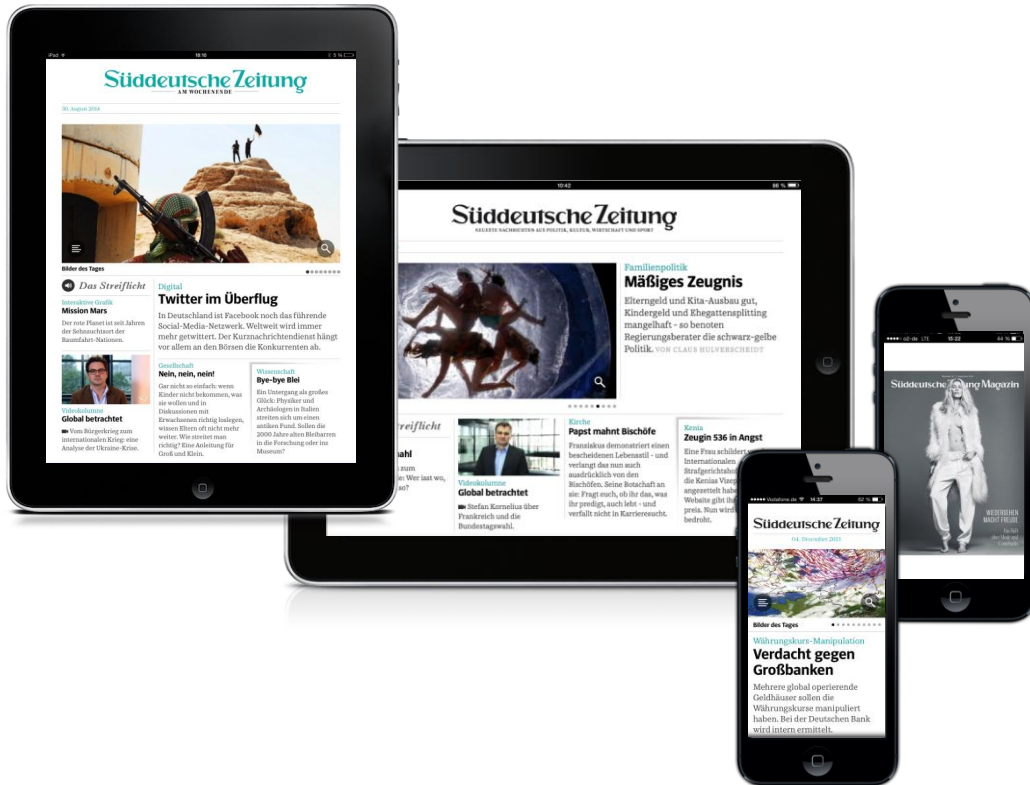


SZ App - Rates

App for SZ and SZ am Wochenende



SZ App

Monday – Friday



Süddeutsche Zeitung App (Mon – Fri)

- Run-time: Monday – Friday (5 issues)
- Format: full page
- Placement options:
 - between section introduction pages

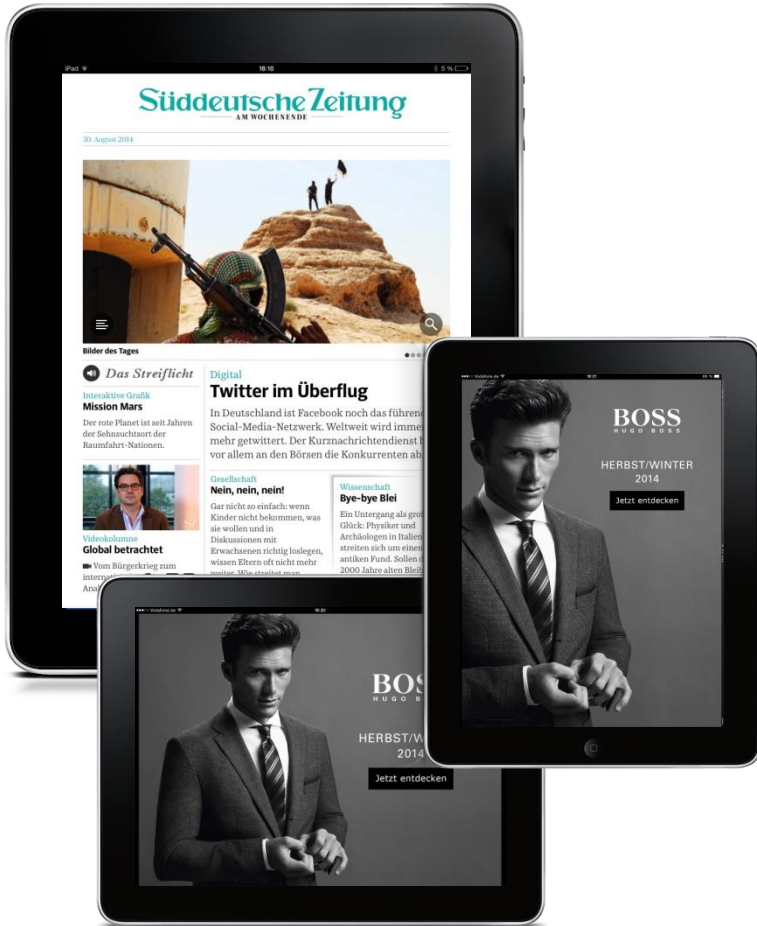
	Weekly
opening page	€ 13,800
section level	€ 12,000
extra charge placement request	10%

All rates are in Eur. Tax (VAT) applies in addition where applicable. Agency discount (15%) applies.

Süddeutsche Zeitung

SZ App – SZ am Wochenende

Weekend



Süddeutsche Zeitung App (weekend)

- Runtime: 1 issue
- Format: full page
- Placement options:
 - between section introduction pages

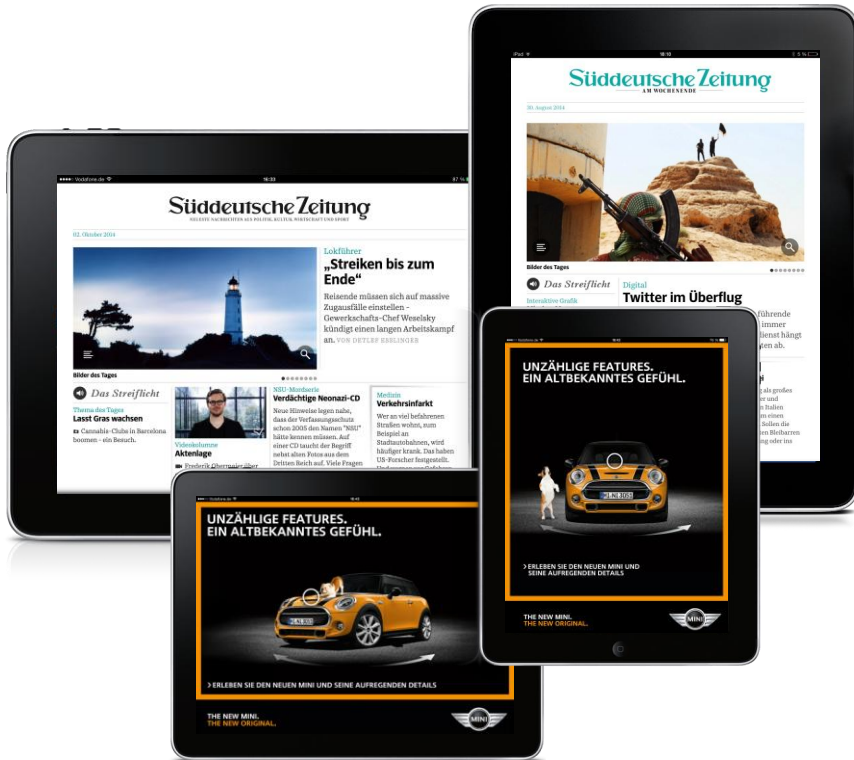
	weekend
opening page	€ 6,900
section level	€ 6,000
extra charge placement request	10%

All rates are in Eur. Tax (VAT) applies in addition where applicable. Agency discount (15%) applies.

Süddeutsche Zeitung

SZ App

Monday – Friday & SZ am Wochenende App



Mon – Fri & SZ am Wochenende (weekend)

- Runtime: Monday - Friday & weekend (total: 6 issues)
- Format: full page
- Placement options:
 - between section introduction pages

	Mon-Fri + weekend
opening page	€ 17,900
section level	€ 15,600
extra charge placement request	10%

All rates are in Eur. Tax (VAT) applies in addition where applicable. Agency discount (15%) applies.

Süddeutsche Zeitung

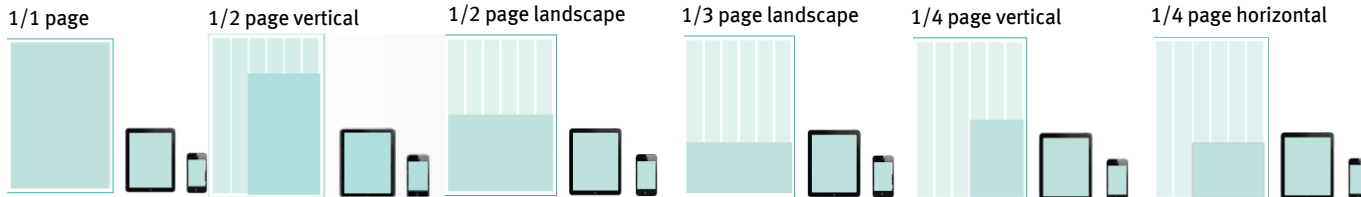
Print Ad extension to SZ App



Süddeutsche Zeitung App

- Following formats (print ads) are published automatically in the SZ App the day of publication:
 - 1/1 page
 - 1/2 page horizontal + 1/2 page vertical
 - 1/3 page horizontal
 - 1/4 page corner vertical + 1/4 page corner horizontal
- 5 days extension in the same calendar week of the print publication date
- Placement: best possible within section level.
- Delivery of two creatives for portrait and landscape format is required.

SZ App extension		
Cost		€ 8,900



All rates are in Eur. Tax (VAT) applies in addition where applicable. Agency discount (15%) applies.