

FREUDE *pur*

NEWSPAPER MAGAZINES



Dates 2024

MAGAZINES IN THE SÜDDEUTSCHE ZEITUNG

Topic	Publication date
Holiday destinations 2024	Thu., 11.01.2024
Winter vacation	Thu., 25.01.2024
Wellness & Spa	Thu., 22.02.2024
FoodJourney	Thu., 07.03.2024
South Tyrol	Thu., 14.03.2024
Bavarian Forest	Thu., 11.04.2024
Biking, Hiking & Golfing	Thu., 02.05.2024
Vacation in Carinthia	Wed., 08.05.2024
Summer vacation	Thu., 13.06.2024
Vacation in Bavaria	Thu., 04.07.2024
Relaxed hiking & golfing	Thu., 05.09.2024
Wellness & Spa	Thu., 19.09.2024
FoodJourney	Thu., 17.10.2024
Winter vacation	Thu., 14.11.2024
Vacation in Carinthia	Thu., 21.11.2024
Familotel	Thu., 12.12.2024



Distribution area: Bavaria

With a circulation of **172,279 copies** (Mon-Sat.), the Süddeutsche Zeitung reaches **631,000 readers** in this area.*

Rates:

1/1 page
6,500 EUR
262x365

1/2 page
3,500 EUR
across: 262x181
upright: 132x365

WxH in mm plus 5mm bleed margin

Printing method: Rotogravure
Profile: WAN_IFRAnewspaper26v5.icc
Paper cover pages: 100g/m² (UPM Fine)
Paper content pages: 52g/m² (newspaper print ISO 80)
Color application: max. 220 %
PDF-Version: PDF/X-4, CMYK, 300dpi

*Source: IVW-VA 2022 inkl. E-Paper; ma 2023 Konvergenz

All dates are subject to scheduling changes due to production. SZ-Rate Card No. 86, effective January 1, 2024. All rates in Euro (€) plus applicable tax.

Dates 2024

MAGAZINES IN THE FRANKFURTER ALLGEMEINE ZEITUNG

Topic	Publication date
Bavarian Forest & Bavarian Thermal region	Thur., 11.04.2024
Winter vacation	Thur., 14.11.2024

Distribution area:

Bavaria, Baden-Württemberg, Hesse, Saxony, Thuringia and the metropolitan area Rhine-Ruhr

With a circulation of **93.840 copies** (Mon-Thu), the Frankfurter Allgemeine Zeitung reaches **466,000 readers** in this area.*



Rates:

1/1 page
6,500 EUR
262x365

1/2 page
3,500 EUR
across: 262x181
upright: 132x365

WxH in mm plus 5mm bleed margin

Printing method: Rotogravure
Profile: WAN_IFRAnewspaper26v5.icc
Paper cover pages: 100g/m² (UPM Fine)
Paper content pages: 52g/m² (newspaper print ISO 80)
Color application: max. 220 %
PDF-Version: PDF/X-4, CMYK, 300dpi

Dates 2024

MAGAZINES IN STUTTGARTER ZEITUNG AND STUTTGARTER NACHRICHTEN

Topic	Publication date
Active & Relaxed*	Thu., 02.05.2024
Active, Wellness & Spa*	Thu., 19.09.2024



Distribution area: Baden-Württemberg

With a circulation of **162,020 copies** (Mon-Fri), the Stuttgarter Zeitung and the Stuttgarter Nachrichten reaches **442,315 readers** in this area.*

Rates:

1/1 page
6,500 EUR
228,8 x 321

1/2 page
3,500 EUR
across: 228,8x160

without bleed margin

Printing method: Rotogravure
Profile: WAN_IFRAnewspaper26v5.icc
Paper: 40g/m² (newspaper print ISO 80)
Color application: max. 220 %
PDF-Version: PDF/X-4, CMYK, 300dpi

Dates 2024

THEMATIC-HUB ON SZ.DE

Whether it's vacation, leisure activities, or enjoyment, „FREUDE pur“ on SZ.de is the perfect environment to introduce your tourism offer to an exclusive readership.

FREUDE pur appears as its own **thematic hub** in the **Travel section** on SZ.de. This special feature is promoted through attention-grabbing placements in the SZ newsletters, on SZ.de, and the newspaper app.

Throughout the year, a variety of interesting topics are covered.

The FREUDE pur Hub has a total of 6,250 page views with an average dwell time of 1:38 minutes per month. (31,250 page views within the last 5 months)*

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FoodJourney	Thu., 17.10.2024
Winter vacation	Thu., 14.11.2024

Advertorial

YOUR STORY ON SZ.DE

What do people remember best? That's right – **stories!**

If you want to....

Strengthen your brand awareness

- Have ample space to tell your story
- Use high-quality visuals and special features
- Celebrate a special event, anniversary, or product launch with our readers
- Benefit from the high SEO value of our media brand for your website

....then an advertorial is the right choice for you!



Advertorial

YOUR STORY ON SZ.DE

You provide your story, visual materials, and an optional video, and we will create your own **customized advertorial**.

- ▶ **Placement** Dedicated subpage in our „FREUDE pur“ special section
- ▶ **Reach** Teaser prominently placed on the respective topic page within the „FREUDE pur“ hub and native teaser in rotation on SZ.de with regional targeting

Package	S	M	L	XL
Reach building through native teasers (minimum four weeks, can be booked upon request)*	100,000 Ad Impressions	200,000 Ad Impressions	300,000 Ad Impressions	400,000 Ad Impressions
Rates**	2,990 EUR	4,990 EUR	6,990 EUR	8,990 EUR
Optional add-on:***				
Social media reach booster Placement on Instagram and Facebook Targeted regional distribution upon request	980 EUR	698 EUR	698 EUR	398 EUR

* CPM (Cost per Mille) native teasers in rotation on SZ.de with regional targeting: 20,00 € n/n; rates for reach building through display banners upon request.

** Fixed price (including non-discountable and non-tax-deductible production costs of €990). Lead time of at least 10 business days.

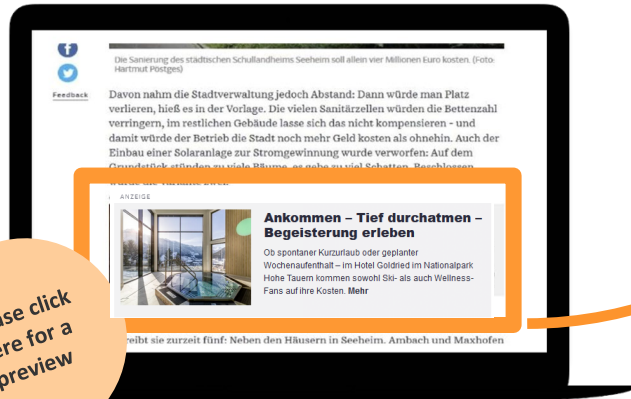
*** Fixed price (non-discountable, tax-deductible)

The advertising terms and conditions of the portal operators apply, which can be viewed at <https://sz-media.sueddeutsche.de/home/agb.html> or at www.iqdigital.de for the iq digital media marketing GmbH. All dates are subject to scheduling changes due to production. SZ-Rate Card No. 86, effective January 1, 2024. All rates in Euro (€) plus applicable tax.

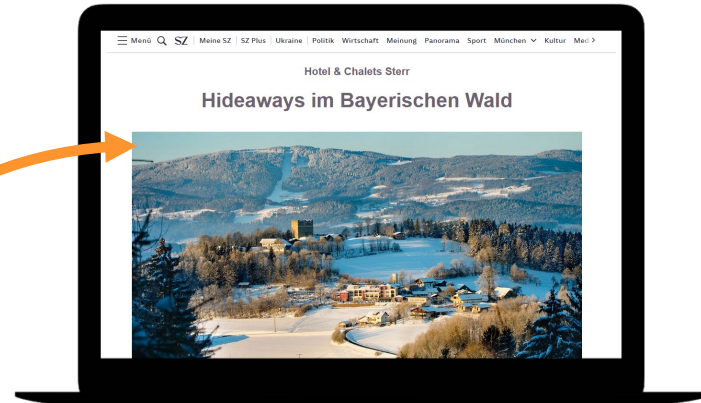
Advertorial

WE CREATE MAXIMUM ATTENTION

- ▶ The **native teaser** is placed within the SZ.de articles and on the section homepages, directing users to the advertorial
- ▶ **Advantage:** directly in the reading flow of the users
- ▶ **Captivating design:** image, headline, and short text that piques curiosity



Please click here for a preview



Premium Advertorial

A TOUCH OF LUXURY FOR YOUR ADVERTISING

With the full-page layout, your photos will be showcased to their full potential and remain memorable. At the same time, attention-grabbing elements such as a slider module or a tasteful background animation will enhance the reading experience. Guaranteed to keep your audience scrolling!

Set yourself apart from your competition with a high-quality online advertorial in a premium design!

Format

**Premium
Advertorial**

Surcharge

**990 €*

For an advertorial with a minimum booking volume of 8,990 €, the premium design is already included at no additional cost.

[Click here to view all modules in the Premium Advertorial](#)

All modules at a glance	Standard Advertorial	Premium Advertorial
Images	●	●
Text	●	●
Customer address + Logo	●	●
Call-to-action button	●	●
Google Maps	●	●
Information box	●	●
Video integration	●	●
Audio integration	X	●
Image bar	X	●
Parallax module	X	●
Blender module	X	●
Background animation	X	●
Chart	X	●
Dropdown container	X	●
Slider module	X	●

Fixed Placement & Info Banner

ON THE THEMED PAGES OF FREUDE PUR

We create your **themed page fixed placement** with a headline and a compelling short text that piques curiosity and links to your website.

Format	Placement	Rate
Fixed placement	Theme homepage	1,290 €

We create your info banner, **exclusively placed on the theme homepage**.

Format	Placement	Rate
Info banner	Theme homepage	2,000 €

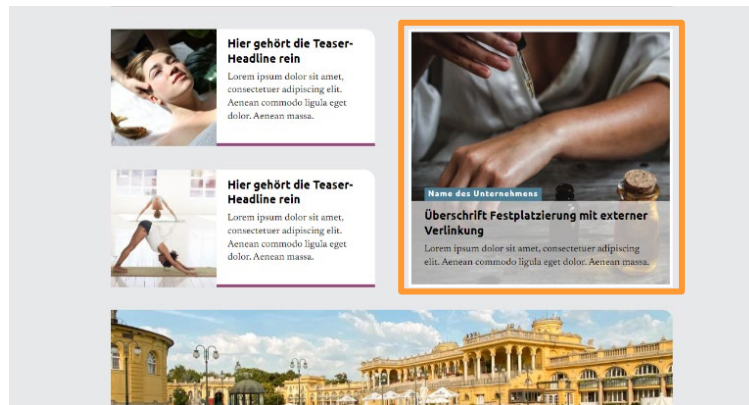


Image gallery

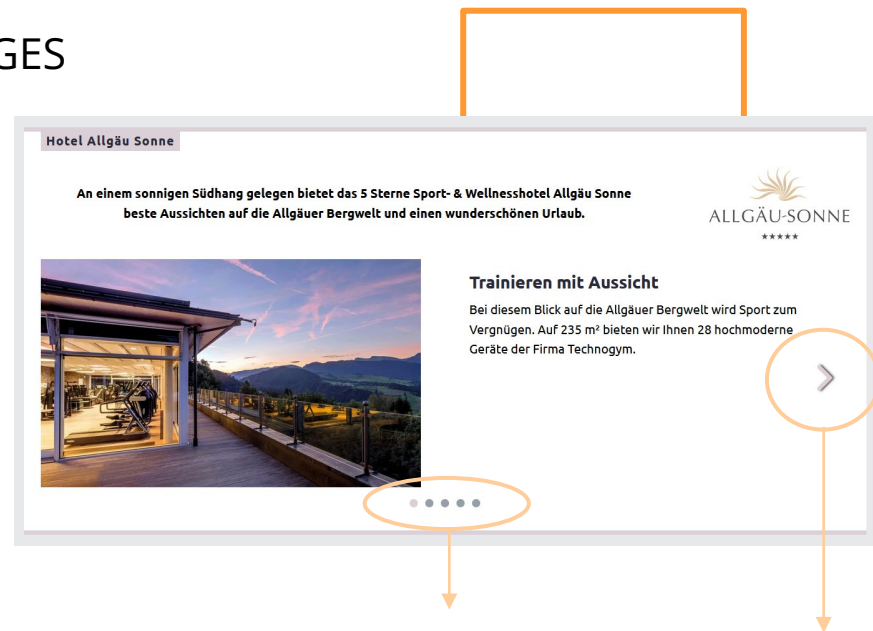
YOUR COMPANY / OFFERING IN STRIKING IMAGES

In a custom image gallery* on the theme homepage within the FREUDE pur hubs, you can provide users with **deep insights** into your hotel, your company, or offering.

You provide us with your images along with meaningful descriptions and your logo, and we will create your own gallery.

Format	Placement	Rate
Image gallery	Theme homepage	1,600 €

* Lead time of at least 10 business days. Duration at least 4 weeks.
All rates in Euro (€) plus applicable tax. SZ-Rate Card No. 86, effective January 1, 2024.



We are happy to advise you

KAUFDOWN SALES

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