section	75	–	–
	Rotation	55	0.15	0.22
	REPUBLIC Channel ²	35	0.13	0.19

¹CPCV = cost per completed view

²Rotation on FAZ.NET and SZ.de

The minimum booking volume for CPM Bookings is 3,500 Euro. Surcharges: 15% surcharge for device targeting (stationary und mobile only), 15% surcharge on the gross rate for basic targeting, 25% surcharge on the gross rate for ad formats larger than those listed in the technical specifications (upon consultation)

REPUBLIC topic channels

CPM booking

Channel ¹	Stationary, inner surfaces	Stationary, outer surfaces and sticky ¹
Economy & Finance FAZ.NET Wirtschaft, FAZ.NET Finanzen, SZ.de Wirtschaft	Rotation	
Luxury & Lifestyle FAZ.NET Stil, SZ.de Stil, SZ.de Kultur, SZ-Magazin.de	Rotation	55
Mobility FAZ.NET Technik & Motor, SZ.de Auto	Rotation	60
Ad format categories	Ad formats	
Mobile	Mobile Content Ad 6:1 4:1 3:1 2:1 1:1, Carousel Ad, Mobile Medium Rectangle, Mobile Halfpage Ad, Mobile Movie Ad, Mobile Interscroller, Premium Rectangle, Mobile Outstream, Native Ad Click-out, AdBundle	
Stationary, inner surfaces	Banner 2:1 3:1 4:1 , Medium Rectangle, Superbanner, Native Ad Click-out, Billboard, Halfpage Ad, Outstream, AdBundle	
Stationary, outer surfaces and sticky¹	Sitebar Ad, Content Sitebar Ad, Doppel-Sitebar Ad, Cinema Ad, Video Branding Ad, Wallpaper, Page Skin ² , Sticky Billboard, Sticky Skyscraper, (dynamic) Fireplace	

¹ Rotation on the channels of FAZ.NET and SZ.de, based on availability.

² Not available for booking on SZ-Magazin.de.

Websites | Sections standalone

Discover all digital formats in the digital gallery (only in German) —→ www.republic.de/digital-gallery

Website	Section	Period	Digital coverage AI	Standalone
FAZ.NET	Feuilleton	1 calendar week (Mon-Sun)	1,350,000	94,500
	Style		300,000	21,000
	Sports		1,000,000	70,000
	Technology & Automotive		350,000	24,500
SZ.de	Culture	1 calendar week (Mon-Sun)	550,000	38,500
	Sports		850,000	59,500
	Style		75,000	5,250
	SZ-Magazin		425,000	29,750
Ad format categories	Ad formats			
Formats	Stationary: Banner 3:1 4:1, Billboard, Sitebar Ad, Content Sitebar Ad, Doppel-Sitebar Ad, Takeover, Video Branding Ad, Wallpaper, Cinema Ad ¹ , Page Skin Ad, (dynamic) Fireplace			
	Mobile²: Mobile Content Ad 1:1 2:1 3:1 4:1 Takeover, Mobile Content Ad 1:1 Plus Takeover, Mobile Medium Rectangle Takeover, Mobile Premium Rectangle Takeover, Mobile Carousel Ad Takeover, Mobile Interscroller Takeover, Mobile Movie Ad Takeover			

¹ Takeover only for the topmost position, see technical specifications.

² As a takeover: takes the first three positions.

25% surcharge on the gross rate for ad formats larger than those listed in the technical specifications (upon consultation)

Websites | Volume packaging

Discover all digital formats in the digital gallery (only in German) —→ www.republic.de/digital-gallery

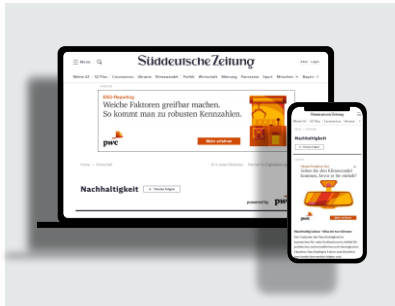
	AI Volume	Period	Special rate
Portal Ressort Channel¹	from 500,000	1–6 weeks	20% off the standard CPM
	from 1,000,000		30% off the standard CPM
	from 2,000,000		40% off the standard CPM
	from 5,000,000		50% off the standard CPM
	from 7,500,000		60% off the standard CPM
	from 10,000,000		80% off the standard CPM
Channel ¹	Included Sections		
Economy & Finance	FAZ.NET Wirtschafts-Ressort FAZ.NET Finanz-Ressort SZ.de Wirtschafts-Ressort		
Luxury & Lifestyle	FAZ.NET Stil-Ressort SZ.de Stil-Ressort SZ.de Kultur-Ressort SZ-Magazin.de		
Mobility	FAZ.NET Technik & Motor-Ressort SZ.de Auto-Ressort		

¹ Volume discounts do not apply to the REPUBLIC channel (volume package in rotation on FAZ.NET and SZ.de)
The minimum booking volume for CPM Bookings is 3,500 Euro.

All rates in Euro (€) plus applicable VAT

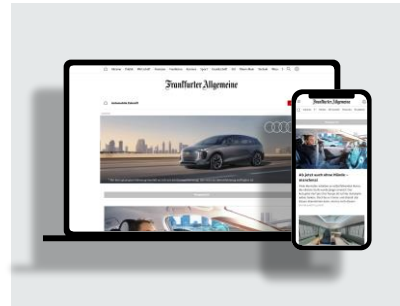
Digital solutions on FAZ.NET and SZ.de

From editorial specials to content stages



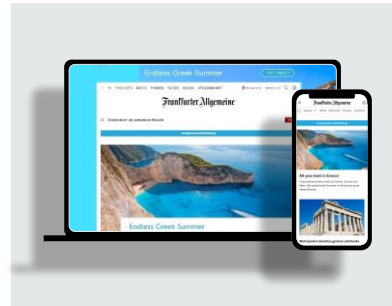
Editorial Specials. The editorial teams at F.A.Z. and SZ create and bundle multiple articles on a specific topic. Customer advertising materials are prominently placed within the specials for the duration of their campaign.

[Learn more about FAZ.NET.](#)
[Learn more about SZ.de.](#)



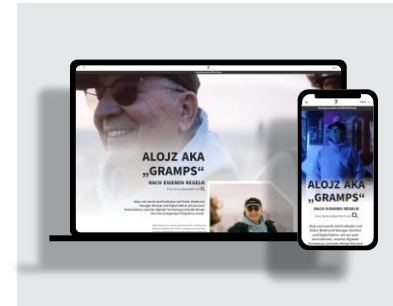
Publisher Specials. Topic-specific content authored by an external editorial team is grouped in a Publisher Special on FAZ.NET and/or SZ.de. Customer advertising materials are also prominently featured.

[Learn more about FAZ.NET.](#)
[Learn more about SZ.de.](#)



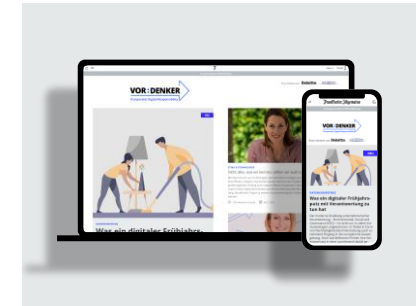
Advertorial. With an advertorial, custom content seamlessly integrates into the editorial environment. In addition to images, text, and graphics, videos or social media threads can be incorporated.

[Learn more.](#)



Storytelling. Individually designed and expertly presented, digital storytelling makes customer content engaging, informative, and encourages direct interaction from readers.

[Learn more.](#)



Content Stage. The Content Stage compiles content on a visually appealing overview page, providing a digital anchor point for your topics within the editorial environment.

[Learn more.](#)

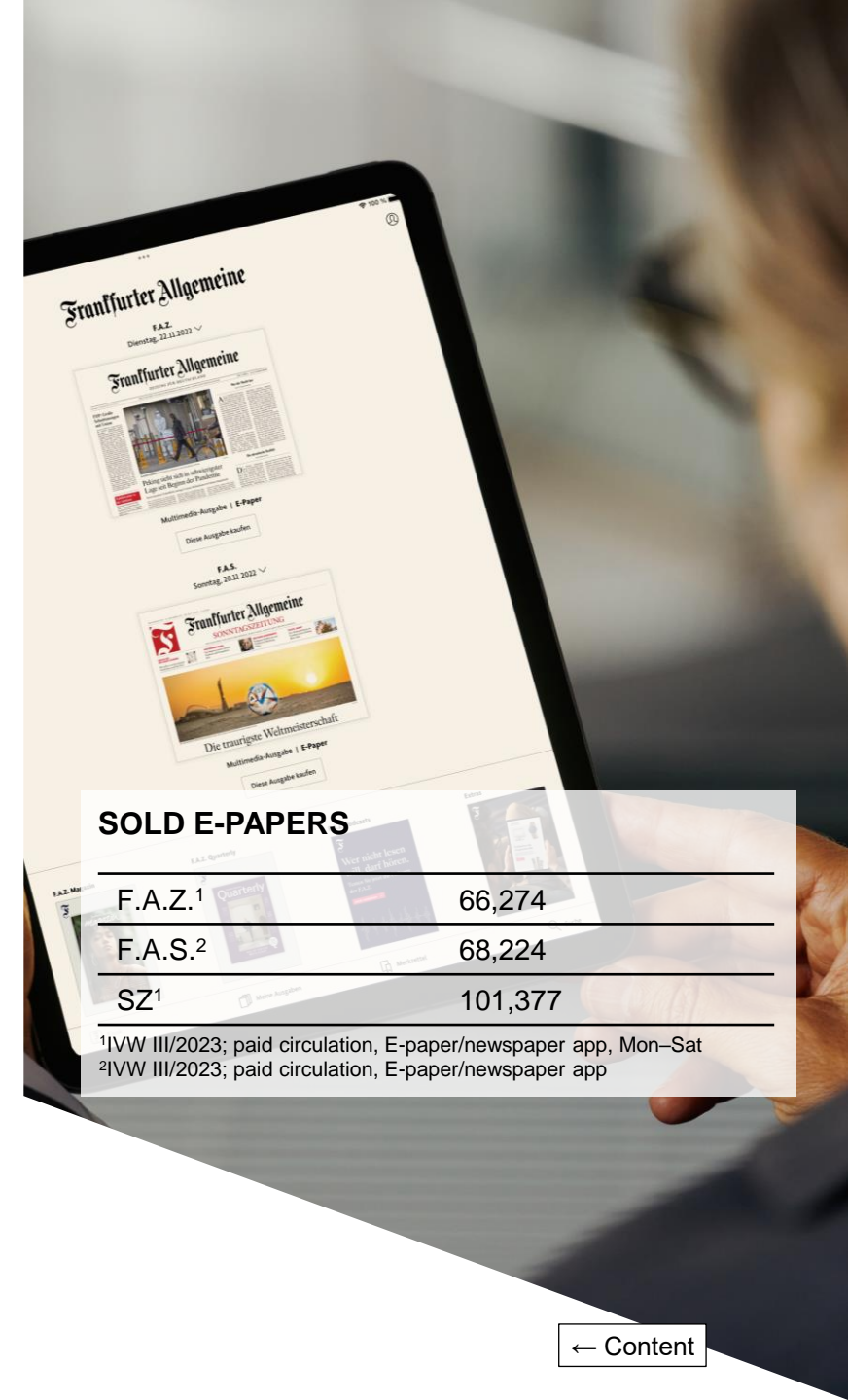
Newspapers for active individuals

Digital issues | Portrait

Multimedia. An increasing number of people read their newspapers digitally on tablets or smartphones. In the F.A.Z. Kiosk App and the SZ Newspaper App, users find digitally optimized versions of F.A.Z. and SZ, suitable for E-Paper and multimedia access on all devices.

Active. Digital editions cater to a versatile, mobile audience that seeks comprehensive newspaper updates and appreciates innovative presentation formats.

Direct. Advertisers in digital editions gain a prominent presence in a credible digital environment. Users smoothly transition from attention-grabbing full-page ads to accessing information without disruption. Even newspaper supplements can be extended digitally in the apps for anytime reading.



SOLD E-PAPERS

F.A.Z. ¹	66,274
F.A.S. ²	68,224
SZ ¹	101,377

¹IVW III/2023; paid circulation, E-paper/newspaper app, Mon–Sat

²IVW III/2023; paid circulation, E-paper/newspaper app

 Further information on the apps

Apps | F.A.Z. Kiosk and SZ App

Discover all digital formats in the digital gallery (only in German) —→ www.republic.de/digital-gallery

F.A.Z. Kiosk App	F.A.Z. Mon–Sat	F.A.S. Sat	F.A.Z. Mon–Sat + F.A.S.	F.A.Z. Magazin monthly	F.A.Z. Quarterly monthly
Premium Opening Page	13,360	5,610	17,080	4,000	3,500
Section Full Page Ad	10,690	4,490	13,660	–	–

SZ App	SZ Mon–Fri	SZ am WE Sat	SZ + SZ am WE	SZ-Magazin Fri
Premium Opening Page	18,370	9,280	24,890	5,930
Section Full Page Ad	14,700	7,420	19,910	4,740

Classified sections Weekly sections		Rate 4 weeks per section
F.A.Z. F.A.S.	Reise Immobilien Beruf & Chance Technik & Motor Natur & Wissenschaft	10,030
SZ am Wochenende	Unterwegs Wohnen & Genießen Liebe & Leben Gesellschaft	5,190

All rates in Euro (€) plus applicable VAT



Understand the digital topics of tomorrow today

Present on all relevant channels with F.A.Z. PRO D:ECONOMY

F.A.Z. PRO D:ECONOMY offers in-depth, mostly exclusive contributions and analyses on future topics. Established experts from both academia and practice, alongside the F.A.Z. editorial team, contribute to D:ECONOMY.



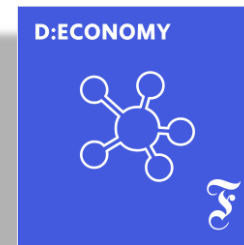
Website & App.

Stay up to date: All relevant posts on the digital economy as a continuously updated news stream.



Newsletter.

The expert update as a weekly newsletter: A curated overview of the digital economy in your inbox every Wednesday.



Podcast.

The news update for your digital and technological knowledge advantage: Every Friday on all major podcast platforms.



F.A.Z. Print.

Relevant information and insights into the digital economy from F.A.Z. and industry experts: Every Monday on a dedicated topic page in F.A.Z.

Innovative apps for interested people

Apps | Portrait

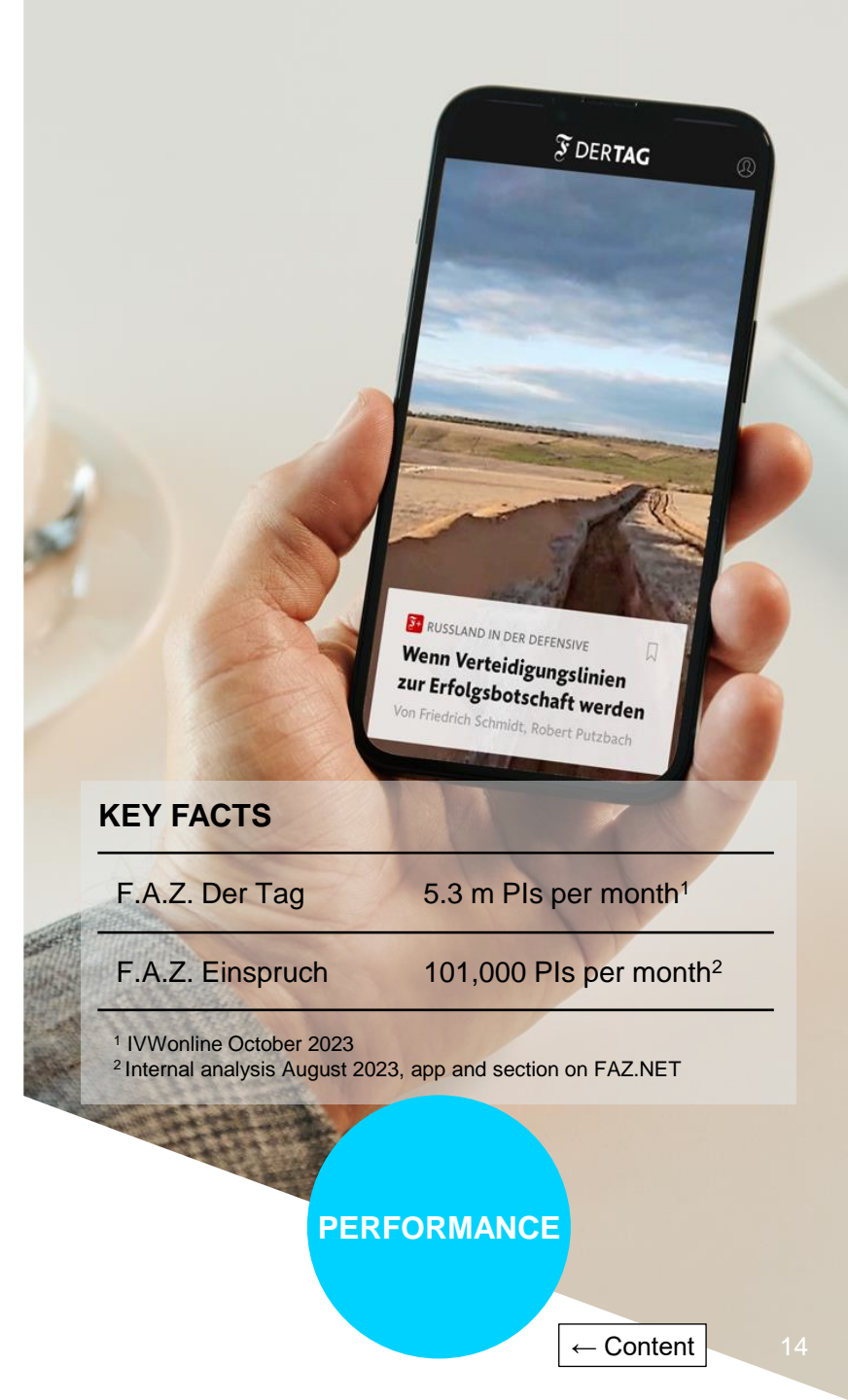
Topic-focused. The apps expand the digital portfolio with carefully curated journalistic content:

- F.A.Z. Der Tag delivers daily news in a visually striking format for quick access.
- F.A.Z. PRO D:ECONOMY provides reliable information on the digital economy, ensuring readers don't miss important developments .
- F.A.Z. Einspruch serves as an interface between specialized journals and news media, offering selected contributions on relevant legal and tax topics from the F.A.Z., enriched with exclusive content from prominent editors and columnists.

Motivated. The apps reach engaged audiences who want well-informed, convenient updates on selected topics .

Exclusive. The apps offer various communication opportunities, from exclusive placements to text-to-speech sponsoring in F.A.Z. Der Tag .

 **Further information on the apps**



KEY FACTS

F.A.Z. Der Tag	5.3 m Pls per month ¹
F.A.Z. Einspruch	101,000 Pls per month ²

¹ IVWonline October 2023

² Internal analysis August 2023, app and section on FAZ.NET

PERFORMANCE

← Content

Apps | F.A.Z. PRO D:ECONOMY, F.A.Z. Der Tag, F.A.Z. Einspruch

All packages incl. documentation with comprehensive reporting (ad impressions, clicks, click rates)

F.A.Z. PRO D:ECONOMY – Exclusive booking¹	
Placement	Exclusive in the web section and the F.A.Z. PRO-app
Ad format	PageSkin (web) and Mobile Content Ad 1:1 (web & app)
Period	4 weeks
Guaranteed volume	350,000 ad impressions
Package rate	39,200 Euro^{1,2}

F.A.Z. Einspruch – Exclusive booking	
Placement	Exclusive in the app ³ and subsection on FAZ.NET
Ad format app	Mobile Content Ad 1:1 and Mobile Content Ad 3:1
Ad format FAZ.NET	Banner 3:1 and Mobile Content Ad 3:1
Period	2 weeks
Package rate	3,000²

F.A.Z. Der Tag		
Placement	Exclusive in the app	
Ad format	PreLoading Ad and Mobile Content Ad 1:1	
Period	1 week	
Guaranteed volume	1.2 million ad impressions	
Rate	Exclusive booking app	26,000²

¹Only available as a monthly package in combination with the D:ECONOMY newsletter and D:ECONOMY podcast (see page 13). Price subject to changing reach development. Detailed calculation upon request.

²Agency commission and discounts are applicable.

³Start, section and article pages. Further formats upon request.

Sophisticated journalism for the ears

Podcasts | Portrait

Audible. Podcasts provide flexible listening opportunities, whether during commutes, workouts, or leisure time. Frankfurter Allgemeine and Süddeutsche Zeitung cover important topics in popular audio formats, featuring knowledgeable hosts who guide listeners through complex subjects and engage with guests.

Urban. Podcasts now reach a broad segment of the population, with around 43% of Germans using them occasionally, particularly young audiences, high-achievers, and urban dwellers.

Versatile. Advertisers have an ideal platform in podcasts, with professionally narrated content that seamlessly fits the listening experience. This enables advertisers to reach a young, successful audience where visual media may not be as effective.

 **Further information on the podcasts**

Source: Bitkom Podcast Study 2023

KEY FACTS

Portfolio	17 bookable podcasts
Ø Coverage/month	5.1 million downloads/streams

Source: Internal analysis Q2 2023

PERFORMANCE

Podcasts | F.A.Z.

Fixed booking

Podcasts F.A.Z.	Coverage per episode ø audio impressions	Publication	Period	Rate PreRoll	Rate PreRoll + PostRoll
D:ECONOMY ¹	40,000	Friday	4 episodes (4 weeks)	12,800	19,200
Podcast für Deutschland	30,000	Mon–Fri	1 episode (1 day)	5,400	8,100
Frühdenker	30,000			5,400	8,100
Einspruch	17,000	Wednesday		4,080	6,120
Finanzen & Immobilien	10,000	Tuesday	1 episode (1 week)	3,200	4,800
Wissen	7,500	Thursday		1,800	2,700
Machtprobe	9,000	Saturday	1 episode (2 weeks)	1,620	2,430
Bornschein	6,000	Wednesday	1 episode (1 month)	1,920	2,880
Gesundheit	5,000	Sunday (bi-weekly)	1 episode (2 weeks)	1,200	1,800
Beruf & Chance	5,000	Monday	1 episode (1 week)	1,200	1,800
Bücher	4,000	Sunday	1 episode (1 week)	720	1,080
Künstliche Intelligenz	4,000	Wednesday (monthly)	1 episode (1 month)	1,280	1,920
Wie erkläre ich es meinem Kind	2,500	Friday (bi-weekly)	1 episode (2 weeks)	600	900

Further information on ad formats and placements

¹ Only available as a monthly package in combination with the D:ECONOMY newsletter and D:ECONOMY podcast (see page 13). Price subject to changing reach development. Detailed calculation upon request.

The minimum booking volume is 3,500 Euro.

Plus production costs for e.g. Native Audio Ad of 1,000 Euro for PreRoll, MidRoll or PostRoll (max. 30 sec.) or 1,700 Euro for PreRoll and PostRoll (max. 30 sec. And max 60 sec.), non-commissionable and also no discounts apply
Further formats possible upon consultation.

All rates in Euro (€) plus applicable VAT

Podcasts | SZ

Fixed booking

Podcasts SZ	Coverage per episode Ø audio impressions	Publication	Period	Rate PreRoll	Rate PreRoll + PostRoll
Das Thema	52,000	Wednesday (bi-weekly)	1 episode (2 weeks)	9,360	14,040
Auf den Punkt	50,000	Mon–Fri	1 episode (1 day)	9,000	13,500
Und nun zum Sport	20,000	Monday	1 episode (1 week)	4,800	7,200
In aller Ruhe	10,000	Saturday	1 episode (2 weeks)	1,800	2,700

Further information on ad formats and placements

The minimum booking volume is 3,500 Euro.

Plus production costs for e.g. Native Audio Ad of 1,000 Euro for PreRoll, MidRoll or PostRoll (max. 30 sec.) or 1,700 Euro for PreRoll and PostRoll (max. 30 sec. And max 60 sec.), non-commissionable and also no discounts apply.

All rates in Euro (€) plus applicable VAT

Fixed audio ad formats

Production costs | Characteristics

	Native Audio Ad Native Storytelling Audio Ad	Native Advertorial Ad	Native 3D-Audio Ad Native 3D Storytelling Audio Ad	Native Dialogue Audio Ad Native Dialogue Storytelling Audio Ad
Description	Your advertising message will be voiced by professional speakers and seamlessly integrated into the podcast.	The extended PostRoll, combined with a PreRoll, provides space for your story, allowing you to use up to 270 seconds to present your advertising message.	Your voiced spot is enriched with native background sounds, creating a 360-degree audio experience.	With the Native Dialogue Audio Ad, your advertising message is conveyed through a conversation between two speakers.
Characteristics	<ul style="list-style-type: none"> – voice only – no sounds – no music 	<ul style="list-style-type: none"> – voice only – no sounds – no music 	<ul style="list-style-type: none"> – native background noises – 360° audio experience – no music 	<ul style="list-style-type: none"> – voice only – dialogue situation – no sounds – no music
Booking options	PreRoll (max. 30 sec.) PreRoll and PostRoll (max. 30 sec. + 60 sec.)	PreRoll and PostRoll (max. 30 sec.+ 240 sec.)	PreRoll (max. 30 sec.) PreRoll and PostRoll (max. 30 sec. + 60 sec.)	PreRoll (max. 30 sec.) PreRoll and PostRoll (max. 30 sec. + 60 sec.)
Rate	1,000	3,500	1,500	1,500
Production costs	1,700		2,500	2,500

Production costs are non-commissionable and also no discounts apply.

All rates in Euro (€) plus applicable VAT

Podcasts | F.A.Z. and SZ

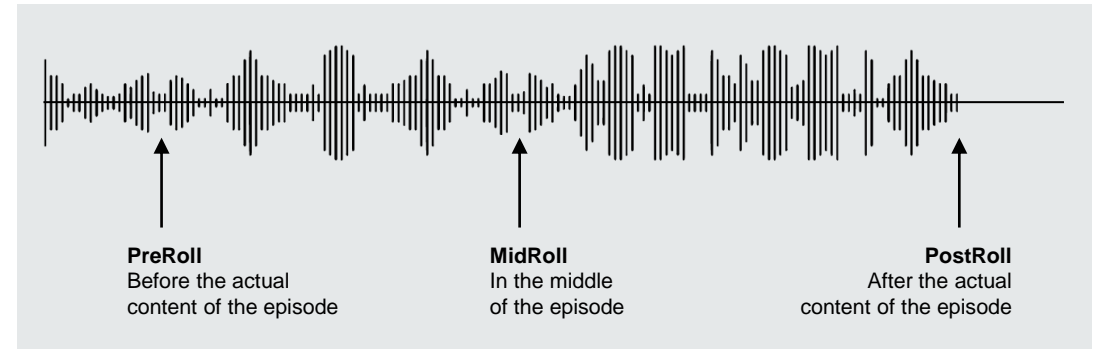
CPM booking

CPM booking	CPM				
	PreRoll	MidRoll ¹	PostRoll	AdBundle ²	AdBundle Plus ³
Podcast individual	130	110	90	90	115
Podcast rotation	100	80	60	60	85

¹ MidRoll upon request

² AdBundle = Placement PreRoll, MidRoll or PostRoll

³ AdBundle plus = PreRoll & MidRoll



Further information on ad formats and placements

The minimum booking volume is 3,500 Euro.

Plus production costs for e.g. Native Audio Ad of 1,000 Euro for PreRoll, MidRoll or PostRoll (max. 30 sec.) or 1,700 Euro for PreRoll and PostRoll (max. 30 sec. And max 60 sec.), non-commissionable and also no discounts apply

Further formats possible upon consultation.

All rates in Euro (€) plus applicable VAT

Current updates on popular topics

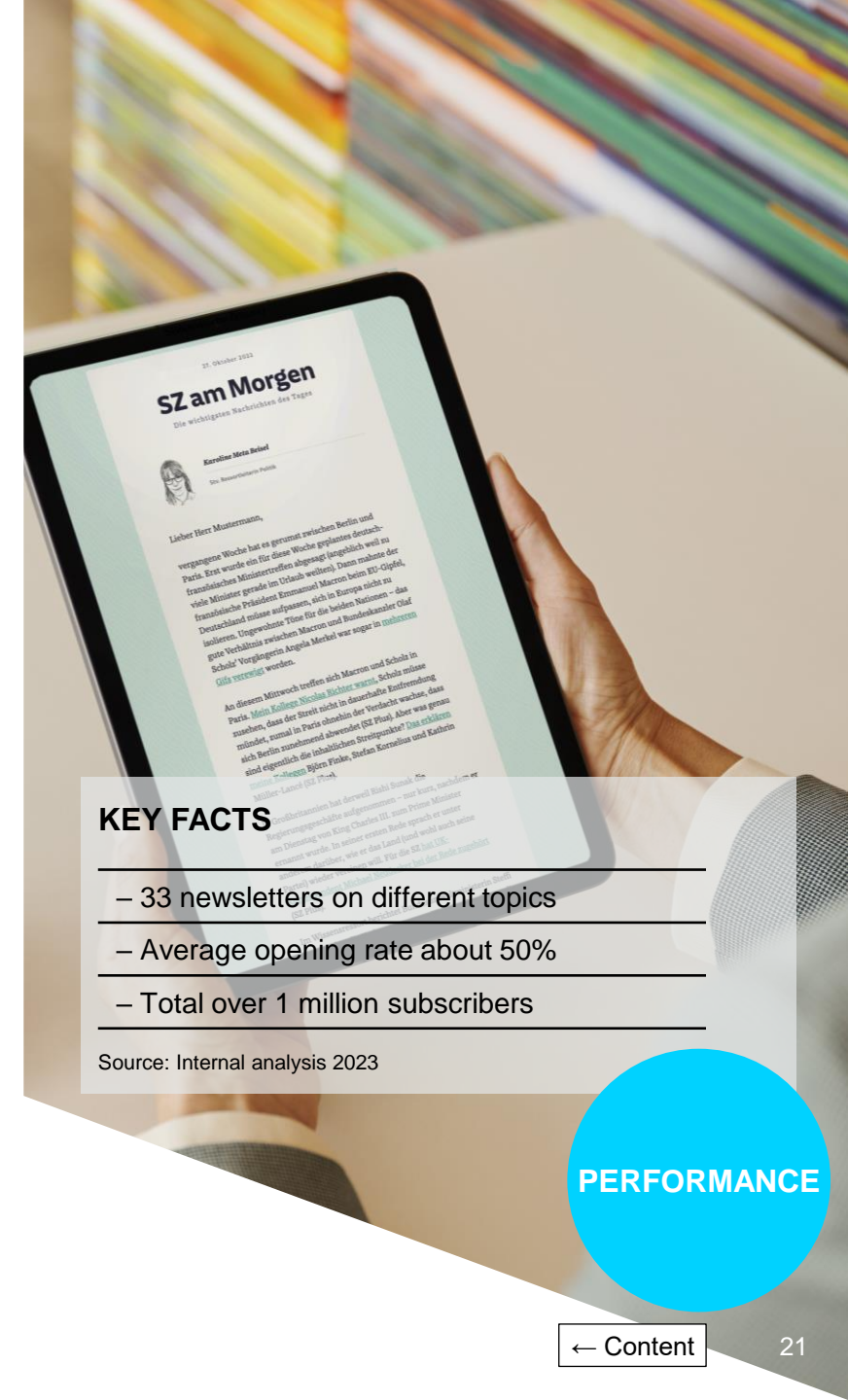
Newsletters | Portrait

Diverse. Newsletters from Frankfurter Allgemeine and Süddeutsche Zeitung deliver the most important news and analyses from various sections directly to subscribers' inboxes. They keep readers informed about various topics, from daily news to economics, literature, or sports.

Engaged. Newsletters cater to individuals who want to stay informed on specific subjects, consciously choose their topics, and appreciate high-quality journalism. This is reflected in high subscription numbers and above-average open rates.

Optimized. Newsletters feature attention-grabbing advertising materials, optimized for various devices, targeting an especially engaged and involved readership.

 Further information on the newsletters



KEY FACTS

- 33 newsletters on different topics
- Average opening rate about 50%
- Total over 1 million subscribers

Source: Internal analysis 2023

PERFORMANCE

Newsletter | F.A.Z.

Discover all digital formats in the digital gallery (only in German) —→ www.republic.de/digital-gallery

Newsletter F.A.Z.	Mailing	Ad impressions	Minimum booking period	Rate
F.A.Z. Frühdenker	Mon–Fri, 6.30 a.m.	800,000	1 week (5 issues)	20,000
F.A.Z. Meinung	Mon–Fri, 6.30 a.m.	700,000	1 week (5 issues)	17,500
F.A.Z. Themen des Tages	Mon–Sun, 8.00 a.m. 12:00 p.m. 8:00 p.m.	300,000	1 week (7 days, 3 mailings/day)	13,500
F.A.Z. F+ Newsletter	Sat, 9.00 p.m.	180,000	1 week (1 issue)	8,100
F.A.Z. PRO D:ECONOMY Briefing ¹	Wed, 8.00 a.m.	165,000	1 week (1 issue)	7,425
Mein F.A.Z. Newsletter	Mon–Sun, at noon	50,000	1 week (7 issues)	4,250
F.A.Z. Newsletter Wirtschaft	Mon–Fri, 3.00 p.m.	40,000		3,400
F.A.Z. Newsletter Finanzen	Mon–Fri, 2.00 p.m.	35,000	1 week (5 issues)	2,975
F.A.Z. Hauptwache	Mon–Fri, 9.00 p.m.	27,000		2,295
F.A.Z. Newsletter Literatur	Fri, 4.00 p.m.	18,000	1 week (1 issue)	1,530
F.A.Z. Newsletter Gesundheit	Mon, 12:00 p.m.	34,000	2 weeks (2 issues)	2,890
F.A.Z. Newsletter Wissen	Wed, 12:00 p.m.	12,000		2,040
F.A.Z. Newsletter Politik	Mon–Fri, 9.15 a.m.	34,000	2 weeks (10 issues)	2,890
F.A.Z. Einspruch	Sun–Fri, 20.00 p.m.	26,000	2 weeks (12 issues)	2,210
F.A.Z. Newsletter Sport	Mon–Sun, 4.00–6.00 p.m.	18,000	2 weeks (14 issues)	1,530

Ad format for basic booking: Content Breaking Ad | 600 x 200 px | max. 50 KB

¹ Only available as a monthly package in combination with the D:ECONOMY podcast an website/app (see page 13). Price subject to changing reach development. Detailed calculation upon request.

All rates in Euro (€) plus applicable VAT

Newsletter | SZ

Discover all digital formats in the digital gallery (only in German) —> www.republic.de/digital-gallery

Newsletter SZ	Mailing	Ad impressions	Minimum booking period	Rate
SZ am Morgen SZ am Abend	Mon–Sat	525,000	1 week (6 issues)	7,875 (Morning or evening)
	Mon–Fri + Sun	1,050,000	1 week (12 issues)	15,750 (Morning and evening)
SZ am Sonntag	Sunday	80,000		6,800
SZ-Magazin Das Rezept	Thursday	70,000		5,950
Prantls Blick	Sunday	50,000		4,250
SZ-Magazin Newsletter	Thursday + Saturday	30,000		2,550 Thu or Sat (1 issue)
		60,000		5,100 Thu and Sat (2 issues)
einfach leben!	Monday	45,000		3,825
SZ-Magazin Alles Liebe	Sunday	40,000		3,400
SZ Film	Thursday	12,000	1 week (1 issues)	2,040
SZ Österreich	Friday	25,000		2,125
SZ Geld	Thursday	25,000		2,125
SZ-Magazin Gesundheit	Tuesday	30,000		2,550
SZ-Magazin Gut getestet	Friday	23,000		1,955
Familie	Friday	10,000		1,700
jetzt-Newsletter	Wednesday	18,000		1,530
Plan W	Wednesday	18,000	2 weeks (2 issues)	1,530
Klimafreitag	Friday	20,000		1,700
SZ Literatur	Wednesday, every 2 weeks	30,000	4 weeks (2 issues)	2,550
Minutenmarathon	last Sunday of the month	24,000	12 weeks (3 issues)	2,040

Ad formats: Content Breaking Ad | Desktop: 600 x 200 px, max. 50 KB | Mobile: 600 x 400 px, max. 50 KB (delivery for desktop and mobile mailing)

All rates in Euro (€) plus applicable VAT

Newsletter | F.A.Z. and SZ

Volume booking for more flexibility and scalability

CPM Booking	Price category	Breaking Ad	Native Teaser ¹
Newsletter individual	Price category 1 ²	75	25
Newsletter brand	Price category 2 ³	55	20

¹ Native Teaser only available in combination with a content solution (Click-In Teaser)

² Newsletter individual: CPM booking of a single newsletter, e.g. only the newsletter "Frühdenker"

³ Newsletter brand: CPM booking of all newsletters from a publisher, e. g. all newsletters issued by SZ

Further information on ad formats and placements

The minimum booking volume for CPM bookings is 3,500 Euro.

Info hub

Publisher and further information

Advertising Marketing:

REPUBLIC Marketing & Media Solutions GmbH
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Managing Directors:

Ingo Müller, Jürgen Maukner

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